

Evidence: Urban Design Report
Name: John Lonink

Date of Hearing:
Reference:

22 May 2018
RMA/2017/1354

IN THE MATTER OF The Resource Management Act 1991

AND

IN THE MATTER OF a Land use consent application RMA/2017/1354, 617-649 Colombo Street, Christchurch – Calder Stewart Development Limited C/- Urbis TPD Ltd

1. Introduction

- 1.1. My full name is John Lonink. I hold a position of Senior Urban Design Advisor at Christchurch City Council (the Council). I have been in this position since October 2013.
- 1.2. I hold a Masters of Science in Architecture, Building and Planning from Eindhoven University, and a Bachelor of Science in Engineering from Hogeschool Brabant, Tilburg. I am registered architect in the Netherlands and a member of the New Zealand Urban Design Forum.
- 1.3. I have ten years experience in the field of urban design, within both the public and private sector. Prior to that I worked as an architectural technician/ graduate architect.
- 1.4. I have been asked by the Christchurch City Council to provide urban design evidence in relation to the above application. I have reviewed the application submitted by Urbis TPD consultants and the submissions received after the application was notified. I have visited the site and surrounding areas.

2. Purpose

- 2.1. The purpose of this report is to assess the urban design matters relating to the proposed installation of a two sided LED billboard (the billboard) on the Lichfield Street – Colombo Street corner of the new EntX cinema building. The billboard is proposed to predominately display non-site related signage, containing both still and moving imagery.
- 2.2. This urban design assessment is focussed on the visual effects of the billboard upon the general and visual amenity of the receiving environment.

3. The proposal

- 3.1. The proposed billboard will be constructed of two separate screens that operate jointly creating a continuous screen that wraps around the corner of the cinema building. The display is proposed to measure 8.4m height by 11.5m in length with a total surface area of approximately 103.5 m². The sign will be located 9.4m above ground level and the top of the display will sit at approximately 18 meters from ground level. I understand that the application is a discretionary activity under the Christchurch District Plan.

4. Previous design advice

- 4.1. The proposal for the cinema building was reviewed by the Christchurch Urban Design Panel (the Panel) on 5 of October 2016. The Panel was not opposed to the principal of an LED sign on the corner of Lichfield Street and Colombo Street, on the provision that the content would be associated with the entertainment complex, and that technical matters including traffic safety could be resolved.
- 4.2. The original proposal for the cinema building was lodged under RMA/2016/2863. An urban design assessment was provided to the Applicant by Hugh Nicholson, who was at the time working as a Principal Urban Design Advisor for the Council. I have attached the advice of Mr Nicholson. While he referred to the design of the building and the

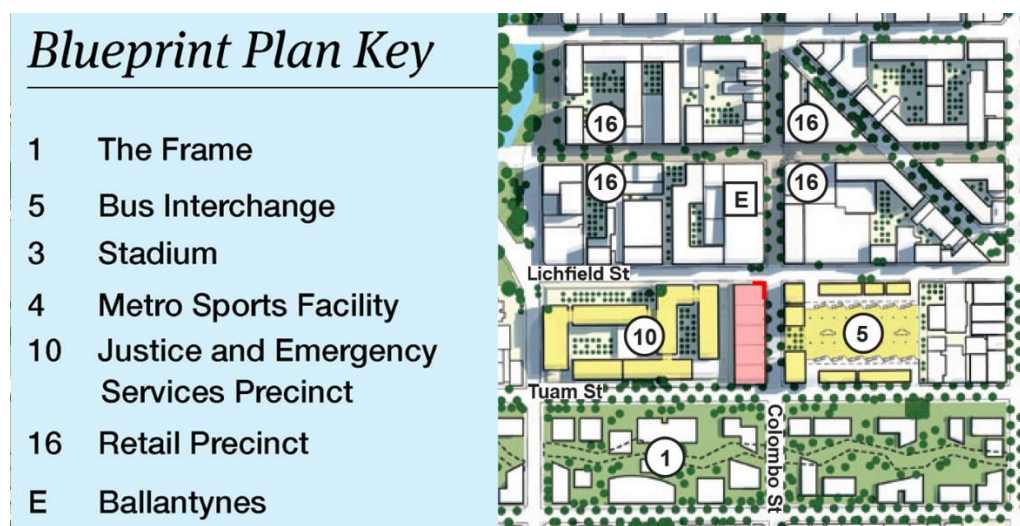
visual interest it would provide, the billboard was not part of RMA/2016/2863 and as such wasn't part of the assessment of Mr Nicolson.

5. Summary of Key Urban Design Matters

- 5.1. An LED screen could make a positive and interesting contribution to the intended use of the building of the cinema. It would increase the cinema's corner presence and assisting in wayfinding for the wider public.
- 5.2. However, the off-site nature and size of the sign is incompatible with the human scale of the pedestrian focused environment it will be located within.
- 5.3. The sign is not well integrated with the architecture of the building.
- 5.4. The sign could set a precedent for similar signage occurring within the area.
- 5.5. Should the application be granted I recommend the following amendments to the application:
 - Content displayed on the screen needs to be site related.
 - Significantly reduce the size of the screen.
 - Lower the height of the screen.
 - Improve the integration of the screen with the architecture of the building.

6. Receiving environment

- 6.1. Intro: This area of the Central City has a very high level of amenity that has recently received a significant amount public sector investment in order to regenerate the Central City. This investment has been focussed on high quality street scape upgrades, the establishment of 2 prominent anchor projects and the designation of the South Frame. The public realm is of high quality and well used by the large amounts of pedestrians using this area. The pedestrians in this area, the surrounding businesses and the office workers in the surrounding buildings will be exposed to the proposed changes to the environment.



- 6.2. The proposal sits within the Central City Core area, the central focus of commercial and retail activity for the city. The cinema building on which the proposed billboard will be mounted is centrally located between 3 anchor projects and the retail precinct as shown in the blueprint of the Christchurch Central Recovery Plan:
 - Directly to the west of the building is the nearly finished Justice and Emergency Services Precinct (JESP),
 - To the east on the opposite side of Colombo Street is the Bus Interchange
 - To the south is the South Frame.
 - Finally, to the north of the site across Lichfield Street, the Retail Precinct is re-establishing.

- 6.3. The area is currently busy with pedestrians and footfall will increase as the re-build continues. The combination of the main public transport hub, the Retail Precinct and the JESP so close to this location will result in an environment that will be very vibrant and busy with people. The cinema building, in itself a very strong anchor of activity, will further increase the amount of pedestrian using this environment.
- 6.4. There is a step in scale and density of ground floor activity between the north and south side of Lichfield Street. To the south side the buildings are of a larger scale with less variety in ground floor activity and larger sized floor plates. The bus exchange for instance is a building with a single roof with only 3 retail tenancies and a bicycle parking facing Colombo Street.



Ground floor tenancies in the Bus Interchange

The JESP has very singular ground floor activity as is reflected in a relative inactive ground floor and a very large floor plate.



Justice and Emergency Services Precinct

- 6.5. Though the Cinema building will have a variety of food and beverage activity at ground floor, it is all enclosed in one 'retail building'. As you enter the retail precinct, the area to the north of Lichfield Street, The scale of the ground floor plates becomes significantly smaller and a lot more variety can be seen in the street elevations. Per section of street the amount of shopfront increase significantly.



Smaller floorplates in Colombo Street and variety in the street elevation

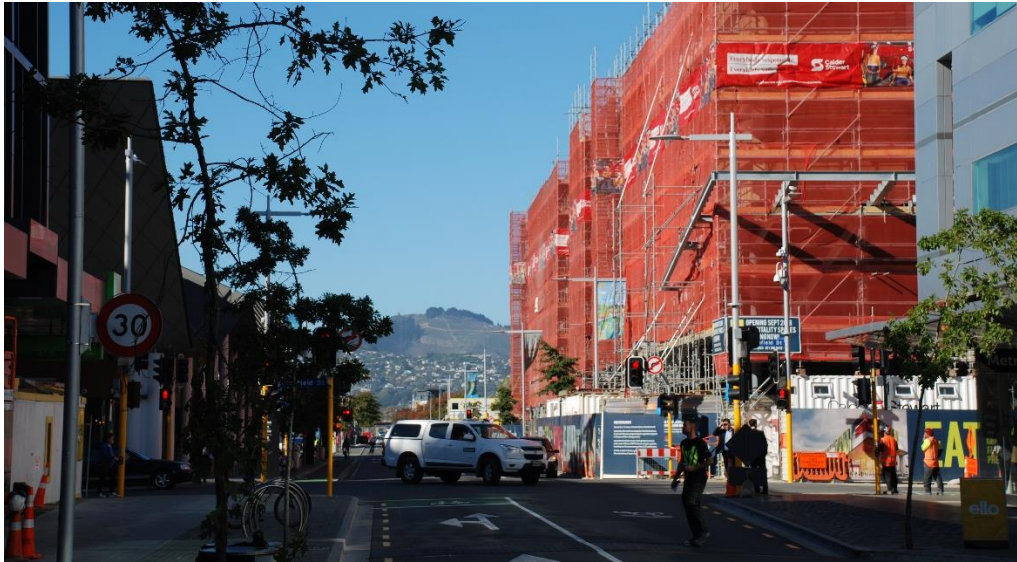
On top of the variety in the street elevation there is also a lot more and finer architectural detailing of the buildings in this environment. This variety and richness of architectural detailing contributes to the sense of human scale in this environment.



Architectural detailing and a sense of human scale in Cashel Mall

6.6. As described in accessible city the focus, for Colombo Street and Lichfield Street between Colombo and the East Frame, is on pedestrian movement and cycling. From Lichfield Street up the focus of Colombo Street is clearly to create an even more high quality pedestrian environment by widening the pavement and providing more public space for businesses to spill out into. The recent street upgrades that are part of 'an Accessible City' clearly show this as they have created a significantly wider footpath from Lichfield Street upward, by merging the separated cycle lane with the main carriageway.

As a result of all this work the general and visual amenity of this area have significantly increased and businesses are starting to spill out into these spaces.



Colombo Streets carriageway without dedicated cycleway



Emerging pedestrian environment with spill out space for hospitality

7. Viewing audience

- 7.1. The area has a wide range of users. As has been mentioned above the receiving environment surrounding the billboard is highly pedestrian orientated. People using the bus interchange, retailers, office workers, Tourist on their first arrival in Christchurch and people visiting the retail precinct.
- 7.2. In the future the Cinema will also contribute to another type of user of the area.

8. Visual catchment area

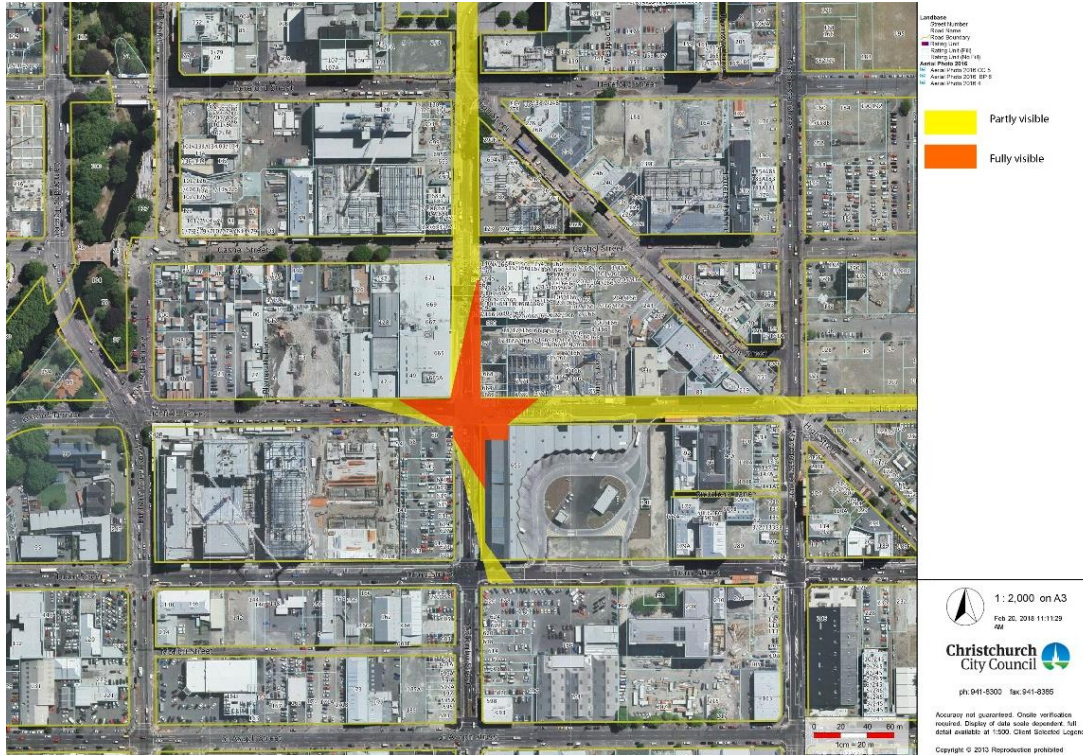


Figure a: The area in orange is where the full billboard will be visible and the area in yellow is where the billboard is partly obscured

- 8.1. As can be seen on 'Figure a' above the estimated visual catchment area stretches from the intersection of Lichfield Street and Colombo Street predominantly towards the east and the north for a very long distance. In the section below a more specific estimate shows the possible viewing distance the screen could still be clearly seen from. The views from the west and south are more limited because the larger viewing angles will limit the effectiveness and visibility of the two screens.
- 8.2. In order to understand from how far the proposed billboard will be visible and visually effective a comparison has been made with an existing 'comparably sized' billboard. The billboard is located on the south east corner of the car park building that is located on 160 Lichfield Street in the innovation precinct. The billboard is visible when moving northbound on Madras Street. The billboard is 4.8 meters wide and 7.5 meters high and the top of the billboard sits 23 meters above ground level. This sign is easily readable from over 300 meters distance. The billboard on the cinema is 8.4 x 11.9 meters across the north-east corner and the top of the billboard will sit 18 meters above the ground level. The part facing east is 7.5 x 8.4 just under twice the size of the above billboard and the part facing north is 4.4 x 8.4 meters which is very similarly sized.

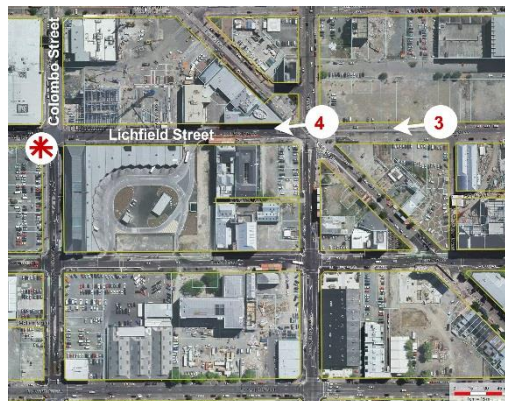
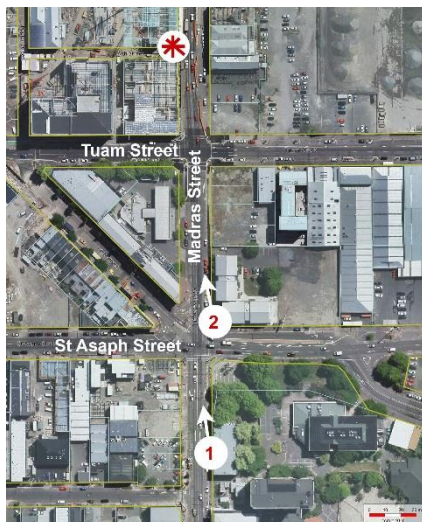


photo locations for size and visual appearance comparison

- 8.3. Below is a comparison of size and distance of views from Madras Street looking at the existing car park billboard (photo 1 and 2) and from Lichfield Street looking at the proposed cinema billboard (photo 3 and 4).



Location 1; Looking north from Madras Street. Roughly 250 meters away from the billboard. The text on the billboard can be read.



Location 3; Looking West from Lichfield Street. Roughly 375 meters away from the billboard. The billboard is of relatively similar size within this view so it is expected that text can be read.



Location 2; Looking north from Madras Street roughly 175 meters away from the billboard. Text can be easily read and the billboard is highly visible.



Location 4; Looking west from Lichfield Street roughly 265 meters away from the billboard. The billboard shows roughly the same size so messages can be just as easily read. The billboard is obscured by the roof of the bus interchange. This photo is taken exactly from the corner of the East frame as such a possible view for residential developments.

- 8.4. The views south from along Colombo Street north of Lichfield Street are restricted by the overbridge over Colombo Street between Ballantynes building and the Crossing development. And the views from the east get partially blocked by the overhanging roof of the Bus Interchange.
- 8.5. The billboard will be seen from within most of the commercial properties in the surrounding environment, many of which have an office use above ground floor. Offices that will likely be affected are the offices looking south at the two top levels of the triangle development on the corner of Cashel Street and Colombo Street, particularly on the corner. The top two floors of offices in the BNZ centre that face south. These offices are likely to look out over the roof of Ballantynes and see the billboard. There are office spaces proposed in the upper floors of the development on 668/678 Colombo Street that will be affected

9. Statutory framework

- 9.1. As outlined in the section 95 report the proposal is a discretionary activity under the Christchurch District Plan. The following Policies and objectives have been used as framework for a more detailed Urban Design Assessment in 10
- 9.2. These policies and objectives will be fully outlined in the evidence of Council's Planning expert

Objectives and Policies related to Signage (6.8.2)

- 9.3. 6.8.2.1 Objective – Signage collectively contributes to Christchurch's vitality and recovery.
I consider that the billboard, like most signage, will support the needs of business and could potentially provide a platform to advertise community activities. However I do not consider the billboard as currently proposed will enhance the visual amenity values and character of the surrounding area, building or structures. This is due to its off-site character, its height and size. I will discuss this in more detail in the assessment of effects.
- 9.4. 6.8.2.1.1 Policy – Enabling signage in appropriate locations
I acknowledge signage is anticipated within the Commercial Central City Business Zone, however given the off-site nature of the proposed advertising on the billboard I do not consider it will likely provide any directional or health benefits to the public.
- 9.5. 6.8.2.1.3 Policy – managing the potential effects of signage
It is my view that the signage generates adverse visual effects that are not managed by the application. I consider that:
 - Although the billboard does not dominate the cinema building it does not integrate well with it either.
 - The proposal does not relate well to the human scale, high amenity, pedestrian focussed environment it is located in.
 - This LED billboard is of a size we have not encountered yet in Christchurch and will have greater effects than any previous signage.

Objectives and Policies related to Commercial zones (15.2)

- 9.6. 15.2.4 Objective – Urban form, scale and design outcomes.
It is my view that the billboard has both benefits and adverse effects when looking at this objective. As the site is located on a corner site and highly visible it will provide a strong landmark quality that will assist with people orientating themselves through the central city. However it will have visual impacts on amenity and the character of the environment which will result in adverse effects on the surrounding environment. As the cinema building already has a strong corner definition there is not a need for a sign of this type and size to create a similar effect.

9.7. 15.2.6.4.3-Policy- Amenity

a. *Promote a high standard of amenity and discourage activities from establishing where they will have an adverse effect on the amenity values of the Central City.*

The surrounding area as it stands is starting to provide a high level of amenity through a high quality public realm and buildings that relate to our sense of human scale. The activity of the billboard is of a character and scale that it will continuously draw attention away from this high quality environment.

10. Assessment of effects

10.1. The application is a discretionary activity and as such there is no restriction to what can be considered to assess the environmental effects of the billboard. However to provide some guidance I have considered the matters of discretion and used them as a framework for the assessment and for further guidance for the effects of the billboard photographic representations of the billboard in its context have been modelled.

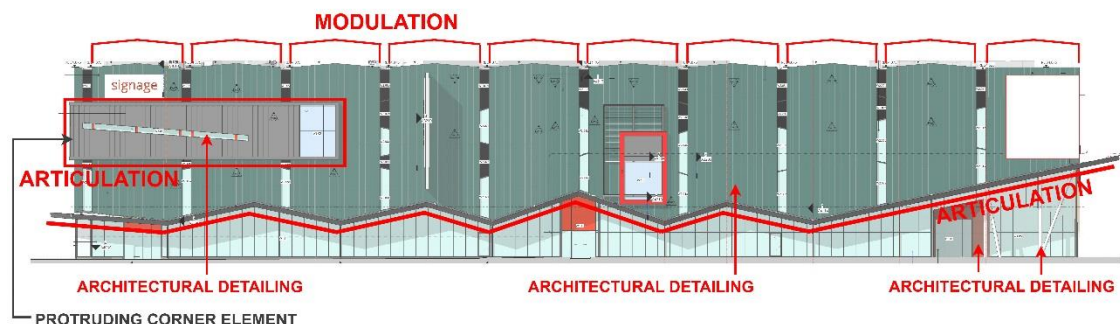
10.2. 6.8.5.1 All signs and ancillary support structures

a. *Whether the scale, design, colour, location and nature of the signage will have impacts on the architectural integrity, amenity values, character, visual coherence, and heritage values of:*

i. *the building and the veranda on which the signage is displayed and its ability to accommodate the signage;*

The cinema building is of a size and scale similar to the Bus Interchange building. As such it is not easily dominated by a LED billboard, even of such a size as is being proposed. However the sign does not integrate well with the architectural character of the building. Like the Bus Interchange, the scale of the cinema building has been broken down by modulating the build form and using articulation and architectural detail:

To modulate the main build form the cinema building uses an alternating roof form and a finer grain of façade modules. It will achieve a sense of vertical alignment by dividing these façade panels with vertically aligned glass panelling. Additional articulation, modulation and architectural detailing is achieved through the introduction of more horizontally orientated volumes and through variety in the façade materials.



Modulation, articulation and architectural detailing of the cinema building.

Although the billboard does not dominate the building it is not integrated into the façade very well. Currently the sign almost, but not completely covers the two façade sections it is mounted on. This and the fact that the billboard will protrude about 0.7 meter from the façade will give the impression that the sign was more of an afterthought than the conscious design decision it is. A better composition would be able to be created if the billboard was smaller and of a similar height as the protruding corner element that wraps along the façade on the Tuam Street and Colombo Street corner. This element also has more architectural detailing and framing that can be used to integrate the sign better with the building design. The type of signage (off-site) that is proposed will most likely not contribute but rather detract from the uses inside and potentially the character of the building.

ii. *the surrounding area (including anticipated changes in the area);*

As mentioned before in the paragraphs about the receiving environment this part of the central city is already becoming a lively pedestrian environment. It is the location where people who use the Christchurch bus interchange walk into the retail precinct and where they can start to enjoy a high amenity pedestrian environment with an extensive amount of retail activating the street.

This environment is characterized by a mix of buildings that provide a good level of visual interest and that have a strong sense of human scale. The Large surface of the LED Screen will not provide any additional architectural detailing nor is it of a size that is of a human scale. Most billboards in Christchurch are around 36 sqm and designed for a car oriented environment. This 36 sqm relates to the distance needed to be able to catch the attention of a motorist and then have about 3 seconds to convey an advertising message.

Environments like this in general are of a much lower quality and as such the visual amenity effects are usually not as significant.

However the proposed billboard will be 3 times larger and located in a pedestrian focussed environment with a high level of visual amenity. Taking into account that a sign of this size will be visible and effective in showing a message from over 300 meters it will continuously be able to draw attention of people within the visual catchment area detracting attention from the visual amenity of the surrounding environment.

iii. *residential activities; and*

The first residential activity that will need to be taken into consideration is that of the residential developments within the East Frame, particularly any residential on the corner of Lichfield Street and Manchester Street. Although this area is 275 meters away and the billboard will be partly obscured by the roof of the Bus Interchange the size of the billboard will still make it very visible and readable. Although I would not consider the billboard would dominate the views of people who live there it has the ability to continuously 'catch the eye' and will be a prominent component of the visual landscape.

Furthermore two submitters, one on 662-664 Colombo Street and one on 617-649 Colombo Street, have raised the desire to have residential activity as part of their future developments.

Taking into account the council's goal of having 20,000 residents into the central city and policy *15.2.6.4 Residential intensification in the Central City Business zone* and to avoid reverse sensitivity issues I would advise a significant reduction in size of the billboard to reduce the adverse effects on visual amenity.

b. *Whether the extent of the impacts of the signage are increased or lessened due to:*

i. *the design, dimensions, nature and colour of the sign or support structure;*

As mentioned above the billboard is not well integrated with the architectural elements of the building and as such detracts from the architectural character of the cinema building.

The proposed size, height and off site character of the billboard make it incompatible with the pedestrian focussed environment it is located in. It would be more appropriate for a car orientated environment though even for that it would be unconventionally large.

However a digital screen could be appropriate for the cinema building if:

- It was integrated with the architectural style of the cinema building
- the size scale and height were more related to the human scale of the surrounding pedestrian environment it is located within.
- The content of the sign would relate to the uses within the cinema building

ii. *the level of visibility of the sign; and*

The sign is proposed to be mounted at a height that is twice as high as what is permitted in the district plan. However it will be partly obscured by other structures when viewing from a larger distance. The roof of the bus interchange will partly block views of the sign from the east frame and from cathedral square the sign would be partly obscured by the pedestrian bridge between the Ballantynes building and The Crossing development.

However if with the rebuild of the Cathedral would include the construction of an accessible

spire the screen will be highly visible from that spire. As mentioned above in 8.4 there are a lot of offices within the visual catchment area that will have clear views of the signs.

iii. *vegetation or other mitigating features.*

There are no mitigating factors.

c. *Whether the signage combines with existing signage on the building, the site or in the vicinity, to create visual clutter or set a precedent for further similar signage.*

The billboard is unlikely to create visual clutter on its own, however more signage is likely to be needed for the commercial uses in the building and this has not been part of the application. There is also a significant risk that allowing for an LED billboard of this size in this zone will set a precedent for further similar signage.

d. *Whether there are any special circumstances or functional needs relating to the activity, building, site or surroundings, which affect signage requirements, including:*

i. *Operational, safety, directional, and functional requirements;*

ii. *its size, scale or nature; and*

iii. *the length of road frontage.*

e. There is no need for a sign of this size and type that does not relate to the businesses on site. However there is merit in providing site related advertising on a digital screen. *Whether the signage:*

i. *Enlivens a space or screens unsightly activities;*

ii. *Will result in an orderly and co-ordinated display; and*

iii. *Relates to the business or activity on the site and the necessity for the business or activity to identify and promote itself*

The sign does provide a good opportunity to promote the movie theatre activity through a dynamic digital screen and at the same time enliven the space in front of the bus exchange. I consider this site is more suitable than others for an LED screen if the content relates to the activities taking place on site. As a major entertainment complex, this building is a distinct landmark for the city and an LED screen showing movie clips, for instance, would relate the activities taking place in the building to the street and be part of the urban experience. This is distinct from an advertising billboard, which are generally located next to main roads and designed to be viewed from cars, and not especially part of the urban experience for people on foot in the city. As such the type of display can be appropriate however the off-site nature would not be.

6.8.5.2 Illuminated, moving, changing, flashing or retro-reflective displays

f. *Whether the extent of the impacts of the signage are increased or lessened due to:*

i. *the frequency and intensity of intermittent or flashing light sources, and the proposed periods of illumination and frequency of image changes;*

ii. *the prominence of the sign due to its illuminated or animated nature and ability to draw the eye;*

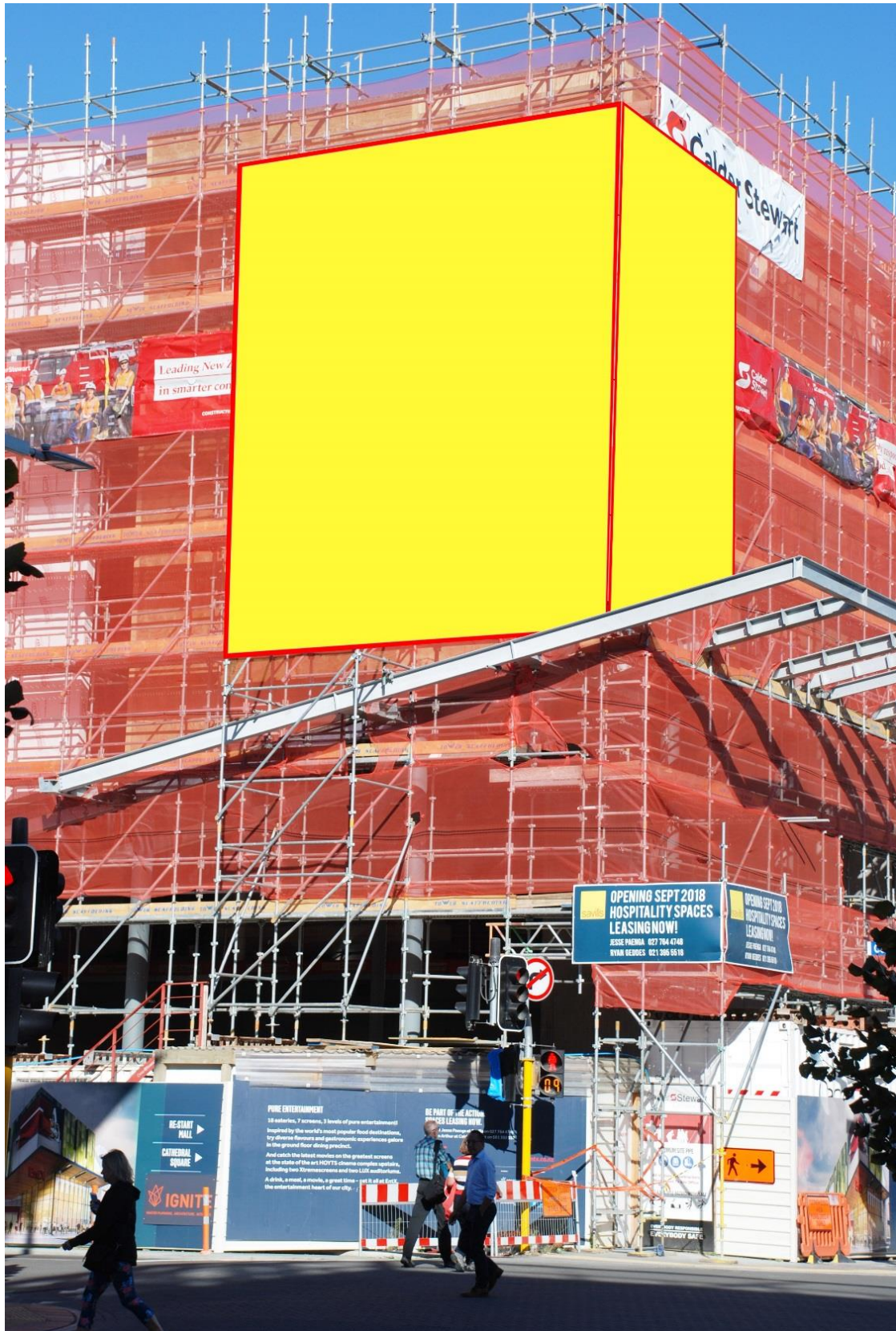
iii. *the nature of surrounding land use activities; and*

iv. *the proximity of the display to other properties and the likely effects of such intermittent or flashing lights or changing images upon those properties and their occupants.*

The sign is of a size that has not been constructed anywhere in Christchurch yet. It will show moving and changing imagery, something that has not previously been consented by Council. The human eye is attracted by strongly contrasting colours and by changes in the field of view. A billboard of this size and nature will continuously 'catch the eye' A sign of this size will most likely be clearly visible and readable depending on font size from over 300 meters. The total amount of light and moving imagery that will be casted from this screen will very clearly affect anybody using the surrounding properties and businesses.

11. Photo representations of the sign

- 11.1. The photos below have been taken with a 50mm focal length equivalent zoom lens. This focal length creates photos that best reflect the focal length of the human eye. However some caution needs to be taken in regard to the images as the human eye does have a significantly larger field of view.
- 11.2. This photo is taken roughly 40 meters from the sign and clearly shows the large scale of the sign and its visual dominance in this active pedestrian environment. When we take into consideration that the sign is projecting light and will be showing moving and changing images it becomes clear that this environment will be greatly impacted.



- 11.3. This photo is taken approximately 70 meters from the sign. The sign is still the most dominant element within this view.
This area is becoming a high quality pedestrian area and as such the effects of the sign would be significant.



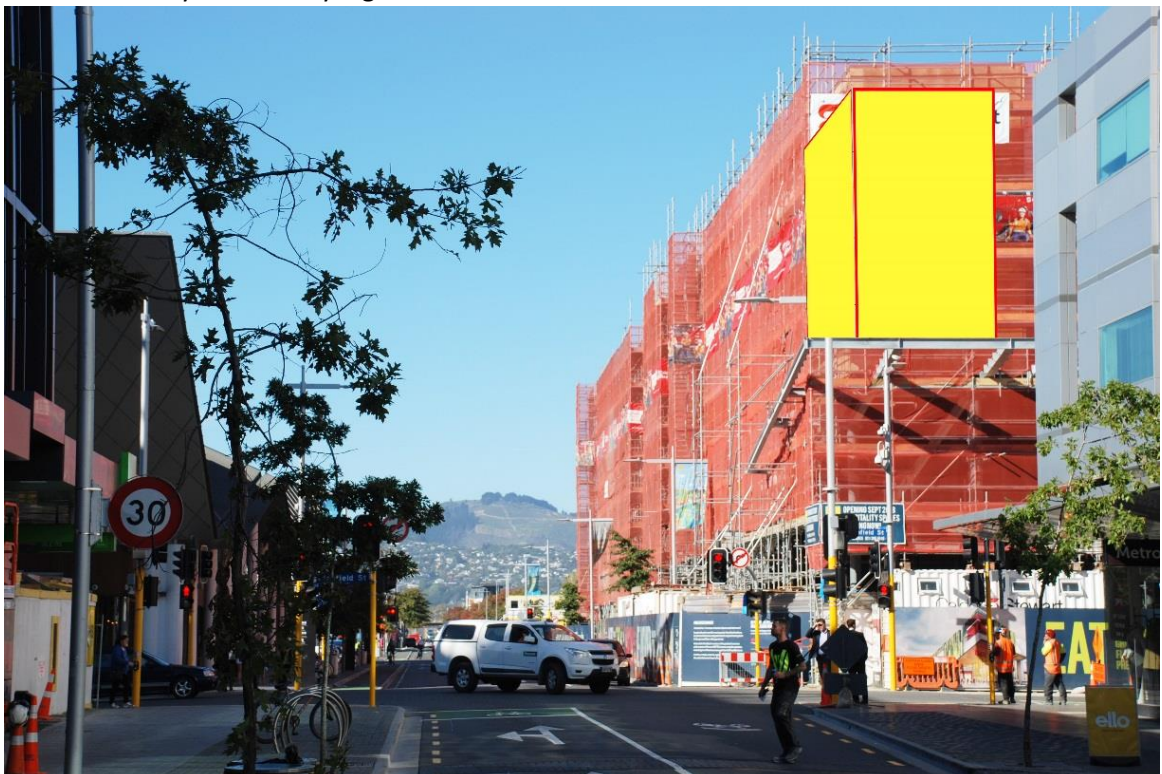
- 11.4. This photo shows that the roof of the Bus Interchange obscures part of the sign.
During the day this will most likely reduce the visual effects of the sign. However at night the screen with moving imagery will still draw attention.



11.5. This photo is taken roughly 375 meters from the sign at the edge of the linear park in the east frame. It shows that the sign will still be clearly visible from the southern side of the East Frame. If apartment style living is realised in this area of the East Frame the sign will be highly visible from within units above the second floor. From a public realm perspective the sign will be seen and occasionally draw attention. However it is unlikely this will cause significant adverse visual effects.



11.6. This photo is taken approximately 75 meters from the sign. From this compilation it can be clearly seen that the sign, even if partly obscured by the veranda of the cinema building is very dominant in this environment. It will continuously draw attention and detract from the surrounding environment, businesses and the views of the Port Hills. The environment is becoming even more pedestrianised and the level of amenity will be very high.



11.7. This photo is taken 120 meters from the sign, just beyond the overbridge across Colombo Street. The billboard will still be the most prominent visual element in this space. The signs that can now be seen in the public realm will likely draw significantly less attention than the billboard. Also the views of the Port Hills will become less prominent as the billboard will draw the attention. The environment is mostly focused on pedestrians now and the footpath is wide enough to allow for spill out space of business. The prominence and eye catching character of the billboard will significantly adversely affect the quality and amenity of this space.



11.8. This photo is taken 185 meters from the billboard. Most of the sign is obscured by the overbridge and other elements within the public realm. Only at night time is there a chance that the billboard will draw attention. However this is unlikely to significantly affect the amenity of this environment.



- 11.9. This photo is taken from the edge of Cathedral Square roughly 320 meters away from the billboard. Cathedral Square is a very prominent public space and one of the most important heritage settings of Christchurch. From this distance the billboard would slowly start to become less prominent and harder to read, partly because other elements within the public realm will obscure the sign. However the sign will still detract from the views of the Port Hills.

The sign will likely cause some form of distraction from the heritage setting however the effects of that would not likely be significant unless the Cathedral reconstruction will include a spire that is publicly accessible.



12. Response to submissions

12.1. Submissions in support:

There are 13 submissions in support of this application. 3 of these submission haven given no further detail for their support. 4 submissions consider the billboard will enliven the area and showcase Christchurch as progressive modern city, some suggest a condition to focus the sign on local or on-site signage. 5 submissions reason it will support business of which 4 relate to their own business of advertising. 1 Submission refers to this type of signage being common place in the world.

- 12.2. From an urban design perspective the submission that relate to enlivening the space through the digital sign need to be considered foremost. I agree with some of the submitters that a digital screen is not out of place for a cinema building and that it potentially could bring some additional emphasis and attention to the corner of the building. If done well it could provide an increased sense of activity to the area. However a screen with moving images does not create activity as such. It is people walking through a space stopping at shopfronts, sitting outside having a coffee, etc. that create activity. A digital screen on its own is not likely to attract people into the city. It is the uses and activities that a city centre can provide that attract people. A billboard can only direct people by drawing their attention as is true for other advertising

- 12.3. The submissions that see the approval of this billboard as an opportunity for businesses to advertise and create revenue are valid points, however they need to be taken into perspective.

In general it is considered that advertising has the benefit of showcasing and directing

people to local business. This type of advertising helps people to find their way into various types of retail. As a result it will benefit both local business and the general public by providing direction. If an area becomes very successful with a wide range of business the amount and size of signage will need to be managed properly to still be able to provide a good level of direction to all the businesses in that area without creating clutter as this will have a negative effect on the directional quality of the signage.

Off-site signage does not provide the directional service that on-site signage has. It is basically only a platform to provide generic advertising, though it has benefits for the business that can advertise it does not provide the wider public with any benefits of directing them to a business.

12.4. **Submissions neutral:**

There is only one submission that is neutral, however I would consider this submission raises concerns with the application in its current form. The submission is made by the property owner of the site diagonally across from the intersection. This owner has stated the intention to develop 2 levels of commercial and 1 level of residential on their site. This submission raises an issue with LED billboards of this scale and how they could possibly affect the viability of residential in the visual catchment area of the billboard.

12.5. **Submissions opposed:**

There are 4 submissions opposed to the application. Two of these are general submissions against this particular type of advertising; One is opposed for reasons of amenity; and one is opposed as for reasons of amenity and effects on the viability for future residential and travellers accommodation. The last of these submission is concerned because no other signage but the billboard has been part of the application and more signage will be needed. They consider this contrary to the objectives and policies of the Christchurch District Plan.

12.6. From an overall amenity perspective I agree with both opposing submissions and I consider the visual amenity of the area would be significantly adversely affected. This particular kind of signage could detract from potential future residential amenity for surrounding sites within the visual catchment area of the sign.

13. Conclusion

13.1. I am of the view that a digital sign on a prominent corner like this is not out of place for a cinema building. It can provide great opportunity for the retailers on site to advertise their business and create a sense of activity on the street corner. It would create a sense of place if the display related to the activities taking place within the building. However the size of the billboard is of such scale that it will significantly affect the visual amenity of the surrounding area, regardless of what is displayed.

13.2. When looking at the proposed LED billboard from an Urban Design Perspective there are two benefits the sign brings:

- It creates a lot of emphasis on the corner of Lichfield Street and Colombo Street and will assist with people finding their way in the city.
- The sign will in some way be of benefit to the business of the cinema and the food and beverage retail on ground floor of the building as the sign will continuously draw attention and potentially create some additional footfall. However there would be a lot more benefit for the businesses inside the building if the content on the sign would directly relate to these businesses.

13.3. However there are some significant concerns with the application as well:

- The sign is of a size that is not compatible with the human scale of the pedestrian environment it sits in and it will most likely dominate the surrounding environment and as such negatively impact on the amenity of the area.
- The changing and moving images will continuously draw attention away from the surrounding environment including other businesses and their advertising
- There is a significant risk this sign will set a precedent for similar signage to occur within the area.
- The sign is not well integrated within the architecture of the building.

13.4. It is my professional opinion that the size and off-site character of the LED billboard are out of place in this location. The adverse effects on amenity significantly outweigh any of the positive effects as these can be gained in a much more discreet manner.

13.5. As a first amendment to the consent I would suggest the applicant significantly reduces the size of the screen. A similar height as the volume that wraps around the south East corner of the building while keeping the same width could be a guideline.

13.6. The screen needs to be positioned to a lower height to become less prominent and visible from the East Frame. This will also ensure views from Cathedral Square are minimized.

13.7. Only site related content and content that is community orientated should be allowed to be shown.

13.8. The screen needs to integrate with the architecture of the building. A similar solution could be suggested as has been used for the other volumes that protrude from the façade of the building.

Lonink, John

From: Nicholson, Hugh
Sent: Monday, 14 November 2016 5:09 p.m.
To: Blair, Scott
Cc: Lonink, John
Subject: EntX - RMA/2016/2863 617 Colombo Street
Attachments: Urban Design Panel Recommendations - 5 Oct 2016 - Hoyts EntX HN.pdf

Hi Scott

This application was taken to the Urban Design Panel on the 5th October 2016. The Panel was supportive of the scheme and the applicant has addressed a number of the Panel's fundamental recommendations including the provision of public entrance in the south-eastern corner, and the provision of a rebate detail on the corners of the western façade where they will be visible from Tuam and Lichfield Streets. The application has also retained the elements that the Panel supported that modulate the scheme including the bay windows, louvres, recessed windows, the canopy, recesses between the heavier and lighter weight facades on the north and south; and the textured concrete elements.

My comments on the application (with John's assistance) are as follows:

a. The extent to which the building or use:

i. recognises and reinforces the context of a site, having regard to the identified urban form for the Commercial Central City Business Zone, the grid and diagonal street pattern, natural, heritage or cultural assets, and public open spaces;

The proposed building is built up to the street edge emphasizing the grid street pattern of the central city. The only variation to this is where the north-east corner of the building has been recessed to create a gathering space outside the main entrance. The 'large scale' of the development of this complex is similar to the scale of the surrounding buildings including the bus exchange and the justice and emergency precinct.

The assessment matter is met

ii. in having regard to the relationship of Ngai Tūāhuriri/ Ngai Tahu with Ōtautahi as a cultural element, consideration should be given to landscaping, the use of Te Reo Maori, design features, the use of locally sourced materials, and low impact design principles as is appropriate to the context.

The veranda that wraps around the building has an angular folded shape that reflects the roofline of the Bus Exchange across the street and refers to the outline of the Southern Alps. Although not directly related to cultural elements from Ngai Tūāhuriri / Ngai Tahu, the design does refer to the cultivated landscape of Canterbury. The articulation and colouring of the main façade refers to shelterbelts commonly seen in the Canterbury Plains and the columns in the food court are intended to 'create' a grove of trees to dine under. These will be supported by 'river' motifs which refer to Ōtautahi and complement the routes through the building.

The assessment matter is met

iii. in respect of that part of the building or use visible from a publicly owned and accessible space, promotes active engagement with the street, community safety, human scale and visual interest;

Overall the building has a good level of interaction with all the streets it faces. The activities along most of the frontages are food and beverage outlets, and almost all of the façades have an extensive amount of glazing. The plans do not show external entrances to the individual food and beverage outlets and suggest that one of the main entrances would need to be used. At the Urban Design Panel meeting the applicant suggested that there would be external doors which would allow the activities to spill out onto Colombo Street and Lichfield Streets in good weather. This suggestion is supported and would potentially attract more users to the complex.

The revised floor plan (0281-002 dated 28/10/2016) shows main three entrances along Colombo Street and minor entrances off Lichfield and Tuam Streets. These provide a good level of public accessibility and meet the recommendations of the Urban Design Panel.

Though the form of the proposed building is not strongly modulated there is a good level of articulation through architectural detailing. The façade design (as drawn on 0281-002 A2001 and A2002 Rev A) references the shelterbelts which are a strong landscape feature of the Canterbury plains. However this element is broken up by

visual cues and geometrical elements in the main façade that refer to the activities that sit behind. The intended building materials are identified in the design statement by Ignite Architects in the original application and as part of the resource consent elevations package. Overall the design shows a good level of visual interest.

iv. takes account of nearby buildings in respect of the exterior design, materials, architectural form, scale and detailing of the building;

As mentioned in point i and ii the design fits in with the surrounding environment. The veranda, a strong architectural element refers to the shape and roofline of the bus exchange.

The assessment matter is met

v. is designed to emphasise the street corner (if on a corner site);

The building design emphasises the north-eastern corner addressing the retail precinct and the nearby Lichfield and Crossing carparks. The main entrance is located at the Colombo Street - Lichfield Street intersection with a recessed corner and a triple height atrium space. The corner is further emphasized by the gathering space at the front entrance and the veranda which is elevated dramatically at this point.

The corner of Colombo Street and Tuam Street is articulated through a 'volume' that wraps around the corner. In this corner there is a tilted slot window that which reflects the ramp from the Lux Lounge that goes around 'Cinema 7'. The architectural detailing provides corner definition for the proposed building.

The assessment matter is met

vi. is designed to incorporate Crime Prevention Through Environmental Design (CPTED) principles, including encouraging surveillance, effective lighting, management of public areas and boundary demarcation; and

The building is build up to the street edge and has active frontages which would provide a high degree of passive surveillance. It doesn't have any spaces along the edge that could be considered entrapment spaces. There is a potential issue with the fire escapes that exit onto Tuam and Lichfield Streets. The space in front of these exits is recessed approximately 1.5 meters and 4.5 meters wide. In the CBD we're currently seeing a number of homeless people begging and sleeping in similar recessed spaces. It would be worth considering how these spaces should be managed, possibly through the use of movement activated lights and / or security cameras.

vii. incorporates landscaping or other means to provide for increased amenity, shade and weather protection.

The development provides a large veranda that wraps around the building creating a sheltered pavement area. The assessment matter is met.

Please contact me if you have any queries.

Kind regards

hughnicholson
principal adviser urban design
Christchurch City Council

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mobile: +64 27 208 3193



Christchurch Urban Design Panel

Proposal Recommendations

10 OCTOBER 2016

By Email: Kevin.Arthur@calderstewart.co.nz; nicola@urbisgroup.co.nz;
Paul.Smith@calderstewart.co.nz; jeremyw@ignitearchitects.com; gerryt@ignitearchitects.com;
ray.edwards@urbisgroup.co.nz

Dear All

Urban Design Panel – Hoyts EntX Project – 617 Colombo Street:

The above Panel considered your application on 5 October 2016. Please find below the confirmed comments from that meeting.

In response to the material circulated and the review meeting, the Panel thanks the applicant for their attendance and commends the applicant on locating an entertainment facility on an ideal site in the city adjacent the bus exchange and the South Frame and close to two public car parks. The Panel also commends the applicant on the intent to have ground floor activation of the street frontages, and the generous 5 metre ground floor height and provision of interior void spaces.

A. KEY DESIGN AND CONSENT RECOMMENDATIONS:

"Recommendations on matters to be addressed for Panel support of the application"

The Panel:

1. Encourages a high degree of public permeability and visual interest between Colombo Street and the interior to help to activate Colombo Street.
2. Supports and encourages the applicant to include a variety of tenancies like a street market, and to provide the opportunity for individual tenancies to 'personalise' their frontage along the 100 metre façade.
3. Encourage the applicant to further develop the rhythm of recessed windows and façade panels to be less repetitive and to create better visual interaction with the street particularly towards the northern end.
4. Recommend providing a public entrance from the southeast to improve pedestrian permeability particularly from the South Frame.
5. Given the large format of the scheme, recommends that it is important to retain and enhance the elements that modulate the scheme, including: bay windows; louvres; recessed windows; fine grain of materials; the canopy; recesses between the heavier and lighter weight facades on the north and south; and textured concrete elements.
6. Recommends further development of the west façade and in particular the corners of the building where visible from Tuam and Lichfield Streets given that they will be visible permanently on Tuam Street and in the long term on Lichfield Street.

Christchurch Urban Design Panel

Proposal Recommendations

B. SECONDARY RECOMMENDATIONS:

"Further improvements and value added recommendations"

The Panel:

7. Encourages the applicant to provide a generous public space adjacent to the main north-eastern entrance in recognition of the number of potential users of the complex and to provide an opportunity for people to meet and wait before entering.
8. Recommends continuing the canopy soffit through to the interior of the building to blur the boundary between indoors and outdoors.
9. Suggests that where possible, the applicant considers providing daylight to work and circulation areas such as offices and stairs in favour back of house and toilet areas. For example, on level one the toilets and administration areas could be swapped.
10. Recommends that the applicant consults with the Matapopore Trust on how best to incorporate local cultural references and sustainability into the development.
11. Recognises that the signage needs to be developed in more detail and integrated with the scheme – the Panel is not opposed to the LED signage provided its use is associated with the entertainment complex and technical matters including traffic safety can be resolved.
12. Recommends consulting with a traffic engineer regarding the safety of the loading dock in relation to the Tuam Street Cycleway.

PLEASE NOTE:

The Urban Design Panel is an advisory body only. The Panel has no statutory decision making powers. The Panel's recommendations are to assist you in the refinement of your development proposal and the reporting Council officer will take its advice into account when processing any resource consent applications. The decision on any application rests with the Council.

The Christchurch City Council understands that you may wish to refer to the Urban Design Panel recommendations in the promotion of your development proposal. Please note the comments are not intended for publication.

To further discuss the Panel's recommendations please contact Rachael Annan (Council Urban Design Panel facilitator) at rachael.annan@ccc.govt.nz.

Please feel free to contact me in regards to any administrative matters (as the Council Urban Design Panel administrator) at mark.saunders@ccc.govt.nz.

Yours sincerely



Mark Saunders

Committee & Hearings Advisor

Community Support, Governance & Partnerships Unit
Customer & Community Group