

Resource Consents Unit

Application for a Resource Consent (Land Use)

Resource Management Act 1991 - Form 9

Submit your application online at: onlineservices.ccc.govt.nz; or

Email your application to resourceconsentapplications@ccc.govt.nz; or

Deliver to: Resource Consents Unit, Christchurch City Council, 53 Hereford Street, Christchurch; or

Send to: Resource Consents Unit, Christchurch City Council, PO Box 73014, Christchurch Mail Centre, Christchurch 8154.

For enquiries phone: (03) 941 8999

About this form

This form is to be used for an application for land use consent under Section 88 of the Resource Management Act 1991. It must be accompanied by plans, a Certificate of Title and other supporting information.

A deposit (minimum application fee) is required to be paid before processing will commence (refer Resource Management [Fee Schedule](#)). An invoice will be issued when the application has been received.

Applications are checked for completeness prior to acceptance. Please ensure that you have compiled your documents carefully to avoid delays in accepting your application. A checklist is included at the end of this form.

1. Pre-application information

Have you had a pre-application meeting or other discussions with Council staff about this proposal? Yes No

If yes, what was the name of the planner or other staff member(s)? *Lizzy Spencer, John Gibson*

Date of pre-application meeting (if applicable):

Meeting reference no:

2. Application Site

Location of the proposed activity (street address): *590 Moorhouse Avenue and 457 Wilsons Road*

Legal description of application site: *see attached AEE*

I have provided a Certificate of Title (Computer Register) less than 3 months old, including a copy of any consent notice, covenant or other encumbrance to which the Council is a party. Note: These can be obtained from Land Information New Zealand: <https://apps.linz.govt.nz/survey-titles/order-copy/>.

OR

I request that the Council obtain a copy of the Certificate of Title (Computer Register) and any relevant encumbrances from Land Information New Zealand and on-charge the cost to me.

3. Applicant details

Please note that the **applicant** is responsible for the fees associated with this application, unless specified otherwise in Section 5.

Full name (including middle name): *Mike Gray*

OR

Registered Company / Trust / Organisation name: *Go Media Ltd*

Contact person / Trustee names):

Landline:

Mobile: *021 644 903*

Email:

Postal Address:

Post Code:

The applicant is the:

- Owner Occupier Lessee Prospective purchaser of the application site
- Other (please specify):

4. Agent details

Name of Agent: *Melanie Foote*

Name of firm: *Resource Management Group Ltd*

Landline: *962 1738*

Mobile: *021 959 295*

Email: *melanie@rmgroup.co.nz*

Postal Address: *P O Box 908, Christchurch Box Lobby, CHCH
8140*

Post Code:

5. Invoicing details

All consent-related invoices are to be made out to:

- Applicant Agent
- Existing 'on-account' customer (state name of PMO/organisation):
- Other (specify below):

Name: *Mike Gray*

Email: *Mike Gray <Mike@gomedia.co.nz>*

Postal Address: *Go Media Limited
Level 2, The Ferry Building
99 Quay Street*

Post Code:

(Please note: any refunds will be paid to the receipted name unless written authorisation has been received from the receipted person or company)

6. Owners and occupiers of the application site

The full name and postal address of each owner and occupier of the application site (if different to the applicant):

Peebles Group

7. Description of proposal

Describe the proposed activity to be carried out on the site (e.g. to build a new dwelling with attached garage):

See attached AEE

8. Areas of non-compliance

List all of the areas of non-compliance with the rules in the City Plan, District Plan and any relevant National Environmental Standard *(use additional pages if necessary)*:

See attached AEE

9. Assessment of Effects

Assessment of any effects on the environment in accordance with Schedule 4 of the Resource Management Act 1991, including reference to the assessment matters in the City/District Plan where relevant. ***This section MUST be completed to a level of detail***

that corresponds with the scale and significance of the effects that the proposed activity may have on the environment. (Use additional pages if necessary).

10. National Environment Standard (NES)

This section relates to the National Environmental Standard (NES) for Assessing and Managing Contaminants in Soil to Protect Human Health. www.mfe.govt.nz/laws/standards/contaminants-in-soil

The NES includes regulations controlling **soil disturbance, change of use, subdivision and removal/replacement of fuel storage systems** on properties which have been used either now or in the past for a hazardous activity or industry (known as HAIL) that may have resulted in contamination of the soil.

Please answer the following questions to determine whether the NES applies to your proposal.

Is the application site listed on Environment Canterbury's Listed Land Use Register (LLUR)? www.llur.ecan.govt.nz If YES, please include a copy of the LLUR statement with your application.	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
If the site is not listed on the LLUR, is an activity described on the Hazardous Substances and Industries List (HAIL) currently being undertaken on the piece of land to which this application relates, or is it more likely than not to have ever been undertaken on the land? The HAIL list is available at: www.mfe.govt.nz/laws/standards/contaminants-in-soil Type of HAIL activity:	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
If the answer to either of the above questions is YES, then the NES <u>may</u> apply, depending on the proposed activity. Please identify whether the application involves any of the activities below. <i>(If the answer to both of the above questions is NO, you do not need to answer the remaining questions in this section)</i>		
Will the proposed activity involve disturbance of more than 25m ³ of soil (per 500m ² of disturbed area)? Volume of soil disturbance:	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Will the proposed activity involve removal of more than 5m ³ of soil (per 500m ² of disturbed area) from the site? Volume of soil removal:	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Does the application involve changing the use of the land to one which, because the land has been subject to a HAIL activity, is reasonably likely to harm human health? (e.g. service station to office, orchard to residential)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Does the application involve removing or replacing a fuel storage system or parts of it?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Does the application involve subdivision of the land?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
If the answer to any of the above activity questions is also YES, then the NES <u>will</u> apply.		
<ul style="list-style-type: none"> • Soil disturbance or removal exceeding the specified volumes requires resource consent. • Changing the land use or subdividing the land will require resource consent if the permitted activity requirements of the NES are not complied with. These include provision of a Preliminary Site Investigation carried out by a suitably qualified and experienced practitioner. • Removal or replacement of a fuel storage system will require consent if the permitted activity requirements of the NES are not complied with. 		
Does the proposed activity require resource consent under the NES? If YES, an assessment of the application under the NES must be provided as part of your Assessment of Effects on the Environment (refer Section 9 below). A Detailed Site Investigation may be required.	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

11. Other Applications

Have you applied for, or are you required to apply for, any other resource consents for this project, either from the Christchurch City Council or Environment Canterbury, and if so, what type?

Has been applied for:	Is required to be applied for:	Has been obtained:	Reference No. (if applicable):
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Christchurch City Council	Subdivision Consent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Other Land Use Consent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Environment Canterbury	Water Permit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Discharge Permit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Coastal Permit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

OR

No additional resource consents are needed for the proposed activity.

Have you applied for a Project Information Memorandum (PIM) or a building consent for this project? Yes No

If yes, what is the project number?

BCN

12. Development Contributions

The following information is required for assessment of levies under the 2013-2022 Development Contributions Policy.

Residential development

The use of land or buildings for living accommodation purposes including residential units such as dwellings, serviced apartments and unit/strata development but excluding retirement villages and travellers accommodation such as hotels, motels, hostels.

Existing:		New total (Existing plus proposed):	
Number of residential units:		Number of residential units:	

Has a residential unit been demolished/removed from the site? Yes No Date: / /

The following section applies when there will be more than one residential unit on the site:

Gross floor area (all buildings): m² Gross floor area of each unit: m²
(Attach separate page if necessary)

The following section applies where there will be two or more **attached** residential units on the site:

Impervious surface area: m² Impervious surface area: m²
(See definition at end of this section)

Non-residential Development

The use of land or buildings for commercial premises/offices, shopping centres, supermarkets, service stations, market, bulk goods/home improvement stores, retail facilities, manufacturing industries, restaurants, drive-in fast food restaurants, warehouse/storage, retirement villages and commercial accommodation.

Existing:				New total (Existing plus proposed):			
Impervious surface area:*	m ²			Impervious surface area:*	m ²		
Landscaping area (lawn/garden):	m ²			Landscaping area (lawn/garden):	m ²		
Gross floor area for each land use activity:				Gross floor area for each land use activity:			
Gross floor area:	m ²	Land use:		Gross floor area:	m ²	Land use:	
Gross floor area:	m ²	Land use:		Gross floor area:	m ²	Land use:	
Gross floor area:	m ²	Land use:		Gross floor area:	m ²	Land use:	
Total gross floor area:	m ²			Total gross floor area:	m ²		

* Impervious Surface Area includes the area of roofs, paving and gravel.

Special Assessment

If the development is one that is not recognised as a residential or non-residential land use (as above), please provide the following information for a special assessment of development levies.

Existing:		New total (Existing plus proposed):	
Impervious surface area:*	m ²	Impervious surface area:*	m ²
Traffic movements per day:		Traffic movements per day:	
Litres of water usage per day:		Litres of water usage per day:	

* Impervious Surface Area includes the area of roofs, paving and gravel.

Note: For mixed use developments please complete all relevant sections above.

Connections to Council Infrastructure

Does this development require connection/s to the following:

Water supply Yes No

Stormwater Yes No

Wastewater Yes No

13. Declaration

I have completed all relevant sections of this form (including the checksheet in Section 16), and I understand that my application may be returned as incomplete if it does not include all of the relevant information.

I understand that the fees paid on lodgement **are a deposit only**, and that the Council will invoice all costs actually and reasonably incurred in processing this application.

All of the information provided with this application is, to the best of my knowledge, true and correct. I understand that all information submitted as part of an application is required to be kept available for public record, therefore the public (including business organisations and other units of the Council) may view this application, once submitted. It may also be made available to the public on the Council's website. If there is commercially sensitive information in your application please let us know. If you would like to request access to, or correction of, your details, please contact the Council.

Signature of Applicant: (or person authorised to sign on behalf of applicant)



Date: 7 October 2016 Print name: Melanie Foote

If you are signing this application on behalf of a company/trust/other entity (the applicant), you are declaring that you are duly authorised to sign on behalf of the applicant to make such an application.

14. Fee information

The required deposit (Minimum Application Fee) must be paid before processing of the application will start. A further invoice will be issued when the processing of this application has been completed if the cost of processing it exceeds the deposit paid. If the cost of processing the application is less than the deposit a refund will be issued to the **person who paid the fee**.

Where the application fee is to be charged to an **account holder** no deposit is required. Instead the actual fees will be invoiced on completion of processing.

Interim invoices may be issued on a monthly basis for all applications, including where the applicant is an account holder.

The Resource Management Fees Schedule can be viewed at: <http://www.ccc.govt.nz/consents-and-licences/resource-consents/fees-and-charges/resource-management-fees>

DEBT RECOVERY - Where an invoiced amount has not been paid by the stated due date, the Council may commence debt recovery action. The Council reserves the right to charge interest, payable from the date the debt became due, and recover costs incurred in pursuing recovery of the debt.

MONITORING FEES – Please note that if this application is approved you will be required to meet the costs of monitoring any conditions applying to the consent, pursuant to Section 35 of the Resource Management Act 1991.

DEVELOPMENT CONTRIBUTIONS – Your development, if granted, may also incur development contributions under the Local Government Act 2002 in accordance with the Council's Development Contributions Policy. Any development contributions payable will be invoiced to the applicant.

15. Additional notes for the applicant

1. This application is for resource consent under the Resource Management Act 1991. In processing the application the Council can only consider relevant matters under the Resource Management Act. Please be aware that there may be a range of other matters which could affect your ability to carry out the proposed development or activity, and it is your responsibility to investigate these.
2. If your proposal involves building work or change of use of a building you may also require a building consent under the Building Act 2004. This must be applied for separately. Dependant on the nature of the proposal, other consents or licences may also be required under such legislation as the Health Act 1956 and the Sale of Liquor Act 1989.
3. You may apply for two or more resource consents that are needed for the same activity on the same form.
4. The written approval of persons the Council considers may be adversely affected by the proposal may be required as part of the application, if it is to be processed on a non-notified basis. This will be determined after the application has been lodged and assessed, and a site visit carried out.
5. Consultation with neighbours and other affected persons is at the discretion of and is the responsibility of the applicant.
6. The costs incurred in receiving and checking incomplete applications are invoiced to the applicant. To avoid delays and cost please ensure that you submit a complete application.
7. If further information is required after your application is accepted, you will be advised as soon as possible and processing of the application will be suspended until the information is received.
8. All applicants are asked to check the accuracy of the information supplied. Inaccuracies in information supplied can cause difficulties at a later date, such as additional costs, delays and legal proceedings initiated by the Council and/or by other persons.
9. If resource consent is granted the applicant has a legal obligation to comply with any conditions of the consent.

Go Media
PROPOSED LED SIGN
590 Moorhouse Avenue and 457 Wilsons Road,
CHRISTCHURCH

Resource Consent Application to
Christchurch City Council

7 October 2016



Resource and Environmental Management Consultants

Prepared By: Melanie Foote
Consultant Planner
Resource Management Group Ltd

Resource Management Group
Level 4, 69 Cambridge Terrace
PO Box 908, Christchurch Box Lobby
Christchurch 8140

Reviewed By: Graham Taylor
Director
Resource Management Group Ltd

Date: 7 October 2016
Reference: PO724.01
Status: Final

**Approved for
Release By:** Mike Gray, Go Media Limited

**APPLICATION FOR LAND USE CONSENT UNDER SECTION 88
OF THE RESOURCE MANAGEMENT ACT 1991 – FORM 9**

TO: CHRISTCHURCH CITY COUNCIL

Go Media Limited hereby apply for the following land use consent.

1. A **description of the activity** to which the application relates:
 - To erect a new 32m², 8m x 4m free standing, single sided, digital sign.
 - and 26.5 m² of existing signage on site as described in paragraph x of the application .

Further details are contained in the attached application and plans.

2. The **resource consent** sought:
Land use consent.
3. The **owner** of the site to which the application relates:
Peebles Group Ltd
4. The **location of the site** to which the application relates:
590 Moorhouse Ave and 457 Wilsons Road
Lots 1, 2 and 4 DP 83128
5. No other resource consents are required.
6. **In accordance with the Fourth Schedule of the Resource Management Act 1991, please find attached an assessment of environmental effects in the detail that corresponds with the scale and significance of the effects that the proposed activity may have on the environment.**
7. No other information is required to be included by the District or Regional Plans, the Resource Management Act or any other regulations.



Melanie Foote
Consultant Planner
Resource Management Group Ltd

Address for Service:

Go Media Limited
C/-Resource Management Group Ltd
PO Box 908, Christchurch Box Lobby
CHRISTCHURCH 8140

Attn: Melanie Foote

(03) 962 1738 melanie@rmgroup.co.nz



Graham Taylor
Director
Resource Management Group Ltd

Address for Billing and Monitoring:

Go Media Limited
Level 2, The Ferry Building
99 Quay Street
Auckland

Attn: Mike Gray, Director

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Appendix 2: Site and Application Plans

Appendix 3: Pre-application comments from Nikki Smetham

Appendix 4: Transportation Assessment

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INTRODUCTION

1. Go Media (the applicant) proposes to erect a new 32m² (8m x 4m) freestanding, single sided digital sign. The sign will be 7m high. It will be freestanding and will front the corner of Moorhouse Ave and Wilsons Road facing east. It will be located on the road boundary. It will display messages that are not related to activities undertaken at the site. Refer to **Appendix 2** for the application plans.

2. The sign will be in addition to the following existing signage erected on site:

a. Pylon 4.0m x 1.0m (Chris Bird)	4.0m ²
b. Building Facing north 3.0m x 0.9m (Chris Bird lettering),	2.7m ²
c. Building facing north 1.0 x 0.9m (Chris Bird Logo),	0.9m ²
d. Building facing east 3.0 x 0.9 (Chris Bird Lettering),	2.7m ²
e. Building facing east 1.0 x 0.9m (Chris Bird logo)	0.9m ²
f. Building corner Sign 1.2 m x 1.0m (Chris Bird),	1.2m ²
g. Flags 12 1.5 x 0.4m ² (Chris Bird)	7.2m ²
h. South facing 3.0 x 1.0m (Black and White),	3.0m ²
i. Pylon sign, 1m x 1.5m (Black and White),	1.5m ²
j. Flags 4 1.5 x 0.4 (Black and white)	2.4m ²

Total existing signage: 26.5m²

Total signage proposed for the site

(Retrospective signage plus proposed 32m² LED) – 58.5m²

3. This Assessment of Effects on the Environment is provided in accordance with Section 9 and the Fourth Schedule of the Resource Management Act 1991 (the RMA).

BACKGROUND

4. By way of background there are existing double billboards located in the same position as the proposed digital billboard. These billboards were subject to a separate resource consent application RMA92031493. The existing billboards were erected as a permitted activity in early 2015 at which time the site was vacant. The applicant undertook a signage assessment

at the time which confirmed the billboards, (a double sided billboard and a single sided billboard), to be a permitted activity under the relevant operative City Plan Rules. This took into account the area of the billboards, and existing painted building signage on site, from the previous Car Sales tenant. To confirm the permitted status at the time they were erected A Certificate of Compliance has been sought and CCC have confirmed it will be granted in the near future.

5. Several months after Go Media erected the billboards Black and White Motors and Chris Bird Motors both relocated to the site and subsequently erected new signage and flags on site in excess of what previously existed. Consequently the total signage for the site no longer complied with the signage rules, Council proceeded with enforcement action and a retrospective resource consent was applied for.
6. Council expressed concern with the cumulative effect of the billboards and overall area of signage on the site. Lengthy discussions with Council, various assessments and rfi's culminated in a meeting to discuss options for reducing the effects of the signage on site and for Go Media to seek recognition that the billboards were erected as a permitted activity. However Councils' view was that they could not be certain what signage existed at the time the billboards were erected therefore they were not willing to acknowledge that the billboards were erected as a permitted activity. It is our view that the billboards were legitimately erected as a permitted activity and photographic evidence and planning assessments at the time illustrate what existed on site.
7. To resolve the issues and disagreement Go Media volunteered to reduce both the effects of the billboards and the cumulative signage on site by offering to remove the existing billboards, (at significant cost) and to install a single sided 8m x 4m digital billboard at a lower height of 7m.

THE SITE AND SURROUNDING ENVIRONMENT

8. The site is located at 590 Moorhouse Ave and 457 Wilsons Road as shown on the site plan contained in **Appendix 2**. The site has an area of 2064m² and a road frontage length of 97.68m and is legally described as Lots 1, 2 and 4 DP 83128.

9. The site contains an existing building used as part of car sales yards operating from the site. The car sales yard trades under two names, however both entities share the same office and operate as one overall site. The front of the site is bound by Moorhouse Avenue and the eastern side of the site is bound by Wilsons Road.
10. The surrounding area comprises of a mixture of commercial activities with other car yards and commercial activities along Moorhouse Ave and where it turns in to Ferry Road eastwards. Further south along Wilsons Road are existing residential properties. Residential properties are also located on the northern side of Moorhouse Ave/Ferry Rd. AMI stadium is located a short distance to the southwest.
11. Moorhouse Ave is listed in the City Plan as a Major Arterial Road and Wilsons Road a Collector Road. The site is located just before where Moorhouse Ave turns into Ferry Road. A footpath runs around the road frontage of the site.
12. The Ferry Road Master Plan and the Christchurch City Council's Proposed Capital Programme includes a number of future transport projects that have been or will be undertaken to improve the roading network in the vicinity of the site. The road widening along Ferry Road and Moorhouse Avenue and the intersection improvements are several years away and the applicant understands these may result in the need for the billboard to be removed or moved in the future.

COMPLIANCE ASSESSMENT

13. The Christchurch City Council is currently undertaking a review of its Operative City Plan. Hearings on the Replacement City Plan are complete and some chapters have legal effect and some are operative, however a number of decisions are yet to be released.
14. With regard to this application, the signs rules in Part 10.3 of the Operative City Plan are relevant, however hearings for Chapter 6 of the Replacement Plan (which includes signage) have closed and a decision is expected in the coming months. Therefore the rules do not have legal effect and will be given no consideration under this application.

15. An assessment of the proposed signage has been undertaken against the signage rules of the Operative City Plan only. The signage requires resource consent under the following rules:
- Rule 3.4.1(i) & (ii) – the maximum area and number of any freestanding sign;
 - Rule 3.4.5 – street scene;
16. Under the proposed Replacement District Plan consent is required under the following:
- Rule 6.8.3.3 – RD3 Digital billboards that do not meet P17.
 - 6.8.4.3 Free standing signs, sign exceeds 18m² in area.
17. Overall, resource consent is required for a restricted discretionary activity.

ASSESSMENT OF ENVIRONMENTAL EFFECTS

18. Section 88 of the RMA requires the applicant to undertake an assessment of any actual or potential effects on the environment that may arise from a proposal, and the ways in which any adverse effects may be avoided, remedied or mitigated.
19. The actual or potential effects likely to result from the proposed LED and retrospective signage are considered to be effects on the character, amenity and street scene, cumulative effects, effects on transportation. These effects are considered alongside the relevant assessment matters, below.

Permitted Baseline/Existing Environment

20. Section 95D(1)(b) and 95E(2)(a) provide that when determining the extent of the adverse effects of an activity or the effects on a person respectively, a Council, 'may disregard an adverse effects if a rule or national environmental standard permits an activity with that effect'. This is referred to as the permitted activity baseline.
21. The site has a road frontage length of 97.68m which equates to 48.84m² of permitted signage under Rule 3.4.1 Area and number. Three free standing signs are permitted to be erected on the site and two of these may exceed 1m² in area.

22. So in the context of the permitted baseline the effects of the proposed and existing signage relate to only the additional 9.66m² of signage and the additional single free standing sign exceeding 18m².

Character, Amenity Values and Street Scene

23. The City Plan seeks to ensure that signs are appropriate to the character of the receiving environment and do not detract from amenity values or street scene. This is particularly the case where advertisements are located in or adjacent to residential areas or other sensitive environments, such as heritage items, public open spaces and sensitive natural areas.
24. In this case, the receiving environment is Moorhouse Avenue and Wilsons Road and surrounding business and residential activities. Large scale signs, billboards and flags are commonplace in the Business 3B zone in this area. Pre-application comments on this revised digital billboard were received by Council from Nikki Smetham, Registered Landscape Architect and attached to **Appendix 3**. Ms Smetham states:

“In my experience LED signs are not any more intrusive than signs that remain in situ for a specified length of time. The typically slow façade between advertisements will not appear particularly obvious in the context of traveling speeds, passing traffic and general state of constant movement. In some cases the changing sign content renders them less dominant because the changing colours and style of advertising varies the degree of visual prominence”

25. Ms Smetham goes on to comment about adverse effects with regard to visual intrusion and prominence of the proposed LED sign from neighbouring residential properties:

“In terms of the visual intrusion and prominence of the proposed display from dwellings on adjoining property or across the road it is my conclusion that the visual effects will be reduced with a single sided LED display, reduced in size and height. This will be particularly so for the Wilsons Road residents outlook. From Wilsons Road the billboard will be less prominent with reduced bulk being a single sided structure and in addition the sign content will not be visible.

26. Ms Smetham goes on to comment that:

"...I consider that on balance the sign will nevertheless appear to be compatible with and part of the general scene at this location...I conclude that, all things being equal, the effects of the proposed amended billboard will be less than minor".

27. I concur with Ms Smetham's comments above in the context of the proposed digital sign and I concur that any adverse effects would be less than minor.

28. With regard to the cumulative signage on site as noted above residential activities are located to the east of Wilsons Road and on the northern side of Moorhouse/Ferry Road. Disregarding the effects of permitted signage on the site this assessment is limited to the additional 9.66m² of signage and an additional free standing sign which exceeds 18m². All residential properties opposite do not have views of the entire site frontage nor of all the signage in one view given the site is a corner site. A complying area of signage on the site would not be discernible from that which currently exists and on this basis the adverse effects of an additional 9.66m² of signage are considered to be less than minor.

29. Overall I do not consider the effects of the additional signage area to be obtrusively visible from these adjoining residential properties and will not be out of character or detract from the visual amenity or streetscene. In fact, the proposed LED may contribute to the vitality of the area. Overall any effects on the character, amenity and streetscene are considered to be less than minor.

Assessment Matters

30. The proposal is a restricted discretionary activity. A brief assessment of the relevant assessment matters is outlined as follows:

(a) Area and number

(i) The visual amenities and characteristics of the locality (including tree or other planting) and whether the proposed display would be obtrusively visible beyond 50 metres (particularly in residential areas).

(ii) The proximity of dwellings and the visual intrusion of the proposed display from dwellings on adjoining property or across any road from the proposed display.

33. The digital sign and existing signage will not be obtrusively visually beyond 50m. Given the site is a corner site none of the residential properties opposite will view all the signage in one view therefore any effects will be less than minor.

(iii) The nature and degree of compatibility of any other existing land use activities within 50 metres of the proposed display.

35. The proposed digital sign and existing signage on site are compatible with other business signage in the locale. As noted above residential properties opposite do not view all the signage in one view so the difference between a complying area of signage on site and that which exists and what is proposed would not be discernible.

(iv) The classification of the road together with the nature of traffic using it and average daily traffic volumes with regard to the potential of the outdoor advertisement to distract motorists.

36. TDG have undertaken detail traffic assessment and have determined that there is no potential for driver distraction.

(v) The range and nature of land use activities on the site concerned, and whether it necessitates larger outdoor advertisements.

37. The site contains a large building and two car yards. The digital sign will be located on the north east corner facing traffic approaching from the east. The site also contains other existing signage as detailed earlier in this report which is similar in nature and scale to other business activities and signage in the area.

(vi) The length of the road frontage of the site concerned and the area of display proposed.

38. The site has 97.68m of road frontage to both Wilsons Road and Moorhouse Ave. Given the proposed and existing signage are not visible in one view from residential properties opposite, road users or other business zoned sites the cumulative signage on site is considered appropriate and consistent with the locale.

(vii) The area of the proposed display in relation to the architectural characteristics of the building involved, or the site and/or frontage (where no buildings are involved).

39. The buildings on site have no architectural features that will be affected as the proposed digital billboard is located on the corner of the site. Existing building signage is appropriate for the building on site.

(viii) The heritage values, architectural characteristics and visual amenities of the buildings and/or sites in the immediate vicinity, including the number and sizes of any other existing outdoor advertisements either on the site concerned or immediately adjoining (and the need to avoid the cumulative effect of "clutter").

40. There are no heritage values or architectural features associated with buildings on site or adjoining the site that will be affected. With regard to visual amenity the proposed digital sign will lessen the visual effect compared to the billboards that exist on site. In terms of avoiding cumulative effects of clutter the proposed digital sign is an improvement on the existing billboards on site. Cumulative effects and clutter are mitigated by site size and given the site is a corner site. This results in the cumulative signage not being visible in one view as seen from residential properties opposite.

41. While the digital billboard is larger than the 18m² allowance for a free standing sign it will be located to face west bound traffic and not obtrusively visible from residential properties. On this basis the proposed digital and existing signage on site is considered to be appropriate for the locale.

(ix) The likely visual prominence of the proposed display in comparison with what it may have looked like in compliance with the area rule concerned.

42. The existing billboards on site shows what could be permitted onsite (if some of the other existing signage is removed). The proposed LED sign is an improvement on the existing billboard. Both Ms Smetham and I concur that any effects are considered to be less than minor.

(x) The nature of existing or likely future land use activities in the vicinity of the proposed display, together with any relevant environmental results anticipated for that zone.

43. The proposed digital sign and signage on the site are compatible with the zone and surrounding land use activities.

(xi) The sympathy of the proposed outdoor advertisement placement to the architectural features of the building onto which it is to be placed, or the site on which it will be located.

44. The existing buildings on site have no architectural features that will be compromised by the signage or proposed Led sign.

(xii) The extent to which the proposed outdoor advertisements are sensitive to heritage values, public open spaces or areas possessing significant natural values.

45. There are no heritage items, public open space or area possessing significant natural values.

(xiii) The extent to which advertisements will result in visual clutter and loss of visual coherence of the character and amenity of the environment.

46. The receiving environment has limited visual coherence or amenity given the nature of the zone and existing signage. The digital sign will be lower in height and single sided which will reduce the adverse effects of the existing billboards on site.

Transportation Effects

47. Moorhouse Avenue and Ferry Road are classified as Major Arterial Roads in the Christchurch City Plan, Wilsons Road and Nursery Road are Collector Roads. Signs because of their purpose to attract attention, can give rise to driver distraction which in turn can potentially compromise safe and efficient vehicle movement if not located suitably. The City Plan identifies that this is particularly the case where an advertisement is not related to a site, building or activity on site.
48. The LED billboard will be visible from west bound traffic therefore Traffic Design Group have provided a transportation assessment of the proposed digital billboard and their report is attached as **Appendix 4**. this assessment has identified and evaluated the potential transport and safety elements of the proposed digital billboard and concluded that:
- The digital content of the billboard can be controlled through conditions of consent associated with image duration and change in order to minimise driver distraction;
 - The proposed digital billboard location shows a high level of compliance with the TCD guidance and transport related rules of the Christchurch City Plan. TDG have provided a detailed assessment of the relevant rules and assessment matters.
 - TDG have investigated crashes in the vicinity of the proposed billboard location and this investigation has not identified any crashes where distraction by advertising has been identified as a contributing factor. On this basis, TDG consider the proposed billboard is not expected to affect the safe operation of the traffic signals.
 - The only non-complying matter with the NZTA Traffic Control Devices Manual is in respect of the proximity to the traffic signals at the intersection. TDG have investigated this issue in detail and consider that the amount of conflict is negligible such that the adverse safety related effects would be less than minor;
 - The height of the proposed digital billboard does not result in any road safety issues

given there is negligible conflict with traffic signal heads.

49. Overall given the alignment with the district plan traffic related rules, assessment matters and supportive assessment from TDG any traffic related effects are considered to be less than minor.

Effects Summary

50. In summary, it is considered that the proposed digital sign and existing signage on site will not be out of character with the receiving environment or detract from the visual amenity or street scene of Moorhouse Avenue. In fact, the proposed LED sign contribute to the vibrancy and vitality of the area. In regards to the roading network, the proposed sign will not compromise safe and efficient vehicle movements.
51. Based on this assessment, it is considered that any adverse effects of the proposed sign on the environment will be less than minor.

52. The objectives and policies of the City Plan, relevant to the proposed signage, are considered below.

Outdoor Advertisements

53. *Objective 4.4: The provision for outdoor advertisements, whether temporary or otherwise, that does not detract from amenity values, does not have a detrimental impact upon natural and built heritage values, nor cause potential danger to public safety.*

Comment: The proposed LED sign and existing signage will not detract from amenity values or have a detrimental impact upon natural or built heritage values. It will be consistent with the nature of advertising which exists within the wider environment.

In terms of public safety, Traffic Design Group have assessed the proposed Led sign and support the application. Overall there are no traffic safety related effects.

54. *Policy 4.4.1: To ensure that the scale and extent of outdoor advertising, whether temporary or otherwise, is appropriate to the character of the receiving environment and does not detract from the amenity values of that environment.*

Comment: The reduced scale and height of the LED will better complement the scale of the existing buildings and nature of commercial activities in the receiving environment. Given the site is a corner site the signage on site will be note visible in one view from any of the adjoining residential or commercial properties. Because of this, the advertisement is unlikely to detract from the amenity values of that environment.

Policy 4.4.2: To ensure outdoor advertising whether temporary or otherwise:

- i. does not have the potential to confuse or distract motorists, particularly in proximity to intersections or other complex traffic environments;*
- ii. does not obstruct roads or footpaths, or create a hazard to vehicles, cyclists or pedestrians;*

iii. in the case of captive balloons, does not create a hazard to traffic or aviation.

Comment: The site is not in close proximity to a complex traffic environment and traffic on Moorhouse Avenue has preference over the side road intersections, except where the intersections are controlled by traffic signals. The proposed sign will not have any moving parts or be intermittently lit or flash - aspects which can cause driver distraction.

Because of its location within the site, the proposed sign will not obscure any traffic sign or create any physical hazard. It will not involve the use of captive balloons.

55. Policy 4.4.3: *To ensure that the presence, scale and placement of outdoor advertising, whether temporary or otherwise, does not detract from:*

- iv. heritage values;*
- v. the integrity of important public open spaces;*
- vi. areas possessing significant natural values.*

Comment: There are no known heritage buildings, items or areas of significant value located on the site or in the receiving environment.

56. Overall based on this assessment, it is considered that the proposed LED sign and existing signage will not be contrary to the objectives and policies of the City Plan.

STATUTORY CONSIDERATIONS

57. Section 104(1) of the RMA requires, amongst other matters, that when considering an application for resource consent, a Consent Authority must have regard to any actual and potential effects on the environment; any relevant provisions of a regional policy statement and regional plan; and any other matter relevant and reasonably necessary to determine the application.

58. Section 104(1) of the RMA sets out the matters which must be considered by a consent authority in considering applications for resource consent. It is considered that in this instance, regard shall be had to:

- *Any actual and potential effects of allowing the activity (section 104(1)(a));*
- *Any relevant objectives, policies, rules, or other provisions of a national environmental standard, other regulations, a national policy statement, a New Zealand coastal policy statement, a regional policy statement, or proposed regional policy statement, a plan or proposed plan (section 104(1)(b)); and*
- *Any other relevant matters reasonable necessary to determine the application (section 104(1)(c)).*

59. All matters listed in section 104(1) are subject to Part 2 of the Act which contains its purpose and principles.

60. Should consent be granted, the consent Authority may impose conditions under Section 108.

Purpose and Principles of the RMA

61. Section 5 of the RMA sets out that the purpose of the Act is to promote the sustainable management of natural and physical resources. It requires activities to be managed to meet the foreseeable needs of future generations, to safeguard the life-supporting capacity of air, water, soil and ecosystems and to ensure that adverse effects on the environment are avoided, remedied or mitigated.

62. Section 6 of the RMA sets out the Matters of National Importance which Consent Authorities shall recognise and provide for. There are no Matters of National Importance directly relevant to the proposed signage.

63. Section 7 sets out Other Matters to which Consent Authorities shall have particular regard.

The Other Matters relevant to the proposed sign are as follows:

(b) the efficient use and development of natural and physical resources

(c) the maintenance and enhancement of amenity values

(f) maintenance and enhancement of the quality of the environment

64. The signage is considered to be an efficient use of land, as a physical resource as it will support a commercial activity within a business zone. The proposed sign will maintain the character and amenity values of the receiving environment, through creating visual interest and contributing to the vibrancy and vitality of the area.

65. Section 8 of the RMA sets out that Consent Authorities shall take into account the Principles of the Treaty of Waitangi.

66. Overall, it is considered that the proposed sign will be consistent with the Purpose and Principles of the RMA.

Notification of the Application

67. Notification of an application lies at the discretion of the Consent Authority.

68. Section 95A of the RMA sets out that an application must be notified if the activity will have or is likely to have adverse effects on the environment that are more than minor; if the applicant requests it; or it is required by a rule or national environmental standard. In this case, the adverse effects of the proposed sign are considered to be less than minor; the applicant does not request notification and the City Plan does not require it. Therefore there is no requirement to publicly notify the application.

CONCLUSION

69. In conclusion, the applicant proposes to erect a 32m² single sided LED freestanding digital sign along with existing signage on the site. To facilitate this, resource consent is required for a non-complying activity for the display of an outdoor advertisement which breaches the maximum area and number for a single sign and road boundary setback .
70. The application demonstrates that the adverse effects of the activity will be less than minor. Furthermore, the activity will not be contrary to the objectives and policies of the operative City Plan or Replacement District Plan. Council is therefore able to grant consent.

Appendix 1: Certificate of Title

Appendix 2: Site and Application Plans

Appendix 3: Pre application comments from Nikki Smetham

URBAN DESIGN COMMENTS - REVISED BILLBOARD PROPOSAL

I have assumed that the location of the sign is more or less as existing except for the back splay, which from Moorhouse Avenue looking east will be visible as the rear of the sign structure. On this basis I have considered the proposed amendments to the existing billboard and have the following comments to offer:

In my experience LED signs are not any more intrusive than signs that remain in situ for a specified length of time. The typically slow fade between advertisements will not appear particularly obvious in the context of travelling speeds, passing traffic and general state of constant movement. In some cases the changing sign content renders them less dominant because the changing colours and style of advertising varies the degree of visual prominence.

In terms of the visual intrusion and prominence of the proposed display from dwellings on adjoining property or across the road it is my conclusion that the visual effects will be reduced with a single sided LED display that is single sided, reduced in size and height. This will be particularly so for the Wilson Road residents outlook. From Wilsons Road the billboard will be less prominent with reduced bulk being a single sided structure and in addition the sign content will not be visible.

Given the permitted baseline prospect of two 18 m² billboards in close proximity I consider the proposed single-sided sign with a smaller area to be less visually dominant and convey a less visual clutter.

I still have concerns regarding the overall total area of signage on the site but with the proposed reduction in height and area I consider that on balance the sign will nevertheless appear to be compatible with and part of the general scene at this location.

I can conclude that, all things being equal, the effects of the proposed amended billboard will be less than minor.

Nikki Smetham

Registered Landscape Architect

Appendix 4: Transportation Assessment



GoMedia Limited

Moorhouse Ave and Wilsons Road
Digital Billboard

Transportation Assessment

October 2016

GoMedia Limited

Moorhouse Ave and Wilsons Road
Digital Billboard

Transportation Assessment Quality Assurance Statement

Prepared by:

Liqi Chen

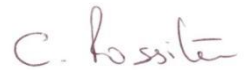
Project Transportation Planner



Reviewed by:

Chris Rossiter

Principal Transportation Engineer



Approved for Issue by:

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Status: Final report

Date: 7 October 2016

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Appendix A

Traffic Signal Layout

Appendix B

CAS Outputs

1. Introduction

GoMedia is proposing to replace the existing dual-sided billboard that is currently located at the southwest corner of Moorhouse Avenue and Wilsons Road, with a 8m by 4m LED digital billboard. The new digital billboard will be single-sided, and elevated 3m above the ground to the bottom of the sign. The new billboard will be primarily directed towards the westbound traffic from Ferry Road.

Feedback from the Christchurch City Council (CCC) Senior Transport Planner outlined concerns with road safety aspects of the proposal. This was particularly associated with the proximity of the billboard to the existing traffic signal controls and the potential for distraction or confusion. The Council concerns also identified road safety concerns with the frontage intersection of Moorhouse Avenue / Wilsons Road.

TDG has been commissioned to undertake an assessment of the potential traffic effects of the digital billboard, with consideration of the matters raised by Council. The assessment takes account of relevant requirements contained within the NZTA Traffic Control Devices Manual, 2011, Part 3 Advertising Signs and the CCC Christchurch City Plan Transportation Related Rules.

This report is structured as follows:

- Section 2 introduces general descriptions of the site location, the adjacent intersection and related crash history, and the future roading projects in the Long Term Proposed Capital Programme;
- Section 3 describes the layout of the existing billboard;
- Section 4 describes the proposed LED digital billboard and briefly summarises the LED digital billboard characteristics;
- Section 5 describes the relevant road safety assessment matters, including those specific to digital billboards;
- Section 6 provides an assessment of the proposal against the signage related requirements of NZTA and CCC;
- Section 7 provides an assessment of the potential conflict between existing billboard and traffic signals.

2. Transport Environment

2.1 Billboard Location

The existing billboard is located at the intersection of Moorhouse Avenue and Wilsons Road as shown in **Figure 1** below.



Figure 1: Billboard Location (Google Earth Aerial Image)

The billboard is located at 590 Moorhouse Avenue which is zoned as Business 3B (Inner City Industrial Buffer Zone) within the CCC City Plan.

The surrounding area comprises a mixture of light commercial activities along Moorhouse Avenue and medium density residential areas along Ferry Road.

2.2 Existing Transport Infrastructure

Figure 2 shows the road hierarchy in the surrounding area. Moorhouse Avenue and Ferry Road are classified as Major Arterial Road in the Christchurch City Plan, Wilsons Road and Nursery Road as Collector Roads.

All roads in the vicinity of the site are subject to the urban speed limit of 50km/h.

The Moorhouse Avenue / Ferry Road / Wilsons Road intersection is controlled by traffic signals. The detailed signal layout and plan is attached in **Appendix A**.

There are regular pedestrian and cyclist demands to cross all four legs of the intersection.



Figure 2: Road Hierarchy (Red: Major Arterial, Blue: Collector)

The following table shows average daily traffic volumes on roads in the vicinity of the existing billboard.

Location	Weekday ADT	7 Day ADT	Date
Ferry Road West of Aldwins Road	23,700	22,600	Sep 2012
Ferry Road East of Fitzgerald Avenue	8,300	7,500	Mar 2012
Moorhouse Ave East of Fitzgerald	19,500	18,300	Nov 2011
Wilsons Road at railway crossing	8,000	7,000	Sep 2009

Table 1: Average Daily Traffic Volumes (CCC)

The traffic volumes reflect the arterial status of Ferry Road and Moorhouse Avenue in providing a key link between the City and the eastern suburbs.

2.3 Road Safety

The New Zealand Transport Agency Crash Analysis System (CAS) was used to assess all the injury and non-injury crash records on the road network within 100m of the Moorhouse Avenue / Wilson Road / Ferry Road intersection between 2011 and 2015. **Figure 3** outlines the extent of the area that has been reviewed and the diagram of reported crash types.

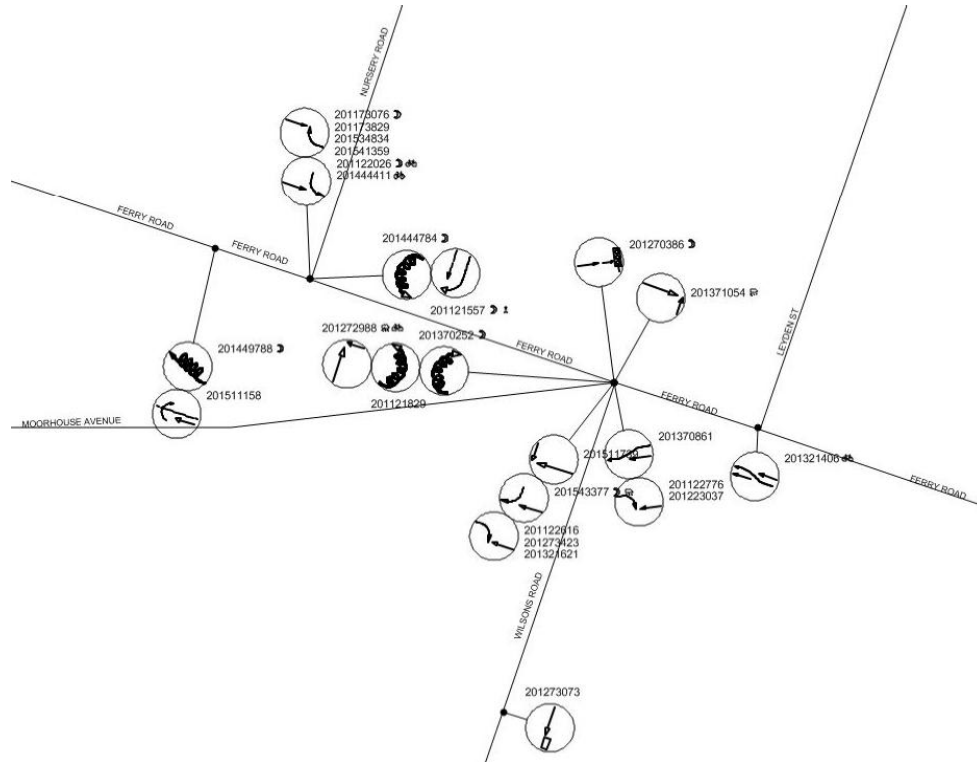


Figure 3: Collision Diagram (CAS)

There have been 25 crashes recorded in the area over the past five years with ten crashes resulting in injuries. There were no fatalities recorded, with four serious and six minor injuries reported over the last five years.

Eighty four percent (21) of total crashes were associated with manoeuvring at intersections, while 16% (4) occurred mid-block. The most common crash factor is a failure to give way while turning and failure to stop at steady red light. The majority of crashes were attributed to driver error. There were four crashes attributed to driver distraction with the identified causes of the distraction including other passengers, cigarette and dazzling sunlight. No crashes were reported that identified distraction by roadside signage as being a contributing factor.

Table 2 below summarises the recorded crashes at the study site. The detailed CAS outputs are attached in **Appendix B**.

Location	Injury Type			Total Injury Crashes	Non-Injury Crashes	Total Crashes
	Fatal	Serious	Minor			
Intersection Crashes:						
Ferry Road/Nursery Road	0	1	1	2	6	8
Ferry Road/Wilsons Road	0	1	2	3	2	5
Moorhouse Ave/Wilsons Road	0	1	2	3	1	4
Moorhouse Ave/Ferry Road	0	0	0	0	4	4
Total	0	3	5	8	13	21
Midblock Crashes:						
Ferry Road - 20m W of Nursery Road	0	0	1	1	1	2
Ferry Road - 30m E of Wilsons Road	0	0	1	1	0	1
Wilsons Road - 70m S of Ferry Road	0	0	0	0	1	1
Total	0	0	2	2	2	4

Table 2: CAS Crash Summary 2011 – 2015

There is no evidence to suggest that the existing billboard or other advertising has contributed to any crashes in terms of driver distraction.

2.4 Proposed Future Transport Programme

The Christchurch City Council’s Proposed Capital Programme and Ferry Road Master Plan include a number of future transport projects that have been or will be undertaken to improve the roading infrastructures within the vicinity of the Ferry Road / Moorhouse Avenue intersection including:

Future Transport Project	Start Year	Finish Year	Total Cost
New and improved infrastructure for Ferry Road corridor	2014/15	2018/19	\$7,546,500
Network management improvement: Ferry Road and Moorhouse Road widening	2015/16	2020/21	\$9,661,600
Intersection improvement: Ferry Road/Moorhouse Road/Wilsons Road	2022/23	2024/25	\$702,000

Table 3: Future Transport Improvement Projects

Whilst changes are proposed at the intersection in the future, these are several years away.

3. Existing Billboard

There is an existing billboard at the same location as the proposed billboard on the southwest corner of Moorhouse Avenue and Wilsons Road. As the proposal is to install a digital billboard facing Ferry Road westbound, and remove the static sign facing Moorhouse Ave eastbound, the following description is of the part of the existing sign that is facing to the east. It is a 12m by 3m static sign and is visible to traffic travelling westbound on Ferry Road, and to a lesser degree those traffic travelling southbound from Ferry Road North and turning from Nursery Road. Approach views from each of those roads are shown in **Photographs 1, 2 and 3**.



Photograph 1: Existing 12m x 3m Billboard – View From Ferry Road East Approach



Photograph 2: Existing Billboard - View From Ferry Road North Approach



Photograph 3: Existing Billboard - View From Nursery Road North Approach

4. Proposed Digital Billboard

GoMedia proposes to install a LED digital billboard to replace the existing static billboards. Instead of having a double sided billboard and a single attached billboard the proposed billboard will be single sided and east-facing only. The digital billboard will require a new support structure, with the intention that the proposed sign is on the same angle as the existing east facing static billboard. The overall area of the billboard will be less than the existing (the total area of the existing billboards is 36m², 18m² for double sided billboard and 18m² for the attached single sided billboard). The proposed digital billboard will have a dimension of 8m by 4m and an area of 32m².

Following a review of the application by Council urban design staff, Council has expressed a preference that the maximum height is lowered from its existing complying level of 9m to 7m. A mock-up photo by GoMedia of the lowered sign with the new dimensions is shown in **Photograph 4**.



Photograph 4: Proposed Billboard (Mock-up Photo)

5. Safety Assessment Considerations

5.1 Background

Traffic safety effects as they relate to advertising signage can be broadly considered in four categories:

- Potential creation of a visibility obstruction or a direct roadside hazard;
- Potential creation of driver confusion through effects such as mimicking an official sign or directing a driver to do something;
- Potential creation of indirect driver distraction due to a driver looking at the advertising sign; and,
- Potential creation of direct driver distraction through effects such as glare or variable / flashing messaging.

It has been noted that the first three categories are applicable to any existing billboards. The fourth category is more relevant to a digital billboard because it provides more potential for creating glare or variable messaging.

In considering each of the four categories above, reference has been made to standards that apply in New Zealand, along with guidance from research papers on the matter that have been published internationally.

With regard to the latter, most of the literature examines the extent that billboards might cause a distraction to motorists, which in turn might create a hazardous situation for road users.

The body of research that has been undertaken to date is sometimes contradictory. This arises because of the perception that billboards should be hazardous since they are intended to capture attention and therefore should inherently be distracting to drivers. However, there is very little empirical data to show that this is indeed the case.

A comprehensive and relevantly recent piece of research on this matter was published in September 2012 by the US Department of Transportation's Federal Highway Administration (FHWA).¹ While this research was focussed on electronic variable signs, it is equally applicable (if not more applicable) to static billboards.

The research involved both a review of the literature on the possible distraction and safety effects of off-premise advertising (from which it found that there was no consistent evidence showing a safety or distraction effect due to off-premise advertising); and experiments using an instrumented vehicle fitted with an eye-tracking system to measure where drivers were looking.

The essential outcomes of the research were as follows:

- (i) Drivers direct the majority of their visual attention to areas of the roadway that are relevant to the task at hand (i.e. the driving task). While drivers do gaze away from

¹ Perez, Bertola, Kennedy & Molino "Driver Visual Behaviour in the Presence of Commercial Electronic Variable Message Signs (CEVMS)", US Department of Transportation Federal Highways Administration, September 2013.

the road ahead, the presence of clutter or salient visual stimuli (such as billboards) did not necessarily control where drivers gazed. In other words, drivers tend to focus attention on the driving task, and are not inherently 'distracted' by off-premise signage such as billboards;

- (ii) Drivers distribute their gazes away from the road ahead regardless of the presence or not of off-premise advertising. There was no evidence that billboards or electronic signs produce long glances away from the road ahead that may reflect an increase in risk;
- (iii) While drivers were generally more likely to gaze at electronic signs than at standard billboards, the extent of the gaze for both forms of signage was less than required to cause a potential increase in risk.

The FHWA research can be encapsulated in the final sentence of its summary chapter wherein it says: "When billboards were present, the drivers in this study sometimes looked at them, but not such that overall attention to the forward roadway decreased." In other words, billboards do not 'distract' drivers to the extent that it is likely to cause a road safety issue.

5.2 Potential for Visibility Obstruction

This involves ensuring that signs are appropriately offset from the road carriageway and other facilities such as footpaths. This effectively prevents them from becoming a visibility obstruction or roadside hazard.

For this purpose, it is recommended that where it is proposed to relocate or establish a new billboard, a clear zone of at least 5m be provided between the billboard's supporting structure and the edge of the road carriageway. This clearance zone is the one normally provided in 60km/h urban speed environments, and provides a minimum buffer area in the case that a vehicle leaves the road.

The proposed sign will be located within private property adjacent to the road reserve.

5.3 Potential for Driver Confusion

This involves designing the image content to ensure that it does not mimic official signs, nor directs drivers to do something. In general, image content is controlled by best practice within the advertising industry. It is understood that all images will conform to best practice.

5.4 Potential for Indirect Driver Distraction

Indirect driver distraction can be considered to be the distraction that occurs when a driver elects to look at the billboard, for the purpose of understanding and assimilating the message.

The level of indirect driver distraction that an individual billboard creates is minimised by providing clear and simple images and by minimising the amount of text. The effects of

indirect driver distraction are also minimised by considering the suitability of the environment in which billboards are placed.

In order to demonstrate the inherently low incidence of reported traffic accidents as a result of advertising signs, a search has been made of the NZTA crash database for all crashes that have occurred in the whole of the Christchurch City for the five-year period from 2011 to 2015, (plus all the available crashes recorded for 2016). The search was made for all reported injury and non-injury crashes that resulted from driver distraction due to advertising or signs (which is a specific “cause factor” that is able to be recorded when summarising traffic accidents). A total of two crashes over five years were identified as involving distraction due to some sort of signage.

One of the crashes was on a lower volume rural road, when a driver who was distracted by an “orange road sign on the left side of the road” hit the rear of a vehicle turning right into a commercial premise. There was a minor injury.

The other non-injury crash occurred when a driver approaching a stop controlled intersection was distracted whilst looking for signage to identify a specific business, and failed to give way to a through vehicle which it collided with.

Neither of these crashes involved advertising billboards.

It is acknowledged that there may be some level of under-reporting of ‘distraction by signs’ as a cause factor in accidents. However, the fact that only two crashes in the whole of the Christchurch City over the past five years have been identified as being possibly attributed to distraction by signs (and apparently none by advertising panels), strongly indicates that the presence of roadside advertising does not in itself create a road safety problem particularly when compared to other forms of potential distraction both inside and outside the vehicle.

It is understood that all messages and images displayed on the proposed digital billboard will be consistent with the relevant principles and guidelines of TCD Part 3. This will ensure industry best practice is followed and minimise the risks associated with creating indirect driver distraction.

5.5 Potential for Direct Driver Distraction

A digital billboard can change while a driver is looking at the message, potentially encouraging his / her glance to linger for longer than a regular billboard. Controlling the frequency and method of image change is considered to be important in managing and minimising any additional potential distraction that a variable message billboard can cause. TCD Part 3 provides specific guidance on the use of animated, flashing and variable message signs, stating:

“... proposals to install variable message signs should be carefully assessed where:

They are located close to an intersection, merging or diverging traffic sites or other sites where demands on motorist’s concentration are high.

- *Each separate display is not static from first appearance to*

replacement.

- *The time to change from one display to the next is greater than two seconds.*
- *The minimum time for any display is less than 5 seconds.”*

This can be achieved by controlling the dynamic operation of the billboard. Based on experience elsewhere in New Zealand, it is recommended that the images displayed on the billboards satisfy the following criteria:

- The transition from one image displayed to the next shall be via a 0.5 second dissolve;
- The display time for each image displayed shall be a minimum of eight seconds;
- The images shall not incorporate the predominant use of colours that could cause confusion or conflict with any traffic control device;
- All images shall be consistent with the guidelines contained in the NZTA Traffic Control Devices Manual, Part 3, and Advertising Signs.

These recommendations will ensure that the billboard operates in a similar manner to a traditional static billboard in terms of their potential to cause driver distraction; the only difference effectively being when a driver observes the billboard transitioning from one image to the next.

5.6 Potential for Driver Distraction through Animation

The provision of digital variable image billboards makes possible the introduction of digital animation. There is very little relevant published material available that refers specifically to the traffic safety implications of digital animation on billboards. What material there is tends heavily toward the premise that animation has the potential to be highly distractive due to the movement involved.

However, in considering the implications of animation, it needs to be recognised that there is a range of ‘activity’ within the spectrum of animation that extends from subtle movement or changes within a graphic, to full motion video.

Based on observation of the few full motion video displays that have occasionally and briefly appeared in New Zealand, and more extensive examples overseas, it would be difficult to argue that they are not potentially distractive to motorists. There may be a place for full motion video animation in situations / locations where vehicle movement is very much secondary to pedestrian movement, and where they form an integral part of a surrounding busy urban traffic environment.

Light animation however, is less likely to catch the attention of a motorist to the point of becoming distractive. Light animation in this regard is more about changes in the content of the graphic, where the changes that occur are (in terms of potential distraction) comparable to, or even less than, the change that occurs with the changeover from one advertisement to another.

Accordingly, it is considered that this sort of light animation may be acceptable from a traffic safety perspective. The extent of potential driver distraction that is likely with

animation of this kind is not considered to be materially different from that which would be expected of a standard billboard, and in that regard is unlikely to generate adverse traffic safety effects. The following criteria have been applied elsewhere.

- Each image displayed can be either static or incorporate 'light animation'. No image shall contain full motion video or emit flashing lights. Light animation means the image may contain changes in the content and appearance of the characters which make up the message being displayed, but shall not constitute a 'story';
- The display shall not use more than three sequential images to impart the whole message.

6. Transportation Related Rules

6.1 Operative Christchurch City Plan

The proposed signage has been assessed against the relevant rules of the Operative District Plan. It is understood that the Replacement District Plan rules currently carry insufficient weight for a detailed assessment.

The RMG planning assessment identified that the site will not comply with City Plan Heritage and Amenities Chapter 10 Rules 10.3.4.1(d)(i) – Area of Advertising and Rule 10.3.4.1(d)(ii) in relation to the total number of outdoor advertisements. That non-compliance also triggers Rule 10.3.4.5 with respect to Street scene. On that basis, the application is a Restricted Discretionary Activity.

Rule 10.3.4.10 requires that any outdoor advertisement shall not be located so as to be likely to obscure or to confuse the interpretation of any traffic signs or controls. This is addressed later in this report. It has been noted however that the rule permit signs on arterial roads close to intersections where the speed is less than 70km/h.

Rule 10.3.5.3 requires that outdoor advertisement shall not involve any flashing movement or apparent movement of message. The proposed billboard images will comply with TCD requirements for digital variable signage and will remain static in nature. The transitions between images will occur over a short period of time and would not be considered a moving or flashing display.

The assessment matters in Volume 3 Part 10 of the Christchurch City Plan are applicable, with the clauses relevant to the assessment of traffic effects for the above rules outlined below:

(a) Area and number

- (iv) *The classification of the road together with the nature of the traffic using it and average daily traffic volumes with regard to the potential of outdoor advertisements to distract motorists.*

Both Moorhouse Avenue and Ferry Road are listed in Christchurch City Plan as major arterial routes with a function of linking the east suburbs and the centre of Christchurch city. Based on the investigation of recent crashes in the vicinity of the proposed sign location, there is no evidence that suggests the roadside sign or other signage in the vicinity has been a source of distraction.

(b) Moving, flashing or retro-reflective displays

- (ii) *Distraction to motorists in their observance of traffic conditions, directions or controls.*

The new billboard will be controlled so that only static images are presented. There will be no moving or flashing displays at fast speed involved that may cause driver distraction and conflict with other traffic signs.

(k) Traffic safety

- (iii) *Whether the sign has any potential to cause distraction, or confusion to motorists and/or adversely affect traffic safety due to its location, visibility, and/or content including size of lettering, symbols or other graphics.*

It is understood that the billboard image content will comply with the NZTA TCD guidelines to minimise any potential for confusion with nearby traffic signs or signals.

6.2 NZTA Traffic Control Devices Manual

The NZTA Traffic Control Devices Manual (TCD) Part 3 provides guidance on the location, orientation and content for advertising signs.

6.2.1 Field of Vision

Billboards should be presented to the approaching traffic and within the field of vision of the driver. As travel speed increases, the sign must be visible from a greater distance on roads with higher operation speed. Therefore the sign should be placed as close as possible to driver's lines of sight while maintaining adequate clearances from the roadway.

TCD Part 3 suggests that drivers may have 90° of field of vision when travelling at an operating speed of 50 km/h., as indicated in **Figure 4**.

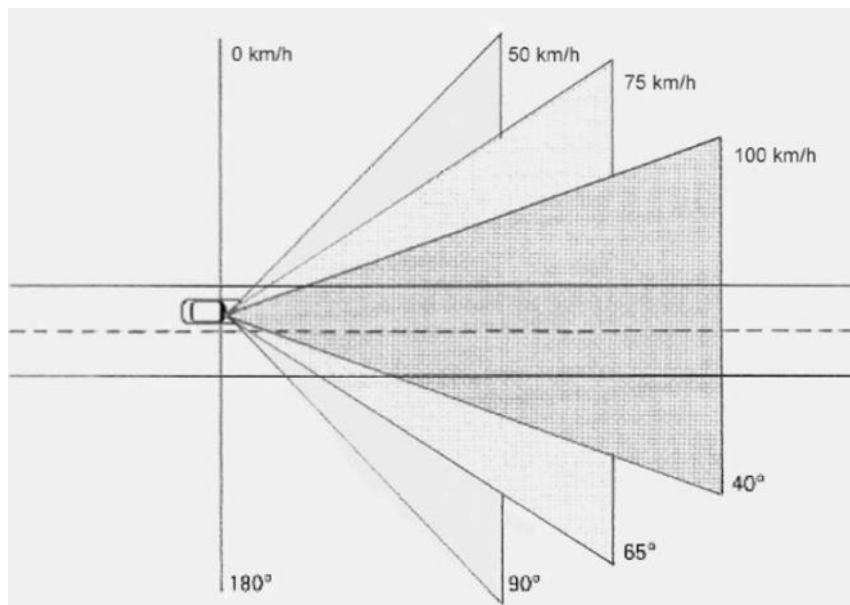


Figure 4: The Extent of Field of Vision (Source: TCD Part 3)

6.2.2 Sight Distances

The roadside sign should be located to present an unrestricted view to the approaching motorists, so that it can be viewed square-on, or close to square-on, at some stage during

the approach to the sign. This makes viewing of the sign simpler and easier. TCD Part 3 recommends an uninterrupted view of 80m for a 50km/h environment.

The proposed billboard visibility can be closely approximated by considering the visibility of the existing billboard.

The billboard is primarily visible to westbound traffic on Ferry Road, and also to southbound traffic on the Ferry Road and Nursery Road northern approaches to the signals. The geometry of the intersection means that the billboard only becomes visible to these latter vehicles within 50 to 80m of the traffic signals.

Figure 5 illustrates the sight visibility distance of the billboard: the red lines indicate that the billboard cannot be seen from a vehicle when approaching the intersection; the orange lines indicates that the billboard can be seen only if the vehicle stops at the intersection and the driver chooses to look up the sign; the green lines identify the distance that the billboard can be clearly observed by traffic while approaching the intersection.



Figure 5: Billboard Visibility - Intersection Approaches

Photograph 5 shows that the view west from Ferry Road east of the intersection towards the sign location (noting the existing sign is shown in the photo, whereas the proposed sign will be of slightly different dimensions) from 80m away. At distances of up to about 150m away, the sign is still partially or wholly visible although sightlines cross private property and are intermittently affected by vegetation. The existing sign is clearly legible to drivers both at a distance and at the intersection limit line as shown in **Photograph 6**.



Photograph 5: View West from Ferry Road – 80m From Billboard



Photograph 6: View West From Ferry Road – At Intersection Limit Line 30m From Billboard

Photograph 7 shows the view south towards the proposed sign location from the Nursery Road about 80 m from the sign. The billboard is visible and in the field of view. Similarly, at the Ferry Road limit line, the sign is still visible and within the field of view, as shown in **Photograph 8**. At this location, drivers can see the billboard but it is from an acute angle. The shortfall in sight distance compared with the recommended minimum distance for a 50km/h approach speed in the TCD is not considered to be significant because it is expected that drivers will have reduced their speed as they approach the give way intersection.



Photograph 7: View South From Nursery Road - 80m From Billboard



Photograph 8: View South From Ferry Road North Limit Line - 30m From Billboard

6.2.3 Visibility Obstruction

The billboard will be located on private property outside the road reserve. At this location, the billboard will not obstruct sight lines at the intersection approaches.

The lower edge of the billboard will be 3m above the ground and will not obstruct visibility of other road users.

6.2.4 Lateral Position / Clearance

TCD Part 3 recommends that the minimum lateral clearance distance between an advertising sign and the edge of the carriageway for roads with a speed limit of 60 km/h or less should be 1.5 m.

The supports for the billboard will be located within the site boundaries of 590 Moorhouse Avenue and more than 5m from the edge of Moorhouse Avenue and Ferry Road.

6.2.5 Longitudinal Advertising Sign Spacing

TCD recommends an absolute minimum spacing between advertising signs of 50m on roads with a sign posted speed limit of 50km/h and a desirable minimum spacing of 80m.

The existing advertising in the area includes flags and building signs. The proposed billboard will be 3m above the ground and have no conflict with other roadside advertising signs. On this basis, it is considered that there is adequate separation between the signs to avoid any driver confusion.

6.2.6 Proximity to Traffic Control Devices

Both the City Plan and TCD Part 3 recommend locating advertising signage remotely from any traffic control devices. The City Plan only requires separation where the road is a state highway or arterial with a speed limit of 70km/h or greater. TCD Part 3 specifically identifies 100m as the recommended separation between intersections and advertising signs in the urban environment, so as to minimise the demand on driver's attention to roadside signage when approaching the intersection. This is generally impractical within an urban environment given the number of independent commercial activities within the area.

The existing billboard is located close to a signalised intersection, where demands on driver attention and concentration will dominate. However, the existing billboard is located at a height to ensure there is no confusion with the traffic signals or intersection signage as the billboards are viewed from a safe distance and to the side of or above signals.

The extent, if any, that roadside advertising impinges on a driver's decision-making abilities, particularly when in an already 'noisy' visual environment, is far from certain. Drivers are readily able to filter out visual information that is unnecessary to the driving task, especially when the complexity of the driving environment requires it. While roadside signs will be visible to and sometimes viewed by drivers, they do not create an inherent 'distraction' that would otherwise lead to a reduction in road safety.

7. Potential for Conflict with Traffic Signals

The signal plan in Appendix A shows that there are ten signal poles installed at the intersection to control traffic movements and pedestrian crossings. A drive through on each approach with video recording has been used to identify any possible conflict between the billboard and traffic signal heads that may potentially induce a safety issue.

Visibility of the traffic signal aspects next to the limit line (the “primary” signals) are critical for vehicles approaching the intersection and have a warning and stopping function. Table 5.2 in *Austrroads s Part 4A – Signalised and Signalised Intersection* includes deceleration distances for design purposes. These distances have been used to assess the expected decision point for vehicles approaching the primary signals. For a vehicle approaching an intersection at 40km/h², a deceleration distance of 25m provides for comfortable deceleration, whereas at 50km/h this increases to 50m. Distances based on maximum deceleration rates are 20m for 40km/h, and 40m for 50km/h approach speed.

Past the decision point for the primary signals, visibility of the signals on the opposite side of the intersection (the “secondary” and “tertiary” signals) become more important. They have a starting and manoeuvring function for vehicles moving past the primary signals.

7.1 Movements from Ferry Road North and Nursery Road

There are four signal heads visible to drivers when travelling from Nursery Road or the Ferry Road northern approach to the intersection. **Figure 6** shows the line of sight to these north facing traffic signal aspects. The billboard does not provide any conflict with the primary or secondary signal poles, as also indicated in **Photograph 9**.



Photograph 9: Driver's Forward Vision - At Deceleration Distance – No Conflict

² The operating speed of 40km/h has been determined from driving through the intersection.

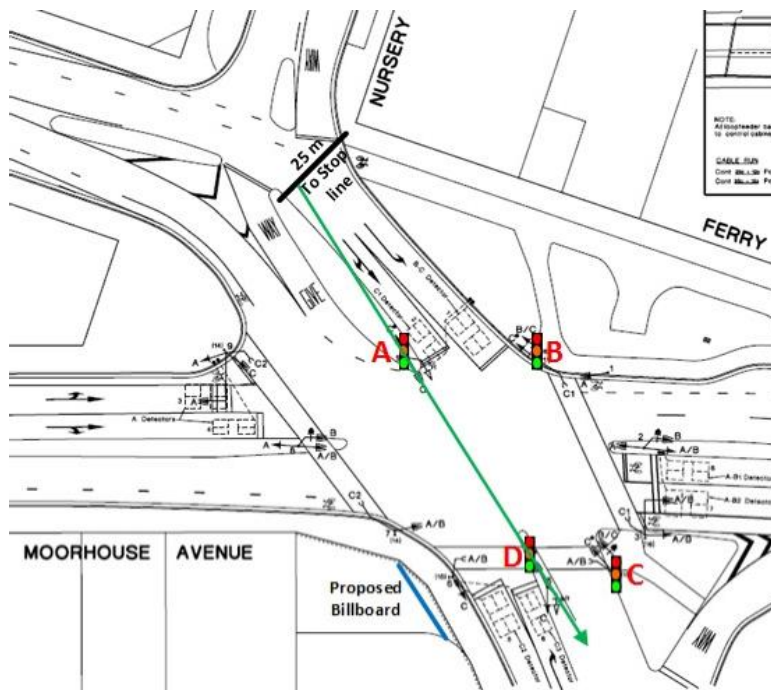


Figure 6: Signal Plan - Vehicle at Decision Point 25m

On the final approach to the intersection in the through and right lane, the billboard will momentarily appear behind the dual primary signal aspects (on the pole labelled A). However in this position, since the driver will be beyond the critical decision point in deciding whether or not to stop, the driver will be primarily focused on the secondary and tertiary signal aspects, C and D. The billboard does not present a conflict with these signal aspects at that location.

On this basis, it has been concluded that the billboard does present a safety concern as there is no practical sightline conflict between the signal controls and the billboard.

7.2 Movements from Ferry Road West

There are five signal heads which could be visible to drivers as they approach the intersection from Ferry Road east of the intersection. Figure 7 shows the sightlines to the traffic signal aspects as vehicles approach the intersection.

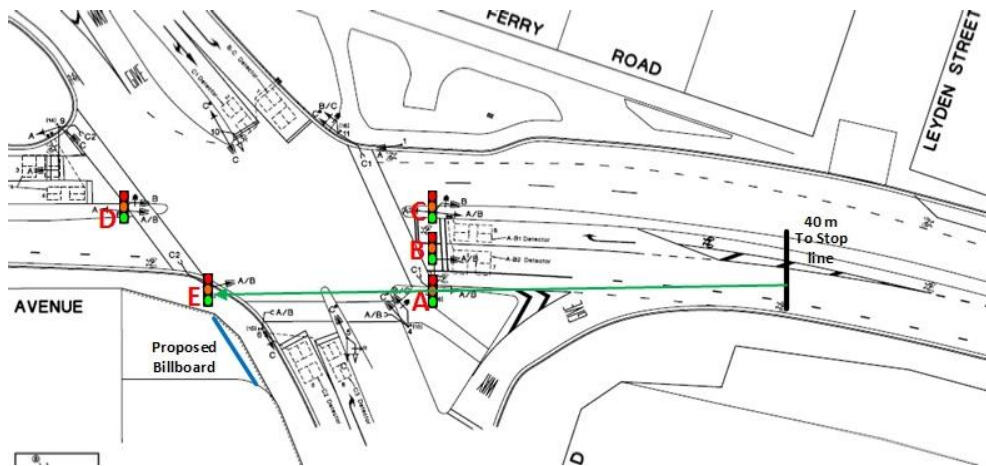
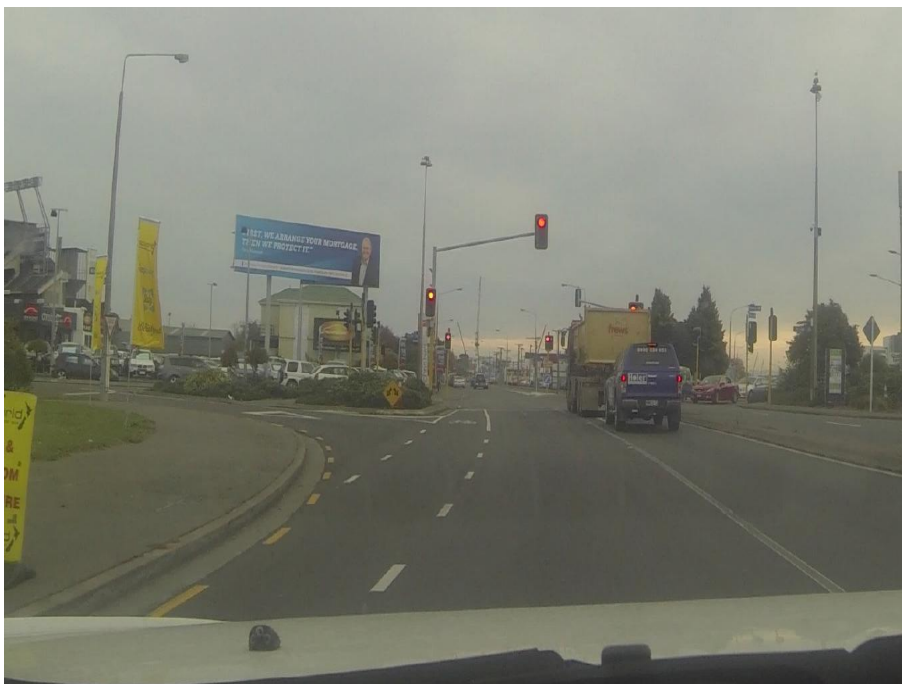


Figure 7: Signal Plan - Vehicle at Decision Point

Although the billboard is visible in the forward field of view on the approach at 40m from the limit line, it is not located behind any of the primary signal aspects (labelled A, B, C) and would not affect visibility of the signal aspects as also indicated by **Photograph 10**.



Photograph 10: Driver's Vision - At Comfortable Deceleration Distance

At the distance from the limit line representing the maximum deceleration rate, the sight line to the primary signal pole will be immediately to the right of the billboard as shown by **Figure 8**, and **Photograph 11** (which for clarity shows a scaled mark-up of the proposed 8m x 4m billboard position at a height of 7m). Drivers will still also be able to see the overhead primary signal at that point. Once the vehicle has passed the decision area, the billboard will not appear behind any signal aspects on the secondary or tertiary signal poles (labelled D and E).

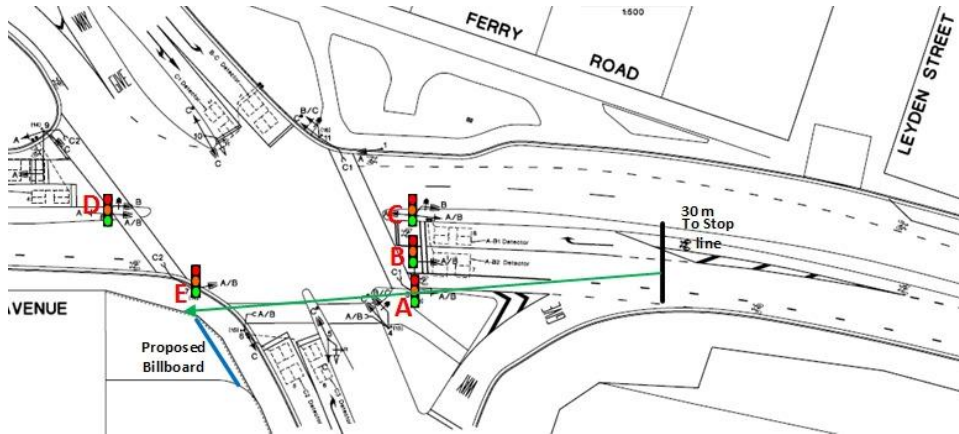


Figure 8: Signal Plan - Vehicle at Decision Point (maximum deceleration rate)



Photograph 11: Driver's View from Ferry Road - At Maximum Deceleration Rate Distance

7.3 Movements from Wilsons Road and Moorhouse Avenue

On Wilsons Road, there are three signal heads that are visible as vehicles approach the intersection. The billboard will have no conflict with the signal heads as the billboard is aligned to maximise visibility for westbound travel.

On Moorhouse Avenue heading east there are four signal heads that are visible as the vehicles approach the intersection. The billboard structure is well to the side of the signal heads, and the display will not be visible.

On this basis, there are no road safety concerns with northbound and eastbound movement on those roads.

8. Conclusions

This assessment has identified and evaluated the potential transport and safety elements of the proposed digital billboard at 590 Moorhouse Avenue. Based on the analysis in above sections, it has been concluded that:

- The digital content of the billboard can be controlled through conditions associated with image duration and change to minimise distraction;
- The proposed billboard location shows a high level of compliance with the TCD guidance and transport-related rules of Christchurch City Plan;
- The investigation of the crashes within the vicinity of the proposed sign location has not identified any crashes where distraction by advertising has been identified as a contributing factor. On this basis, the proposed sign is not expected to affect the safe operation of the signals;
- The only non-complying matter with the TCD rules is in the respect of the proximity to the traffic signals at the intersection. This issue has been investigated in detail in this report and the amount of conflict is negligible such that the adverse safety-related effects would be less than minor;
- The height of the existing billboard at 9m provides clear separation between the traffic signals and billboard. With the digital billboard at a lower height, as requested by CCC, it has been concluded that there are no significant road safety issues because there is negligible conflict with traffic signal heads.

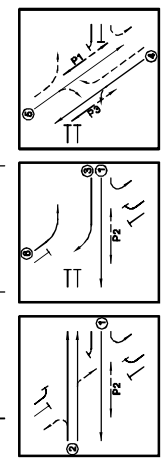
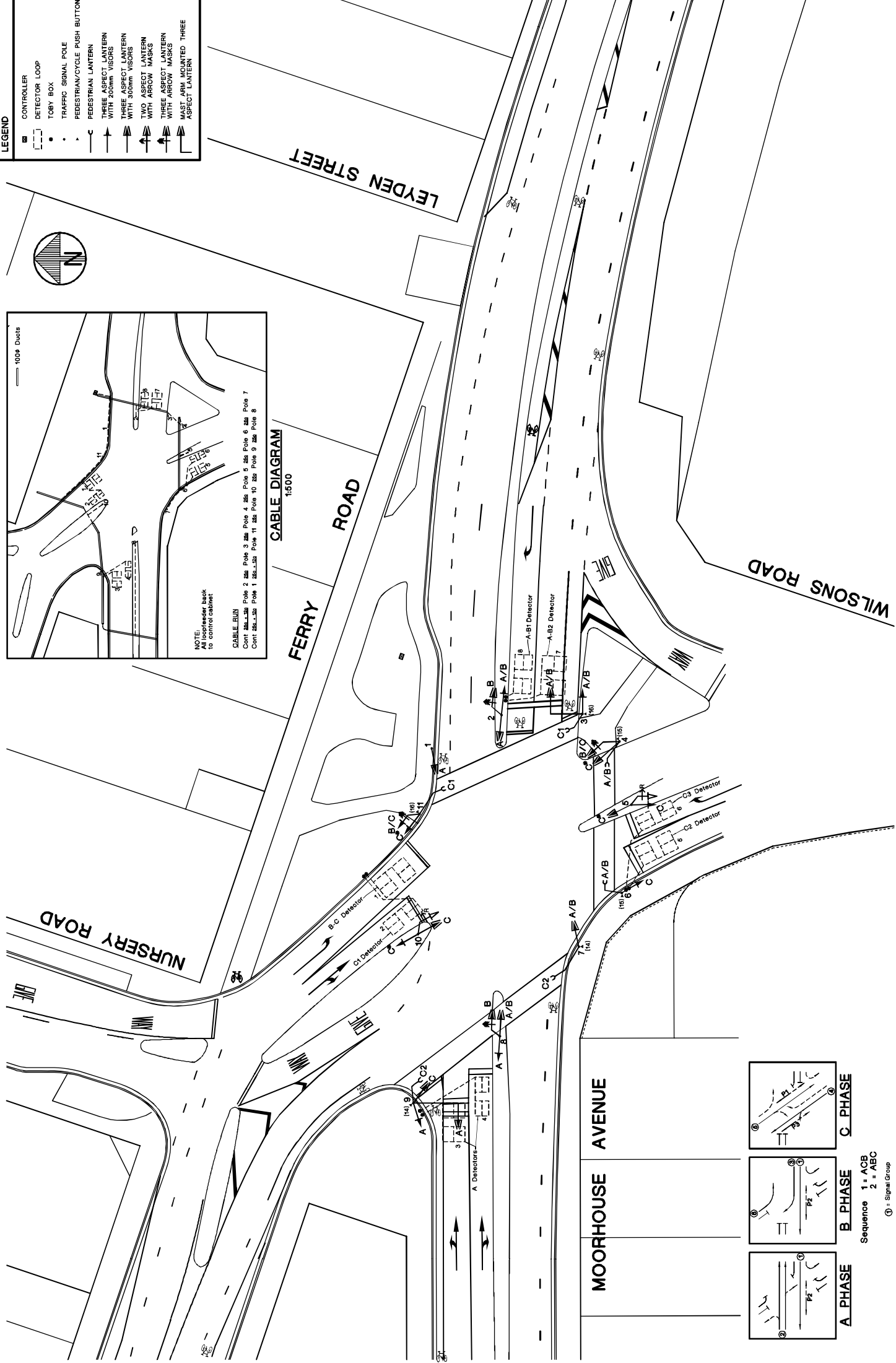
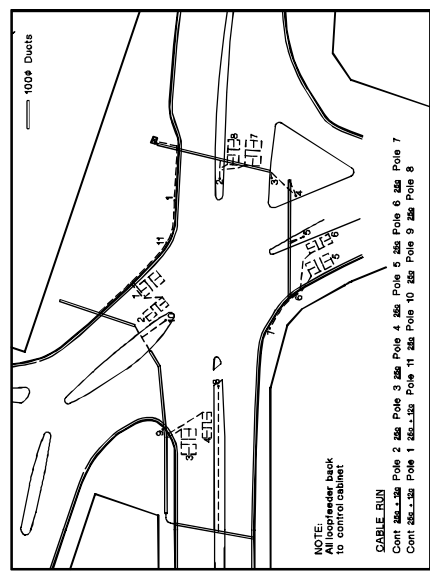
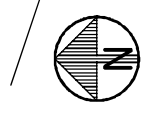
On this basis, the proposed digital billboard can be supported.

TDG

Appendix A

Traffic Signal Layout

- LEGEND**
- CONTROLLER
 - DETECTOR LOOP
 - TOBY BOX
 - TRAFFIC SIGNAL POLE
 - PEDESTRIAN/CYCLE PUSH BUTTON
 - PEDESTRIAN LANTERN
 - THREE ASPECT LANTERN WITH 200mm VISORS
 - THREE ASPECT LANTERN WITH 300mm VISORS
 - TWO ASPECT LANTERN WITH ARROW MASKS
 - THREE ASPECT LANTERN WITH ARROW MASKS
 - MAST ARM MOUNTED THREE ASPECT LANTERN



Sequence 1 = ACB
2 = ABC
① = Signal Group

SCALES 1:200
D.7704
SHEET 1 OF 1

TRAFFIC SIGNALS AND ROAD MARKINGS

FERRY ROAD / MOORHOUSE AVENUE / WILSONS ROAD INTERSECTION

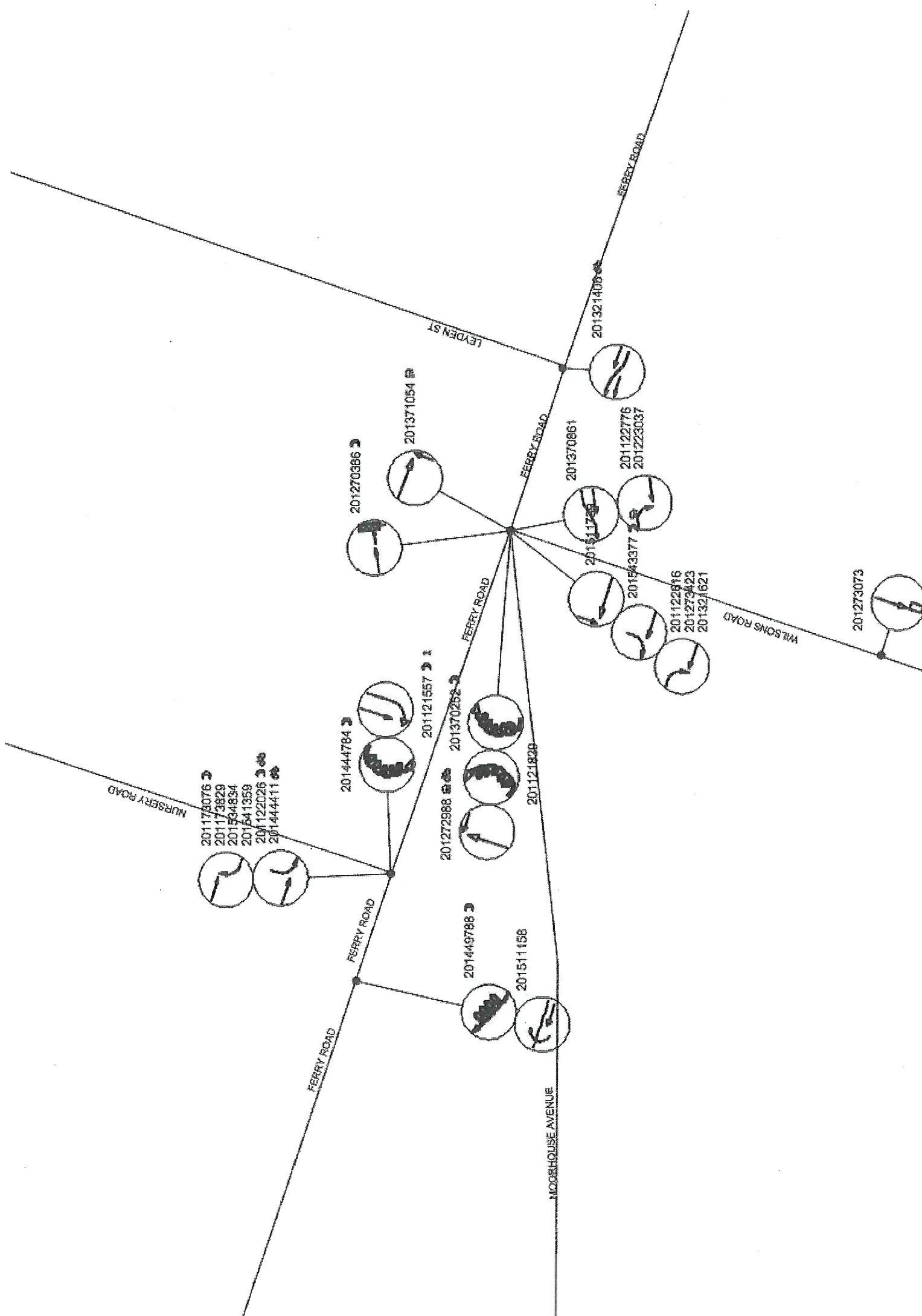
INITIALS	DATE	APPROVED	JOB TITLE
DESIGNED: M.H.	4/19		
DRAWN: T.H.	7/00		
TRACED: D.W.			
ENR. CHK: J.C.			
DES. CHK: J.C.			
ISSUED: 13/05/01	1/00		

CITY STREETS

CHRISTCHURCH
CITY COUNCIL
The City of Christchurch

Appendix B

CAS Outputs



NURSERY ROAD

201173076
201173829
2011534834
201541359
201122026
201444411

FERRY ROAD

201444784

201121557

201370252

201272988

201449788

201511158

201121829

LEYDEN ST

201270386

201371054

FERRY ROAD

201370861

201321408

201511756

201122776

201223037

201543377

201122616

201273423

201321621

WILSONS ROAD

201273073

MOORHOUSE AVENUE

First Street	ID Second street or landmark	Crash Number	Date	Day Time	Description of Events	Crash Factors	Road	Natural	Weather	Junction	Cntrl	Tot Inj
	Distance R		DD/MM/YYYY	DDD HHMM		(ENV = Environmental factors)		Light				F S M A E I T R N
Injury crashes												
FERRY ROAD	20W NURSERY ROAD	201511158	11/02/2015	Wed 1740	MOTOR CYCLE1 WBD on FERRY ROAD hit CAR2 U-turning from same direction of travel	CAR2 inattentive, Did not check / notice another party behind	Dry	Bright	Fine	Unknown	N/A	1
FERRY ROAD	I NURSERY ROAD	201122026	01/07/2011	Fri 0705	CYCLIST1 (Age 42) EBD on FERRY ROAD hit CAR2 merging from the left	CAR2 Failed to give way At a priority traffic control	Dry	Dark	Fine	T Type Junction	Give Way Sign	1
FERRY ROAD	30E WILSONS ROAD	201321406	16/03/2013	Sat 1727	CYCLIST1 (Age 46) WBD on FERRY ROAD changing lanes/overtaking to right hit VAN2	CYCLIST1 Did not check / notice another party behind	Dry	Overcast	Fine	X Type Junction	Traffic Signal	1
FERRY ROAD	I WILSONS ROAD	201321621	23/04/2013	Tue 1620	VAN2 turning right hit by oncoming SUV1 WBD on FERRY ROAD	VAN2 failed to give way when turning to non-turning traffic, did not see or look for other party until too late, overseas/migrant driver failed to adjust to NZ road rules and road conditions	Dry	Bright	Fine	Multi Rd Join	Traffic Signal	1
FERRY ROAD	I WILSONS ROAD	201511739	01/03/2015	Sun 1600	CAR1 WBD on FERRY ROAD hit CAR2 crossing at right angle from right	CAR2 did not stop at steady red light, inattentive, attention diverted by passengers	Dry	Bright	Fine	X Type Junction	Traffic Signal	3
FERRY ROAD	I WILSONS ROAD	201122616	13/10/2011	Thu 1610	CAR2 turning right hit by oncoming MOTOR CYCLE1 WBD on FERRY ROAD	CAR2 failed to give way when turning to non-turning traffic, Did not check / notice another party	Dry	Bright	Fine	Multi Rd Join	Traffic Signal	1
MOORHOUSE AVENUE	I WILSONS ROAD	201122776	21/10/2011	Fri 1051	CAR2 turning right hit by oncoming CAR1 WBD on MOORHOUSE AVENUE	CAR2 failed to give way when turning to non-turning traffic, Did not check / notice another party	Dry	Overcast	Fine	X Type Junction	Traffic Signal	2
MOORHOUSE AVENUE	I WILSONS ROAD	201223037	29/11/2012	Thu 1301	CAR2 turning right hit by oncoming CAR1 WBD on MOORHOUSE AVENUE	CAR2 failed to give way when turning to non-turning traffic, Did not check / notice another party	Dry	Overcast	Fine	X Type Junction	Traffic Signal	2
NURSERY ROAD	I FERRY ROAD	201121557	28/01/2011	Fri 2130	CAR1 WBD on NURSERY ROAD turning right hit PEDESTRIAN2 (Age 33) crossing FERRY ROAD from right	CAR1 failed to give way	Dry	Dark	Fine	T Type Junction	Give Way Sign	1
WILSONS ROAD	I MOORHOUSE AVENUE	201121829	14/02/2011	Mon 1413	CAR1 NBD on WILSONS ROAD lost control turning left, CAR1 hit Traffic Sign	CAR1 lost control when turning, wrong pedal / foot slipped, impaired ability due to old age	Dry	Bright	Fine	X Type Junction	Traffic Signal	1 1
Non- Injury crashes												
FERRY ROAD	I MOORHOUSE AVENUE	201543377	13/08/2015	Thu 1823	CAR1 WBD on FERRY ROAD hit CAR2 merging from the right, CAR1 hit Guard Rail	CAR2 did not stop at steady red light, didnt see/look when visibility obstructed by other vehicles - EW: visibility limited	Wet	Dark	Light Rain	Multi Rd Join	Traffic Signal	
FERRY ROAD	I MOORHOUSE AVENUE	201371054	18/04/2013	Thu 0724	CAR1 EBD on FERRY ROAD hit CAR2 crossing at right angle from right	CAR2 did not stop at steady red light, failed to notice control, attention diverted by cigarette etc	Wet	Overcast	Fine	Multi Rd Join	Traffic Signal	
FERRY ROAD	20W NURSERY ROAD	201449788	25/12/2014	Thu 2100	CAR1 WBD on FERRY ROAD lost control, went off road to right, CAR1 hit fence	CAR1 alcohol suspected, Too far right	Dry	Twilight	Fine	Unknown	Nil	
FERRY ROAD	I NURSERY ROAD	201541359	21/06/2015	Sun 1610	CAR2 turning right hit by oncoming CAR1 EBD on FERRY ROAD	CAR2 failed to give way when turning to non-turning traffic, attention diverted by driver dazzled by sun/lights - EW: dazzling sun	Dry	Unknown	Fine	T Type Junction	Give Way Sign	
FERRY ROAD	I NURSERY ROAD	201534834	11/04/2015	Sat 1813	CAR2 turning right hit by oncoming CAR1 EBD on FERRY ROAD	CAR2 avoiding approaching emergency vehicle	Dry	Overcast	Fine	T Type Junction	Give Way Sign	
FERRY ROAD	I NURSERY ROAD	201173829	14/11/2011	Mon 1126	CAR2 turning right hit by oncoming CAR1 EBD on FERRY ROAD	CAR2 failed to give way when turning to non-turning traffic, another vehicle	Dry	Bright	Fine	T Type Junction	Give Way Sign	

First Street	ID Second street or landmark	Crash Number	Date DD/MM/YYYY	Day Time	Description of Events	Crash Factors	Road	Natural Light	Weather	Junction	Contri	Tot Inj F S I A E I T R N
FERRY ROAD	I NURSERY ROAD	201173076	16/10/2011	Sun 2110	CAR2 turning right hit by oncoming CAR1 EBD on FERRY ROAD	CAR2 failed to give way when turning to non-turning traffic. Did not check / notice another party	Dry	Dark	Fine	T Type Junction	Give Way Sign	
FERRY ROAD	I WILSONS ROAD	201273423	28/11/2012	Wed 1346	CAR2 turning right hit by oncoming VAN1 WBD on FERRY ROAD	CAR2 failed to give way when turning to non-turning traffic	Dry	Bright	Fine	Multi Rd Join	Traffic Signal	
MOORHOUSE AVENUE	I FERRY ROAD	201370861	14/04/2013	Sun 1010	CAR1 WBD on MOORHOUSE AVENUE changing lanes to left hit CAR2	CAR1 another vehicle, medical illness (not sudden eg flu)	Dry	Overcast	Fine	Multi Rd Join	Traffic Signal	
MOORHOUSE AVENUE	I FERRY ROAD	201270386	18/02/2012	Sat 2300	CAR1 EBD on MOORHOUSE AVENUE hit rear end of CAR2 stop/slow for signals	CAR1 alcohol test above limit or test refused, failed to notice car slowing	Dry	Dark	Fine	Multi Rd Join	Traffic Signal	
MOORHOUSE AVENUE	I WILSONS ROAD	201272988	18/06/2012	Mon 1340	CYCLIST1 NBD on WILSONS ROAD hit CAR2 crossing at right angle from right	CYCLIST1 Driving or Riding in pedestrian space	Wet	Overcast	Fine	X Type Junction	Traffic Signal	
NURSERY ROAD	I FERRY ROAD	201444784	26/09/2014	Fri 2114	CAR1 WBD on NURSERY ROAD lost control turning left, CAR1 hit Tree	CAR1 alcohol test above limit or test refused, lost control when turning	Dry	Dark	Fine	T Type Junction	Give Way Sign	
NURSERY ROAD	I FERRY ROAD	201444411	30/07/2014	Wed 1639	CYCLIST1 EBD on FERRY ROAD hit CAR2 merging from the left	CAR2 Failed to give way At a priority traffic control ENV: dazzling sun	Dry	Bright	Fine	T Type Junction	Give Way Sign	
WILSONS ROAD	70S FERRY ROAD	201273073	02/11/2012	Fri 0807	SUV1 SBD on WILSONS ROAD hit parked veh, SUV1 hit Parked Vehicle	SUV1 too far left/right, attention diverted by passengers	Dry	Overcast	Fine	Unknown	N/A	
WILSONS ROAD	I FERRY ROAD	201370252	01/02/2013	Fri 0505	CAR1 NBD on WILSONS ROAD lost control turning right, CAR1 hit Traffic Island, Post or Pole on right hand bend	CAR1 lost control when turning, new driver / under instruction, wrong pedal / foot slipped	Dry	Dark	Fine	Multi Rd Join	Traffic Signal	

Crash List: 13835_Billboard

Overall Crash Statistics

Crash Severity	Number	%	Social cost (\$m)
Fatal	0	0	0
Serious	4	16	3.27
Minor Injury	6	24	0.5
Non-injury	15	60	0.34
	25	100	4.11

Crash Numbers

Year	Fatal	Serious	Minor	Non-inj
2011	0	2	3	2
2012	0	0	1	4
2013	0	1	1	3
2014	0	0	0	3
2015	0	1	1	3
TOTAL	0	4	6	15
Percent	0	16	24	60

Note: Last 5 years of crashes shown

Overall Casualty Statistics

Injury Severity	Number	% all casualties
Death	0	0
Serious Injury	4	27
Minor Injury	11	73
	15	100

Casualty Numbers

Year	Fatal	Serious	Minor
2011	0	2	5
2012	0	0	2
2013	0	1	1
2014	0	0	0
2015	0	1	3
TOTAL	0	4	11
Percent	0	27	73

Note: Last 5 years of casualties shown

Crash Type and Cause Statistics

Crash Type	All crashes	% All crashes
Overtaking Crashes	2	8
Straight Road Lost Control/Head On	1	4
Bend - Lost Control/Head On	3	12
Rear End/Obstruction	3	12
Crossing/Turning	15	60
Pedestrian Crashes	1	4
Miscellaneous Crashes	0	0
TOTAL	25	100

Crash factors (*)

Crash factors (*)	All crashes	% All crashes
Alcohol	3	12
Failed Giveaway/Stop	14	56
Failed Keep Left	1	4
Incorrect Lane/posn	2	8
Poor handling	3	12
Poor Observation	13	52
Poor judgement	4	16
Disabled/old/ill	2	8
Road factors	1	4
Weather	2	8
Other	1	4
TOTAL	46	184

Crashes with a:

Driver factor	42	168
Environmental factor	3	12

(*) factors are counted once against a crash - ie two fatigued drivers count as one fatigue crash factor.

Note: Driver/vehicle factors are not available for non-injury crashes for Northland, Auckland, Waikato and Bay of Plenty before 2007. This will influence numbers and percentages.

Note: % represents the % of crashes in which the cause factor appears

Number of parties in crash

Number of parties in crash	All crashes	% All crashes
Single party	4	16
Multiple party	21	84
TOTAL	25	100

Driver and Vehicle Statistics

Note: Driver information is not computerised for non-injury crashes

Drivers at fault or part fault in injury crashes

Age	Male	%	Female	%	Total	%
15-19	1	20	1	25	2	22
20-24	2	40	1	25	3	33
25-29	0	0	1	25	1	11
30-39	1	20	0	0	1	11
40-49	0	0	0	0	0	0
50-59	0	0	0	0	0	0
60-69	0	0	1	25	1	11
70+	1	20	0	0	1	11
TOTAL	5	100	4	100	9	100

Drivers at fault or part fault in injury crashes

Licence	Male	Female	Total	%
Full	1	3	4	44
Learner	0	0	0	0
Restricted	1	1	2	22
Never licensed	0	0	0	0
Disqualified	0	0	0	0
Overseas	3	0	3	33
Expired	0	0	0	0
Other/Unknown	0	0	0	0
TOTAL	5	4	9	100

Vehicles involved in injury crashes

	No.of vehicles	% Injury crashes
SUV	1	10
Car/Stn Wagon	11	80
Motor Cycle	2	20
Bicycle	2	20
Van Or Utility	2	20
TOTAL	18	150

Note: % represents the % of injury crashes in which the vehicle appears

Crash List: 13835_Billboard

Road Environment Statistics

Road Type	Local road	%	State highway	%	Total	%
Urban	25	100	0	0	25	100
Open Road	0	0	0	0	0	0
TOTAL	25	100	0	0	25	100

Conditions	Injury	Non-injury	Total	%
Light/overcast	8	8	16	64
Dark/twilight	2	6	8	32
TOTAL	10	14	24	96

Conditions	Injury	Non-injury	Total	%
Dry	10	12	22	88
Wet	0	3	3	12
Ice/snow	0	0	0	0
TOTAL	10	15	25	100

Intersection/mid-block	All crashes	% All crashes
Intersection	21	84
Midblock	4	16
TOTAL	25	100

Objects Struck	Injury crashes	%	Non-injury crashes	%
Crashes w/obj.struck	1	10	5	33
Object Struck	Injury crashes	%	Non-injury crashes	%
Fence	0	0	1	7
Guard Rail	0	0	1	7
Traffic Island	0	0	1	7
Parked Vehicle	0	0	1	7
Post Or Pole	0	0	1	7
Traffic Sign	1	10	0	0
Tree	0	0	1	7
TOTAL	1		6	

Note: % represents the % of crashes in which the object is struck

Time Period Statistics

Day/Period	All crashes	% All crashes
Weekday	18	72
Weekend	7	28
TOTAL	25	100

Day/Period	0000-0259	0300-0559	0600-0859	0900-1159	1200-1459	1500-1759	1800-2059	2100-2400	Total
Weekday	0	1	3	2	4	4	1	3	18
Weekend	0	0	0	1	0	3	1	2	7
TOTAL	0	1	3	3	4	7	2	5	25

Note: Weekend runs from 6 pm on Friday to 6 am on Monday

Day/Period	0000-0259	0300-0559	0600-0859	0900-1159	1200-1459	1500-1759	1800-2059	2100-2400	Total
Mon	0	0	0	1	2	0	0	0	3
Tue	0	0	0	0	0	1	0	0	1
Wed	0	0	0	0	1	2	0	0	3
Thu	0	0	1	0	1	1	1	1	5
Fri	0	1	2	1	0	0	0	2	6
Sat	0	0	0	0	0	1	1	1	3
Sun	0	0	0	1	0	2	0	1	4
TOTAL	0	1	3	3	4	7	2	5	25

Month	Injury	%	Non-injury	%	Total	%
Jan	1	10	0	0	1	4
Feb	2	20	2	13	4	16
Mar	2	20	0	0	2	8
Apr	1	10	3	20	4	16
May	0	0	0	0	0	0
Jun	0	0	2	13	2	8
Jul	1	10	1	7	2	8
Aug	0	0	1	7	1	4
Sep	0	0	1	7	1	4
Oct	2	20	1	7	3	12
Nov	1	10	3	20	4	16
Dec	0	0	1	7	1	4
TOTAL	10	100	15	100	25	100

Appendix 5: Proposed Conditions

1. The development shall proceed in accordance with the information and plans submitted with the application entered into the Council records as _____.
2. No live broadcast or pre-recorded video shall be displayed on the Sign. Only still images shall be displayed with a minimum duration of 8 seconds.
3. There shall be no movement or animation of the images.
4. The material displayed on the Sign shall not contain any flashing images and the Sign shall not contain any retro-reflective material.
5. Transition between still images will be either immediate or a maximum cross-dissolve period of 0.5 seconds.
6. Any content displayed on the Sign shall comply with the Advertising Standards Authority Advertising Code of Practice and the Broadcasting Act 1989.
7. There shall be no sound associated with the Sign and no sound equipment is to be installed as part of the Sign.
8. The Sign shall incorporate lighting control to adjust brightness in line with ambient light levels.
9. The ratio between Sign brightness and ambient light is to be determined post installation. (refers to brightness levels during hours of darkness and at dusk/low ambient light times during winter.)
10. The condition and appearance of the Sign will be maintained so that it does not detract from amenity values.



Resource and Environmental Management Consultants

27 January 2017

Lizzy Spencer
Planner
Christchurch City Council

Via email: Lizzie.Spencer@ccc.govt.nz

File: PO724

Dear Lizzy

**RFI RESPONSE RMA/2016/2834
GO MEDIA, 590 MOORHOUSE AVENUE**

This letter is in response to the RFI letter dated 28 October 2016. We address each item in turn below.

1. Site Plan

- Relationship of sign with the designation: please see attached annotated site plan. As noted the proposed support poles are not located within the designation. GoMedia are fully aware of the designation and any future implication for the digital billboard and accept that any billboard may be required to be moved.
- Existing planting: the support structure for the proposed digital sign is not located within the landscaping strip. Therefore no planting is to be removed and all existing landscaping will be retained. Existing landscaping includes a grassed landscaping strip with sporadic shrubs. Given this there is no need to mark the landscaping on the plan.
- Location of existing buildings on site and signage: This is the list of existing signage and dimensions as listed in the AEE. These have been referenced on the attached aerial plan.

a. Pylon 4.0m x 1.0m (Chris Bird)	4.0m ²
b. Building Facing north 3.0m x 0.9m (Chris Bird lettering),	2.7m ²
c. Building facing north 1.0 x 0.9m (Chris Bird Logo),	0.9m ²
d. Building facing east 3.0 x 0.9 (Chris Bird Lettering),	2.7m ²
e. Building facing east 1.0 x 0.9m (Chris Bird logo)	0.9m ²
f. Building corner Sign 1.2 m x 1.0m (Chris Bird),	1.2m ²
g. Flags 12 1.5 x 0.4m ² (Chris Bird)	7.2m ²
h. South facing 3.0 x 1.0m (Black and White),	3.0m ²
i. Pylon sign, 1m x 1.5m (Black and White),	1.5m ²

Resource Management Group Ltd

Phone 03-943 4112

Level 4, 69 Cambridge Terrace
PO Box 908, Christchurch Box Lobby, Christchurch 8140

j. Flags 4 1.5 x 0.4 (Black and white)

2.4m²

2. Other Drawings

- Please see attached fully dimensioned plans showing the side and front profile.
- Please see attached illustration of proposed LED

3. Visual Amenity

- Please see attached Visual Assessment and View Point Reference Plan showing where photos were taken from. Note all photos are taken with a 50mm camera.

4. **Transport:** Please see attached response from TDG

5. **Glare:** Go Media have confirmed that they can comply with the lux spill standards. With the LED signs the illumination is controlled and can be set to particular limits. The applicant is happy to have a condition imposed on the consent requiring an audit by a suitably qualified engineer to confirm the sign complies with the 4 Lux spill standard.

We trust this RFI response satisfactorily address the information required. If you have any further queries please come back to us.

Yours sincerely,

Resource Management Group Limited



Melanie Foote
Consultant Planner
DDI: 03 962 1738
Email: melanie@rmgroup.co.nz

Attachments:

1. Annotated site plan showing designation C6
2. Aerial photo referencing existing signage
3. Fully dimensioned plans of LED sign
4. Illustration of Led sign and photos of exact sign on another site.
5. Visual assessment and view point reference plan.

Melanie Foote
Senior Planner
Resource Management Group
PO Box 908
Christchurch Box Lobby
Christchurch 8140

TDG Ref: 13845
3 November 2016

Issued via email: melanie@rmgroup.co.nz

Dear Melanie

**GoMedia Moorhouse Avenue / Wilsons Road Digital Billboard
RFI Response: 2016 Crash Data**

We refer to the CCC request for further information on the project, in which the Council Transport Engineer has requested CAS crash data for 2016.

We have obtained the data that is available in CAS as at 2 November 2016 and there has been one more crash which was located at Moorhouse Avenue / Ferry Road/Wilson's Road. The details are attached.

In my opinion the crash does not introduce further matters that require assessment, as it is a crash type previously considered based on the 2011-2015 data. It is associated with a vehicle travelling from Moorhouse Avenue failing to give way when turning right. The turning vehicle is on a movement that would not have a view of the billboard.

The most recent full five calendar year set of data was included in the Transport Assessment because that is the standardⁱ period for assessing crash data. Inclusion of a partial year whilst part way through a year can be considered when there have been works that may affect the crash pattern. We are not aware of notable recent network changes requiring consideration of partial year data. We also note that there is a lag (sometimes several months) between the crash and data being added to the CAS system, such that care needs to be given to assessment of a partial year.

I trust the information addresses the Council request. If you have any queries, please do not hesitate to contact me.

Yours sincerely

Traffic Design Group Ltd

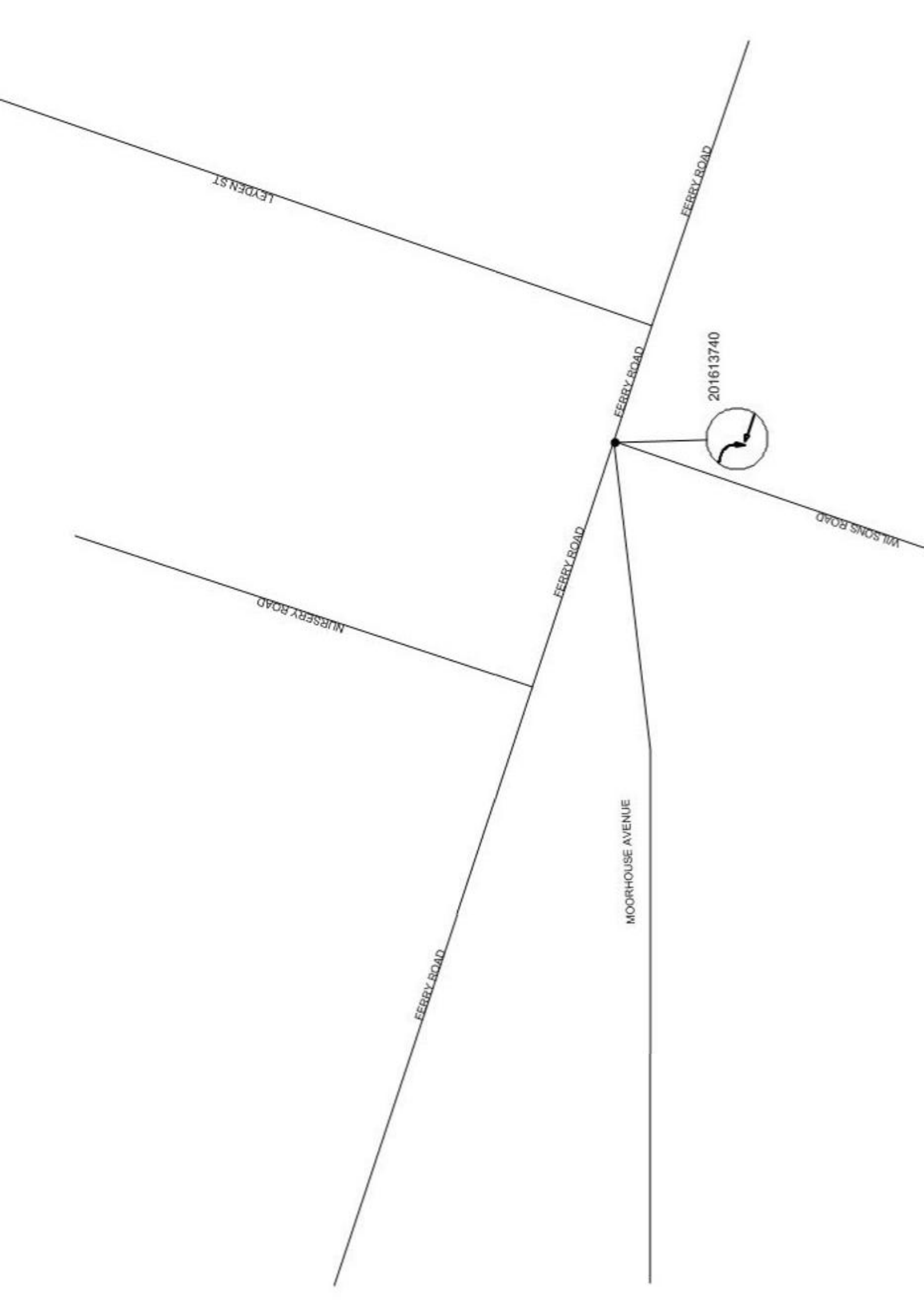


Andrew Metherell
Senior Associate

andrew.metherell@tdg.co.nz

enc: 2016 crash report update.

ⁱ NZTA: A New Zealand Guide to the Treatment of Crash Locations 2004, Part 4.1
(<https://www.nzta.govt.nz/resources/guide-to-treatment-of-crash-location/identifying.html>)



First Street	D Second street I or Landmark Distance R	Crash Number	Date DD/MM/YYYY	Day Time DDD HHMM	Description of Events	Crash Factors	Road	Natural Light	Weather	Junction	Cntrl	Tot Inj F S M A E I T R N
FERRY ROAD	I WILSONS ROAD	201613740	20/05/2016	Fri 1201	CAR2 turning right hit by oncoming VANI WBD on FERRY ROAD	CAR2 failed to give way when turning to non-turning traffic, Did not check / notice another party	Dry	Bright	Fine	Multi Rd Join	Traffic Signal	1

Crash List: Moorhouse_Ferry_2016 (1 crashes)

Total Injury Crashes: 1
 Total Non-Injury Crashes: 0
1

Crash Type	Number	%
Overtaking Crashes:	0	0
Straight Road Lost Control/Head On:	0	0
Bend - Lost Control/Head On:	0	0
Rear End/Obstruction:	0	0
Crossing/Turning:	1	100
Pedestrian Crashes:	0	0
Miscellaneous Crashes:	0	0
TOTAL:	1	100 %

Location	Local road	%	St.Highway	%	Total	%
Urban	1	100	0	0	1	100
Open road	0	0	0	0	0	0
TOTAL:	1	100	0	0	1	100 %

Intersection/Midblock	Number	%
Intersection:	1	100
MidBlock:	0	0
TOTAL:	1	100 %

Environmental Factors	Number	%
Light/Overcast Crashes:	1	100
Dark/Twilight Crashes:	0	0
TOTAL:	1	100 %

Wet/Ice:	0	0
Dry:	1	100
TOTAL:	1	100 %

Day/Period	Number	%
Weekday	1	100
Weekend	0	0
TOTAL:	1	100 %

Vehicles	Number	%
Car	1	100
Van/Ute	1	100
Truck	0	0
Bus	0	0
Motorcycle	0	0
Bicycle	0	0
TOTAL:	2	200 %

Crash factors (*)	Number	%
Failed Giveway/Stop	1	100
Poor Observation	1	100

TOTAL: 2 200 %

Crashes with a:
 Driver factor 2 200 %
 Environmental factor 0 0

(*) factors are counted once against a crash - ie two fatigued drivers count as one fatigue crash factor.

Note: Driver/vehicle factors are not available for non-injury crashes for Northland, Auckland, Waikato and Bay of Plenty before 2007. This will influence numbers and percentages.

Crashes with objects(s) struck 0 0

Object Struck	Number	%
---------------	--------	---

No objects

TOTAL: 0 0

Crash Numbers

Year	Fatal	Serious	Minor	Non-Inj
2016	0	1	0	0

TOTAL: 0 1 0 0

Note: Percentages represent the % of crashes in which the vehicle, cause or object appears.

Spencer, Lizzie

From: Mike Gray <Mike@gomedia.co.nz>
Sent: Monday, 23 January 2017 12:05 p.m.
To: noel@thconsultants.co.nz; Melanie Foote
Subject: RE: GO Media plans for Moorhouse ave

Hi Melanie,

What they look like at the back. Let's say black poles.

NOEL – this is the module size Module Size (H*W*D) 160mm X 320mm, can you draw them onto the elevation please. To show each tile.

Can you do the same for Clarence Street as well. Thanks



Mike Gray
Director



E 20/06/07 ELEVATION SURVEYING
 D 16/04/06 REVISION SURVEYING
 C 20/06/06 REVISION SURVEYING
 B 20/06/04 ADDED EXISTING SIGN
 A 16/04/04 REVISION SURVEYING
 REVISED FOR COMMENTS
 REVISED FOR SIGN
 AMENDMENTS

SCALE 1:500



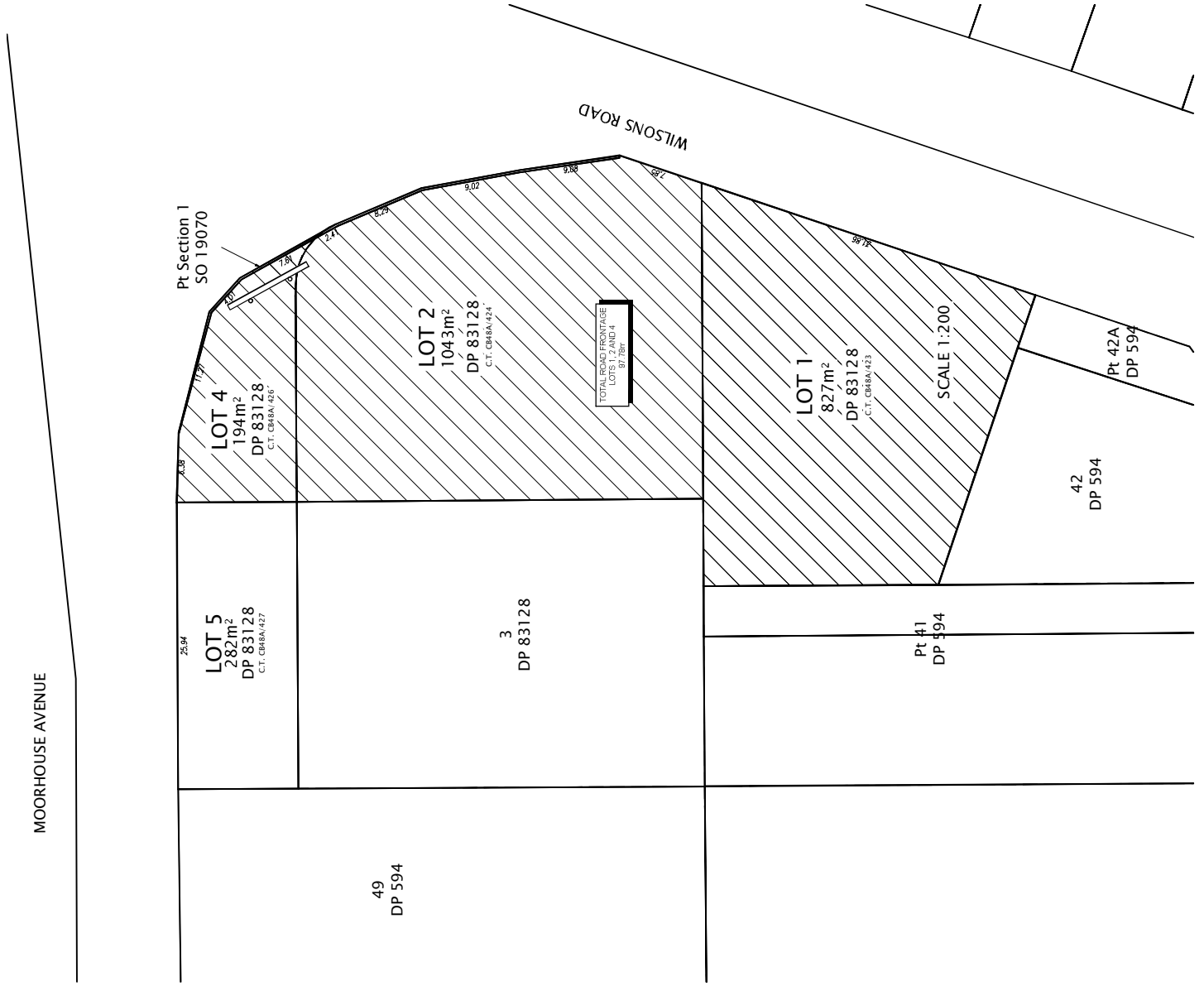
TH CONSULTANTS Ltd
 Civil and Structural Engineers

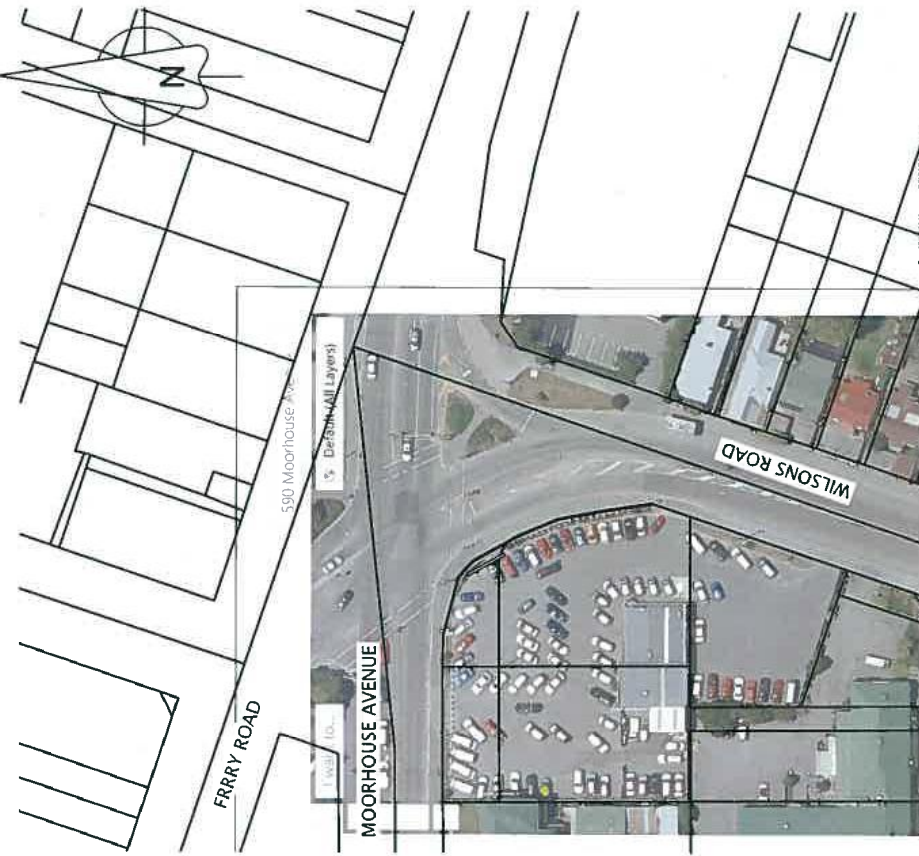
PO Box 13 117
 Christchurch 8145
 New Zealand
 Ph 03 366 1502
 www.thconsultants.co.nz
 info@thconsultants.co.nz

690 MOORHOUSE AVE

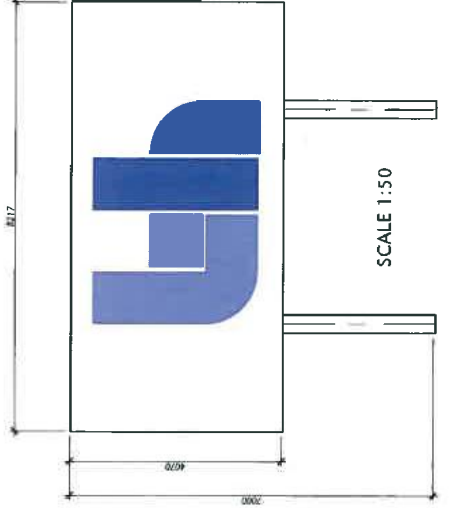
SITE PLAN

Scales
 1:200@A1
 Drawn
 G.W.P.
S0.3E
 JOB No.
 2878-07-03





D 18.08.2018 REVISED DRAWING
 C 04.05.2016 BOUNDARY ADJUSTMENT
 B 17.02.2016 FOR COMMENTS
 A 17.02.2016 FOR COMMENTS
 REVISION
 ATTACHMENTS



SCALE 1:500

SCALE 1:50



TH CONSULTANTS Ltd
 Civil and Structural Engineers
 43 Peacock Street
 Christchurch 8141
 New Zealand
 www.thconsultants.co.nz
 info@thconsultants.co.nz

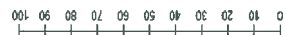
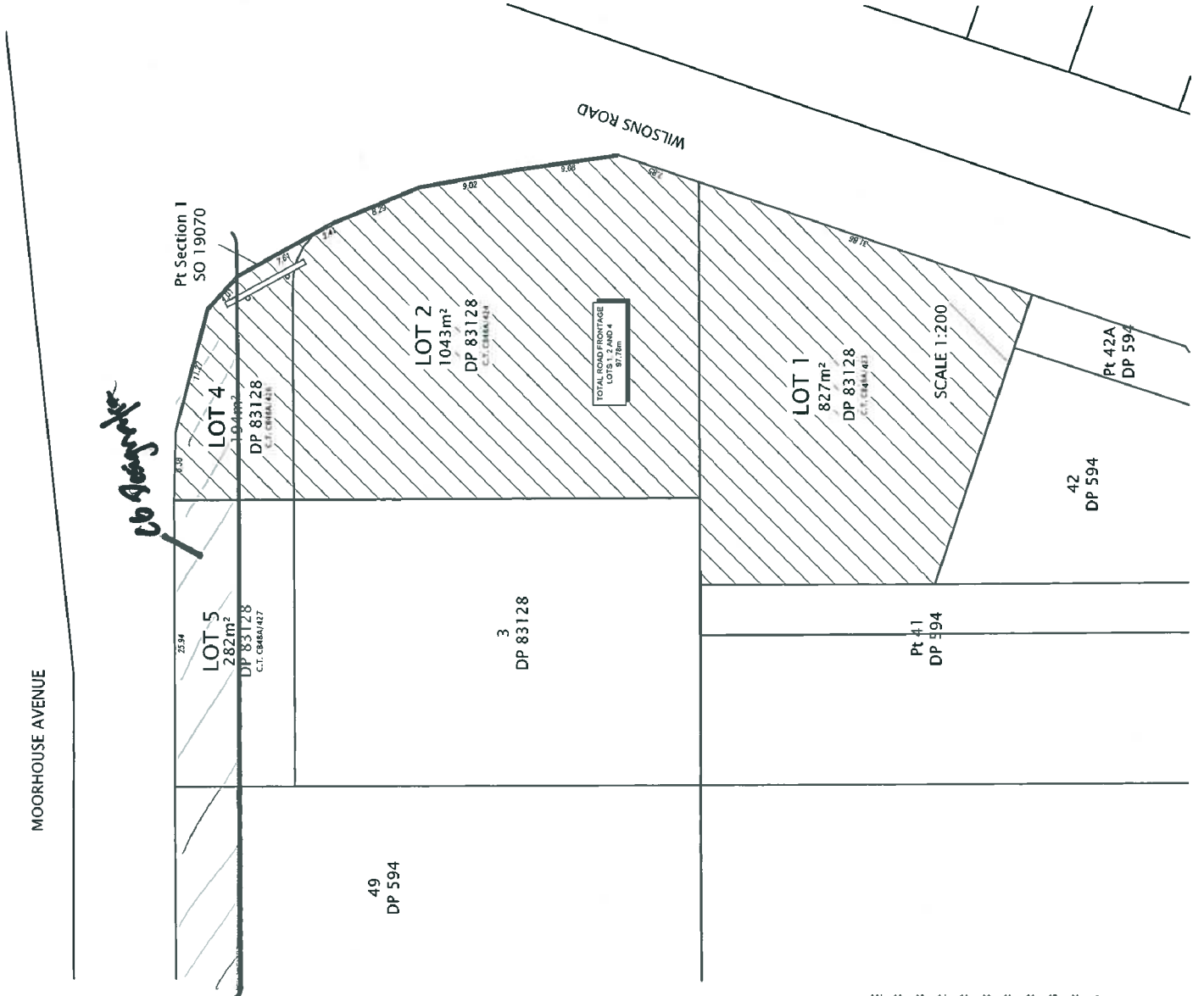
590 MOORHOUSE AVE

SITE PLAN

Scale
 Drawing No
 Date
 G.W.P.

S0.3D

2879-07-00



SCALE 1:200

No Access

MOORHOUSE AVENUE

WILSONS ROAD

Pt Section 1
 SO 19070

LOT 4
 104m²
 DP 83128
 C.T. C88A/418

LOT 5
 282m²
 DP 83128
 C.T. C88A/427

LOT 2
 1043m²
 DP 83128
 C.T. C88A/418

LOT 3
 282m²
 DP 83128
 C.T. C88A/427

LOT 1
 827m²
 DP 83128
 C.T. C88A/413

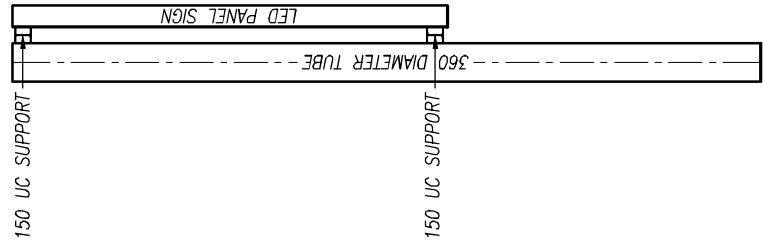
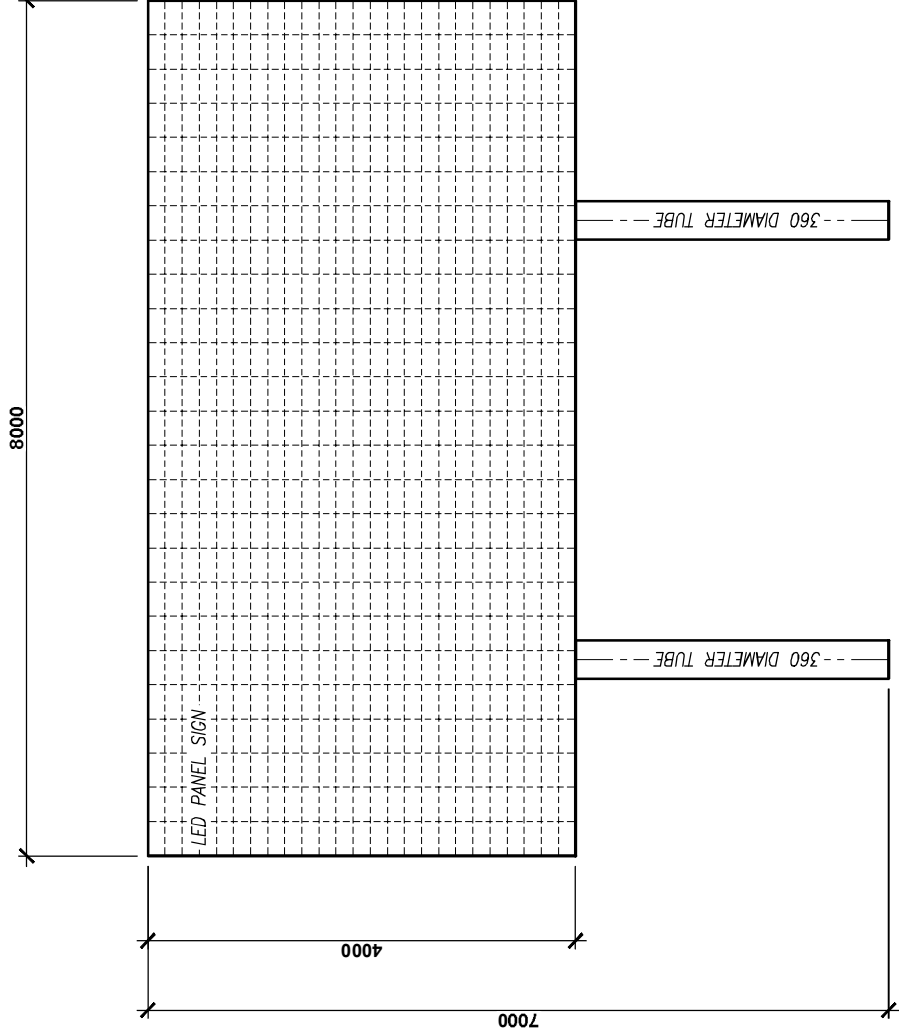
Pt 41
 DP 594

42
 DP 594

Pt 42A
 DP 594

49
 DP 594

TOTAL ROAD FRONTAGE
 LOTS 1, 2 AND 4
 91.78m



END ELEVATION

ELEVATION

REV	DATE	RIMA	REASON
A	20.01.2017		AMENDMENTS



TH CONSULTANTS Ltd
Civil and Structural Engineers

PO Box 13 117
Christchurch 8013
Ph 03 366 1502
www.thconsultants.co.nz
info@thconsultants.co.nz
New Zealand

**590 MOORHOUSE
AVE**

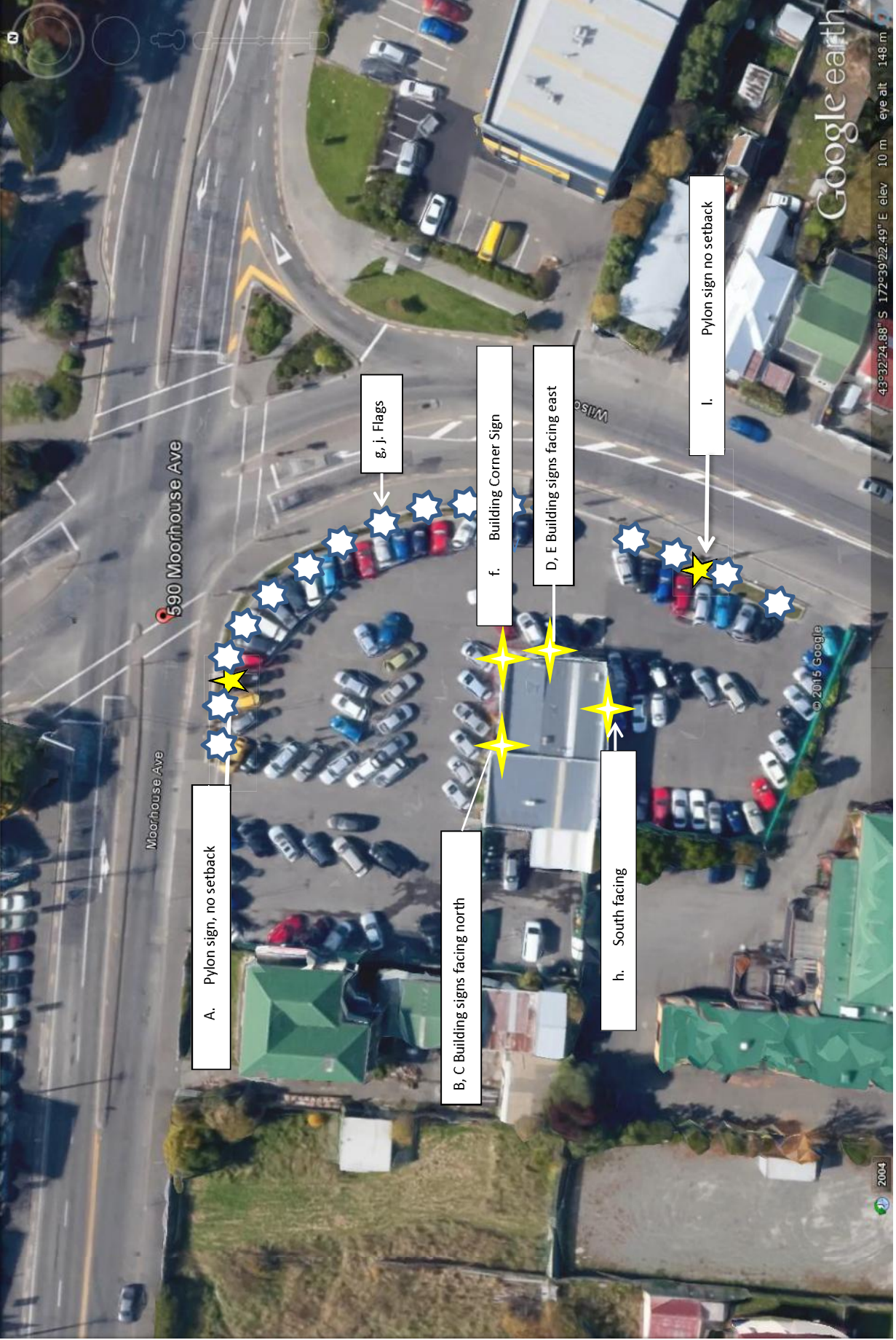
ELEVATIONS

Scales
1:50
Drawn
G.W.P.

S0.4A
JOB No.
2679-07-03

Viewpoint Reference





A. Pylon sign, no setback

B, C Building signs facing north

f. Building Corner Sign

D, E Building signs facing east

g, j. Flags

h. South facing

I. Pylon sign no setback

© 2015 Google

Google earth

2004

43°32'24.88" S 172°39'22.49" E elev 10 m eye alt 148 m

Visual Assessment

Photo 1 – View west



- Current sign only just visible for pedestrians
- Proposed sign will sit lower and be less visible

Photo 2 – View west



- Due to the difficulty with taking a photo whilst in a car this photo provides a suitable representation of the view approaching from the east.
- The current billboard is just visible above existing landscaping.
- The proposed digital will sit lower so will have less of an effect.

Photo 3 –View from 257 Ferry Road



- This photo is taken from near the front boundary of 257 Ferry Road which is a residential property.
- The front boundary contains existing fencing and vegetation which act as screening.
- The front windows of the dwelling face south and not towards the proposed digital sign.
- The outdoor living area to this dwelling is to the north side of the dwelling.
- Residents of this property will have no views of the proposed digital.

Photo 4 – View from 231A Ferry Road



- This photo is taken from outside the front boundary of 231A Ferry Road a residential property.
- The views towards the proposed LED are largely screened by existing front boundary trees and fencing.
- The digital billboard will sit against a backdrop of AMI stadium and existing lighting located the subject site, and adjoining properties and road reserve.
- The front yard of this property is used for car parking and not outdoor living.

Photo 5 – view from 227 Ferry Road



- This photo is taken from near the front boundary of this residential property.
- The front boundary of the property contains existing vegetation and fencing which largely screen the proposed billboard. There are possibly glimpse views through the proposed driveway from the dwelling.
- The outdoor living space is located to the north of the property.

Photo 6- View from 223/225 Ferry Road



- This photo is taken from the entranceway of these two residential units.
- There are views from this property from the front parking area and possibly from the second storey windows
- Outdoor living is located to the north and west of the two units.
- The proposed digital will sit lower with AMI stadium and the existing business zone activities fully forming the backdrop to the digital sign.

Photo 7 – View from 2 Nursery Road



- This photo is taken from the corner of 2 Nursery Road. As can be seen in the corner of this photo the entire front boundary comprises a metal 2m high fence along with existing vegetation limiting views.
- The proposed billboard will sit lower and be largely screened from view by the existing fence and trees.
- Outdoor living space is to the north.

Photo 8 – View from 468 Wilsons Road



- This property only has a side view of the digital from the front of the dwelling. Views through windows at the front of the dwelling are angled more to the west rather than towards the proposed digital.

Photo 9 – View from 470 Wilsons Road



- This photo is taken from outside the front boundary looking towards the proposed billboard.
- Front windows are angled towards the west so there are no direct views of the proposed digital from this property.



Resource and Environmental Management Consultants

31 March 2017

Lizzy Spencer
Planner
Christchurch City Council

Via email: Lizzie Spencer

File: PO724

Dear Lizzy

GO MEDIA, 590 MOORHOUSE AVENUE CHRISTCHURCH

Thank you for your and your colleagues time on Wednesday to discuss this application. As agreed we have put together an addendum to the application which outlines the relevant rules and assessment matters under Christchurch District Plan. The relevant rules are outlined in the attached table, (which was tabled at the meeting) and the relevant assessment matters are commented on below.

Assessment Matters

Each of the relevant assessment matters are considered in turn as follows:

- (a) *Whether the scale, design, colour, location and nature of the billboard will have impacts on the architectural integrity, amenity, character, visual coherence, and heritage values of:*
- (i) *the building and the veranda on which the billboard is displayed and its ability to accommodate the signage;*
 - (ii) *the surrounding area (including anticipated changes in the area);*
 - (iii) *residential activities; and*
 - (iv) *heritage buildings items or heritage settings, open spaces, protected trees or areas possessing significant natural values.*

Comment:

- There are no heritage items or architectural features associated with building on the site or adjoining the site that will be affected by the proposed digital billboard.
- The digital billboard will not face directly towards any residential properties. The two properties at 223 and 225 Ferry Road where the billboard may be visible from view the billboard from second floor south facing windows so unlikely to be from the main living area of the units therefore is not obtrusively visible.
- The billboard is located in an industrial zone and appropriate for the zone which in this area is dominated by car yards and other commercial activities.

- (b) *Whether the extent of the impacts of the billboard are increased or lessened due to:*
- (i) *the design, dimensions, nature and colour of the sign or support structure;*

Resource Management Group Ltd

Phone 03-943 4112

Level 4, 69 Cambridge Terrace
PO Box 9053, Tower Junction, Christchurch 8149

- (ii) *the level of visibility of the billboard; and*
- (iii) *vegetation or other mitigating features.*

Comment:

- The proposed digital billboard has been lowered in height from the billboard which excess on site and this lessen the visual impact and dominance.
- The billboard is single sided and only visible from west bound traffic and on an oblique angle from residential properties at 223 and 225 Ferry Road.

(c) *Whether the billboard 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.*

Comment:

- Under the rules billboards and signage are considered separately, however not withstanding this, the existing signage on site coupled with the proposed digital billboard are considered appropriate for the site and are comparable to other existing signage on other adjoining and nearby sites which also have similar levels of signage.
- The receiving environment has limited visual coherence or amenity given the nature of the zone and existing signage. The digital sign will be lower in height and single sided which will reduce the adverse effects when compared with the existing billboards located on site.

(d) *Whether the billboard:*

- (i) *enlivens a space or screens unsightly activities; and*
- (ii) *will result in an orderly and coordinated display.*

Comment;

- The proposed digital billboard and associated support structure are of a high quality and will result in an orderly and coordinated display.

(e) *Whether the extent of the impacts of the billboard 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 billboard due to its illuminated or animated nature and ability to draw the eye;*
- (iii) *the nature of surrounding land use activities;*
- (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; and*
- (v) *The potential of the billboard to cause distraction, or confusion to motorists in their observance of traffic conditions, directions or controls.*

Comment:

- The proposed digital billboard will comply with the lux spill standards contained in the CDP. With digital signs the illumination is controlled and can be set to varying limits.
- A traffic assessment by TDG has concluded that the digital billboard will not cause distraction or confusion to motorists in their observance of traffic signals, directions or controls.
- The predominant surrounding activities are commercial oriented with a dominance of car yards and similar activities.

Yours sincerely,

Resource Management Group Limited



Melanie Foote
Consultant Planner

DDI: 03 962 1738

Email: melanie@rmgroup.co.nz

:

Encl: CDP rules assessment table

590 Moorhouse Ave

Rules Assessment – Operative Christchurch District Plan

Chapter 6 rules were made operative on 4 March 2017. Under the District Plan, “Billboards” are now separately defined from “Signs” and are subject to activity specific standards in rule 6.8.4.1 P15. They are not subject to the general signs rules under P1, therefore Billboards are now treated separately from other site signage, and are not subject to the Built Form standards in rule 6.8.5. Accordingly the maximum area for other signage on sites is not included in the assessment.

Rule	Requirement	Compliance
<p>Activity Standards</p> <p>Rule 6.8.4.1 Permitted Activities P15</p> <p>Static and digital display billboards located on sites fronting arterial and/or collector roads within:</p> <ul style="list-style-type: none"> a. the Commercial Retail Park Zone; b. the Specific Purpose (Airport) Zone; and c. all industrial zones, other than the Industrial Park Zone (Memorial Avenue) 	<ul style="list-style-type: none"> a. The maximum area of any single billboard shall be 18m². b. The maximum height shall be 9m. c. The site shall have a minimum road frontage of 40m per billboard, provided that no more than 2 billboards may be erected on any single site. d. Any billboard shall not be directly visible from any place within a residential zone. e. Each billboard shall be subject to a written maintenance programme, in the form set out in Appendix 6.11.16, to be undertaken by the operator/provider, that has been lodged with the Council prior to the erection of the billboard. 	<p>Doesn't comply</p> <p>The billboard will have an area of 32m².</p> <p>Complies</p> <p>7m</p> <p>Complies</p> <p>The site has 97.68m frontage to Moorhouse Avenue and Wilsons Road. Accordingly two billboards are permitted.</p> <p>Doesn't Comply</p> <p>The billboard will be visible from opposite Moorhouse Avenue (although arguably not “directly”).</p> <p>Will Comply – proposed conditions</p>

Rule	Requirement	Compliance
<p>Activity Standards</p>	<p>f. The billboard shall be located at least 50m from any signalised traffic intersection.¹</p>	<p>Does not comply</p>
	<p>g. The billboard shall result in no more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2m within the boundary of any adjacent site and/or arterial and/or collector road.</p>	<p>Complies</p>
	<p>h. No live broadcast or pre-recorded video shall be displayed on the screen. Only still images shall be displayed with a minimum duration of 7 seconds.</p>	<p>Complies Still images are proposed with duration of 8 seconds.</p>
	<p>i. There shall be no movement or animation of the images displayed on the screen.</p>	<p>Complies</p>
	<p>j. The material displayed on the screen shall not contain any flashing images and the screen itself shall not contain any retro-reflective material.</p>	<p>Complies</p>
	<p>k. There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds.</p>	<p>Complies</p>

¹ In relation to two or more intersecting or meeting roadways or railway lines, means that area contained with the prolongation or connection of the lateral boundary lines of each roadway or railway.

Rule	Requirement	Compliance
Activity Standards	<p>l. There shall be no sound associated with the screen and no sound equipment is to be installed as part of the screen.</p> <p>m. The screen shall incorporate lighting control to adjust brightness in line with the ambient light levels.</p> <p>n. The billboard shall not be located on or adjacent to a state highway with a speed limit that is greater than 70km/hr.</p>	<p>Complies</p> <p>Complies The light levels are able to be adjusted manually, if necessary.</p> <p>Complies</p>
Rule 6.8.4.3 RD3	<p>Static and digital display billboards listed in Rule 6.8.4.1 P15 that do not meet one or more of the activity specific standards in Rule 6.8.4.1 P15.</p>	<p>Restricted Discretionary Activity (a) Area exceeding 18m² (d) Visibility from Residential Zone (f) Location within 50m of signalised intersection</p> <p>Council discretion limited to: Static and digital billboards - Rule 6.8.6.3 (see over)</p>

Assessment Matters:

6.8.6.3 Static and digital billboards

- (a) Whether the scale, design, colour, location and nature of the billboard will have impacts on the architectural integrity, amenity, character, visual coherence, and heritage values of:
 - (i) the building and the veranda on which the billboard is displayed and its ability to accommodate the signage;
 - (ii) the surrounding area (including anticipated changes in the area);
 - (iii) residential activities; and
 - (iv) heritage buildings items or heritage settings, open spaces, protected trees or areas possessing significant natural values.
- (b) Whether the extent of the impacts of the billboard are increased or lessened due to:
 - (i) the design, dimensions, nature and colour of the sign or support structure;
 - (ii) the level of visibility of the billboard; and
 - (iii) vegetation or other mitigating features.
- (c) Whether the billboard 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.
- (d) Whether the billboard:
 - (i) enlivens a space or screens unsightly activities; and
 - (ii) will result in an orderly and coordinated display.
- (e) Whether the extent of the impacts of the billboard 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 billboard due to its illuminated or animated nature and ability to draw the eye;
 - (iii) the nature of surrounding land use activities;
 - (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; and
 - (v) The potential of the billboard to cause distraction, or confusion to motorists in their observance of traffic conditions, directions or controls.