

Form 9

**Application for Resource Consent
Under Section 88 of the Resource Management Act 1991**

To: Christchurch City Council
City Planning
PO Box 73013
Christchurch 8154

iSite Limited T/as QMS Media applies for land use consent for the establishment of a new temporary static billboard at 127 Manchester Street, Christchurch.

The names and addresses of the owner (other than the applicant) of land to which the application relates are as follows:

Anthony Joseph Carey and Joanna Carey, Anthony Joseph Carey and Arthur Keegan,
Joanna Carey and Sardinero
51 Plynlimon Road
Fendalton
Christchurch 8052

The location to which this application relates is:

127 Manchester Street
Christchurch

Legal Description: Lot 7-9 DP 7152
CT: CB16K/664

Refer to location plan and certificate of title attached to the Assessment of Environmental Effects as Appendices A and C.

No additional resource consents are needed for the proposed activity.

Attached, in accordance with the Fourth Schedule to the Resource Management Act 1991, is 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.

No other information is required to be included in the application by the Christchurch City Plan or regulations.



Signed on behalf of QMS Media Limited
by Andrew MacLennan, Incite (Ch-Ch) Limited

Dated at Christchurch this 8th day of February 2017

Address for service of applicant:

iSite Limited
C/- Incite Limited
PO Box 25 289
CHRISTCHURCH 8144

Other Contact Details:

Contact Person: Andrew MacLennan
Telephone No: 03 379 9749
Email: andrew@incite.co.nz

Annexures:

(a) An assessment of effects on the environment in accordance with the Fourth Schedule to the Act.

Assessment of Environmental Effects

**iSite Limited
T/As QMS Media**

Static Billboard
127 Manchester Street
Christchurch

February 2017



Quality Control

Title	Assessment of Environmental Effects, Static Billboards, 127 Manchester Street, Christchurch
Client	iSite Limited T/As QMS Media
Version	Draft
Date	7 February 2017
File Reference	C60305.14
Prepared by	Andrew Maclellan
Signature	
Reviewed by	Fiona Small
Signature	

Limitations:

The report has been prepared for iSite Limited, according to their instructions, to support a resource consent application. This report has been prepared on the basis of information provided by iSite Limited. Incite has not independently verified the provided information and has relied upon it being accurate and sufficient for use by Incite in preparing the report. Incite accepts no responsibility for errors or omissions in the provided information.

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Appendix B – Perspective view of existing billboard

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Introduction

This assessment is provided in accordance with the requirements of section 88 of the Resource Management Act 1991 and the Fourth Schedule to the Act. It is in support of a resource consent application made by iSite Limited for a land use consent to establish a temporary static billboard, on a site at 127 Manchester Street, Christchurch.

The following plans and documents are attached as appendices:

- Appendix A – Site Plan
- Appendix B – Perspective view of billboard
- Appendix C – Certificate of Title

Description of the Proposal

The Site and Surrounds

The proposed billboard will be located at 127 Manchester Street, Christchurch. The billboard will be mounted on four support poles which are set in concrete foundations. The proposed sign will be orientated perpendicular to Manchester Street. The application site is currently vacant, the former building on the site has been demolished and removed and the site currently contains a gravelled area.

The surrounding environment is characterised by a mixture of partially demolished buildings, partially rebuilt buildings, vacant lots and newly constructed commercial buildings. The property located immediately to the west of the application site contains a temporary Wilsons parking area and beyond that to the west is a large 5-storey brick building which appears to be awaiting demolition or re-development. The two sites to the south contain historic heritage buildings, 200 Tuam Street is listed as heritage item 514 and is described as 'Commercial Building and Setting, Lawrie and Wilson Auctioneers'. 214 Tuam Street is listed as heritage item 515, and is described as 'Former High Street Post Office and Setting'. 200 Tuam Street is considered 'Significant' whereas 214 Tuam Street is considered 'Highly Significant'. Shipping containers have been positioned in front of 214 Tuam Street to protect pedestrians from the historic façade falling. The sites to the north and east are currently vacant and used for carparking. The site to the south east contains the Enterprise Precinct Innovation Centre (EPIC), a modern three storied building.

There are a number of similar sized signs within the vicinity of the application. The site to the east contains a range of signs advertising concerts and products, and there is also two large billboards located on a building 150m south of the application site down Manchester Street.

This site is approximately 380m² in area and is legally described as Lot 7-9 DP 7152. It is contained in certificate of title CB16K/664 and the registered owners of the site are Anthony Joseph Carey and Joanna Carey, Anthony Joseph Carey and Arthur Keegan, Joanna Carey and Sardinero. The eastern

section of the billboard may also extend onto Lot 13 DP 7152, which is a triangular shaped parcel located in the south-eastern corner of the site. A certificate of title for this parcel was searched but no record could be found.

Photographs of the existing signage are included in the proposal description below.



Figure 1: Aerial photograph of the site and surrounds, sourced from Canterbury Maps

The Proposal

The proposal seeks to establish a new temporary static billboard, mounted on two support poles on a site located on the corner of Manchester Street and Tuam Street. Appendix A contains a site plan showing the location of the proposed billboard and Appendix B contains a perspective view of proposed billboard.

Note: The following application has been drafted on the basis that the application site is vacant and the billboard is proposed. However, since drafting this application, the client has erected the proposed billboard on the site, as shown in the following images.

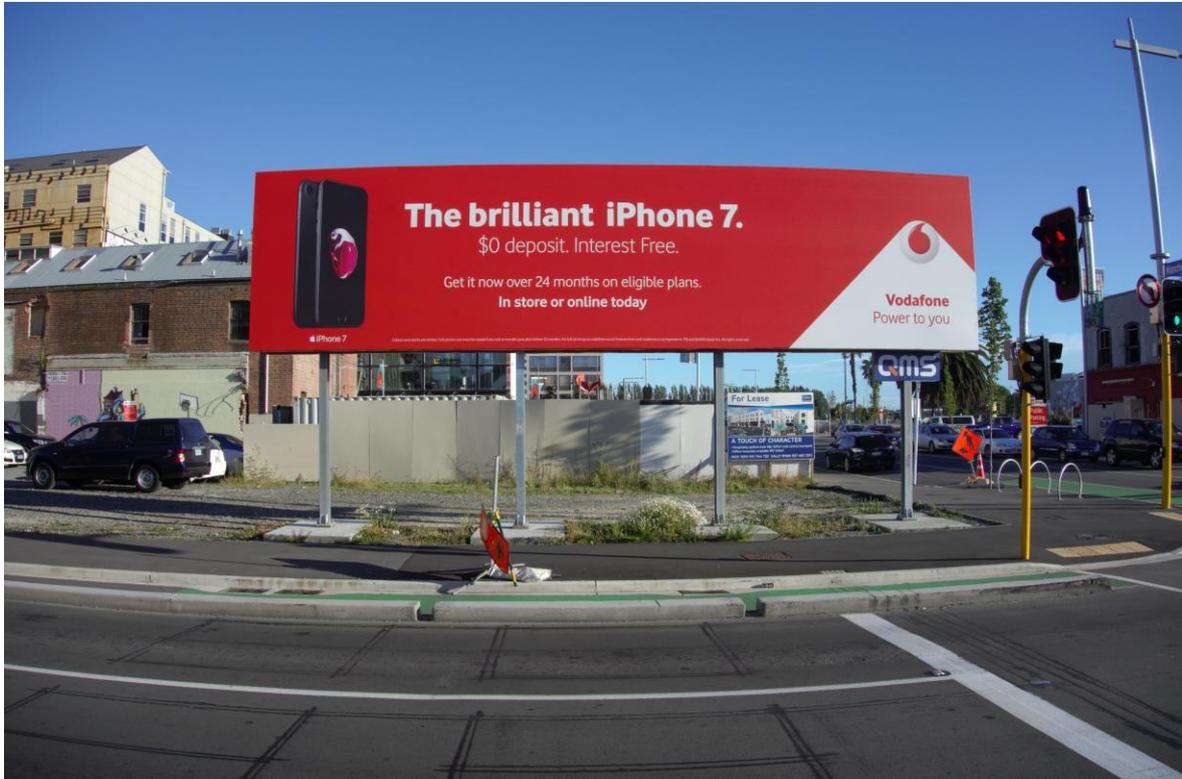
Billboard Structure

The two-sided billboard will be mounted approximately 3m above ground level. The billboard will be oriented in landscape format with a 12.0m x 3.0m surface area and the two sides of the billboard are mounted back to back. The billboard is oriented perpendicular to the Manchester Street roadway and is setback approximately 0.1m from the Manchester Street site boundary. There is no lighting

associated with the billboard. Consent is sought to retain the billboard until December 2021 or the site is redeveloped whichever is the earlier.

Photographs of the billboard are included below:

View of the billboard looking north up Manchester Street



View of the billboard looking south down Manchester Street



Resource Management Act 1991

The District Plan rule interpretation in this application is that of Incite and is not in substitution of the Council's own assessment of the proposal, nor is it a restriction on the matters resource consent is being sought for. Resource consent is applied for the proposal described in the "Description of the Proposal" section, including any plans and other information submitted. Resource consent is applied for the rule infringements described in this application, and any other resource consents necessary, whether specifically identified or not, to allow the proposal to be established, maintained and operated.

The Christchurch City Plan became operative on the 21st November 2005. Stages 1 - 3 of the Proposed Christchurch Replacement City Plan have been notified, submissions have closed and hearings have been held. The decision on the Signs section of the Replacement Plan was notified on 21 November and appeals closed on 19 December. No appeals were received on Section 6.8 Signs, so this section can be treated as fully operative.

The site is located in the Central City Business Zone under the Christchurch Replacement City Plan.

Christchurch Replacement District Plan

Chapter 6 General Rules and Procedures

The erection of the temporary billboard on the site is a discretionary activity (D2) as it is a free-standing sign which does not comply with Rule 6.8.5.6.b.

Rule 6.8.5.6 states that the signs in the Commercial Central City Business Zone shall have a maximum of one sign per formed vehicle or pedestrian access, a maximum width of 2m, a maximum area of 9m² and a maximum height above ground of 6m. The proposed sign will meet the permitted height, width and number. However, the proposed 36m² sign will exceed the 9m² maximum permitted area standard.

The proposed billboard will not be located so as not to obscure or to detract from the interpretation of any traffic sign or controls. Both Tuam Street and Manchester Street are classified as 'Central City Main Distributor Road' within the Christchurch Replacement District Plan (Figure 7.16: Central City Road Classification Map), as such the proposed billboard is not required to comply with the setback provisions set out in Rule 6.8.5.2.iii.

Assessment of Environmental Effects

The consent seeks to establish the two-sided static billboard at 127 Manchester Street until December 2021 or the site is redeveloped whichever is the earlier. The proposal is a discretionary activity under the Replacement Plan as it is an off-site sign and fails to comply with the maximum area requirement set out in the Replacement City Plan. The effects resulting from this non-compliance are assessed against the Replacement Plan assessment matters for billboards below.

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*

The proposed billboard will be a free-standing sign, and so will not have any impact on the architectural integrity, amenity, character, visual coherence, and heritage values of any buildings on the site. It is noted that the proposed billboard will be located adjacent to two buildings listed as historic heritage buildings (515 - Commercial Building and Setting, Lawrie and Wilson Auctioneer and, 516 - Former High Street Post Office and Setting). It is noted that these heritage buildings are currently in a derelict state with the shipping containers stacked in the road reserve in front of 214 Tuam Street to protect pedestrians from the historic façade falling. Given the current state of the historic heritage buildings it is considered that they are currently providing limited heritage value. As the proposal seeks to establish a temporary billboard, it is very likely that the once these historic buildings are re-developed, the proposed billboard will be removed and a permanent use for the application site will have been established. As such, it is considered that the temporary billboard will not adversely affect the heritage values of the area.

There are no residential activities within the vicinity of the site. The site is zoned Central City Business. The surrounding area is commercial in nature and contains temporary activities, such as temporary car parks and some temporary signs attached to the building to the east of the application site. Given the surrounding area is currently in a state of demolition it is anticipated that this area will be redeveloped in the future. The site and surrounds are zoned Central City Business under the Christchurch Replacement City Plan, and as such it is likely that this area will eventually contain commercial activities. Until this area is redeveloped it is considered that this temporary billboard is a positive use for the site.

Temporary carpark and billboard on opposite side of Manchester Street



- 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.*

The billboard complies with the height requirements of the Replacement Plan and is easily visible to passing traffic. The support structure associated with the proposed billboard will be designed to have a low visual impact as the concrete fittings will be established at ground level, flush with the current footpath level, and the support pole will be finished in a neutral shade of grey.

The propped billboard will be visible to pedestrians and vehicles on Manchester Street travelling both north and south. Traffic travelling both north and south will view the billboard with the backdrop of other multi storied buildings, and as such the scale of the billboard is considered consistent with the scale of building in the area.

There is no vegetation proposed as part of the application. The other mitigating factor associated the application is that the proposed sign will be a temporary activity until the property owner develops the site with a more permanent use. As such, while this area of the city is being rebuilt, the proposed activity offers an appropriate temporary use for the site.

- 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.*

There is no other existing signage on the site, and it is considered that the establishment of the billboard on the site will not result in visual clutter. There are a number of other billboards located along Manchester Street, so it is not considered that any further precedent will be set by granting the proposed application.

- d. *Whether the billboard:*
- i. *enlivens a space or screens unsightly activities; and*
 - ii. *will result in an orderly and coordinated display.*

The application site is currently vacant. The billboard provides a suitable temporary use for the site prior to the site being developed with a permanent use. The proposed billboard will enliven the site by establishing a positive use for the site in an area that is characterised by demolition.

- 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*

The proposed billboard will not be illuminated by any means and will be a static billboard. It is considered that the impacts of the billboard are lessened due to the nature of surrounding land use activities which are commercial in nature. There are no properties that are considered affected by the establishment of the proposed billboard on a temporary basis.

The proposed billboard is located on the corner of the Manchester Street and Tuam Street intersection, in a busy urban environment. The proposed billboard will be located so as not to obscure or to detract from the interpretation of any traffic sign or controls. In relation to effects on pedestrian safety, the proposed billboard will be mounted at a height of 3m so will not affect pedestrian safety.

Given the billboard will be temporary in nature, it is not considered that it will have adverse effects on the amenity and accessibility of the site.

Positive Effects

The billboard also has positive effects. The advertisements on the billboard showcase products and services available to the residents of Christchurch, and provides businesses with an opportunity to reach their market.

Summary

Overall, when considering the context of the site, within a busy commercial environment, it is considered that the scale and nature of the billboard is consistent with the character of the existing environment, and does not affect the amenity of the area. Based on the assessment set out above, it is considered that any actual or potential effects of the billboard are less than minor.

Part 2 Matters

Section 5 in Part 2 identifies the purpose of the RMA as being the sustainable management of natural and physical resources. This means managing the use of natural and physical resources in a way that enables people and communities to provide for their social, cultural and economic well-being while sustaining those resources for future generations, protecting the life supporting capacity of ecosystems, and avoiding, remedying or mitigating adverse effects on the environment.

In this case, the activity will have less than minor adverse effects on the wider environment in relation to the location on the site. The proposal will not affect the life-supporting capacity of air, water, soil or ecosystems. Therefore, the proposal is consistent with Section 5 of the RMA in that it provides for the economic wellbeing of people while avoiding, remedying or mitigating adverse effects on the environment.

Section 6 of the RMA outlines matters of national importance that all persons shall have regard to in using, managing, developing and protecting natural and physical resources. It is considered that this proposal recognises and provides for these matters.

Section 7 identifies a number of “other matters” to be given particular regard by a council in the consideration of any assessment for resource consent, including the efficient use of natural and physical resources, and the maintenance and enhancement of amenity values. As discussed in this assessment, it is considered that the proposal will have less than minor effects on the overall character and amenity values of the area, which is commercial in nature.

Section 8 requires Council to take into account the principles of the Treaty of Waitangi. No issues are raised by this proposal with respect to the Articles of the Treaty.

Overall the application achieves the purpose of the RMA through sustainable management of natural and physical resources, and as a result satisfies Part II of the Act.

Objectives and Policies of the Replacement Plan

The following objectives and policies of the Replacement Plan are relevant to the application:

Objective 6.8.2.1 Signage

- a. *Signage collectively contributes to Christchurch’s vitality and recovery by:*
- i. *supporting the needs of business, infrastructure and community activities;*
 - ii. *maintaining public safety; and*

- iii. *enhancing the visual amenity values and character of the surrounding area, building or structures.*

6.8.2.1.1 Policy - Enabling signage in appropriate locations

a. Enable signage:

- i. *as an integral component of commercial and industrial environments, strategic infrastructure and community activities throughout the City; and*
- ii. *that is necessary for public health and safety and to provide direction to the public.*

6.8.2.1.2 Policy - Controlling signage in sensitive locations

- a. *Ensure the character and amenity of residential, open space and rural zones are protected from adverse visual and amenity effects from large areas or numbers of signage, or off-site signage within these zones.*

6.8.2.1.3 Policy - Managing the potential effects of signage

- a. *In considering Policies 6.8.2.1.1 and 6.8.2.1.2, ensure that the size, number, height, location, design, appearance and standard of maintenance of signs:*
 - i. *do not detract from, and where possible contribute to, the character and visual amenity of the surrounding area and public realm;*
 - ii. *integrate within the building façade, do not detract from the integrity of the building design, and maintain the building as the primary visual element;*
 - iii. *are in proportion to the scale of buildings and the size of the site; and*
 - iv. *enhance the Central City.*

6.8.2.1.4 Policy - Transport safety

- a. *Ensure that signs do not cause obstruction and/or distraction for motorists and pedestrians and other road users.*

6.8.2.1.5 Policy - Temporary signage and signage managed by other agencies

- a. *Enable temporary signage subject to meeting basic activity and built form standards.*
- b. *Enable signage required or controlled through other legislation or government agencies*

The proposal is considered to be consistent with Objective 6.8.2.1 and its supporting policies. The proposal will not affect the amenity of the Central City Business Zone in which it is located or affect public safety, result in glare, or cause a distraction or result in traffic safety effects.

The proposal will not detract from the existing character of the surrounding environment, it is considered that the billboard will be an appropriate temporary use for the site prior to the site being re-developed.

Consultation

For the reasons discussed in this Assessment of Environmental Effects, we consider that it is unlikely that any persons are to be adversely affected by the proposal in a minor or more than minor way.

Conclusion

Overall, it is the applicant's view that there will be no adverse effects generated from this proposal that are minor or more than minor. In order to avoid the need for further resource consents, an expiry date of December 2021 is sought for this consent. It is considered that five years is sufficient to allow for the redevelopment of this site and the billboard will be removed after that date or when the site is redeveloped whichever is the earlier.

Accordingly, it is considered appropriate that this application be processed in a non-notified manner in terms of section 95 of the Resource Management Act 1991.

Appendix A

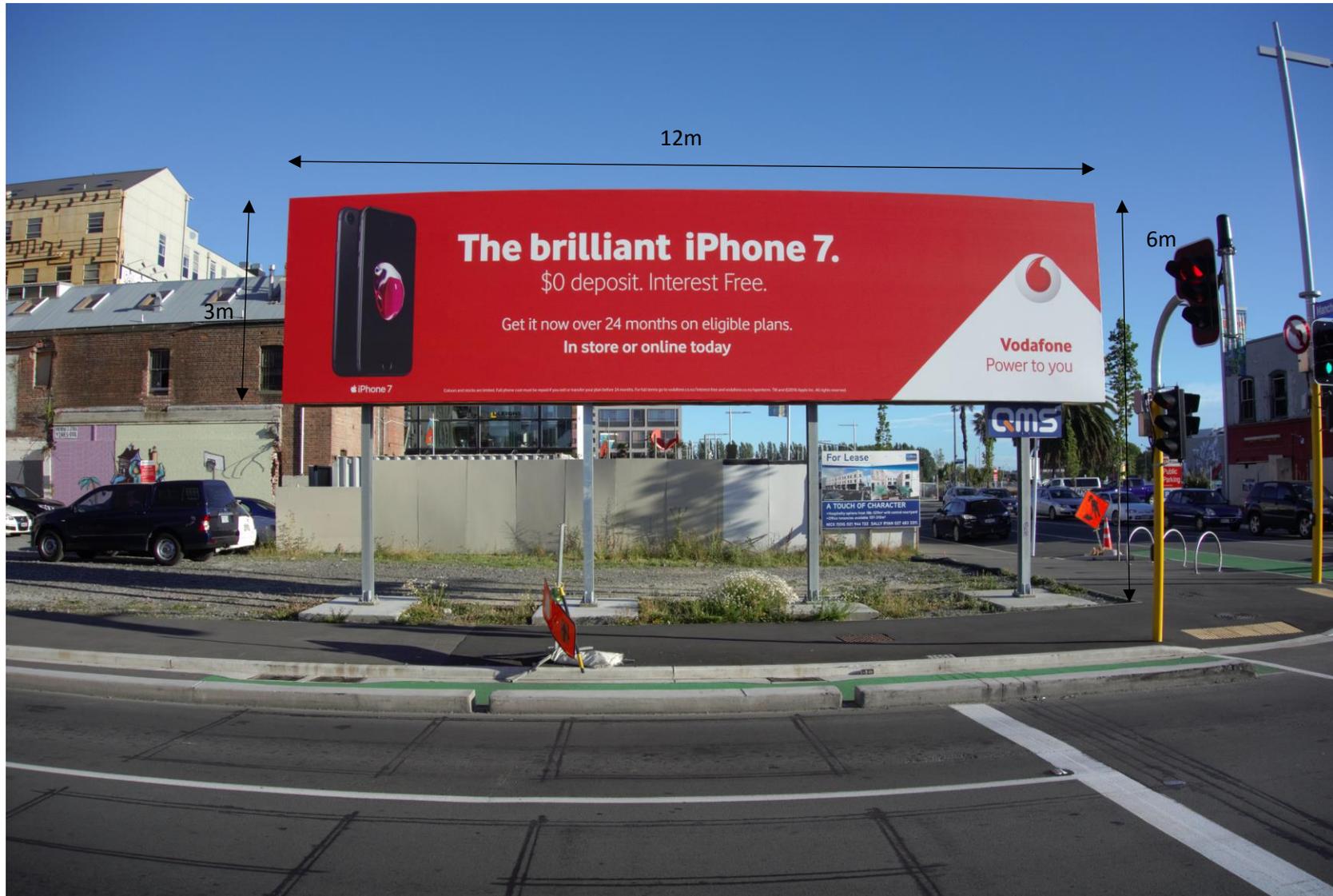
Site Plan



Appendix B

Perspective view of existing billboard

Perspective view: From the south side of Tuam Street



Appendix C

Certificate of Title



**COMPUTER FREEHOLD REGISTER
UNDER LAND TRANSFER ACT 1952**



R. W. Muir
Registrar-General
of Land

Search Copy

Identifier CB16K/664
Land Registration District Canterbury
Date Issued 22 September 1976

Prior References

CB413/53 CB413/57

Estate Fee Simple
Area 380 square metres more or less
Legal Description Lot 7-9 Deposited Plan 7152

Proprietors

Anthony Joseph Carey and Joanna Carey as to a 1/2 share
Anthony Joseph Carey and Arthur James Keegan as to a 1/4 share
Joanna Carey and Sardinero Trustees (2015) Limited as to a 1/4 share

Interests

186055 Transfer creating the following easements

Type	Servient Tenement	Easement Area	Dominant Tenement	Statutory Restriction
Right of way	Lot 12 Deposited Plan 7152	Part	Lot 7-8 Deposited Plan 7152 - herein	

186081 Transfer creating the following easements

Type	Servient Tenement	Easement Area	Dominant Tenement	Statutory Restriction
Right of way	Lot 12 Deposited Plan 7152	Part	Lot 9 Deposited Plan 7152 - herein	

187604 Transfer creating the following easements

Type	Servient Tenement	Easement Area	Dominant Tenement	Statutory Restriction
Party wall	Lot 9 Deposited Plan 7152 - herein	Part herein	Lot 10 Deposited Plan 187604	
Party wall	Lot 10 Deposited Plan 7152	Part	Lot 9 Deposited Plan 7152 - herein	

Appurtenant hereto is a right of way created by Deed of Easement 60117 (98/533)

186169 Transfer creating the following easements

Type	Servient Tenement	Easement Area	Dominant Tenement	Statutory Restriction
Party wall	Lot 7 Deposited Plan 7152 - herein	Part herein	Lot 6 Deposited Plan 186169	
Party wall	Lot 6 Deposited Plan 7152	Part	Lot 7 Deposited Plan 7152 - herein	

9728818.5 Mortgage to Kiwibank Limited - 9.6.2014 at 10:08 am

9760176.1 CERTIFICATE PURSUANT TO SECTION 77 BUILDING ACT 2004 THAT THIS COMPUTER REGISTER IS SUBJECT TO THE CONDITION IMPOSED UNDER SECTION 75(2) (ALSO AFFECTS CB490/135) - 18.6.2014 at 3:13 pm

LAND TRANSFER OFFICE
RECEIVED: 14/11/1928
TITLE REF: *DP 7152*
REFERRED TO DRAUGHTSMAN: 1/1
L.T. DRAUGHTSMAN:
EXAMINED: *23/10/28*
TRAV. RECD: VOL. 57, FOL. 211-2
FIELD BOOK: No. PAGE
COMP. Bk. No. 168, REPORT No. 2
REF. PLANS: A 6310, R.P. 188 & 212

FOR SURVEYS UNDER THE LAND TRANSFER ACT ONLY.
989
931 D. P. 4328 987 C.T. 839/252
Lot 1, Lot 2, Lot 3, Lot 4, Lot 5, Lot 6, Lot 7, Lot 8, Lot 9, Lot 10
Chas. Louissou
Alex. Ferguson

DEPOSITED this 29th day of December, 1928.
770/1928
District Land Registrar

FILE: 3677

The consent of the Mayor, Councilors, and Citizens of the City of Christchurch is hereby given to the within mentioned right-of-way, shown as 25' 12" on this plan, subject to the conditions imposed in respect of private ways and right-of-way by the Municipal Corporation's Act, 1908, and the system made by the Christchurch City Council and from time to time in right-of-way and that a gate or gates be erected and maintained at the entrance to the right-of-way, of the full width thereof and that, when erected such gate or gates be closed against the public from sundown of each day until sunrise of the next day.

In witness whereof the Mayor, Councilors and Citizens of the City of Christchurch was duly acting this 23rd day of October 1928.

James McLean Mayor
James McLean Town Clerk

CHRISTCHURCH

TUAM

MANCHESTER CITY

ST

ST

Approved as to Survey:
A. J. Roberts
Chief Surveyor
24/11/1928

Plan of
P.T. 5. 988 & 990 & P. 992
Howard James
Comprised in *143/261 A.C.T. 138/40* & *7379/20*
Surveyed by *F.W. Freeman*, Licensed Surveyor, Dec 1923
(Field-work by _____ Licensed Surveyor)

DECLARATION:
Richard W. Keenan Licensed Surveyor, do solemnly and sincerely declare that this plan has been made from surveys executed by me for under my own personal supervision, inspection and field check, and that both plan and survey are correct, and have been made in accordance with the regulations of the Surveyors' Board dated the 30th day of March, 1913.
And I make this solemn declaration conscientiously believing the same to be true, and by virtue of the provisions of the Statute in that behalf made.
Declared at _____ on the _____ day of _____ 1928.
R. W. Keenan Licensed Surveyor.

Approved,
Howard James
Applicant (or Registered Owner).

5736

Identifier

CB16K/664

28 July 2017

Attention: Andrew Maclennan
andrew@incite.co.nz

RE: RFI FOR RESOURCE CONSENT APPLICATION | BILLBOARD AT 127 MANCHESTER STREET - RMA2017/243

This report is prepared by Rough and Milne Landscape Architects in response to a request for further information concerning the above application. In summary, the following information is sought by the Council:

1. A site plan drawn to scale which shows dimensions of the subject site and billboard, property boundaries and proposed setbacks.
2. An urban design assessment consistent with the requirements of Policy 15.2.6.3 (a) (i) of the Role of the Commercial Central City Business Zone, to assess effects on heritage, urban character and amenity and the commercial environment.

An A3 graphic appendix is attached to this RFI and includes a dimensioned site plan, an aerial showing the application site and photograph locations illustrating the proposal within the receiving environment. The photographs show the billboard within its surrounding area, and assist in the assessment of the visibility and effect on heritage and amenity values of the proposal.

This urban design assessment has been informed by a review of the resource consent application documentation and the Christchurch City Council's Request for Further Information (RFI), dated 08/03/2017. A site visit was also undertaken on 27 June 2017 at 2:45pm.

THE PROPOSAL

The proposal is for a temporary static billboard located on the north-west corner of Manchester and Tuam Street. In brief it is:

- A double-sided billboard mounted on four support poles facing Tuam Street.

- 12m x 3m in surface area, mounted approximately 3m above the ground.
- Orientated perpendicular to Manchester Street.
- Setback approximately 1m from the north-west corner of Manchester Street and Tuam Street road boundaries.

For more detail on the proposal refer to the Assessment of Environmental Effects by Incite.

The resource consent application was drafted by Incite on the basis that the billboard was proposed. It has since been erected.

THE SITE

The site is located on the northwest corner of the Tuam – Manchester Street intersection. It is a vacant lot currently utilised as a Wilson car park. The immediately adjoining properties to the northwest are also vacant lots leased as car parking. The adjoining property immediately north of the site fronting Manchester Street is a small compound containing a shipping container surrounded by a temporary-looking solid white fence approximately two metres tall.

DESCRIPTION OF THE RECEIVING ENVIRONMENT

The immediate receiving environment comprises the intersection of Tuam Street and Manchester Street and is primarily experienced by traffic and pedestrians travelling both north and south along Manchester Street and in the vicinity of the Tuam Street intersection. Manchester Street runs north-south and provides for two way traffic. Tuam Street runs east – west and is part of the one way system, consisting of two eastbound vehicle lanes. The Streets and Spaces Design Guide (CERA 2015) establish Tuam Street as a one-way main distributor east-west link across the city. Manchester Street is established as the main north-south public transport route and as such, the receiving environment along Tuam Street and Manchester Street is anticipated to be a thoroughfare / transition zone although due to ongoing road works construction is not a space people currently linger.

The northwest area between Tuam and Manchester Street is zoned Commercial Central City Business (CB). The remaining areas to the northeast, southeast and southwest are zoned commercial central city (South Frame). According to the Christchurch District Plan, lots north of Tuam Street are permitted to build to a height of 28 m, whereas lots south of Tuam Street are permitted to build to a height of 17m.

Travelling east towards the site, the street scene on the north side of Tuam Street comprises the open space in front of the bus exchange and closer to the site a large 5-storey brick building (179 Tuam Street) which appears to be awaiting re-development or demolition. The street scene along the south side of Tuam Street comprises the recently completed Environment Canterbury building

with a landscaped frontage alongside two heritage buildings. Thereafter a vacant lot occupies the southwest corner of the Tuam – Manchester street intersection.

The two heritage buildings are both obscured to varying degrees from Tuam Street by a three course high stack of shipping containers erected to protect pedestrians and road users from potential falling debris from the historic facades. The heritage buildings are listed as heritage items 514 and 515 with reference to *Schedule 1 – Sub Chapter 9.3 Historic Heritage*.

Heritage item (HI) 514 (refer Sheet 2 and Viewpoint 2) is described as *Commercial Building and Setting, Lawrie and Wilson Auctioneers* and is classified as ‘Significant’ within *Schedule 1 – Sub Chapter 9.3 Historic Heritage*. It is listed as a ‘Category 2’ historic place by Heritage New Zealand. The two-storey building is architecturally significant for its ornate Edwardian façade, a symmetrical composition with curvilinear ornamentation. The name ‘Lawrie and Wilson Auctioneers’ is carved in stone below the triangular pediment at the apex of the building. The building was constructed in 1910 and is plastered brick with Oamaru stone decoration. The heritage values associated with the building also stem from its former commercial use and its later recreational and entertainment function. With the loss of many historic buildings due to earthquake damage, the structure is now one of the few remaining examples of typical small Edwardian commercial buildings.

Heritage item 515 (refer Sheet 2 and Viewpoint 4) is described as *Former Tuam Street Hall and Setting* and is classified as ‘Significant’ within *Schedule 1 – Sub Chapter 9.3 Historic Heritage*. It is listed as a ‘Category 1’ historic place by Heritage New Zealand. Also known as the Odeon Theatre, the building was constructed in 1883 and is the oldest masonry theatre in New Zealand. The building is of brick construction with an Italianate design stone façade containing Venetian Gothic Elements. The building is slightly taller than the neighbouring Auctioneers heritage building and its façade fronting Tuam Street is extends for approximately 20m. The heritage values associated with the building stem from its imposing articulated heritage façade, its interior and history of use including its use by Kate Sheppard in her fight for women’s suffrage.

The southeast corner of the Tuam – Manchester Street intersection, diagonally opposite the billboard is occupied by the Enterprise Precinct Innovation Centre (EPIC). It is a modern post-earthquake building with a landscaped frontage to the corner of the intersection containing areas of planting and lawn, seating and cycle racks.

The northeastern corner of the Tuam - Manchester Street intersection comprises another vacant lot utilised as car parking. It is adjoined to the north by a brick building (112 Manchester Street) and appears to be awaiting re-development or demolition. Large posters are pasted on three sides of this building advertising local events.

In summary, the surrounding area of the billboard is characterised by a “mixture of partially demolished buildings, partially rebuilt buildings, vacant lots and newly constructed commercial buildings”¹, car parking and related signage, temporary fencing and shipping containers. Murals and large posters are present and enliven otherwise blank facades that are common in the vicinity. The shipping containers that protect the HI 514 and 515 on Tuam Street significantly limit visibility of heritage facades and therefore reduce their visual amenity and contribution to the streetscape. The

¹ AEE by Incite.

landscaped area fronting the EPIC Centre (refer Sheet 2), on the south-east corner of Tuam Street and Manchester Street intersection contributes to a localised amenity, however the overall amenity of the locality is low.

ASSESSMENT OF VISUAL EFFECTS

A series of photo panoramas from salient viewpoints are provided in Appendix 1 attached to this report. The selected viewpoints were identified and chosen as locations where potential clashes between the receiving environment/streetscape character and the billboard could occur, including adverse effects on the heritage setting.

The main viewing audience will comprise the following:

- Road users, cyclists and pedestrians travelling north and south along Manchester Street
- Road users and cyclists travelling east, and pedestrians travelling east and west along Tuam Street
- Workers from the EPIC building / Car Park users

The effect that the static billboard will generally have on amenity within the visual catchment is likely to depend largely on the surrounding context of the receiving environment. Though large in size, some individuals may perceive the billboard as an appropriate use of space in an area largely devoid of typical urban streetscape amenity.

Until the area surrounding the Tuam – Manchester Street intersection is rebuilt, most effects of the proposal are likely to be experienced by someone commuting through the area by vehicle or on foot, or engaged in work activities, rather than by people pursuing leisure activities. Any effects on amenity are likely to be experienced to a lesser degree by commuters and people engaged in work activities rather than by visitors to the area, which are mostly absent due to a lack of urban activity.

Scale of Effects

The visibility of the billboard is noted for each viewpoint below and effects on visual amenity assessed according to the following scale:

<i>None</i>	No part of the development, or work or activity associated with it, is discernible
<i>Negligible</i>	Only a very small part of the proposal is discernible and / or they are at such a distance that they are scarcely appreciated. Consequently they have very little effect on the scene.
<i>Low/Slight</i>	The proposals constitute only a minor component of the wider view, which might be missed by the casual observer or receptor. Awareness of the proposals would not have a marked effect on the overall quality of the scene.
<i>Moderate</i>	The proposals may form a visible and recognisable new element within the overall scene and may be readily noticed by the observer.

- Substantial* The proposals form a significant and immediately apparent part of the scene that affects and changes its overall character
- Severe* The proposals become the dominant feature of the scene to which other elements become subordinate and they significantly affect and change its character.

Viewpoint 1 - Tuam Street at a distance of 70 m

From this viewpoint looking east, the billboard sits well below the built skyline and is seen as part of the streetscene clutter and in combination with other forms of signage including the Vodafone logo in the distance and Wilsons parking sign in the foreground. Murals and posters are visible in the distance behind the billboard.

The foreground view is dominated by the derelict graffiti clad five storey brick building (179 Tuam Street) on the northern side of Tuam Street and the recently completed Environment Canterbury building to the south. The heritage buildings are only visible to the south at an oblique angle, being mostly obscured by the stacked containers. Although the billboard is noticeable, it is seen at a distance and largely indistinguishable from the background. Awareness of the billboard does not have a marked effect on the overall quality of the scene or heritage setting so the effects on visual amenity are negligible.

Viewpoint 2 - Tuam Street at a distance of 35 m

The billboard will be visible side on at an oblique angle on the northern side of Tuam Street. The billboard structure sits below the built skyline and because of its orientation the content is not identifiable. The billboard is dwarfed in scale by the stacked containers in front of the HI's. From this viewpoint HI 514 is clearly visible although partly obscured. However, only the top portion of the HI 515 facade is visible above the shipping containers. The side edge of the billboard is visible but not the content so from this perspective, awareness of the billboard is limited by its orientation and therefore has a minimal effect on the amenity of the scene and heritage setting.

Viewpoint 3 - Tuam Street, in front of the site

Alongside the site frontage and in close proximity to the intersection with Manchester Street, the billboard is prominent at an oblique angle for pedestrians and traffic travelling east along Tuam Street. From this close view perspective inevitably the top of the billboard appears above the built skyline but below the top of the nearby street lights. It is seen in combination with vacant lots, derelict buildings, temporary car parking, construction sites, etc, which convey a general visual incoherence to the scene.

Looking east, the heritage buildings are not visible as part of this scene. Distant views to the built skyline north of the billboard are maintained due to the billboard's 3 m clearance above the ground. From this viewpoint the billboard forms an obvious component of the scene but despite this it is consistent with the character and provides some visual relief to the general lack of amenity.

Therefore although visible, the billboard has a minimal effect on visual amenity and no effect on the heritage setting.

Viewpoint 4 - Manchester Street at a distance of 44 m

Looking south, the billboard is clearly visible for traffic and pedestrians travelling south. The billboard sits below the built skyline except where vacant lots sit behind the site. However, lots south of the billboard have a permitted building height of 17m and therefore it is anticipated that once these are developed the billboard will sit in front of a built backdrop. From this viewpoint the billboard is similar in scale to the shipping containers beyond and the white hording in front and appears to blend into the surrounding context.

The two heritage buildings are mostly obscured by the shipping containers except for the top portion of HI 55 and furthermore at this distance, the detailing of the heritage facades is unclear. It is appreciated that future development of the site will inevitably obscure the heritage facades from this viewpoint.

In the interim the billboard and its content introduce a colourful built component to a view dominated by carparks and blank building facades and draw immediate attention by virtue of its corner location, height and lack of built backdrop. However, at the time of writing this report the character of Manchester Street and the heritage buildings remain unchanged by the presence of the billboard so effects on visual amenity are minimal and the effect on the heritage setting is low.

Viewpoint 5 - Manchester Street at a distance of 32 m

From this viewpoint, the billboard will be an obvious component of Manchester Street, which currently comprises vacant lots and temporary activities. The billboard appears slightly higher than the stacked shipping containers in front of HI 515 therefore only a narrow sliver of the heritage facade is obscured by the billboard. Conversely the billboard also provides screening for a portion of the graffiti clad shipping containers. Although billboard's size and corner location make it a significant component of the scene it adds interest and activity to the streetscene improving the visual amenity. Consequently, the low amenity of the surrounding streetscape is slightly improved due to the billboard provides. For these reasons adverse effects on visual amenity and the heritage setting arising from the billboard are minimal.

Viewpoint 6 - Manchester Street at a distance of 45 m

The billboard is clearly seen by pedestrians and traffic travelling north along Manchester Street approaching the intersection with Tuam Street largely due to the undeveloped vacant lot on the corner. The ongoing demolition of adjacent buildings and signs of vandalism are dominant components of the scene. This, in combination with the chain link fence bordering the footpath and the unkempt vacant lot, results in very low visual amenity.

The billboard sits below the built skyline and is seen in combination with the general visual clutter of vacant lots, car parking, blank building facades and the general streetscape. From this location, the HI's are not appreciated although the exposed internal brick walls of heritage item 515 are seen and appear damaged. In comparison, through its clarity and completeness, the billboard makes a positive

contribution to the amenity of the streetscape and pedestrian environment. For these reasons, the billboard has a minimal adverse effect on amenity and no effect on the heritage setting.

Viewpoint 7 - Tuam Street at a distance of 44 m

Looking west along Tuam Street, the billboard is visible at an oblique angle and sits well below a complex built skyline. From this viewpoint the eastern side of HI 515 is visible but the architectural facade is not seen. This is also likely to continue to be the case in the event the site is developed. Two damaged, untenanted buildings sit beyond the billboard and in contrast, the billboard contributes a colourful and lively presence to the scene. Although the effects on visual amenity will no doubt vary depending on the appeal of the billboard content, the billboard has a minimal adverse effect on the visual amenity of the streetscape and no effect on the heritage setting.

Visibility and Visual Effects Summary

The most obvious visual effects are obtained from Manchester Street viewpoints, in proximity to the Tuam Street intersection, and immediately adjacent the billboard on Tuam Street. Despite the high visibility from these viewpoints, the adverse visual effects on amenity and heritage values are assessed as negligible or minimal because the billboard doesn't intrude above the built skyline and also helps to enliven a part of Christchurch City that is undergoing reconstruction or is in a state of despair. The billboard does not interfere with views to the nearby heritage buildings and consequently has little effect on the heritage setting.

ASSESSMENT AGAINST THE STATUTORY PROVISIONS IDENTIFIED IN THE RFI

The billboard is identified as a discretionary activity, triggered by its exceedance of the permitted maximum area standard. The Christchurch District Plan states that signs in the Commercial Central City Business Zone shall have a maximum area of 9m², however the subject sign has an area of 36m².

An urban design assessment is required to be consistent with the requirements of Policy 15.2.6.3 (a) (i) of the Role of the Commercial Central City Business Zone

15.2.6.3 Policy - Amenity

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

i. requiring an urban design assessment within the Core of the Commercial Central City Business Zone;

The role of the Central Business District:

Principal employment and business centre for the City and wider region and to become the primary destination for a wide range and scale of activities including comparison shopping, dining and night life, entertainment activities, guest accommodation, events, cultural activities and tourism activities.

Provides for high density residential activity, recreation activities and community activities and community facilities (including health and social services) as well as civic and cultural venues/facilities (including museums, art galleries).

Serves the district's population and visitors.

The focus for the district, sub-regional and wider transport services with a central public transport interchange, providing access to large areas of the district and the surrounding districts of Selwyn and Waimakariri.

The following urban design assessment assesses the landscape and visual effects of the billboard as requested in the RFI.

1. Will result in any adverse visual effects on the heritage values of buildings at (200 and 214) on Tuam Street.

Response:

As noted in the visual assessment, the billboard is not clearly seen in association with the heritage facades from the viewpoints along Tuam Street because containers obstruct the view in locations where the billboard and heritage could be seen together. The most obvious visual effects on the heritage values of HI's 514 and 515, are experienced by south-bound traffic along Manchester Street. From Viewpoint 4 on Manchester Street, HI 515 is obscured by containers and the billboard appears as a foreground what appears to be a semi-industrial background. At Viewpoint 4, HI 514 is partly concealed by the stacked shipping containers so compromised in providing amenity at the street level. Consequently, HI 514 is not affected by the billboard.

From Viewpoint 5 on Manchester Street, the billboard obscures a small portion of the heritage façade of HI 515 and does not affect HI 514. At this distance the heritage façade details are unclear, and the level of concealment and general state of disrepair significantly compromises heritage values that would normally be appreciated as part of the street scene.

The vacant corner lots fronting the Tuam – Manchester Street intersection increase the potential prominence of the HI's however it is important to note that the CDP anticipates built development up to between 17 – 28 m in height. Once this occurs the heritage setting will be limited to a short distance along Tuam Street.

In general, the surrounding streetscape has low visual amenity. Although in a typical urban environment, the billboard's proximity to the heritage buildings might be considered inappropriate, it is considered that the substantial concealment of the heritage buildings combined with the general clutter and visual incoherence of the surrounding streetscape ensures that adverse effects arising from the billboard's impact on heritage values are minimal.

2. Will have adverse effects on the architectural integrity, amenity, character and visual coherence of the surrounding area, buildings or structures due to its scale (when compared to the scale of permitted signage (9 m²), location and nature of the billboard (Objective 6.8.2.1).

6.8.2.1 Objective - Signage

a. Signage collectively contributes to Christchurch's vitality and recovery by:

i. supporting the needs of business, infrastructure and community activities;

ii. maintaining public safety; and

iii. enhancing the visual amenity values and character of the surrounding area, building or structures.

Response:

In response to 6.8.2.1 Objective – Signage

i. supporting the needs of business, infrastructure and community activities;

The billboard supports business needs through its function as an advertising medium. It enlivens an area largely void of typical urban elements that provide an opportunity for interaction between people and central city activities (e.g. shop front advertising, business signage etc).

ii. maintaining public safety; and

As stated in the AEE, "in relation to effects on pedestrian safety, the proposed billboard will be mounted at a height of 3m so will not affect pedestrian safety." This is largely on account of the visual permeability at ground level to the surrounding environment.

iii. enhancing the visual amenity values and character of the surrounding area, building or structures.

The nature of the surrounding post-earthquake land use activities in the receiving environment largely mitigates the potential for adverse visual effects on amenity, character and visual coherence arising from the billboard.

As discussed in the visual assessment, when seen from viewpoints 4-7, the billboard contributes a beneficial effect on amenity and visual coherence within a receiving environment of low amenity. Contrasted against the degradation of the surrounding area, the billboard provides a point of interest in a largely derelict environment.

As stated in the AEE, "Traffic travelling both north and south will view the billboard with the backdrop of other multi storied buildings, and as such the scale of the billboard is considered consistent with the scale of building in the area."

The billboard is a dominant visual element when viewed from the footpath adjacent the billboard on Tuam Street. However this effect is mitigated by the billboard's 3 metre ground clearance which enables clear visibility to the surrounding area, and by the angle of view which requires pedestrians to look above the normal field of view to appreciate the billboard's content. In close proximity the heritage buildings convey a minimal visual contribution to the streetscape due to the dominance of the shipping containers, which provide an industrial backdrop to some views of the billboard. Overall, the billboard provides a positive addition to the current streetscape.

3. Is an integral component of the commercial environment and is necessary for public health and safety (Policy 6.8.2.1.1).

6.8.2.1.1 Policy - Enabling signage in appropriate locations

a. Enable signage:

i. as an integral component of commercial and industrial environments, strategic infrastructure and community activities throughout the Christchurch District; and

ii. that is necessary for public health and safety and to provide direction to the public.

Response:

i. as an integral component of commercial and industrial environments, strategic infrastructure and community activities throughout the Christchurch District; and

Due to the post-earthquake nature of the surrounding area, signage forms an integral component of the built environment and collectively contributes to the visual vibrancy of the area. With a predominance of vacant lots utilised for car parking and little or no built development occurring within the receiving environment, murals and signage, such as the large posters advertising events posted on the building at 112 Manchester Street and the subject billboard provide some positive visual relief to the built environment.

ii. that is necessary for public health and safety and to provide direction to the public.

The billboard provides information to the public in the form of advertising, but is not necessary for public health and safety.

4. Does not detract from and where possible contributes to the character and visual amenity of the surrounding area and public realm (Policy 6.8.2.1.3).

6.8.2.1.3 Policy - Managing the potential effects of signage

a. In considering Policies 6.8.2.1.1 and 6.8.2.1.2, ensure that the size, number, height, location, design, appearance and standard of maintenance of signs:

i. do not detract from, and where possible contribute to, the character and visual amenity of the surrounding area and public realm;

ii. integrate within the façade of the building, do not detract from the integrity of the building design, and maintain the building as the primary visual element;

iii. are in proportion to the scale of buildings and the size of the site; and

iv. enhance the Central City.

Response:

i. do not detract from, and where possible contribute to, the character and visual amenity of the surrounding area and public realm;

Refer to the response point 2 on the previous page.

ii. integrate within the façade of the building, do not detract from the integrity of the building design, and maintain the building as the primary visual element;

The billboard is a free-standing sign therefore there are no effects arising from its integration with a building façade.

iii. are in proportion to the scale of buildings and the size of the site; and

As can be seen on the site plan and viewpoints 1-7, the billboard is located within a vacant 204m² lot and is dwarfed in scale by the surrounding buildings. The billboard is not immediately adjacent to any building and has limited visual impact on the nearby buildings. Any clash with the scale of surrounding buildings is eliminated by the temporary nature of the billboard which will be removed if the site is developed.

iv. enhance the Central City.

Urban activity is largely absent at the Tuam Street / Manchester Street intersection with the exception of the Enterprise Precinct Innovation Centre (EPIC) on the south-east corner. As discussed in the responses above, the billboard temporarily enlivens the area and as such, enhances the Central City.

CONCLUSION

The receiving environment of the application site has been significantly affected by the 2011 Christchurch earthquakes. The area is in a state of flux and the streetscape is characterised by vacant lots, damaged buildings, security fences and containers protecting streets from falling debris. Most of the activities surrounding the site are temporary in nature. Overall visual amenity is low.

From some viewpoints the billboard is highly prominent, but does not adversely impact the visual amenity of the street. Conversely, it adds colour and vitality to an area dominated by vacant lots and car parks. The billboard has a minimal effect on the visibility of HI 514 and 515 and the heritage setting, due to their concealment by the stacked shipping containers. Overall, the billboard has a negligible adverse effect and in some cases a beneficial effect on the visual amenity of the surrounding environment.

Consent is sought to retain the billboard until December 2021 or until the site is developed, so any potential clash between future buildings and the billboard are eliminated by the temporary nature of the billboard.

In considering the landscape and visual effects with regard to the assessment matters it is determined that adverse effects arising from the location, scale and nature of the proposed billboard are avoided or mitigated to an acceptable level.

Nikki Smetham

Registered Landscape Architect

Rough and Milne Landscape Architects

30 November 2017

Fiona Small
Incite Limited

By e-mail only: fiona@incite.co.nz

Dear Fiona

Static Billboard, 189 Tuam Street: Response to Transportation Matters

Following our recent discussion, we have carried out a review of the transportation matters relating to the (already-erected) static billboard at 189 Tuam Street. We have also evaluated the matters set out by Christchurch City Council in their Request for Further Information dated 8 March 2017. Our comments are set out below.

Background

The billboard is located on the northwestern quadrant of the Manchester Street / Tuam Street intersection. Both Manchester Street and Tuam Street in the vicinity of the billboard are flat and straight, and are subject to the Central City speed limit of 30km/h.

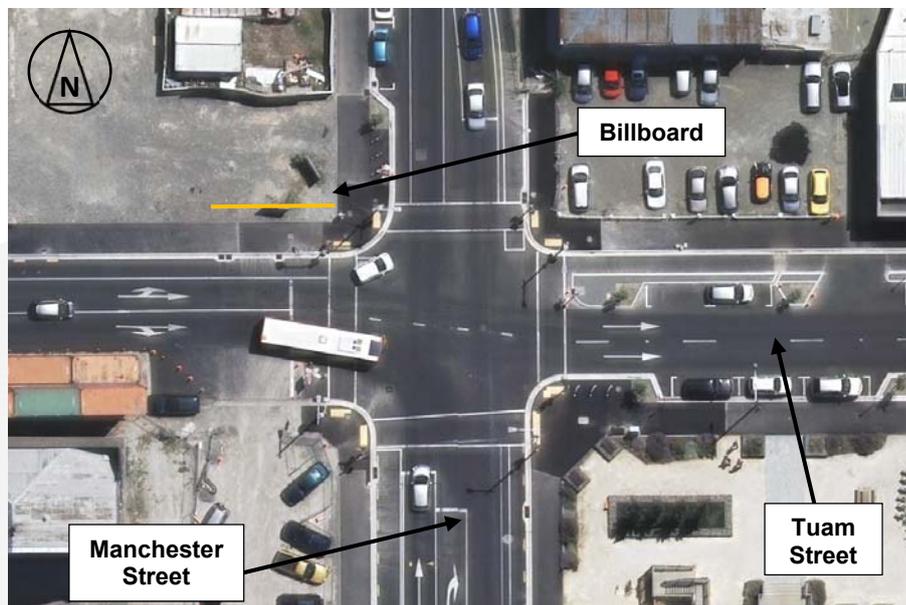


Figure 1: Billboard Location

At this location, Manchester Street carries two-way traffic flows, but Tuam Street has one-way operation only (from west to east). Thus there are certain movements which are prohibited:

- Manchester Street (south) to Tuam Street (west);
- Manchester Street (north) to Tuam Street (west); and
- All movements emerging from Tuam Street (east)

The Manchester Street / Tuam Street intersection is signalised and is also provided with a pedestrian phase on each approach. There are auxiliary turning arrows on several of the signal heads:

- Manchester Street (south): red arrows for vehicles turning right;
- Manchester Street (north): red arrows for vehicles turning left; and
- Tuam Street (west): red arrows for vehicles turning right and left.

There are no green arrows on any signal heads, and there are no overhead signal aspects on any approaches other than on Tuam Street (west) where the signal head is located above the cycle lane. As is common practice, all signal heads are fitted with 'target boards', which provide a black surround to the lamps in order to increase their conspicuity.

The billboard face is located at a distance of around 1m north of the northern edge of the footpath on Tuam Street with the eastern end of the billboard being 0.1m from the edge of the footpath on Manchester Street. As such, the billboard does not overhang any part of the footpath. The bottom of the billboard is approximately 3m above the adjacent ground levels.



Figure 2: Billboard (Highlighted in Blue) Viewed by Southbound Traffic on Manchester Street



Figure 3: Billboard (Highlighted in Blue) Viewed by Northbound Traffic on Manchester Street

As can be seen above, the billboard is dual-sided and it is not lit.

The Effects of the Scale, Form, and Location of the Proposed Billboard

Pedestrian Safety

The billboard is located wholly within the application site and no part is within the road reserve. The bottom of the billboard is 3m from the level of the surrounding ground. Both of these factors mean that pedestrians will not be obstructed by the billboard. Similarly, the views of pedestrians when crossing the road are not hindered or obstructed by the billboard, and drivers are not prevented or obstructed by the billboard from seeing pedestrians, due to its height.

Traffic Safety

From our previous experience, and the comments made by the Council, we are aware that the critical issue for traffic safety is the issue of whether the billboard will cause distraction, or confusion to motorists in their observance of traffic conditions, directions or controls and/or adversely affect traffic safety due to its location, visibility, and/or content including size of lettering, symbols and other graphics.

The location of the billboard is such that it does not physically obstruct any driver visibility of traffic conditions, directions or controls.

With regard to the matter of confusion, we have firstly evaluated whether the billboard appears in the background of any of the traffic signal heads. Because the intersection has been slightly reconfigured since the aerial photographs was taken, this assessment has primarily been carried out by way of a site visit.

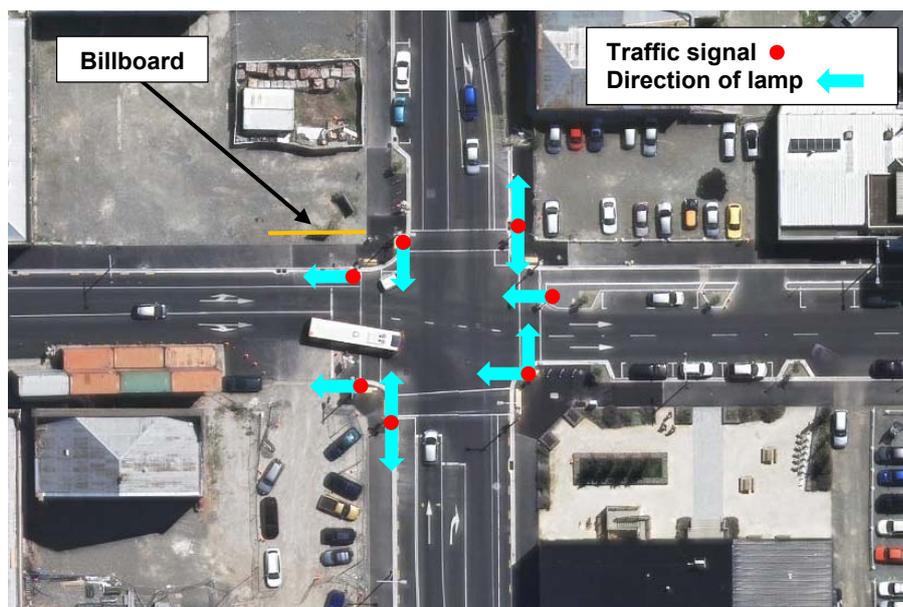


Figure 4: Billboard and Signal Head Locations, and Directions of Lamps

Based on our analyses:

- There are four signal aspects that face eastbound traffic on Tuam Street. The billboard is provided parallel to, and north of, Tuam Street and so there is no overlapping of the billboard and signal heads;
- There are three signal aspects that face southbound traffic on Manchester Street. The billboard is located towards the west of Manchester Street and there is a separation between southbound traffic and the billboard that is created by the northbound traffic lane. Consequently, there is no overlapping of the billboard and signal heads; and
- There are three signal aspects that face northbound traffic on Manchester Street. There is no overlapping between the billboard and the signals that are located on the northern side of the intersection, but overlapping arises at the signal head located on the southwestern side of the intersection.

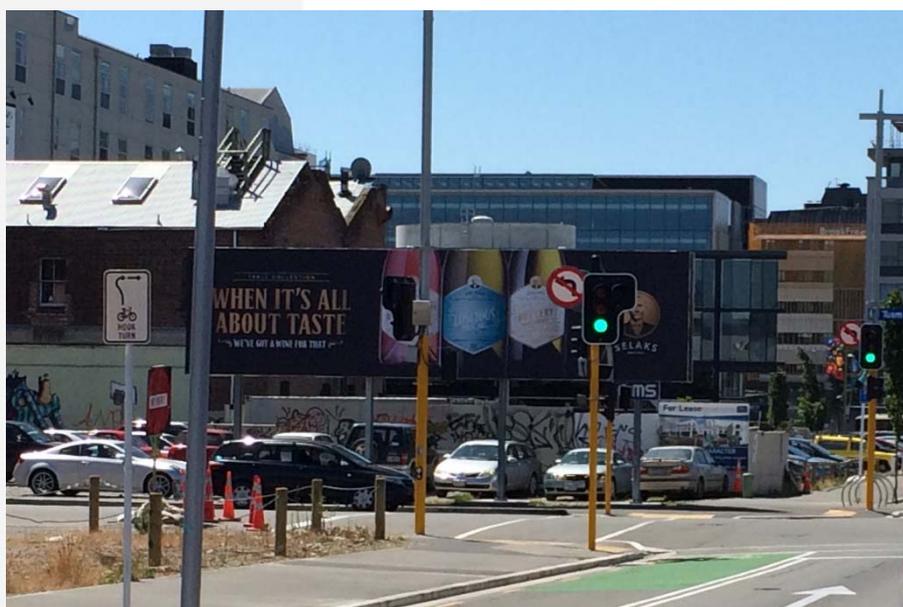


Figure 5: Signal Head Overlapping Billboard

From site measurements, the overlapping commences at a distance of 54m from the signal head (77m from the billboard). Overlapping terminates 14m from the signal head (37m from the billboard) because the signal head appears to be higher than the billboard at this location.



Figure 6: Area of Overlapping

The Austroads Guide to Road Design Part 4A (Unsignalised and Signalised Intersections), describes Approach Sight Distance as being the distance travelled by a vehicle between the time when driver receives a stimulus signifying a need to stop, and the time the at which the vehicle comes to rest. For a 40km/h operating speed (that is, the speed limit of Manchester Street plus 10km/h), this distance is 40m. Under the Guide, this distance has to be provided at traffic signals so that drivers are able to perceive the layout of the intersection. The signal head and billboard overlap at this point.

There are two possible movements for northbound traffic at the intersection, to travel straight ahead or to turn right. In our view, a driver travelling straight ahead is more likely to be looking at the signal heads directly in front of them on the northern side of the intersection, rather than towards their left and towards the overlapping signal head. For right-turning drivers, the head movement to look at the signal head on their left necessarily results in them looking away from the traffic in front and for this reason we consider that these drivers will be looking towards the signal head on the northeastern corner of the intersection instead.

As a result, although there is overlapping of one signal head, we consider that drivers will primarily be relying on the other two signal heads (where there is no overlapping) as they approach the intersection.

We also note that the billboard is not lit. Consequently, the brightness of the traffic signal lamps will be conspicuous against the background of the billboard. Further, the target boards on the signal heads provide a clear visual distinction to the billboard by forming a black background around the lamps. The difference in brightness will be even more pronounced in dim light conditions and at night, because the billboard will be visible only using ambient light meaning that the traffic signals lamps will be the more visually dominant.

Overall then, we do not consider that there is any effect likely to be created by the presence of the billboard interfering with driver observance of the traffic signals.



There remains the potential that the particular display shown on the billboard could lead to driver confusion if it was to replicate (say) a traffic signal head or road sign, and the display could also distract drivers if it was to be emotionally provocative. We are aware that it is common to have conditions of consent which avoid this situation arising and recommend that these are put in place in this location also.

- Any content displayed on the screen shall comply with the Advertising Standards Authority Advertising Code of Practice and the Broadcasting Act 1989; and
- The images displayed shall not use graphics, colours, or shapes, in such a way that they would resemble or distract from a traffic control device.

We consider these will largely eliminate the possibility of driver confusion or distraction.

Finally we note that the billboard is within the 30km/h speed limit zone. The slower vehicle speeds create additional time for drivers to see, react to, and avoid any conflicts at the intersection, further mitigating any potential adverse effects of the billboard.

Consistency with Policy 6.8.2.1.4

This policy is to “*ensure that signs do not cause obstruction and or/distract for motorists and pedestrians and other road users.*”

The billboard cannot ‘obstruct’ any road users because it is set back from the road boundary. The matter of ‘distract’ is discussed in more detail above, but in summary we consider that subject to the implementation of appropriate conditions of consent, it is very unlikely that any road users will be unsure of the actions expected of them.

Consistency with Policy 15.2.6.3

This policy is to intended to promote a high standard of amenity and locating activities so as they protect the efficiency and safety of adjacent transport networks.

Although we cannot comment on amenity values, we confirm that the billboard will be located such that the efficiency and safety of the adjacent transport networks will not be adversely affected.

Consistency with Policy 15.2.6.5

This policy is to ensure that activities enhance the pedestrian environment. We are unable to comment on amenity values, but as the billboard is elevated above the footpath and is within a central city environment where advertising is common, in our view it is unlikely to significantly detract from the pedestrian environment.

Conclusions

Overall, we are able to support the installation of an unlit static billboard in this location. On the basis of our assessment, we do not consider that the visual overlapping of one traffic signal head and the billboard will give rise to any road safety issues due to the particular nature of turning movements in this location.



We have recommended two conditions of consent:

- Any content displayed on the screen shall comply with the Advertising Standards Authority Advertising Code of Practice and the Broadcasting Act 1989; and
- The images displayed shall not use graphics, colours, or shapes, in such a way that they would resemble or distract from a traffic control device.

I trust that this is of assistance, but please do not hesitate to contact me if you require anything further or clarification of any issues.

Kind regards

Carriageway Consulting Limited

Andy Carr

Traffic Engineer | Director

Mobile 027 561 1967

Email andy.carr@carriageway.co.nz



28 July 2017

Attention: Andrew Maclennan
andrew@incite.co.nz

RE: RFI FOR RESOURCE CONSENT APPLICATION | BILLBOARD AT 127 MANCHESTER STREET - RMA2017/243

This report is prepared by Rough and Milne Landscape Architects in response to a request for further information concerning the above application. In summary, the following information is sought by the Council:

1. A site plan drawn to scale which shows dimensions of the subject site and billboard, property boundaries and proposed setbacks.
2. An urban design assessment consistent with the requirements of Policy 15.2.6.3 (a) (i) of the Role of the Commercial Central City Business Zone, to assess effects on heritage, urban character and amenity and the commercial environment.

An A3 graphic appendix is attached to this RFI and includes a dimensioned site plan, an aerial showing the application site and photograph locations illustrating the proposal within the receiving environment. The photographs show the billboard within its surrounding area, and assist in the assessment of the visibility and effect on heritage and amenity values of the proposal.

This urban design assessment has been informed by a review of the resource consent application documentation and the Christchurch City Council's Request for Further Information (RFI), dated 08/03/2017. A site visit was also undertaken on 27 June 2017 at 2:45pm.

THE PROPOSAL

The proposal is for a temporary static billboard located on the north-west corner of Manchester and Tuam Street. In brief it is:

- A double-sided billboard mounted on four support poles facing Tuam Street.

- 12m x 3m in surface area, mounted approximately 3m above the ground.
- Orientated perpendicular to Manchester Street.
- Setback approximately 1m from the north-west corner of Manchester Street and Tuam Street road boundaries.

For more detail on the proposal refer to the Assessment of Environmental Effects by Incite.

The resource consent application was drafted by Incite on the basis that the billboard was proposed. It has since been erected.

THE SITE

The site is located on the northwest corner of the Tuam – Manchester Street intersection. It is a vacant lot currently utilised as a Wilson car park. The immediately adjoining properties to the northwest are also vacant lots leased as car parking. The adjoining property immediately north of the site fronting Manchester Street is a small compound containing a shipping container surrounded by a temporary-looking solid white fence approximately two metres tall.

DESCRIPTION OF THE RECEIVING ENVIRONMENT

The immediate receiving environment comprises the intersection of Tuam Street and Manchester Street and is primarily experienced by traffic and pedestrians travelling both north and south along Manchester Street and in the vicinity of the Tuam Street intersection. Manchester Street runs north-south and provides for two way traffic. Tuam Street runs east – west and is part of the one way system, consisting of two eastbound vehicle lanes. The Streets and Spaces Design Guide (CERA 2015) establish Tuam Street as a one-way main distributor east-west link across the city. Manchester Street is established as the main north-south public transport route and as such, the receiving environment along Tuam Street and Manchester Street is anticipated to be a thoroughfare / transition zone although due to ongoing road works construction is not a space people currently linger.

The northwest area between Tuam and Manchester Street is zoned Commercial Central City Business (CB). The remaining areas to the northeast, southeast and southwest are zoned commercial central city (South Frame). According to the Christchurch District Plan, lots north of Tuam Street are permitted to build to a height of 28 m, whereas lots south of Tuam Street are permitted to build to a height of 17m.

Travelling east towards the site, the street scene on the north side of Tuam Street comprises the open space in front of the bus exchange and closer to the site a large 5-storey brick building (179 Tuam Street) which appears to be awaiting re-development or demolition. The street scene along the south side of Tuam Street comprises the recently completed Environment Canterbury building

with a landscaped frontage alongside two heritage buildings. Thereafter a vacant lot occupies the southwest corner of the Tuam – Manchester street intersection.

The two heritage buildings are both obscured to varying degrees from Tuam Street by a three course high stack of shipping containers erected to protect pedestrians and road users from potential falling debris from the historic facades. The heritage buildings are listed as heritage items 514 and 515 with reference to *Schedule 1 – Sub Chapter 9.3 Historic Heritage*.

Heritage item (HI) 514 (refer Sheet 2 and Viewpoint 2) is described as *Commercial Building and Setting, Lawrie and Wilson Auctioneers* and is classified as ‘Significant’ within *Schedule 1 – Sub Chapter 9.3 Historic Heritage*. It is listed as a ‘Category 2’ historic place by Heritage New Zealand. The two-storey building is architecturally significant for its ornate Edwardian façade, a symmetrical composition with curvilinear ornamentation. The name ‘Lawrie and Wilson Auctioneers’ is carved in stone below the triangular pediment at the apex of the building. The building was constructed in 1910 and is plastered brick with Oamaru stone decoration. The heritage values associated with the building also stem from its former commercial use and its later recreational and entertainment function. With the loss of many historic buildings due to earthquake damage, the structure is now one of the few remaining examples of typical small Edwardian commercial buildings.

Heritage item 515 (refer Sheet 2 and Viewpoint 4) is described as *Former Tuam Street Hall and Setting* and is classified as ‘Significant’ within *Schedule 1 – Sub Chapter 9.3 Historic Heritage*. It is listed as a ‘Category 1’ historic place by Heritage New Zealand. Also known as the Odeon Theatre, the building was constructed in 1883 and is the oldest masonry theatre in New Zealand. The building is of brick construction with an Italianate design stone façade containing Venetian Gothic Elements. The building is slightly taller than the neighbouring Auctioneers heritage building and its façade fronting Tuam Street is extends for approximately 20m. The heritage values associated with the building stem from its imposing articulated heritage façade, its interior and history of use including its use by Kate Sheppard in her fight for women’s suffrage.

The southeast corner of the Tuam – Manchester Street intersection, diagonally opposite the billboard is occupied by the Enterprise Precinct Innovation Centre (EPIC). It is a modern post-earthquake building with a landscaped frontage to the corner of the intersection containing areas of planting and lawn, seating and cycle racks.

The northeastern corner of the Tuam - Manchester Street intersection comprises another vacant lot utilised as car parking. It is adjoined to the north by a brick building (112 Manchester Street) and appears to be awaiting re-development or demolition. Large posters are pasted on three sides of this building advertising local events.

In summary, the surrounding area of the billboard is characterised by a “mixture of partially demolished buildings, partially rebuilt buildings, vacant lots and newly constructed commercial buildings”¹, car parking and related signage, temporary fencing and shipping containers. Murals and large posters are present and enliven otherwise blank facades that are common in the vicinity. The shipping containers that protect the HI 514 and 515 on Tuam Street significantly limit visibility of heritage facades and therefore reduce their visual amenity and contribution to the streetscape. The

¹ AEE by Incite.

landscaped area fronting the EPIC Centre (refer Sheet 2), on the south-east corner of Tuam Street and Manchester Street intersection contributes to a localised amenity, however the overall amenity of the locality is low.

ASSESSMENT OF VISUAL EFFECTS

A series of photo panoramas from salient viewpoints are provided in Appendix 1 attached to this report. The selected viewpoints were identified and chosen as locations where potential clashes between the receiving environment/streetscape character and the billboard could occur, including adverse effects on the heritage setting.

The main viewing audience will comprise the following:

- Road users, cyclists and pedestrians travelling north and south along Manchester Street
- Road users and cyclists travelling east, and pedestrians travelling east and west along Tuam Street
- Workers from the EPIC building / Car Park users

The effect that the static billboard will generally have on amenity within the visual catchment is likely to depend largely on the surrounding context of the receiving environment. Though large in size, some individuals may perceive the billboard as an appropriate use of space in an area largely devoid of typical urban streetscape amenity.

Until the area surrounding the Tuam – Manchester Street intersection is rebuilt, most effects of the proposal are likely to be experienced by someone commuting through the area by vehicle or on foot, or engaged in work activities, rather than by people pursuing leisure activities. Any effects on amenity are likely to be experienced to a lesser degree by commuters and people engaged in work activities rather than by visitors to the area, which are mostly absent due to a lack of urban activity.

Scale of Effects

The visibility of the billboard is noted for each viewpoint below and effects on visual amenity assessed according to the following scale:

<i>None</i>	No part of the development, or work or activity associated with it, is discernible
<i>Negligible</i>	Only a very small part of the proposal is discernible and / or they are at such a distance that they are scarcely appreciated. Consequently they have very little effect on the scene.
<i>Low/Slight</i>	The proposals constitute only a minor component of the wider view, which might be missed by the casual observer or receptor. Awareness of the proposals would not have a marked effect on the overall quality of the scene.
<i>Moderate</i>	The proposals may form a visible and recognisable new element within the overall scene and may be readily noticed by the observer.

<i>Substantial</i>	The proposals form a significant and immediately apparent part of the scene that affects and changes its overall character
<i>Severe</i>	The proposals become the dominant feature of the scene to which other elements become subordinate and they significantly affect and change its character.

Viewpoint 1 - Tuam Street at a distance of 70 m

From this viewpoint looking east, the billboard sits well below the built skyline and is seen as part of the streetscene clutter and in combination with other forms of signage including the Vodafone logo in the distance and Wilsons parking sign in the foreground. Murals and posters are visible in the distance behind the billboard.

The foreground view is dominated by the derelict graffiti clad five storey brick building (179 Tuam Street) on the northern side of Tuam Street and the recently completed Environment Canterbury building to the south. The heritage buildings are only visible to the south at an oblique angle, being mostly obscured by the stacked containers. Although the billboard is noticeable, it is seen at a distance and largely indistinguishable from the background. Awareness of the billboard does not have a marked effect on the overall quality of the scene or heritage setting so the effects on visual amenity are negligible.

Viewpoint 2 - Tuam Street at a distance of 35 m

The billboard will be visible side on at an oblique angle on the northern side of Tuam Street. The billboard structure sits below the built skyline and because of its orientation the content is not identifiable. The billboard is dwarfed in scale by the stacked containers in front of the HI's. From this viewpoint HI 514 is clearly visible although partly obscured. However, only the top portion of the HI 515 facade is visible above the shipping containers. The side edge of the billboard is visible but not the content so from this perspective, awareness of the billboard is limited by its orientation and therefore has a minimal effect on the amenity of the scene and heritage setting.

Viewpoint 3 - Tuam Street, in front of the site

Alongside the site frontage and in close proximity to the intersection with Manchester Street, the billboard is prominent at an oblique angle for pedestrians and traffic travelling east along Tuam Street. From this close view perspective inevitably the top of the billboard appears above the built skyline but below the top of the nearby street lights. It is seen in combination with vacant lots, derelict buildings, temporary car parking, construction sites, etc, which convey a general visual incoherence to the scene.

Looking east, the heritage buildings are not visible as part of this scene. Distant views to the built skyline north of the billboard are maintained due to the billboard's 3 m clearance above the ground. From this viewpoint the billboard forms an obvious component of the scene but despite this it is consistent with the character and provides some visual relief to the general lack of amenity.

Therefore although visible, the billboard has a minimal effect on visual amenity and no effect on the heritage setting.

Viewpoint 4 - Manchester Street at a distance of 44 m

Looking south, the billboard is clearly visible for traffic and pedestrians travelling south. The billboard sits below the built skyline except where vacant lots sit behind the site. However, lots south of the billboard have a permitted building height of 17m and therefore it is anticipated that once these are developed the billboard will sit in front of a built backdrop. From this viewpoint the billboard is similar in scale to the shipping containers beyond and the white hording in front and appears to blend into the surrounding context.

The two heritage buildings are mostly obscured by the shipping containers except for the top portion of HI 55 and furthermore at this distance, the detailing of the heritage facades is unclear. It is appreciated that future development of the site will inevitably obscure the heritage facades from this viewpoint.

In the interim the billboard and its content introduce a colourful built component to a view dominated by carparks and blank building facades and draw immediate attention by virtue of its corner location, height and lack of built backdrop. However, at the time of writing this report the character of Manchester Street and the heritage buildings remain unchanged by the presence of the billboard so effects on visual amenity are minimal and the effect on the heritage setting is low.

Viewpoint 5 - Manchester Street at a distance of 32 m

From this viewpoint, the billboard will be an obvious component of Manchester Street, which currently comprises vacant lots and temporary activities. The billboard appears slightly higher than the stacked shipping containers in front of HI 515 therefore only a narrow sliver of the heritage facade is obscured by the billboard. Conversely the billboard also provides screening for a portion of the graffiti clad shipping containers. Although billboard's size and corner location make it a significant component of the scene it adds interest and activity to the streetscene improving the visual amenity. Consequently, the low amenity of the surrounding streetscape is slightly improved due to the billboard provides. For these reasons adverse effects on visual amenity and the heritage setting arising from the billboard are minimal.

Viewpoint 6 - Manchester Street at a distance of 45 m

The billboard is clearly seen by pedestrians and traffic travelling north along Manchester Street approaching the intersection with Tuam Street largely due to the undeveloped vacant lot on the corner. The ongoing demolition of adjacent buildings and signs of vandalism are dominant components of the scene. This, in combination with the chain link fence bordering the footpath and the unkempt vacant lot, results in very low visual amenity.

The billboard sits below the built skyline and is seen in combination with the general visual clutter of vacant lots, car parking, blank building facades and the general streetscape. From this location, the HI's are not appreciated although the exposed internal brick walls of heritage item 515 are seen and appear damaged. In comparison, through its clarity and completeness, the billboard makes a positive

contribution to the amenity of the streetscape and pedestrian environment. For these reasons, the billboard has a minimal adverse effect on amenity and no effect on the heritage setting.

Viewpoint 7 - Tuam Street at a distance of 44 m

Looking west along Tuam Street, the billboard is visible at an oblique angle and sits well below a complex built skyline. From this viewpoint the eastern side of HI 515 is visible but the architectural facade is not seen. This is also likely to continue to be the case in the event the site is developed. Two damaged, untenanted buildings sit beyond the billboard and in contrast, the billboard contributes a colourful and lively presence to the scene. Although the effects on visual amenity will no doubt vary depending on the appeal of the billboard content, the billboard has a minimal adverse effect on the visual amenity of the streetscape and no effect on the heritage setting.

Visibility and Visual Effects Summary

The most obvious visual effects are obtained from Manchester Street viewpoints, in proximity to the Tuam Street intersection, and immediately adjacent the billboard on Tuam Street. Despite the high visibility from these viewpoints, the adverse visual effects on amenity and heritage values are assessed as negligible or minimal because the billboard doesn't intrude above the built skyline and also helps to enliven a part of Christchurch City that is undergoing reconstruction or is in a state of despair. The billboard does not interfere with views to the nearby heritage buildings and consequently has little effect on the heritage setting.

ASSESSMENT AGAINST THE STATUTORY PROVISIONS IDENTIFIED IN THE RFI

The billboard is identified as a discretionary activity, triggered by its exceedance of the permitted maximum area standard. The Christchurch District Plan states that signs in the Commercial Central City Business Zone shall have a maximum area of 9m², however the subject sign has an area of 36m².

An urban design assessment is required to be consistent with the requirements of Policy 15.2.6.3 (a) (i) of the Role of the Commercial Central City Business Zone

15.2.6.3 Policy - Amenity

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

i. requiring an urban design assessment within the Core of the Commercial Central City Business Zone;

The role of the Central Business District:

Principal employment and business centre for the City and wider region and to become the primary destination for a wide range and scale of activities including comparison shopping, dining and night life, entertainment activities, guest accommodation, events, cultural activities and tourism activities.

Provides for high density residential activity, recreation activities and community activities and community facilities (including health and social services) as well as civic and cultural venues/facilities (including museums, art galleries).

Serves the district's population and visitors.

The focus for the district, sub-regional and wider transport services with a central public transport interchange, providing access to large areas of the district and the surrounding districts of Selwyn and Waimakariri.

The following urban design assessment assesses the landscape and visual effects of the billboard as requested in the RFI.

1. Will result in any adverse visual effects on the heritage values of buildings at (200 and 214) on Tuam Street.

Response:

As noted in the visual assessment, the billboard is not clearly seen in association with the heritage facades from the viewpoints along Tuam Street because containers obstruct the view in locations where the billboard and heritage could be seen together. The most obvious visual effects on the heritage values of HI's 514 and 515, are experienced by south-bound traffic along Manchester Street. From Viewpoint 4 on Manchester Street, HI 515 is obscured by containers and the billboard appears as a foreground what appears to be a semi-industrial background. At Viewpoint 4, HI 514 is partly concealed by the stacked shipping containers so compromised in providing amenity at the street level. Consequently, HI 514 is not affected by the billboard.

From Viewpoint 5 on Manchester Street, the billboard obscures a small portion of the heritage façade of HI 515 and does not affect HI 514. At this distance the heritage façade details are unclear, and the level of concealment and general state of disrepair significantly compromises heritage values that would normally be appreciated as part of the street scene.

The vacant corner lots fronting the Tuam – Manchester Street intersection increase the potential prominence of the HI's however it is important to note that the CDP anticipates built development up to between 17 – 28 m in height. Once this occurs the heritage setting will be limited to a short distance along Tuam Street.

In general, the surrounding streetscape has low visual amenity. Although in a typical urban environment, the billboard's proximity to the heritage buildings might be considered inappropriate, it is considered that the substantial concealment of the heritage buildings combined with the general clutter and visual incoherence of the surrounding streetscape ensures that adverse effects arising from the billboard's impact on heritage values are minimal.

2. Will have adverse effects on the architectural integrity, amenity, character and visual coherence of the surrounding area, buildings or structures due to its scale (when compared to the scale of permitted signage (9 m²), location and nature of the billboard (Objective 6.8.2.1).

6.8.2.1 Objective - Signage

a. Signage collectively contributes to Christchurch's vitality and recovery by:

i. supporting the needs of business, infrastructure and community activities;

ii. maintaining public safety; and

iii. enhancing the visual amenity values and character of the surrounding area, building or structures.

Response:

In response to 6.8.2.1 Objective – Signage

i. supporting the needs of business, infrastructure and community activities;

The billboard supports business needs through its function as an advertising medium. It enlivens an area largely void of typical urban elements that provide an opportunity for interaction between people and central city activities (e.g. shop front advertising, business signage etc).

ii. maintaining public safety; and

As stated in the AEE, "in relation to effects on pedestrian safety, the proposed billboard will be mounted at a height of 3m so will not affect pedestrian safety." This is largely on account of the visual permeability at ground level to the surrounding environment.

iii. enhancing the visual amenity values and character of the surrounding area, building or structures.

The nature of the surrounding post-earthquake land use activities in the receiving environment largely mitigates the potential for adverse visual effects on amenity, character and visual coherence arising from the billboard.

As discussed in the visual assessment, when seen from viewpoints 4-7, the billboard contributes a beneficial effect on amenity and visual coherence within a receiving environment of low amenity. Contrasted against the degradation of the surrounding area, the billboard provides a point of interest in a largely derelict environment.

As stated in the AEE, "Traffic travelling both north and south will view the billboard with the backdrop of other multi storied buildings, and as such the scale of the billboard is considered consistent with the scale of building in the area."

The billboard is a dominant visual element when viewed from the footpath adjacent the billboard on Tuam Street. However this effect is mitigated by the billboard's 3 metre ground clearance which enables clear visibility to the surrounding area, and by the angle of view which requires pedestrians to look above the normal field of view to appreciate the billboard's content. In close proximity the heritage buildings convey a minimal visual contribution to the streetscape due to the dominance of the shipping containers, which provide an industrial backdrop to some views of the billboard. Overall, the billboard provides a positive addition to the current streetscape.

3. Is an integral component of the commercial environment and is necessary for public health and safety (Policy 6.8.2.1.1).

6.8.2.1.1 Policy - Enabling signage in appropriate locations

a. Enable signage:

i. as an integral component of commercial and industrial environments, strategic infrastructure and community activities throughout the Christchurch District; and

ii. that is necessary for public health and safety and to provide direction to the public.

Response:

i. as an integral component of commercial and industrial environments, strategic infrastructure and community activities throughout the Christchurch District; and

Due to the post-earthquake nature of the surrounding area, signage forms an integral component of the built environment and collectively contributes to the visual vibrancy of the area. With a predominance of vacant lots utilised for car parking and little or no built development occurring within the receiving environment, murals and signage, such as the large posters advertising events posted on the building at 112 Manchester Street and the subject billboard provide some positive visual relief to the built environment.

ii. that is necessary for public health and safety and to provide direction to the public.

The billboard provides information to the public in the form of advertising, but is not necessary for public health and safety.

4. Does not detract from and where possible contributes to the character and visual amenity of the surrounding area and public realm (Policy 6.8.2.1.3).

6.8.2.1.3 Policy - Managing the potential effects of signage

a. In considering Policies 6.8.2.1.1 and 6.8.2.1.2, ensure that the size, number, height, location, design, appearance and standard of maintenance of signs:

i. do not detract from, and where possible contribute to, the character and visual amenity of the surrounding area and public realm;

ii. integrate within the façade of the building, do not detract from the integrity of the building design, and maintain the building as the primary visual element;

iii. are in proportion to the scale of buildings and the size of the site; and

iv. enhance the Central City.

Response:

i. do not detract from, and where possible contribute to, the character and visual amenity of the surrounding area and public realm;

Refer to the response point 2 on the previous page.

ii. integrate within the façade of the building, do not detract from the integrity of the building design, and maintain the building as the primary visual element;

The billboard is a free-standing sign therefore there are no effects arising from its integration with a building façade.

iii. are in proportion to the scale of buildings and the size of the site; and

As can be seen on the site plan and viewpoints 1-7, the billboard is located within a vacant 204m² lot and is dwarfed in scale by the surrounding buildings. The billboard is not immediately adjacent to any building and has limited visual impact on the nearby buildings. Any clash with the scale of surrounding buildings is eliminated by the temporary nature of the billboard which will be removed if the site is developed.

iv. enhance the Central City.

Urban activity is largely absent at the Tuam Street / Manchester Street intersection with the exception of the Enterprise Precinct Innovation Centre (EPIC) on the south-east corner. As discussed in the responses above, the billboard temporarily enlivens the area and as such, enhances the Central City.

CONCLUSION

The receiving environment of the application site has been significantly affected by the 2011 Christchurch earthquakes. The area is in a state of flux and the streetscape is characterised by vacant lots, damaged buildings, security fences and containers protecting streets from falling debris. Most of the activities surrounding the site are temporary in nature. Overall visual amenity is low.

From some viewpoints the billboard is highly prominent, but does not adversely impact the visual amenity of the street. Conversely, it adds colour and vitality to an area dominated by vacant lots and car parks. The billboard has a minimal effect on the visibility of HI 514 and 515 and the heritage setting, due to their concealment by the stacked shipping containers. Overall, the billboard has a negligible adverse effect and in some cases a beneficial effect on the visual amenity of the surrounding environment.

Consent is sought to retain the billboard until December 2021 or until the site is developed, so any potential clash between future buildings and the billboard are eliminated by the temporary nature of the billboard.

In considering the landscape and visual effects with regard to the assessment matters it is determined that adverse effects arising from the location, scale and nature of the proposed billboard are avoided or mitigated to an acceptable level.

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