

**GO MEDIA
PROPOSED SIGNS
101, 103-105 CLARENCE STREET,
AND 101 BLENHEIM ROAD, CHRISTCHURCH**

Resource Consent Application

NOVEMBER 2016



Resource and Environmental Management Consultants



Resource and Environmental Management Consultants

Go Media

Proposed Signs

**101, 103-105 Clarence Street,
and 101 Blenheim Road, Christchurch**

Resource Consent Application

Prepared By: Joanne Pacey
Consultant Planner
Resource Management Group Ltd

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

Reviewed By: Graham Taylor
Director
Resource Management Group Ltd

Date: November 2016
Reference: PO771
Status: FINAL

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

TO: CHRISTCHURCH CITY COUNCIL

1. **Go Media Ltd** applies for the land use consent described below.

Land Use consent to erect two 32m² (8m wide x 4m high) LED digital billboards for the display of outdoor advertisements attached to the existing building at 101 Clarence Street, as detailed in the plans and details described in and attached to this application.

2. A **description of the activity** to which the application relates:

Land use consent is sought under Part 10 of the Operative District Plan, with regard to the provisions for total area of signage on site

3. **The legal descriptions and names of the owners of land to which the application relates are as follows:**

Site Owner	Legal Description	CFR Identifier	Land Parcel Area (m²)
Michael John Peers, Katherine Allison Peers, Richard Paul Thomas Peers and Deborah Anne Peers	Pt Lot 2 DP 7343	CB4A/529	625
	Lot 1 DP 20017	CB5D/787	579
	Pt Lot 2 DP 7343	CB4A/131	567
	Lot 1 DP 36364	CB15K/105	2645
Total			4416

Refer to **Appendix One** for a copy of the Computer Freehold Registers for the site.

4. The **location of the site** to which the application relates:
101 and 103 Clarence Street, and 101 and 103 Blenheim Rd, Christchurch. The extent of the site and location is outlined on the plan contained in **Appendix Two**.
5. **Other RMA consents required in relation to this activity:**
No other resource consents are required.
6. In accordance with the Fourth Schedule of the Resource Management Act 1991, please find attached an **assessment of environmental effects** in the detail that corresponds with the scale and significance of the effects that the proposed activity may have on the environment.
6. No other information is required to be included by the District or Regional Plans, the Resource Management Act or any other regulations.

7. The required deposit for processing the application is enclosed.



Joanne Pacey
Consultant Planner
Resource Management Group Ltd



Graham Taylor
Director
Resource Management Group Ltd

Address for Service:

Go Media Ltd
C/-Resource Management Group Ltd
P O Box 908
Christchurch Box Lobby
CHRISTCHURCH 8140

Attn: Joanne Pacey
(03) 903 5230
joanne@rmgroup.co.nz

Address for Billing and Monitoring:

Go Media
PO Box 36343
Merivale
CHRISTCHURCH 8140

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1.0 INTRODUCTION

- 1.1 Go Media Limited (the applicant) proposes to erect two single sided billboards attached to the north and south side walls of the existing two storey building at 101 Clarence Street, Addington. Each billboard will have a digital display, with a signage area of 32m² (8m wide x 4m high). As the building does not have sufficient structural strength to support the entire sign, only the front edge will be attached to the building, with the rear edge of the northern sign being set away from the building and supported by two poles. The southern billboard will be parallel to the building and also includes additional poles for structural support.
- 1.2 The billboards will be a maximum height of 8.36m above ground level, which is below the maximum height of the building, however the upper 1.175m of the signs will be above the edge of the parapet. The signs are in line with the front edge of the building which is set back between 3m and 3.35m from Clarence St. The No flashing or moving displays are proposed. The images will be static and will change on an 8 second cycle. Proposed conditions attached as **Appendix Five** will apply to the images displayed, and are consistent with proposed standards to be included in the proposed Christchurch City Replacement Plan.
- 1.3 The site to which this application relates, comprises four titles containing the building to which the signs are to be attached (the Designer Homeware building), the Splash n Dash carwash business, and the Bridgestone Select tyre business, as well as a business to the rear. These sites are all owned by the same owner, and operate as a single site with shared and common vehicle access and circulation areas.
- 1.4 For the purposes of this consent application, the site has a total area of 4416m², and with regard to signage assessment, a combined frontage of 111.533m.
- 1.5 The current and proposed signage areas on site are outlined in the Signage Summary in **Appendix Seven**.
- 1.6 Resource consent is sought under the Operative Christchurch City Plan (the CCP) for the display of an outdoor advertisement for:
- **Sign area:** the total area of each sign is 32m² (8m wide x 4m high), being 64m² in total. When taking into account the existing signage on site, and subtracting the three signs to be removed, the combined signage at the site will be 132.57m², consisting of 13.79m² freestanding signage, and 119.24m² building-mounted signage. Based on the combined site frontage of 111.533m, the permitted signage allowance is 55.77m². Signage on site will therefore be exceeded by 76.8m².
 - **Height:** The signs are located approximately 1.175m above the parapet height, and therefore exceed the height of the façade of the building. The signs do not exceed the maximum height of the building.
- 1.7 The advertisements displayed on the proposed billboard will have no immediate relationship to the site, building or activities at the site. The advertisements will vary in nature depending on the goods, services or event being promoted.
-

- 1.8 Under the CCP provisions, consent is required for a **restricted discretionary activity**, pursuant to rule 10.3.3.1(b), as the proposal does not meet one development standard – that being the rule relating to maximum area, and as the height exceeds the side wall facade.
- 1.9 It is noted that the current wording of the rules as notified in the proposed Christchurch Replacement District Plan (pCRDP) states that billboards are discretionary activities (Rule 6.8.3.3). As this section of the pCRDP has not yet had a decision, the rules do not have legal effect under s 87B and are not considered.
- 1.10 We also note that under the agreed revised proposal following mediation, billboards including digital displays will be permitted in Commercial and Industrial zones, although the current application would not comply with the maximum 18m² for a single billboard. It would be a restricted discretionary activity under the revised proposal, which is expected to be confirmed by the Independent Hearings Panel decision which is due within the next 2 months. These revised rules however presently have no legal status. It is noted that the applicant was involved in drafting those rules.
- 1.11 Further with regard to the pCRDP, the Industrial provisions are operative and the site is located within the Industrial General zone. Reference to the provisions of this zone are noted in this report where necessary.
- 1.12 The signs are detailed on plans provided in **Appendix Three**, and shown on photo mock-ups provided in **Appendix Four**.
- 1.13 This Assessment of Effects on the Environment is provided in accordance with the Fourth Schedule of the Resource Management Act 1991 (the RMA).

2.0 DESCRIPTION OF PROPOSED SIGN

- 2.1 Resource consent is sought for the placement of two 32m² (8m wide x 4m high) single sided digital billboards attached to the existing building on site. The billboards will each be attached to the outer wall of the building by the front (eastern) edge and mounted on two poles. The northern billboard will be set away from the building by up to two metres at the western end. The southern billboard will be parallel to the southern wall of the building. Each sign will be single sided. The signs will be up to 7.185m high, and located 3m (north facing sign) and 3.35m (south facing sign) from the Clarence St frontage of the site.
- 2.2 The illumination of the billboards will be automatically adjusted to suit the ambient lighting conditions. The digital billboards will include static displays, which will change on an approximate 8 second cycle. There will be no moving displays, and the signs will otherwise comply with the proposed rules.
- 2.3 Given the position of the signs on either side of the building, only one sign will be visible at any time from any vantage point.
- 2.4 The signage displayed will be a billboard and have no immediate relationship to the site or any activity at the site. Site relationship rules do not apply in the zone.
- 2.5 Volunteered conditions of consent are provided in **Appendix Five**.

3.0 THE SITE AND SURROUNDING ENVIRONMENT

The Site

- 3.1 The site consists of four properties all owned by the same owners. They operate as a single site containing multiple buildings and uses with interdependent parking, access, and vehicle circulation. The properties are legally described on the Form 9 provided as part of the application, with addresses and business details described as below:

101 Clarence Street	Lot 1 DP 36364	Designer Homeware (Front of Site) ProTect Auto (Rear of Site)
101 Blenheim Road <i>(on the corner of Clarence St and Blenheim Road)</i>	Pt Lot 2 DP 7343 Lot 1 DP 20017	Splash N Dash Carwash
103 Blenheim Road	Pt Lot 2 DP 7343	Bridgestone Select Tyre and Auto Service

- 3.2 The site was until recently zoned Business 4 under the Operative City Plan, however the site is now zoned Industrial General under the operative provisions of Industrial Chapter 16 of the pCRDP.
- 3.3 The building at 101 Clarence St alongside which the billboards are proposed contains shop specialising in home organisation products and other housewares. Up until recently, the building was occupied by a legal firm. Located at the rear of the site is a large industrial styled building, containing an automotive business specialising in the installation of electronic car equipment.
- 3.4 The building at the front of the property onto which the billboards are proposed is two -storey and is located approximately 3-3.35m from the Clarence Street frontage. Carparking and manoeuvring areas are located to the north of the building, accessed from the car wash site to the north, and a shared driveway to the south.
- 3.5 The site has an array of existing signage, and this is summarised along with proposed signage shown on the plan and outlined in the table contained in **Appendix Seven**.
- 3.6 As noted above, the site was previously zoned Business 4 which covered areas of Christchurch City containing light industrial and servicing areas within or adjoining suburban living areas. The operative zoning for the site is Industrial General, which anticipates the following under Policy 16.1.1.3:

Recognise and provide for industrial and other compatible activities that can operate in close proximity to more sensitive zones due to the nature and limited effects of activities including noise, odour, and traffic, providing a buffer between residential areas and the Industrial Heavy Zone.

- 3.7 The site is legally described as set out within the Part 9 form, with the four titles owned by the

same owners. Refer to Appendix One for the CFR.

The Surrounding Environment

- 3.8 The surrounding area comprises a mix of activities. Along Clarence St and Whiteleigh Ave to the south of the site, is the Tower Junction Village and Mega Centre, which predominantly comprises large format retail activities. Opposite the site to the east are HirePool and Spotless Laundry Service. To the south, there is a recently developed site with a single storeyed building set back from the road frontage with car parking in front. Further to the south, buildings are used for various professional services and offices.
- 3.9 To the north of the site across Blenheim Road, the sites are zoned Residential Medium Density, with the building located immediately on the corner of Blenheim Road and Clarence Street used as a Physiotherapist Clinic. To the west of the site along Blenheim Road are professional services (eg, recruitment agents, accountants, and real estate agents), retail and other industrial uses.
- 3.10 Clarence Street in this location and Blenheim Road are listed in the City Plan as Major Arterial Roads. Clarence Street contains four to five traffic lanes in this location and Blenheim Road six lanes, as the roads flare to accommodate the additional lanes at the traffic lights. Clarence Street operates at a 50km/hr speed limit at this location, and Blenheim Road 60km/hr, with both roads generally carrying high volumes of traffic. A footpath runs along the front of the site and there is no on-street parking, with yellow lines along both sides of Clarence Street and Blenheim Road. The nearby intersection located approximately 30m to the north of the nearest sign is signalised with some slip lanes for left hand turns. The surrounding traffic environment is further details in the Traffic Report prepared by TDG, provided in Appendix Five.
- 3.11 The character of the area includes large scale and a large quantity of outdoor advertising, with the signs varying in subject and design. The majority of existing advertising in the immediate area comprises of free standing and building signage related to business activities. There are other billboards located within the same viewing catchment of the proposed billboard, including a recently erected 3m x 6m billboard at 87 Clarence Street. There are also multiple commercial signs associated with activities on surrounding sites.

4.0 DISTRICT PLAN COMPLIANCE ASSESSMENT

- 4.1 The Christchurch City Plan ('the City Plan') was made operative on 21 November 2005, recent decisions on the Proposed Christchurch Replacement Plan (pCRDP) that are now operative form part of the City Plan.
- 4.2 The signage provisions under the pCRDP have been notified with the submission period closed. No decision has been made on those provisions at the time of making this application. Therefore, the signage provisions of the pCRDP are noted where relevant in the below assessment, however as those provisions are subject to change, a higher weighting is afforded to the provisions in the Operative Plan.
- 4.3 There are no other district, national or regional plans applicable to the application.

Compliance assessment

Operative City Plan

- 4.4 The site is located in an area of former Business 4 zoned land, however the operative zoning is Industrial General under the Replacement Plan. With this in mind, the proposed development will comply with all of the Operative District Plan provisions except for the following:

Development standards

- Rule 10.3.4.1(d)(i) – Area of advertising: There are two signs proposed to be attached to the building, each with an area 33.66m² (8.217m wide x 4.096m high), with a total signage area for the billboards of 67.32m². The total permitted signage on site is 55.766m² based on a 111.533m long frontage. The site presently contains freestanding and building mounted signs with an area of 129.16m², with the proposed billboards taking the site total to 196.48m², exceeding the permitted signage on site by 140.714m².

As the signs are affixed to the building, the 18m² limit for freestanding signage does not apply.

- Rule 10.3.4.3(d)(ii) – Height: the proposed billboards are attached to the building and are therefore required to be no higher than the façade of the building. The signs are proposed to be approximately 1m above the facade height, although it is noted that they will be lower than the building ridgeline. It is noted that the top of the signs is 8.36m above ground level, which is less than the 9m height limit otherwise in place for freestanding signs.
- 4.5 We note rule 10.3.4.5 – Street scene which applies if the sign does not comply with area and height rules outlined above. This rule refers to the 'street scene rule' that otherwise applies to the underlying zone for the appropriate setback. This would have previously been the building setbacks for the Business 4 zone (which were 6m), but as the new Industrial provisions

are operative these would now apply. There is no specific 'Street Scene rule' for the Industrial General Zone, however the corresponding building setback of three metres on Arterial Roads is likely to be relevant. The proposed setback of 3m and 3.35m for each of the billboards complies with this rule.

- 4.6 Rule 10.3.4.9 – Architectural Features is also noted, which requires that outdoor advertisements displayed on wall surfaces shall not obscure windows or significant architectural features. The windows previously located at first floor level were removed and filled in when the building was used for a legal office after the 2011 earthquakes, therefore this rule is complied with.
- 4.7 Under the Operative Plan provisions, consent is required for a **restricted discretionary activity**, pursuant to Rule 10.3.3.1(b) as the proposal does not meet one or more development standards.

Proposed Christchurch Replacement District Plan

- 4.8 As outlined in the introductory comments, the rules relating to signage under the pCRDP have not been determined, and therefore have no legal effect. However the underlying zoning (Industrial General) is operative and is referenced where necessary.

Overall compliance assessment

- 4.9 Under the operative rules of the CCP, consent is required for a restricted discretionary activity.
- 4.10 In all other respects, the proposal complies with the standards for signs including billboards attached to buildings in these plans.

5.0 STATUTORY CONSIDERATIONS

Duties and Restrictions under the RMA

- 5.1 Sections 9 to 23 of the RMA set out the duties and restrictions relating to activities in terms of consenting authorities. These sections provide the basis for which consent in this application is sought. Of relevance to this proposal is Section 9 (restrictions on use of land).
- 5.2 Section 9 of the RMA sets out that no person may use land in a manner that contravenes a:
- *national environmental standard;*
 - *regional rule; or*
 - *district rule.*
- unless expressly allowed by a resource consent or by Sections 10 or 10A (or 20A for NES/Regional rules) of the RMA.
- 5.3 The proposed activity is not allowed by any national environmental standard or other regulations and, as outlined above, it does not meet a number of standards in the Operative and Proposed Plans. The proposal requires resource consent and shall be assessed in accordance with the following provisions of the RMA.

Notification of the application

- 5.4 Section 95 to 95G of the RMA set out the notification process for resource consents. Section 95A specifies public notification and that any activity must be publicly notified if the application will have or is likely to have effects that will be more than minor.
- 5.5 Section 95D of the RMA outlines how you determine if effects are likely to be more than minor. It states that:

A consent authority that is deciding, for the purpose of section 95A(2)(a), whether an activity will have or is likely to have adverse effects on the environment that are more than minor—

- (a) *must disregard any effects on persons who own or occupy—*
- (i) *the land in, on, or over which the activity will occur; or*
 - (ii) *any land adjacent to that land; and*
- (b) *may disregard an adverse effect of the activity if a rule or national environmental standard permits an activity with that effect; and*
- (c) *in the case of a controlled or restricted discretionary activity, must disregard an adverse effect of the activity that does not relate to a matter for which a rule or national environmental standard reserves control or restricts discretion; and*
- (d) *must disregard trade competition and the effects of trade competition; and*

(e) *must disregard any effect on a person who has given written approval to the relevant application*

5.6 It is considered that any effects generated from the proposed activity will be limited, and overall will be less than minor within the context of the surrounding environment. This is further discussed below in section 6 of this report, which concludes that any adverse effects will be less than minor and therefore, the resource consent can be processed on a non-notified basis.

Consideration of Application

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

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

5.7 In respect of a **restricted discretionary activity**, Section 104C of the RMA sets out that a Consent Authority may only consider those matters over which discretion is restricted. The consent authority may also grant an application. Should consent be granted, the Consent Authority may impose conditions under Section 108.

5.8 The assessment of the actual and potential effects is set out below in section 6, and an assessment of relevant Objectives and Policies follows in section 7.

6.0 ASSESSMENT OF ENVIRONMENTAL EFFECTS

Overview

- 6.1 The potential or actual environmental effects relevant to this proposal relate to the following matters:
- Permitted Baseline
 - Character and Amenity
 - Traffic Safety

The above effects need to be assessed within context of the receiving environment and the permitted baseline, if one exists.

Permitted Baseline

- 6.2 The permitted area of signage at this site under the Operative Plan in the (former) Business 4 zone can include signage with an area up to 55.77m². This is the only control on area for signage attached to buildings. There is no maximum for a single sign.
- 6.3 As the signs are on opposite sides of the building they will only be visible from one direction. It is noted that the area of double sided signs is measured as being only one face provided those faces are no greater than 30° from each other.
- 6.4 A permitted scenario could include two 18m² double sided free-standing signs at the front of the site, facing any direction, as well as an additional three double sided signs up to 1m² each. This would result in 39m² of 'assessed' double sided signage – which equates to 78m² of actual face area. The height of a sign can be up to 9m in the former Business 4 zone. An additional 16.77m² of building signage would also be permitted. Accordingly a gross sign area of 94.77m² is permitted with the 111m frontage available when the doubling effect of sign area calculations is factored in. Up to 55.77 m² of this could be directly visible from any one direction.
- 6.5 The above scenario is referred to in the discussion below in the consideration of adverse effects.

Character and Amenity

- 6.6 The City Plan seeks to ensure that outdoor advertisements do not detract from amenity values or streetscene having regard to the relative sensitivity of the local environment to visual impacts. This is particularly the case where advertisements are located in or adjacent

to residential areas or other sensitive environments, such as heritage items, opens spaces and sensitive natural areas.

- 6.7 In this case, the receiving environment is Clarence Street (a Minor Arterial Limited Access Road), north and south bound traffic, and surrounding business premises. Blenheim Road to the north is five to six lanes wide with a median barrier, and over Blenheim Road to the north are residential areas. Aside from sensitive residential areas, the site is not in proximity to any heritage or special amenity area, or other known sensitive activities that could be affected by the proposal billboard.
- 6.8 The character of the receiving environment is anticipated to be dominated by commercial retail, and a range of industrial and servicing type activities including corporate offices. Amenity values in this location are also influenced by the high traffic volumes and the status of Clarence Street as a Minor Arterial traffic route, and Blenheim Road as a Major Arterial. The Industrial General zone is environment is intended to provide for activities that can operate in close proximity to sensitive zones, and serve as a buffer between residential and heavy industrial zones.
- 6.9 With regard to the nearby residential zone, the Blenheim Road environment creates a physical barrier and approximate 65m separation distance between the north facing billboard and the nearest residence. It is noted that the nearest residential property on the corner of Clarence St and Blenheim Road is a physiotherapy clinic (Tower Junction Physio). With the residential area being located to the north of Blenheim Road, the road is along the southern residential boundaries, and the design of the houses and flats generally have a north-facing aspect with limited or small sized windows facing south in the direction of the site. Further, as Blenheim Road is busy and of lower amenity, the road boundaries of these properties are generally screened by high fences (c1.8m high) and/or vegetation.
- 6.10 The Carwash/dog wash operation on the southern corner of Blenheim Road and Clarence St will also screen the sign from residential activities.
- 6.11 A visual analysis is provided in **Appendix Seven** to this report, noting the primary visual catchments for vehicles (at Viewpoints A, D, F, and H), and for pedestrians (B, C, E, G and I). The analysis summarises the signs visible from the nine viewpoints, and determined the area of Effective Visible Signage, discounting oblique and obscured signs from each vantage point.
- 6.12 Further with regard to the visual analysis, when compared with the 55.77m² permitted signage area at the site, only two viewpoints exceed the permitted threshold, being Viewpoint E (8.85m² above) and Viewpoint F (14.13m² above). Both of those Viewpoints can look along both Clarence St and Blenheim Road frontages with the majority of signs visible to some extent.

- 6.13 Generally, within the area immediately surrounding the application site, including the southern side of Blenheim Rd and along Clarence St, signage is very common, contributing to the visual character and vitality of the area.
- 6.14 With regard to the character of the site, the existing building on site is two storied, and built to within 3m of the Clarence Street frontage.
- 6.15 The placement of the two billboards either side of the building will not obscure any architectural features of merit on the building with former flank windows already covered over. The billboards will be above the parapet level, but lower than the ridgeline of the structure in behind, reducing any actual or perceived visual prominence effects. It is also considered that the immediate environment is not cluttered by advertising (whether it be site specific or other), and therefore the billboards will not detract from the anticipated level of amenity in the area.
- 6.16 Two billboards are proposed, however these will not be visible at the same time from any vantage point, and will therefore be similar to the effects anticipated in the Operative District Plan from a single double-sided sign. The proposal will therefore not clutter the site with signage. Although the billboards are greater in area than anticipated for permitted uses, they will be the equivalent height of a single storey (see mock-ups attached in **Appendix 2**), allowing the signs to sit amongst and blend into the scale, bulk and visual character of the established environment.
- 6.17 Adverse effects on visual amenity relating to the content of the advertisement will be controlled through the Advertising Standards Authority Code of Practice.
- 6.18 The illumination of the sign will comply with the CCP rules for lighting.
- 6.19 It is considered that the two billboards will not detract from the character of the site, surrounding area, nor will they adversely impact sensitive land uses such as the nearby residential areas to the north of Blenheim Road.

Traffic Safety

- 6.20 A Traffic Report has been provided by TDG and is provided in **Appendix Six** to this application. The report assesses the impact of the signs on vehicle safety, which is considered of particular importance given the proximity of the signs to the intersection, and that the signs will have increased visibility as a result internal illumination. The traffic report makes the following comments:
- The display of advertisements and illumination levels of the digital billboards can be controlled to minimise driver distraction.

- An investigation of crashes within the vicinity of the proposed signs has not identified distraction by signage to be a contributing factor, and therefore, the signs are not expected to affect the safe operation of the signals.
- The signs mostly comply with the TCD (NZTA Transport Control Devices Manual) Part 3 guidelines, with the exception of the billboards proximity to the intersection which the guidelines suggest is 100m in an urban environment. The northern billboard is about 40m from the intersection, however as the billboards will be at sufficient height (>4m above ground level), and should not be confused with traffic signals nor create an inherent distraction to drivers.
- The signs will not restrict visibility.
- The report outlines that generally, drivers are able to filter out visual information that is unnecessary to the driving task, particularly in complex environments.

6.21 On the basis of the above (and other matters covered in that report) the traffic report concludes that there will be no significant road safety issues from the digital billboards.

Overall conclusion on effects

- 6.22 The signs will be sufficiently visually prominent in order to be effective as a billboard, however will not be so prominent as to detract from the character, amenity and streets scene characteristics of the surrounding commercial and industrial area. The signs will be set alongside an existing building, and will not exceed the height nor forward prominence of the building lessening effects on character and dominance within the street scene.
- 6.23 Nearby sensitive activities (being the residential area to the north) are physically separated from the site by Blenheim Road, with residential buildings being generally orientated northward away from Blenheim Road and the application site/signage. The illumination of the sign at night time will be reduced to blend in with ambient lighting levels minimising effects toward residents.
- 6.24 The signs are not considered to result in a visual distraction to the safe and effective operation of adjacent roads, including the nearby Blenheim Road/Clarence Street intersection.
- 6.25 The illumination of the sign will comply with district plan requirements and do not contravene critical standards relating to moving or flashing displays.
- 6.26 Given the above, and with consideration of the permitted baseline allowing up to 94.77m² of gross sign area on site, and as the location and orientation of signs and buildings means that not all signs can be viewed from any single viewpoint it is considered that the proposed signs, in the context of the receiving environment, will not be out of character or detract from the visual amenity or street scene. No parties are considered to be affected by the sign. Any

adverse effects of the proposal on the environment are considered to be less than minor in terms of the RMA.

7.0 POLICY ASSESSMENT

7.1 In the following section the proposal is assessed in relation to the relevant policy framework of the Christchurch City Plan ('the City Plan').

City Identity

7.2 **Objective 4.4** (Outdoor Advertising) of the Operative City Plan states:

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

7.3 The relevant supporting policies are:

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

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

- a. *does not have the potential to confuse or distract motorists, particularly in proximity to intersections or other complex traffic environments;*
- b. *does not obstruct roads or footpaths, or create a hazard to vehicles, cyclists or pedestrians;*
- c. *in the case of captive balloons, does not create a hazard to traffic or aviation.*

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

- a. *heritage values;*
- b. *the integrity of important public open spaces;*
- c. *areas possessing significant natural values.*

7.4 Comment: Given the nature of the receiving environment, characterised by medium to large scale commercial and industrial activities, Minor Arterial Road status, the proposed billboards will not detract from amenity values or have a detrimental impact upon natural or built heritage values. It will be consistent with the scale, nature and character of advertising which exists within both the wider and immediate environment.

7.5 In terms of public and traffic safety, the proposed billboards will be visible from roads and the Clarence St/Blenheim Road intersection, however as the display can be controlled, and the signs are of sufficient height with sufficient separation from the intersection so as not to be confused with traffic control signals, the signs will not result in a distraction to motorists.

7.6 The proposed sign is considered to blend in with the surrounding commercial and industrial environment, and will sit amongst existing structures at a height lower than adjacent

buildings. As assessed in the above section, the sign will not detract from the amenity values of the environment.

- 7.7 Overall the proposed development is considered to be consistent with the above objective and policies.

Proposed Christchurch Replacement District Plan

- 7.8 Chapter 3 (Strategic Directions) of the proposed Christchurch Replacement District Plan is now operative. Of relevance to this proposal are the following objectives:

Objective 3.3.5 – Business and economic prosperity

The critical importance of business and economic prosperity to Christchurch’s recovery and to community wellbeing and resilience is recognised and a range of opportunities provided for business activities to establish and prosper.

- 7.9 Objective 3.3.5 seeks to provide opportunities for business activities to obtain economic prosperity. The proposal will ensure the advertised business or organisations prosper from advertising of services and products they offer.

- 7.10 The Strategic Directions section does not contain any policies.

- 7.11 The site is located within the Industrial General Zone which is detailed in the operative Chapter 16 (Industrial) of the pCRDP.

16.1.2 Objective - Brownfield redevelopment

The recovery and economic growth of the District is provided for by enabling redevelopment, including mixed-use development, of appropriate brownfield sites while not compromising the function of the wider industrial area for primarily industrial activities.

- 7.12 The following policies (as relevant) support the above objective.

16.1.2.2 Policy - Brownfield redevelopment

- a. *To support the redevelopment of brownfield sites for residential or mixed use activities including a limited quantum of commercial activity.*
- b. *Brownfield regeneration proposals shall ensure that:*
 - vi. *The redevelopment maintains the strategic role of commercial centres as the focal points for commercial and other activities, and the efficient and effective use of land and/or community and transport infrastructure investment in centres.*

16.1.3.2 Policy – Managing effects on the environment

- a. *The effects of development and activities in industrial zones, including reverse sensitivity effects on existing industrial activities as well as, visual, traffic, noise, glare*

and other effects, are managed through the location of uses, controls on bulk and form, landscaping and screening, particularly at the interface with arterial roads fulfilling a gateway function, and rural and residential areas, while recognising the functional needs of the activity.

- b. Effects of industrial activities are managed in a way that the level of residential amenity (including health, safety, and privacy of residents) adjoining an industrial zone is not adversely affected while recognising that it may be of a lower level than other residential areas.*

- 7.13 The proposed sign will be located on a brownfield site and will not preclude the future use of the building. As assessed above, the proposed sign will also not adversely affect nearby sensitive (residential) uses as nearby residential properties are sufficiently separated from the application site, and are oriented away from the signage.
- 7.14 It is noted that billboards are a business activity in their own right, and can comfortably sit alongside other activities on site.
- 7.15 Overall, it is considered that the proposed development is consistent with the relevant objectives of the Strategic Directions and Industrial pCRDP chapters.

Overall conclusion

- 7.16 Based on the above assessment it is considered the proposal will be generally consistent with the policy framework of the Operative City Plan and the relevant operative chapters of the pCRDP.

8.0 PART 2 MATTERS

- 8.1 The purpose of the RMA under Section 5 is to promote the sustainable management of natural and physical resources. Sustainable management involves managing the use, development and protection of these resources in order to enable people and communities to provide for their social, economic and cultural well-being and for their health and safety, while –
- *sustaining the potential of natural and physical resources to meet the reasonably foreseeable needs of future generations;*
 - *safeguarding the life supporting capacity of air, water, soil and ecosystems; and*
 - *avoiding, remedying, or mitigating any adverse effects of activities on the environment.*
- 8.2 No matters of national importance in Section 6 of the RMA are applicable to the application.
- 8.3 In terms of Section 7, the following matters are relevant:
- the maintenance and enhancement of amenity values and;
 - maintenance and enhancement of the quality of the environment;
- 8.4 The proposal is an efficient use and development of the site and is of a scale that will ensure the character and amenity of the surrounding environment will be upheld. The bulk and location of the signs will sit amongst existing structures and therefore not be prominent in the immediate environmental context. The proposed sign is consistent with the character and amenity values of the surrounding environment.
- 8.5 It is considered the sign is consistent with the surrounding commercial and industrial environment. Overall it is considered the relevant section 7 matters of the RMA are able to be met.
- 8.6 On balance, it is considered that the proposal is consistent with the purpose and principles of the RMA and the application is in order for approval.

9.0 CONCLUSION

- 9.1 Any effects on the environment (either individually or collectively) will be less than minor. The proposal will be in accordance with the relevant objectives and policies of both the Operative district Plan and the proposed Christchurch Replacement District Plan.
- 9.2 An assessment under Part 2 of the RMA considering its purpose and principles has found that the proposal is consistent with the enabling provisions of the RMA while ensuring that sustainable management is upheld.
- 9.3 Based on the above, the application is able to be granted.

Resource Management Group
CHRISTCHURCH
October 2016

Appendix One: Computer Freehold Register



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



R. W. Muir
Registrar-General
of Land

Search Copy

Identifier CB4A/529
Land Registration District Canterbury
Date Issued 28 July 1964

Prior References

CB450/146

Estate Fee Simple
Area 625 square metres more or less
Legal Description Part Lot 2 Deposited Plan 7343

Proprietors

Michael John Peers and Katherine Allison Peers as to a 1/2 share
Richard Paul Thomas Peers and Deborah Anne Peers as to a 1/2 share

Interests

628284 Transfer creating the following easements

Type	Servient Tenement	Easement Area	Dominant Tenement	Statutory Restriction
Stormwater	Lot 2 Deposited Plan 7343 - herein	Part herein	Part Lot 2 Deposited Plan 7343 - CT CB4A/131	

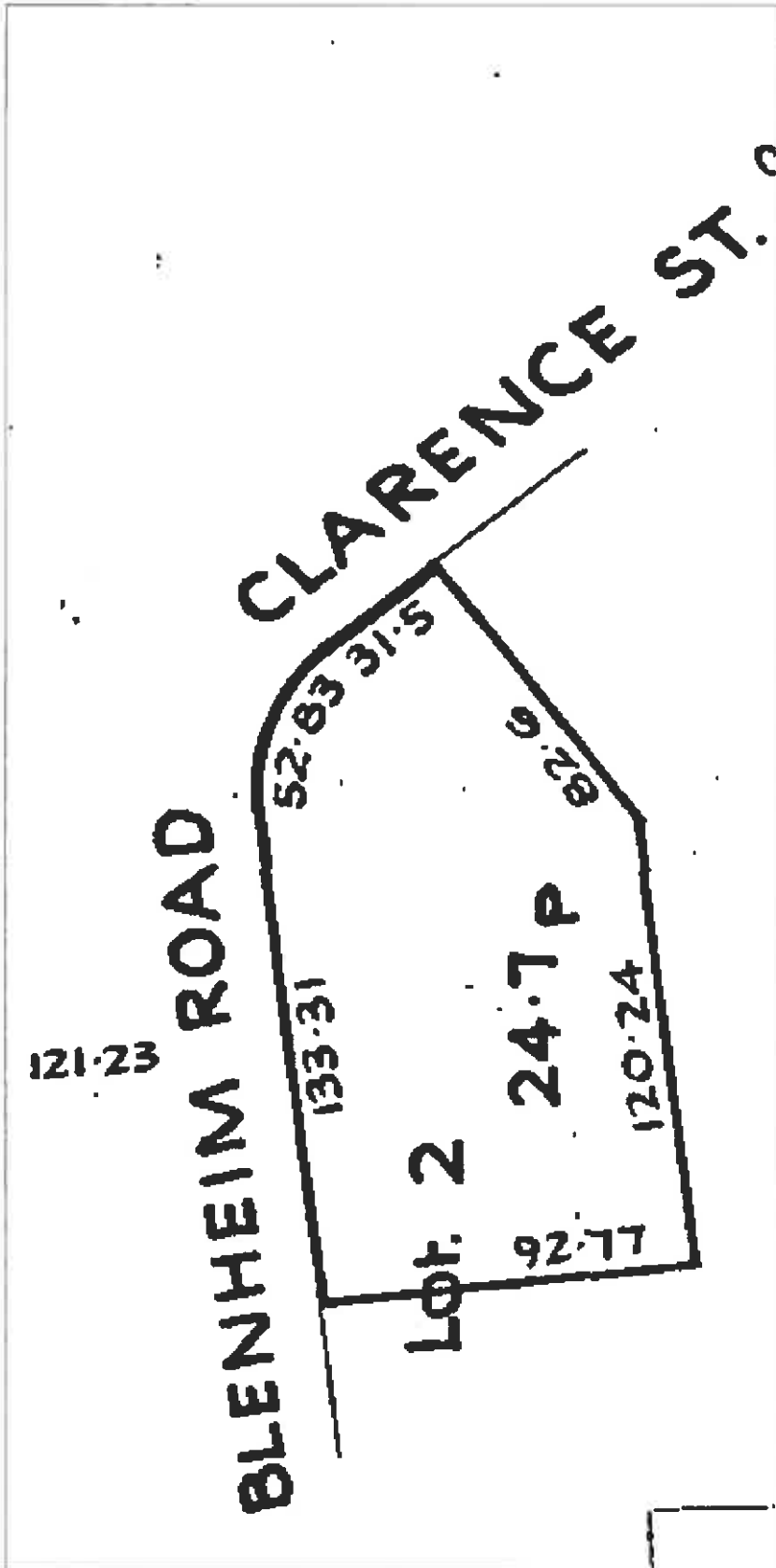
6944854.9 Mortgage to Bank of New Zealand - 12.7.2006 at 9:00 am

8394405.1 CERTIFICATE PURSUANT TO SECTION 77 BUILDING ACT 2004 THAT THIS COMPUTER REGISTER IS SUBJECT TO THE CONDITION IMPOSED UNDER SECTION 75(2) (ALSO AFFECTS CB5D/787) - 25.1.2010 at 10:18 am

9568972.1 Variation of Mortgage 6944854.9 - 21.11.2013 at 11:24 am

Identifier

CB4A/529



Identifier

CB4A/529

1



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



Search Copy

R. W. Muir
Registrar-General
of Land

Identifier CB5D/787
Land Registration District Canterbury
Date Issued 06 April 1966

Prior References

CB454/264

Estate Fee Simple
Area 579 square metres more or less
Legal Description Lot 1 Deposited Plan 20017

Proprietors

Michael John Peers and Katherine Allison Peers as to a 1/2 share
Richard Paul Thomas Peers and Deborah Anne Peers as to a 1/2 share

Interests

Pipe-lines for the passage of Sewage pass through or serve the within land as specified in Certificate 467311

468892 Transfer creating the following easement in gross

Type	Servient Tenement	Easement Area	Grantee	Statutory Restriction
Convey water	Lot 1 Deposited Plan 20017 - herein	part herein	The Riccarton Borough Council	

Fencing Agreement in Transfer 696008.1 - 7.8.1987 at 9:27 am

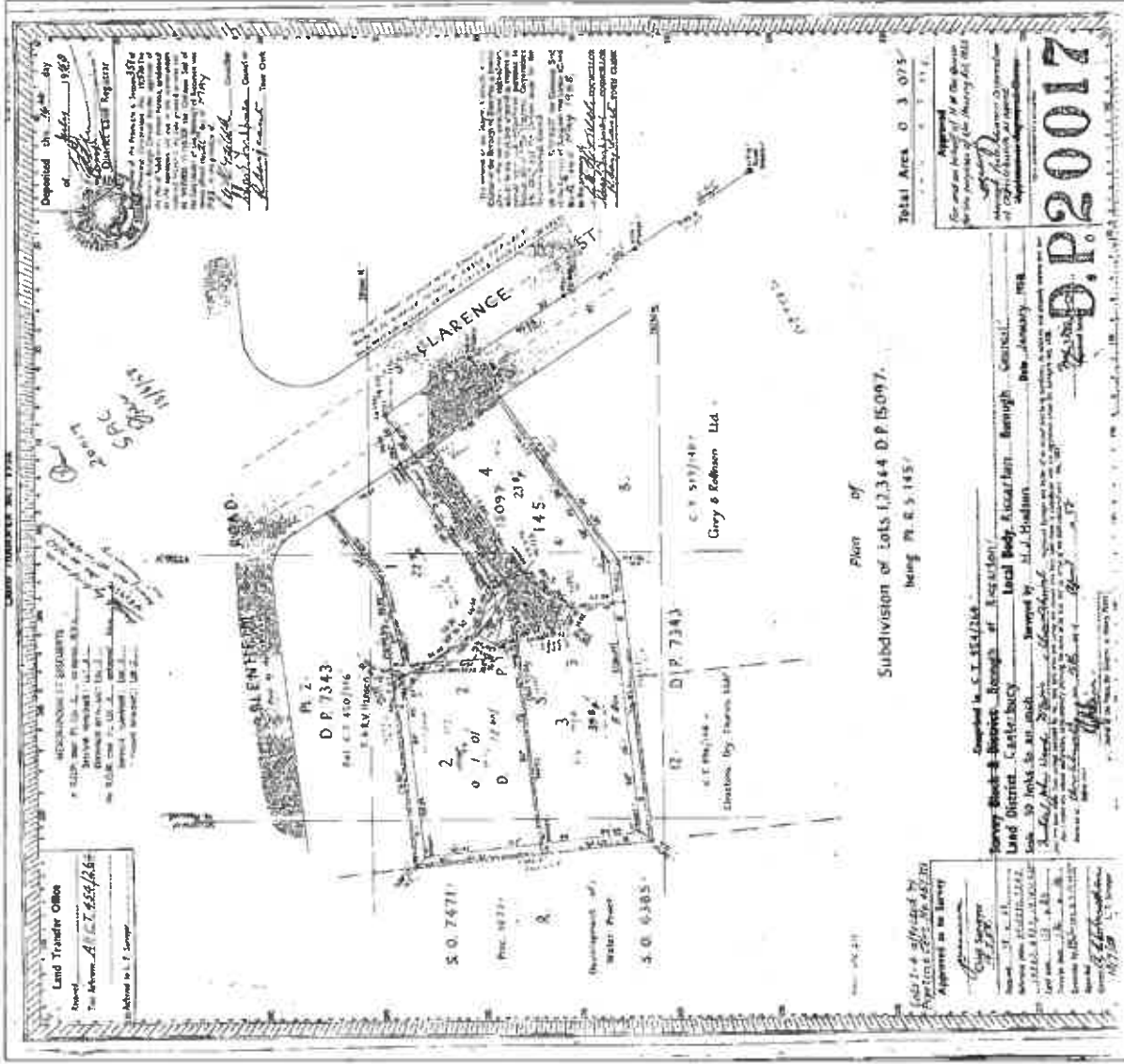
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Legal Description Part Lot 2 Deposited Plan 7343

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Richard Paul Thomas Peers and Deborah Anne Peers as to a 1/2 share

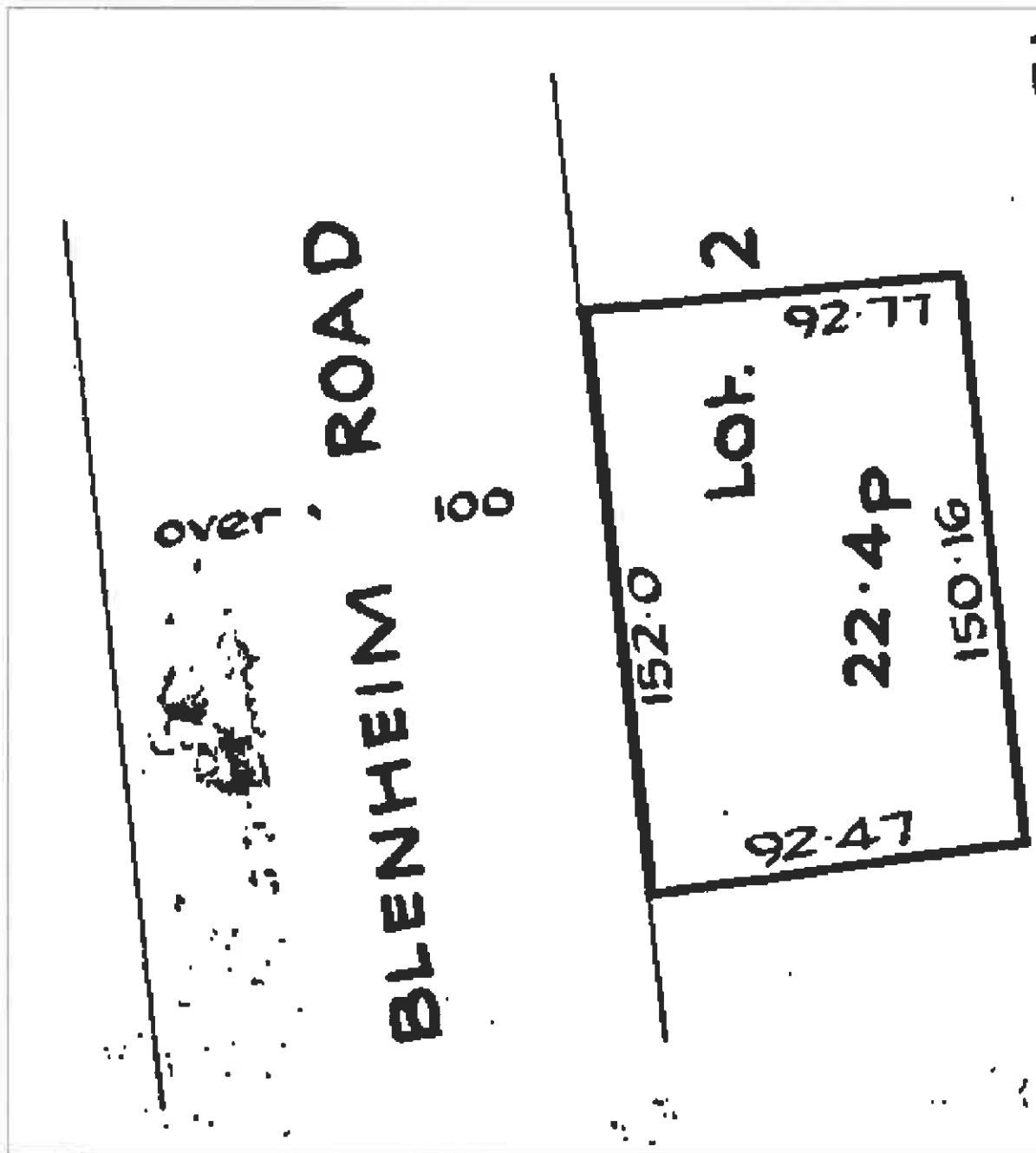
Interests

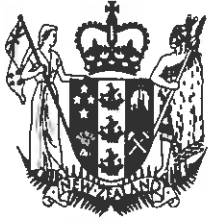
628284 Transfer creating the following easements

Type	Servient Tenement	Easement Area	Dominant Tenement	Statutory Restriction
Stormwater	Part Lot 2 Deposited Plan 7343 - CT CB450/146	Part	Part Lot 2 Deposited Plan 7343 - herein	

6944854.9 Mortgage to Bank of New Zealand - 12.7.2006 at 9:00 am

9568972.1 Variation of Mortgage 6944854.9 - 21.11.2013 at 11:24 am





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



R.W. Muir
Registrar-General
of Land

Search Copy

Identifier CB15K/105
Land Registration District Canterbury
Date Issued 24 October 1975

Prior References

CB2D/1276 CB5D/788 CB791/31

Estate Fee Simple
Area 2645 square metres more or less
Legal Description Lot 1 Deposited Plan 36364

Proprietors

Michael John Peers and Katherine Allison Peers as to a 1/2 share
Richard Paul Thomas Peers and Deborah Anne Peers as to a 1/2 share

Interests

485552 Certificate under Section 27 Housing Act 1955 that a right of way exists over part (affects the land formerly in CsT CB791/31 and CB2D/1276)

Appurtenant to parts herein is a right of Way over other part herein created by right of way certificate 485552 under Section 27 (3) Housing Act 1955

The easement specified in Certificate 485552 is subject to Section 351 E (a) Municipal Corporations Act 1955

467311 Pipeline Certificate under Section 26 Housing Act 1955 relating to pipelines for the passage of stormwater and sewage passing through or serving the within land

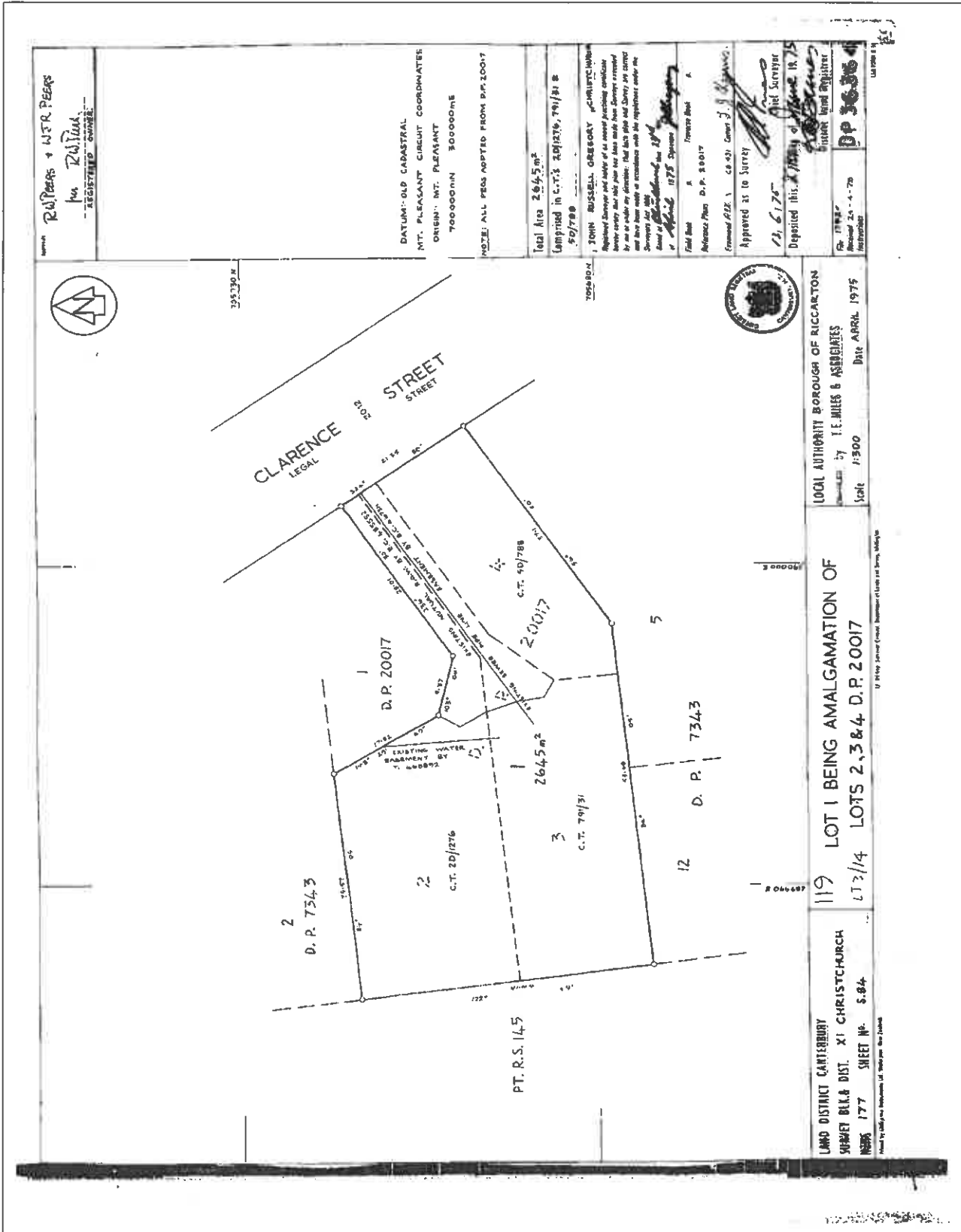
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8849312.1 Encumbrance to Christchurch City Council - 27.9.2011 at 5:07 pm

9568972.1 Variation of Mortgage 6944854.9 - 21.11.2013 at 11:24 am



Surveyors
R.W. PEARS & W.R. PEARS
 for **R.W. Peas**
 REGISTERED SURVEYORS

DATUM: OLD CADASTRAL
 MT. PLEASANT CURVIT COORDINATES
 ORIGIN: MT. PLEASANT
 7000000N 300000E

NOTE: ALL PEGS ADAPTED FROM D.P. 20017

Total Area 2645 m²
 Comprised in C.T.'s 20/216, 79/31 & 50/788

JOHN RUSSELL GREGORY (CHRISTCHURCH)
 Registered Surveyor and holder of a current practicing certificate
 under the Land Act 1948. I have examined the plan and
 the survey and find that the plan and survey are correct
 and that they have been made in accordance with the requirements under the
 Surveyors Act 1988.
 Done at Christchurch on 28th day of April 1975
 J. Russell Gregory

Field Book
 Reference Plan D.P. 20017

Approved by the Survey
 21.6.74

Deposited this 11th day of June 1975

CH. 17788
 Registered
DP 3636

LOCAL AUTHORITY BOROUGH OF RICCARTON
 SANCTIONED BY T.E. MILLER & ASSOCIATES
 1:300
 DATE APRIL 1975

119 LOT 1 BEING AMALGAMATION OF
 LT 2/14 LOTS 2, 3 & 4 D.P. 20017

LAND DISTRICT CANTERBURY
 SHEET BEL & DIST. XI CHRISTCHURCH
 INDEX 177 SHEET NO. 5-84

By 1976 Survey Control Amendment Rules and Terms, which apply to all plans deposited after 1st July 1976.



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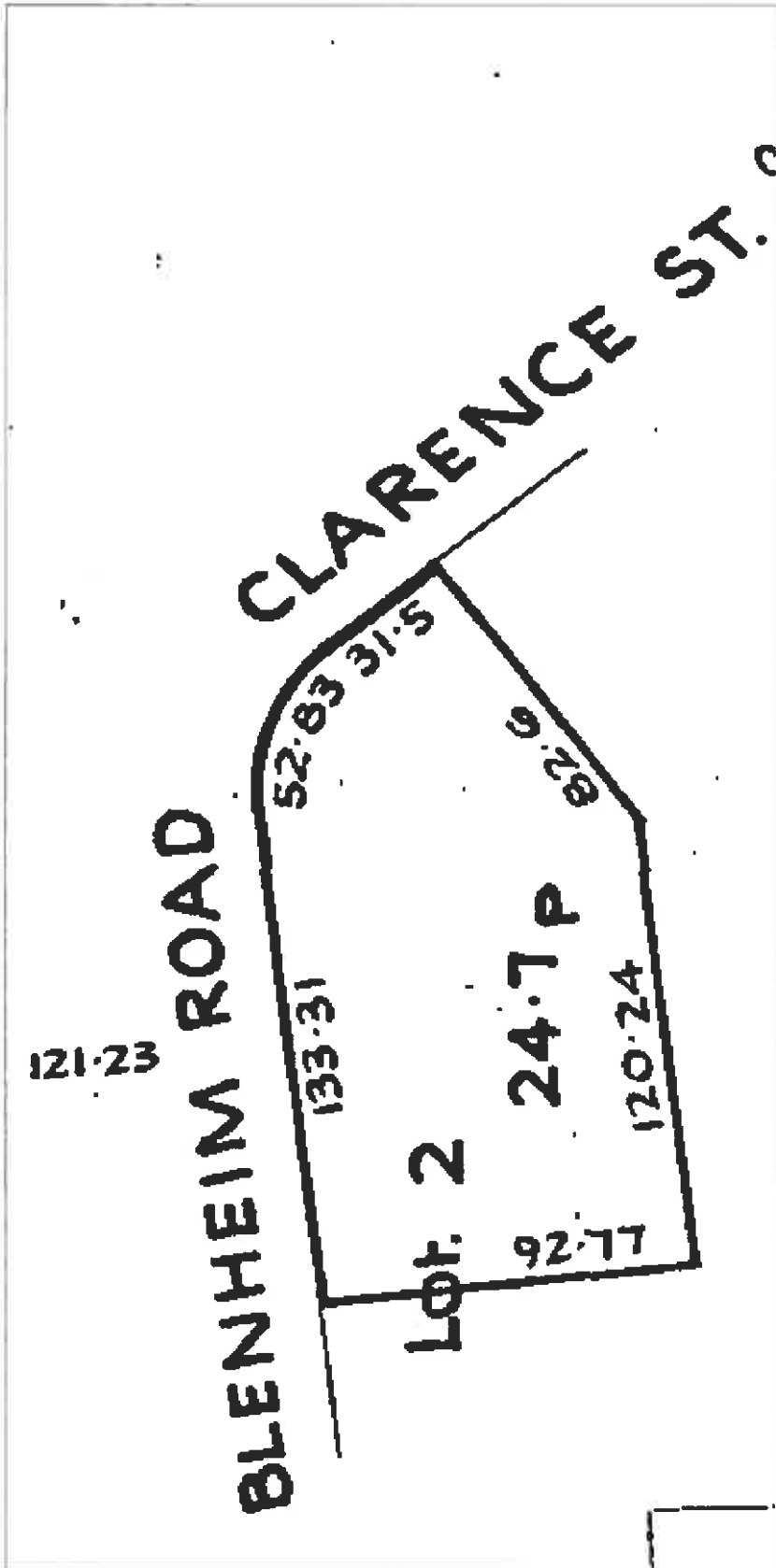
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Identifier

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Identifier

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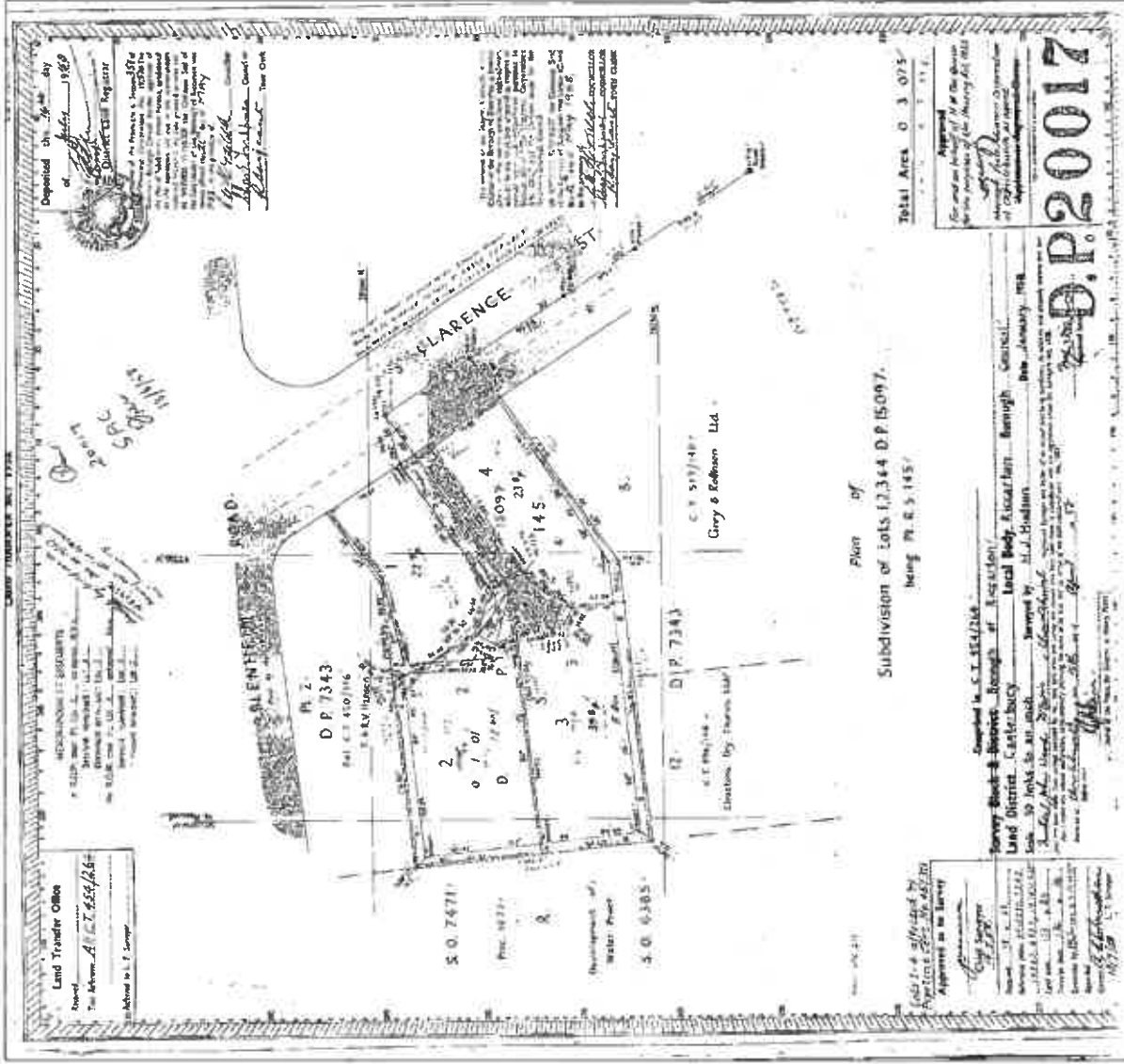
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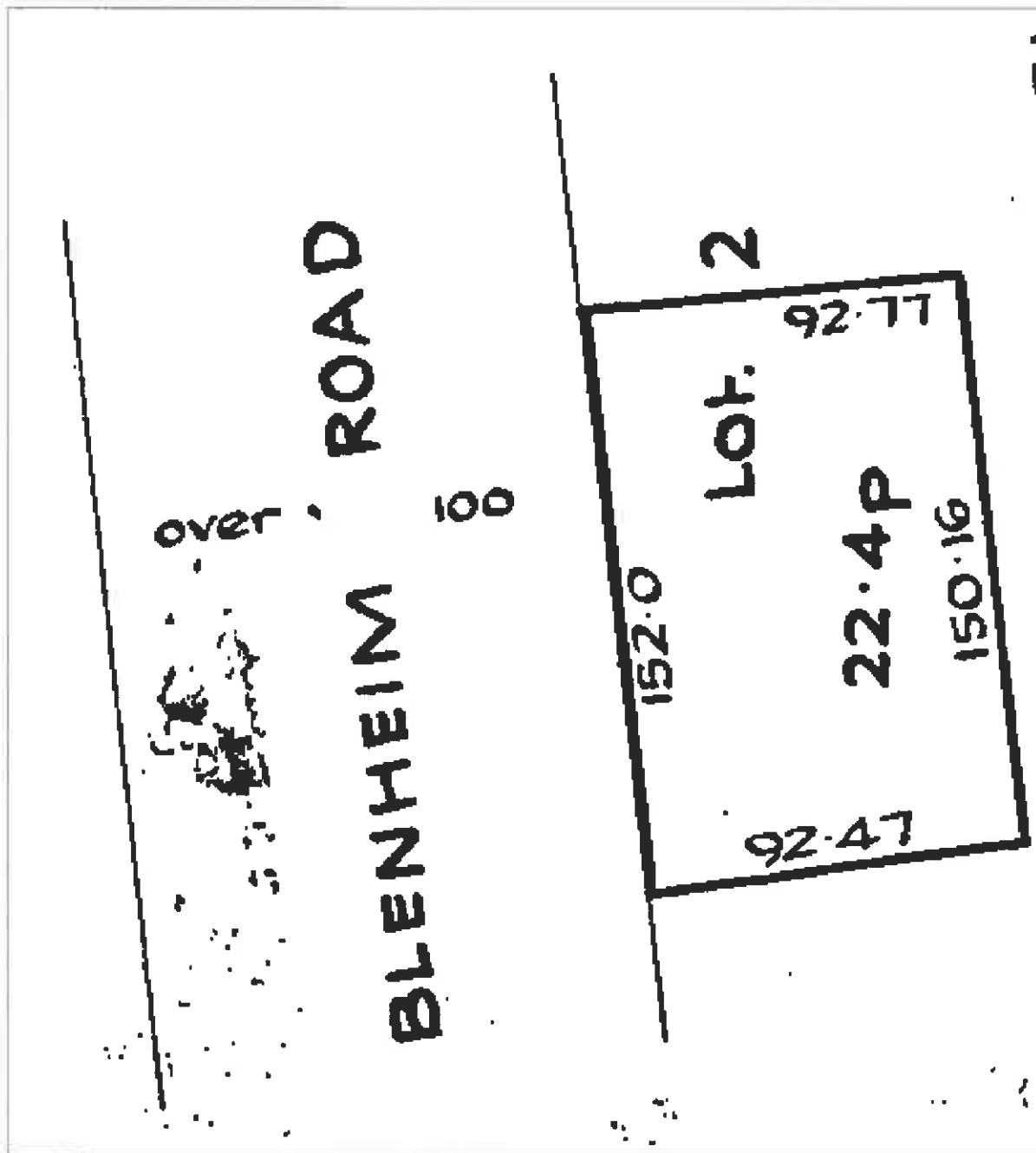
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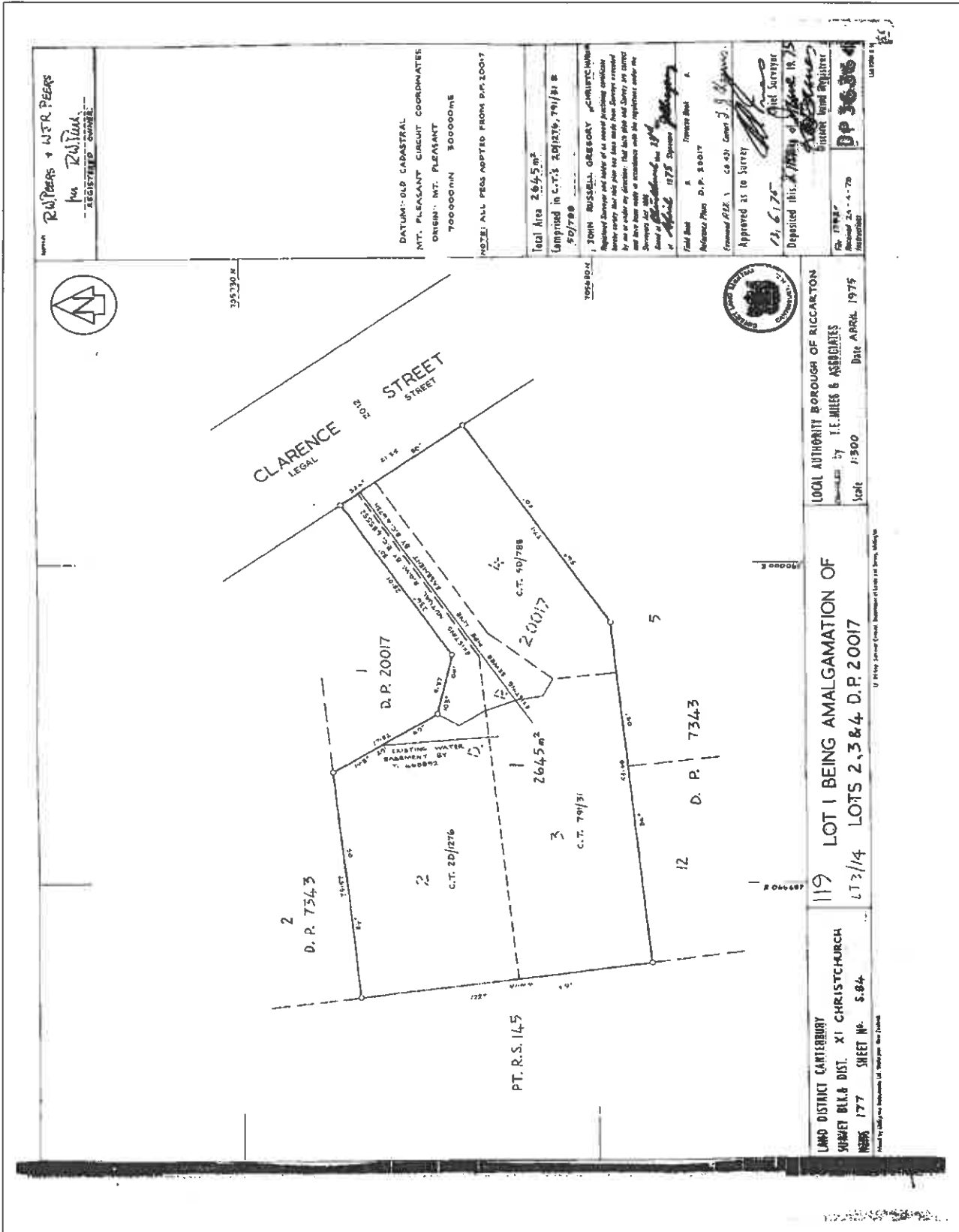
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Surveyors
R.W. PEERS & W.F.R. PEERS
 of
100, 120, 140, 160, 180, 200, 220, 240, 260, 280, 300, 320, 340, 360, 380, 400, 420, 440, 460, 480, 500, 520, 540, 560, 580, 600, 620, 640, 660, 680, 700, 720, 740, 760, 780, 800, 820, 840, 860, 880, 900, 920, 940, 960, 980, 1000
 REGISTERED SURVEYORS

DATUM: OLD CADASTRAL
 MT. PLEASANT CIRCUIT COORDINATES
 ORIGIN: MT. PLEASANT
 7000000N 300000E

NOTE: ALL PEGS ADAPTED FROM D.P. 20017

Total Area 2645 m²
 Comprised in c.t.s 20/276, 74/31 & 40/788

JOHN RUSSELL GREGORY (CHRISTCHURCH)
 Registered Surveyor and holder of a current practicing certificate
 under the Survey Act 1980. I have examined the above plan and
 the accompanying field notes and certify that the same are correct
 and that they have been made in accordance with the requirements under the
 Survey Act 1980.
 Done at Christchurch on 28th April 1975
 J. Russell Gregory

Field Book of
 Reference Plan D.P. 20017
 Estimated Area 2645 m² Containing 3.8 Hectares
 Approved as to Survey
 28. 6. 75
 Deposited this 1st day of June 1975
DP 3636
 Registered
 28. 6. 75

119 LOT 1 BEING AMALGAMATION OF
 LOTS 2, 3 & 4 D.P. 20017

LAND DISTRICT CANTERBURY
 SURVEY BELLS DIST. XI CHRISTCHURCH
 SHEET 177 SHEET NO. 5.84

LOCAL AUTHORITY BOROUGH OF RICCARTON
 CHECKED BY T.E. MILLER & ASSOCIATES
 DATE APRIL 1975
 SCALE 1:500

1:5000 Scale
 1:5000 Scale
 1:5000 Scale

Appendix Two: Site Location Plan

Information in this map has been derived from various sources including the Kaikoura District, Hurunui District, Waimakariri District, Christchurch District, Environment Canterbury Regional Council, Selwyn District, Ashburton District, Waimate District, Mackenzie District, Timaru District and Waitaki District's databases.

Boundary information is derived under licence from LINZ Digital Cadastral Database (Crown Copyright Reserved). The aforementioned Councils do not give and expressly disclaim any warranty as to the accuracy or completeness of the information or its fitness for any purpose.

Information on this map may not be used for the purposes of any legal disputes. The user should independently verify the accuracy of any information before taking any action in reliance upon it.

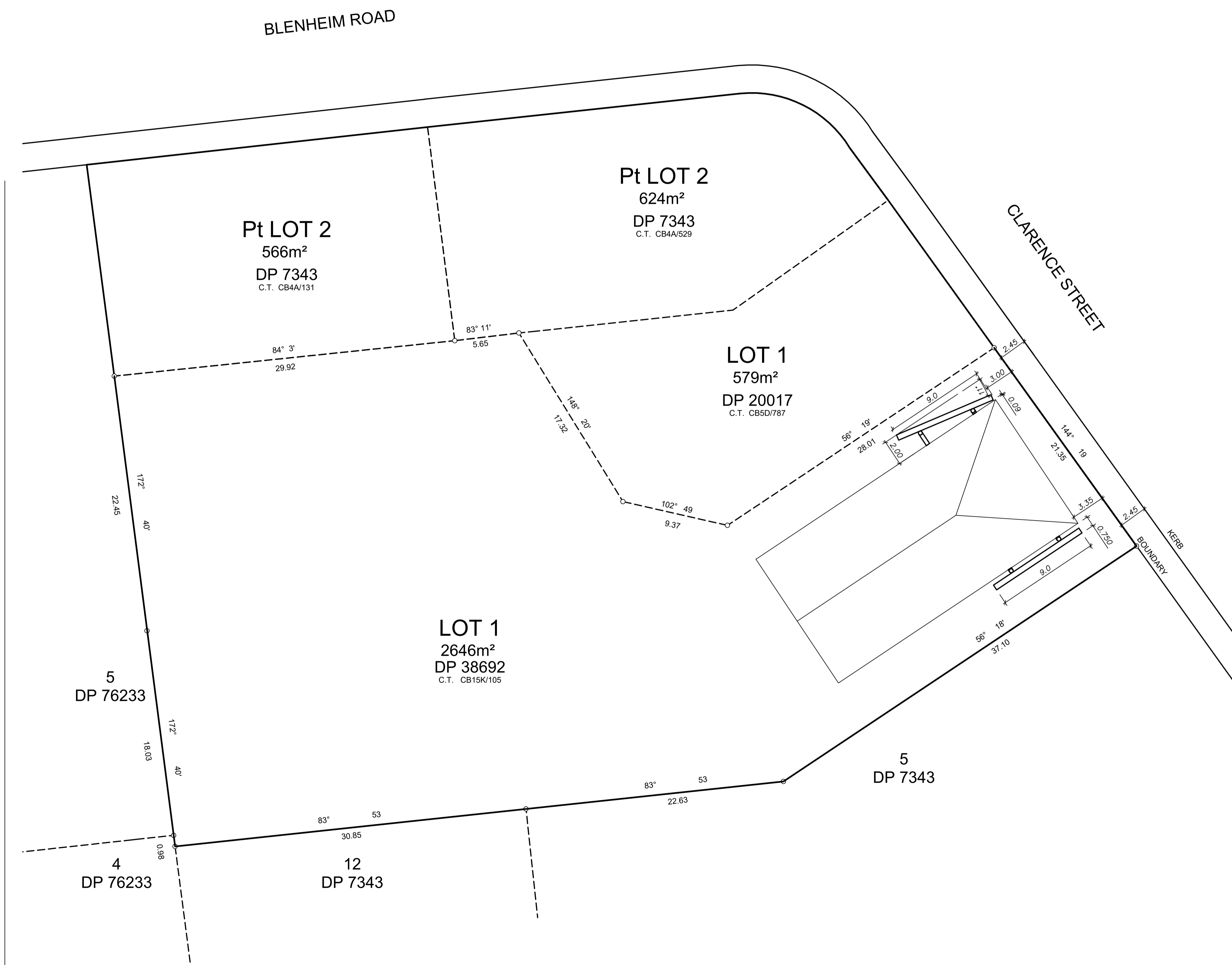
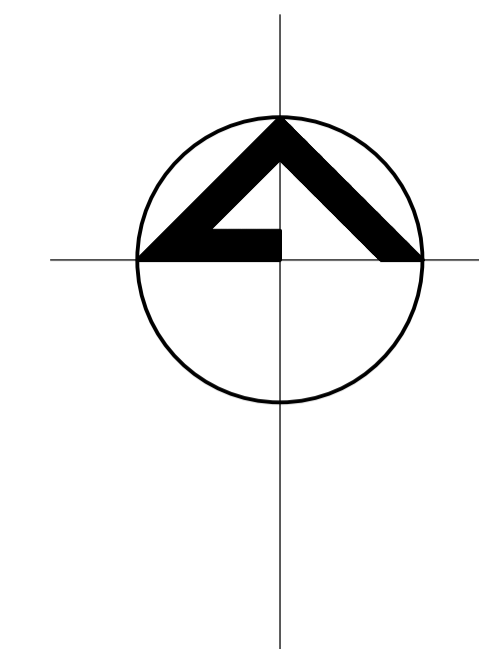


Scale: 1:1,000 @A4

Map Created by Canterbury Maps on 12:07:59 p.m.

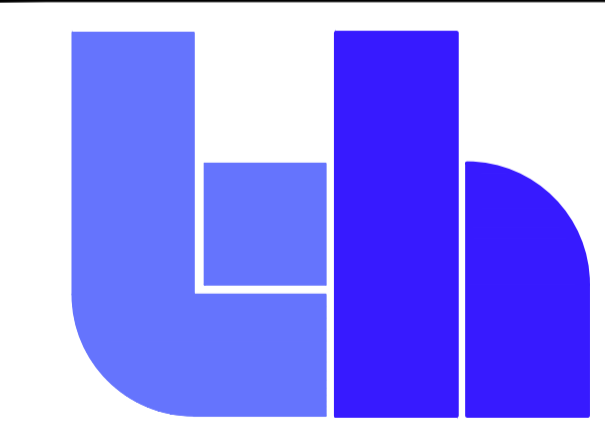


Appendix Three: Application Plans



REV	DATE	REASON
G	15.02.2017	CHANGE SIGN SIZE
E	07.10.2016	SITE CLARIFICATION
D	22.09.2016	ADDED DIMENSIONS
C	01.09.2016	BUILDING CONNECTIONS
B	23.05.2016	LOCATION ADJUSTED
A	04.05.2016	FOR COMMENTS

AMENDMENTS



TH CONSULTANTS Ltd
Civil and Structural Engineers

43 Peacock Street
Ph 03 366 1502
www.thconsultants.co.nz

PO Box 13 117
Christchurch 8145
New Zealand
info@thconsultants.co.nz

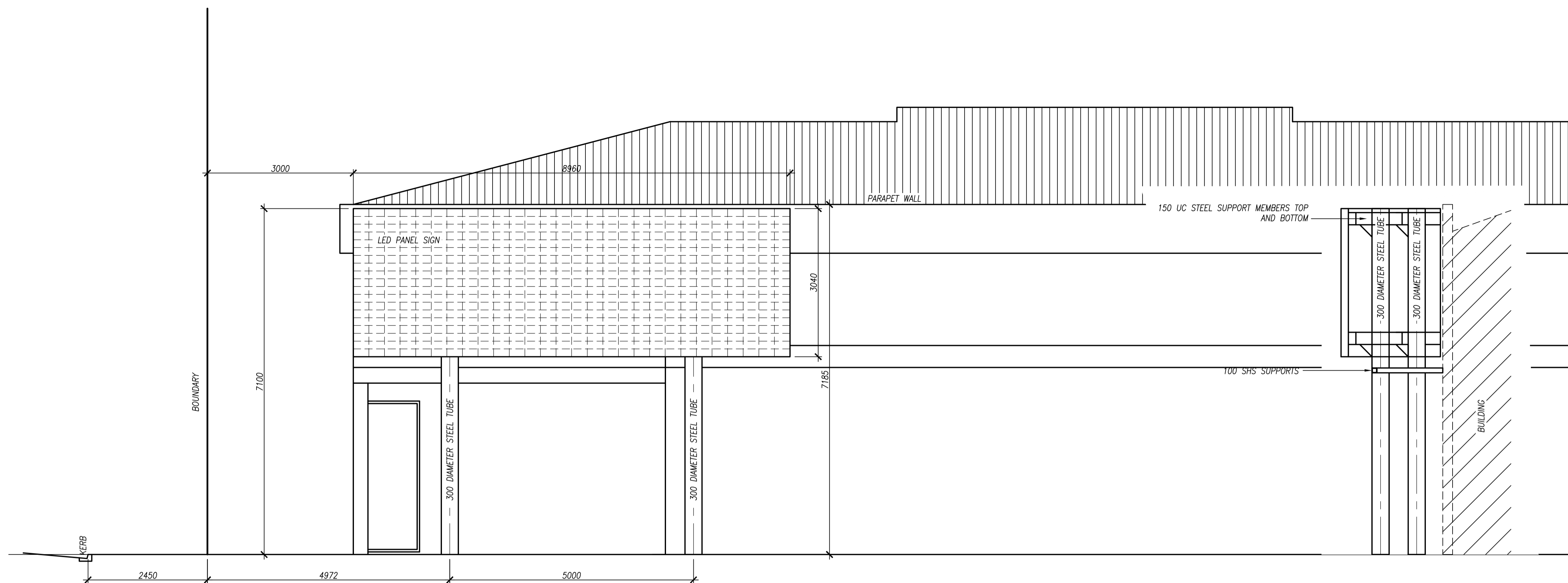
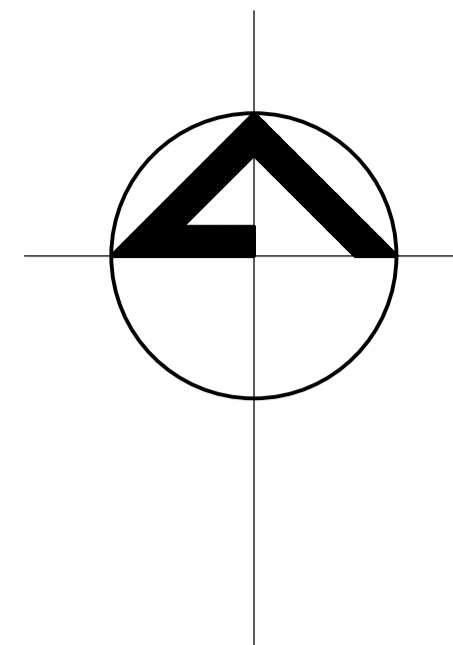
GO MEDIA

101 CLARENCE STREET

SITE PLAN

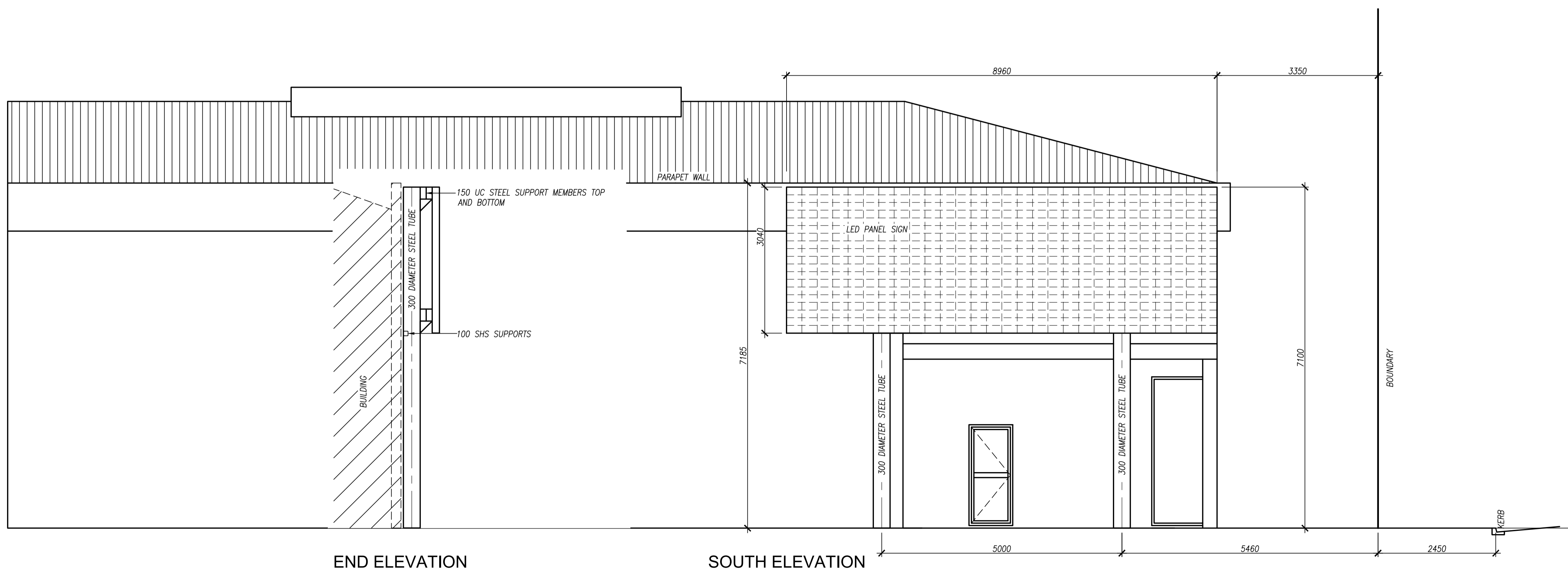
Scales
200 @ A1
Drawn
G.W.P.

s0.1G
JOB No.
2679-25



NORTH ELEVATION

END ELEVATION



END ELEVATION

SOUTH ELEVATION

REV	DATE	REASON
D	12.02.2017	CHANGE SIGN SIZE
C	28.12.2016	RMA RFI
B	23.08.2016	ADDED DIMENSIONS
A	10.05.2016	FOR COMMENTS

AMENDMENTS



TH CONSULTANTS Ltd
Civil and Structural Engineers

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

GO MEDIA

101 CLARENCE STREET

ELEVATIONS

Scales
50 @ A1
Drawn
G.W.P.

s0.2^D

JOB No.
2679-25

Appendix Four: Photo Mock-ups of Signs

u Distributors

Entry

LEADING SUPPLIER OF
BAGS & GLOVES
BRUSHWARE
CHEMICALS
CORRIDORALS
GUEST ESSENTIALS
HANDWARE
ROOMS/HANDCARE
Come on in!

SPECIAL.
XF 2.0i4 AND 2.2iD LUXURY
FROM \$79,000. SAVE \$1,000.
SEARCH JAGUAR BY
HELP ALIVE ARE YOU!

The advertisement features a white Jaguar XF driving on a road that curves into the distance. The background is a mix of green foliage and a clear blue sky.

60



SPECIAL.
XF 2.04 AND 2.30 LUXURY
FROM \$79,000. SAVE \$1,000.

SEARCH JAGUAR OF
NEW ZEALAND

JAGUAR

Deane St
BLENHEIM RD



Appendix Five: Proposed Conditions

Appendix Five
Proposed Conditions

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

Appendix Six: Traffic Report



GoMedia Limited

Digital Billboards, 101 Clarence
Street

Transportation Assessment

November 2016

GoMedia Limited

Digital Billboards, 101 Clarence
Street

Transportation Assessment Quality Assurance Statement

Prepared by:

Liqi Chen

Project Transportation Planner



Reviewed by:

Dave Hunter

Senior Principal Transportation
Engineer



Approved for Issue by:

Andrew Metherell

Senior Associate



Status: Final report

Date: 4 November 2016



PO Box 8615, Riccarton, Christchurch 8440
New Zealand

P: +64 3 348 3215

www.tdg.co.nz

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Appendix A

CAS Outputs

Appendix B

Study Site Layout

1. Introduction

GoMedia is proposing to replace two existing billboards with two single-sided LED digital billboards at 101 Clarence Street. Both billboards will be 8m by 4m with the lower edge elevated over 4m above ground. The structure of the each billboard will be supported on two columns and will also be attached to the adjacent building. The north-facing billboard will be primarily visible to southbound traffic from Clarence Street North. The south-facing billboard will only be visible to northbound traffic on Clarence Street.

The objective of this report is to undertake an assessment of the potential traffic effects of these digital billboards, taking into consideration matters that may be of concern to the Council. The assessment takes account of relevant requirements contained within the NZTA Traffic Control Devices Manual, 2011, Part 3 Advertising Signs and the Christchurch District Plan Transportation Related Rules.

The two proposed billboards will be assessed separately in this report. Given that the common factors of the billboards, this report is structured as follows:

- Section 2 introduces general descriptions of the site location, the adjacent intersection, traffic patterns and related crash history;
- Section 3 describes the layout of the existing billboards and proposed billboards;
- Section 4 describes the relevant road safety assessment matters, including those specific to digital billboards;
- Section 5 provides an assessment of the proposal against the signage related requirements of NZTA and CCC;
- Section 6 provides an assessment of the potential conflict between existing billboard and traffic signals.

2. Transport Environment

2.1 Billboard Location

The two new billboards will be located at 101 Clarence Street as shown in **Figure 1** below. Adjacent to the site is the traffic signal controlled intersection of Blenheim Road and Clarence Street.



Figure 1: New Billboard Locations (Google Earth Aerial Image)

The site is zoned as Industrial General within the Christchurch Replacement District Plan, replacing the former Business Zone 4 (Suburban Industrial Zone) in the City Plan. The surrounding area comprises a mixture of light commercial and industrial activities south of Blenheim Road, with residential north of Blenheim Road and Clarence Street.

A mix of existing signage is present in the vicinity of study site and includes flag, banners, building signs and billboards etc. The proposed digital billboard locations are both currently occupied by static billboards.

2.2 Existing Transport Infrastructure

Blenheim Road is classified in the Christchurch District Plan as a Major Arterial Road, as is the adjacent section of Clarence Street south of Blenheim Road. North of Clarence Street Clarence Street is a Minor Arterial Road.

Blenheim Road in the vicinity of the site has a speed limit of 60km/h, and operates with a multi-lane four lane carriageway (two lanes in each direction) that includes cycle lanes, but no on-street parking.

Clarence Street has a speed limit of 50km/h and adjacent to the site has two northbound lanes and two southbound lanes. A cycle lane is provided in the southbound direction, and there is no adjacent on-street car parking.

The intersection of Blenheim Road / Clarence Street is signalised, and includes exclusive right turn signal phases from the north on Clarence Street, and from the west on Blenheim Road, as shown in the representation in **Figure 2** below.



Figure 2: Blenheim Road / Clarence Street Signal Phasing

Signal poles and aspects are located on the left hand side of the road and the central island facing the direction of travel at both the stop line (dual primary) and the down-stream (secondary and tertiary) side of the intersection. Overhead mast arms are also provided on the downstream side of the intersection. In this respect the traffic signal aspects are highly conspicuous to passing traffic for all traffic movements at the intersection.

2.3 Existing Traffic Patterns

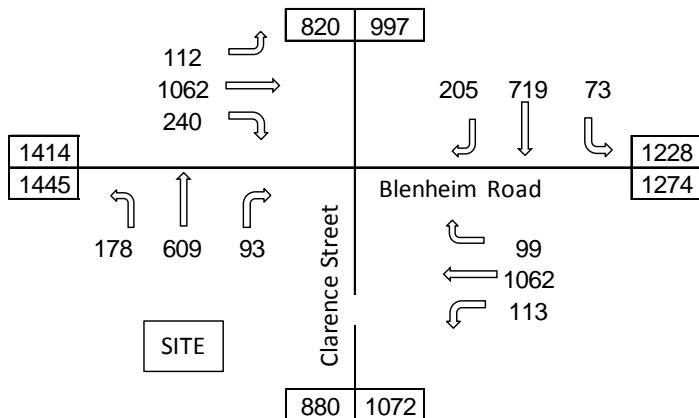
Table 1 below shows average daily traffic volumes on roads in the vicinity of the proposed billboards.

Location	Weekday ADT	7 Day ADT	Date
Blenheim Road – West of Matipo Street	40,218	36,618	Apr 2011
Whiteleigh Ave – At Rail Xing	22,921	21,044	Apr 2011

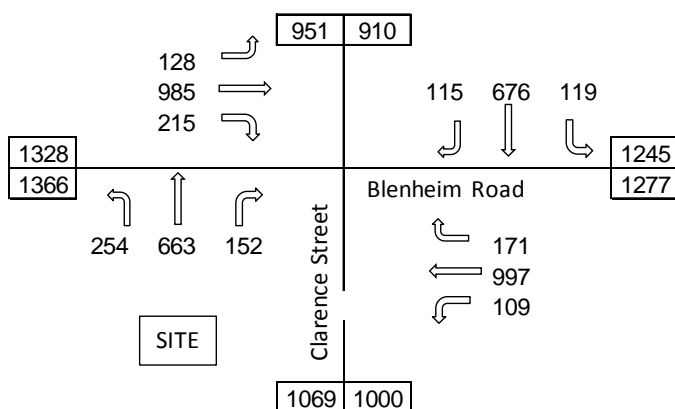
Table 1: Average Daily Traffic Volumes (CCC)

The high traffic volumes reflect the arterial status of Blenheim Road and Clarence Street in providing key links in the transport network.

Peak hour intersection counts are shown in **Figure 3** below for the morning and evening peak hours.



AM Peak Hour Traffic Volumes (28 June 2011, Source CCC)



PM Peak Hour Traffic Volumes (11 July 2013, Source TDG)

Figure 3: Peak Hour Traffic Patterns

It can be seen that the traffic volumes are quite even in each direction on the frontage roads, and Clarence Street past the site carries about 2,000 vph. On-site observations indicate that whilst the southbound movements on Clarence Street are generally free-flowing past the site, queuing regularly occurs in the northbound direction on the approach to Blenheim Road. This queue often starts south of the site, particularly at peak times.

The traffic signals generally operate with long cycle times of 120-140 seconds at peak times, with the Clarence Street phases being approximately 40 seconds of that in the northbound direction and 60 seconds in the southbound direction. The long wait between northbound phases contributes to the presence of stationary traffic past the site.

2.4 Road Safety

The New Zealand Transport Agency Crash Analysis System (CAS) was used to assess all the injury and non-injury crash records on the road network within 100m of the Blenheim Road / Clarence Street intersection between 2011 and 2015. Figure 4 outlines the extent of the area that has been reviewed and the diagram of reported crash types.

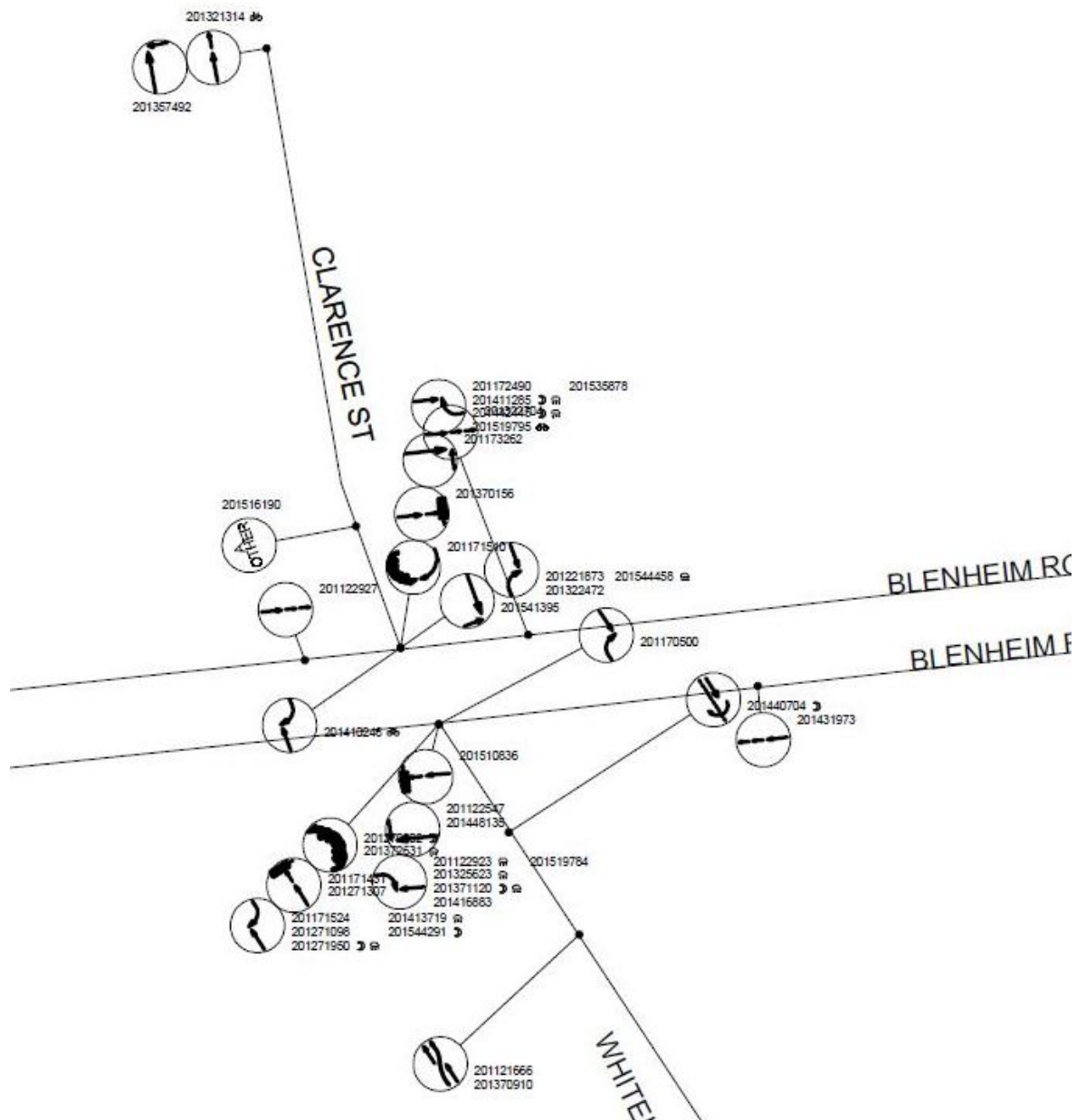


Figure 4: Collision Diagram (CAS)

There have been 42 crashes recorded in the area over the past five years with eighteen crashes resulting in injuries. There were no fatalities recorded but two crashes resulted in two serious injuries and sixteen crashes caused minor injuries.

Overall 35 of all 42 crashes were associated with manoeuvring at the intersection with 7 occurring mid-block. The most common crash factor was a failure to give way while turning and failure to stop on a red light. The majority of crashes were attributed to driver error. There were two crashes attributed to driver distraction with using a cell-phone while driving being identified as the cause.

There were twenty one crashes caused by a vehicle failing to give way when turning to non-turning traffic. No crashes were identified that had distraction by roadside signage as being a contributing factor.

Specific to the later assessment in this report, of the injury crashes, there were two southbound crashes at the intersection which were both associated with northbound right turning vehicles failing to give way and being hit by an opposing southbound through vehicle. As noted earlier, there is no exclusive right turn phase from the south so such crashes are not uncommon in that circumstance. The other southbound injury crash was further north of the intersection, involving a car turning from Lyndon Street, and is not relevant to the proposed study site.

There were four injury northbound crashes. One was south of the intersection and involved vehicles manoeuvring in traffic. There were two crashes at the intersection involving right turning traffic failing to give way to through traffic, of which one was a turning cyclist. This indicated they occurred during a “filter” rather than “exclusive” right turn phase. The other northbound crash was north of the intersection where a vehicle hit a cyclist travelling in the same direction. As noted earlier, there are no northbound cycle lanes.

The detailed CAS outputs are included in **Appendix A**.

3. Proposed New Billboard

3.1 Existing Billboards

The two existing billboards are located within the boundaries of 101 Clarence Street. One is north-facing and is primarily visible to southbound traffic on Clarence Street north of Blenheim Road. The second billboard is south-facing and is only visible to northbound traffic on Clarence Street. Currently both existing billboards are 6m by 3m and mounted on the facade of building walls and the images displayed are static.

Photograph 1 and **Photograph 2** show the approach views to the south-facing billboard and to the north-facing billboard.



Photograph 1: View of Existing Billboard - From Clarence Street South Approach



Photograph 2: View of Existing Billboard - From Clarence Street North Approach

3.2 Proposed Billboards

The two new digital billboards will be placed at same visual position as existing billboard. The angles will be slightly offset toward Clarence Street to produce better visualisation. The digital billboards will require free standing support columns, although they will also be attached to the building.

The overall area of the billboard will be 8m by 4m. The top of the billboards will be 8.4m above ground, at the eastern edge of the existing building, which varies from 2.5m to 3m from the road boundary. The site layout drawing is attached in **Appendix B**.

The image will be displayed and controlled by LED digital board with slide-shown images. The image content and rate of change will comply with the NZTA TCD guidelines.

Two mock-up photos by GoMedia of the proposed signs with the new supporting columns are shown in **Photograph 3** and **Photograph 4**.



Photograph 3: Proposed Billboard – View from Clarence Street South Approach (Mock-up Photo)



Photograph 4: Proposed Billboard – View from Clarence Street North Approach (Mock-up Photo)

4. Safety Assessment Considerations

4.1 Background

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

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

It has been noted that the first three categories are applicable to any existing billboards. The fourth category is more relevant to a digital billboard because it provides more potential for creating glare or “variable messaging” (i.e. graphics that change more frequently than would occur with an existing billboard).

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

4.2 Potential Driver Distraction: Variable Digital versus Static Operations

Most of the learned papers that have been published examine the extent that billboards might cause a distraction to motorists, which in turn might create a hazardous situation for road users. However, the body of research that has been undertaken to date is often contradictory. This arises as a consequence of the disconnect that exists between the theoretical perception that billboards should be hazardous because they are intended to capture attention and therefore should inherently be distractive to motorists; versus the fact that there is little in the way of evidence or empirical data to actually demonstrate that this is indeed the case.

Until recently, a 2012 report by the US Department of Transportation’s Federal Highway Administration (FHWA)¹, on “*Driver Visual Behaviour in the Presence of Commercial Electronic Variable Message Signs*”, provided an objective and comprehensive piece of research on the relative safety effects of digital signs. The research involved both a review of the literature on the possible distraction and safety effects of off-premise advertising, (from which it found that there was no consistent evidence showing a safety or distraction effect due to off-premise advertising); and experiments using an instrumented vehicle fitted with an eye-tracking system to measure where drivers were looking.

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

The essential outcomes of the research were as follows:

- Drivers direct the majority of their visual attention to areas of the roadway that are relevant to the task at hand (i.e. the driving task). While drivers do gaze away from the road ahead, the presence of clutter or salient visual stimuli (such as billboards) did not necessarily control where drivers gazed. In other words, drivers tend to focus attention on the driving task, and are not inherently 'distracted' by off-premise signage such as billboards;
- Drivers distribute their gazes away from the road ahead regardless of the presence or not of off-premise advertising. There was no evidence that billboards or electronic signs produce long glances away from the road ahead that may reflect an increase in risk;
- While drivers were generally more likely to gaze at electronic signs than at standard billboards, the extent of the gaze for both forms of signage was less than required to cause a potential increase in risk.

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

Notwithstanding its objectivity and thoroughness however, a subsequent critique of the FHWA report² questioned its methodology and conclusions, which has not assisted in providing definitive guidance from a road controlling authority's perspective.

A more recent 2015 paper³ prepared by an Australian researcher, which is likely to be more relevant to New Zealand conditions, described experimental research into driver distraction that recorded results and comparisons for on-premise advertising signs, static billboards, and digital billboards. The results of that research showed similar trends to those reported in other international studies. In particular, the study found that:

- *"generally, participants tended to fixate most on the road ahead when driving, which is a positive finding in terms of road safety. There were also no differences in this on-road viewing between the three signage types"*, [i.e. on-premise advertising signs, standard billboards and digital billboards].
- *"when participants looked at billboards and on-premise signs, the average fixation durations were all well below 0.75s, which is considered to be the equivalent minimum perception-reaction time to the slowing of a vehicle ahead"*.
- *"In regards to driver performance variables, the data showed no significant differences in average vehicle headway for any of the signage types", and "... the headways found in the present study would have given drivers enough time to detect the slowing of a vehicle in front and respond accordingly"*.

² Wachtel, J (2015) *"A Peer-Reviewed Critique of the Federal Highway Administration (FHWA) Report Titles: "Driver Visual Behaviour in the Presence of Commercial Electronic Variable Message Signs (CEVMS)"*

³ Samsa, C. (2015) *"Digital billboards 'down under': are they distracting to drivers and can industry and regulators work together for a successful road safety outcome?"* Proceedings of the 2015 Australasian Road Safety Conference 14 – 16 October, Gold Coast, Australia.

- *“... the findings show that digital billboards do not draw drivers’ attention away from the road for dangerously long periods of time compared to other signage types, and drivers maintained a safe average vehicle headway in the presence of these signs”.*

The key point to be drawn from Samsa (2015) is that digital billboards are no more distractive to drivers than any other sign type including standard billboards and on-premise signage.

Overall then, while there remains some uncertainty sitting between the theory of driver distraction effects on road safety, and the practical lack of available evidence or empirical data that is able to clearly support the theory, the body of research that is now emerging is leaning more toward digital billboards being little different from any other sort of advertising, including on-premise signage. Notwithstanding this, while this report refers to the research and guidelines that are available; it also carefully examines the detail of this particular site in terms of the traffic environment, the crash records, and the effects of the existing static advertising at the site, in order to fully assess the proposal within its environmental context. This report also makes recommendations on the road operation that address the potential road safety issues that aspects of the research identify.

4.3 Potential for Visibility Obstruction

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

The proposed new billboard signs will be located within private property adjacent to the road reserve and replace existing static billboards of slightly larger dimensions. The proposed billboard signs have no potential to create a visibility obstruction or roadside hazard. They are well set back from the road reserve and the frontage footpath, and elevated above the ground adjacent to an existing building, which itself is set back from the road.

The building and billboards do not interfere with sightlines at the intersection.

4.4 Potential for Driver Confusion

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

4.5 Potential for Indirect Driver Distraction

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

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

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

Christchurch

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

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

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

Neither of these crashes involved advertising billboards, even though there have been numerous billboard signs within the city for many years.

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

Auckland

A similar search has also been undertaken for crashes within Auckland City, given that digital billboards have been present there since 2013, and there are now in excess of 15 digital billboards that operate within the city. This search revealed a total of seven accidents that were identified as involving distraction due to some sort of sign. Of the signs that caused the distraction:

- One was a garage sale sign;
- One was a roadside directional sign for a rural business;
- One was an election sign for the Labour Party; and
- Four were traffic signs.

Significantly, none of these seven crashes involved any third party advertising signs or billboards of any kind.

Further, (and notwithstanding a comparatively short presence of some of the digital billboards), at the locations of each of the existing digital billboards, there has been no

discernible increase in overall crash patterns that would be indicative of any general deterioration in road safety associated with the presence of digital billboards.

Wellington

A further search of the NZTA crash database has been made for all reported injury and non-injury crashes occurring within the whole Wellington City area that resulted from driver distraction due to signs⁴. The central city area has had for many years, and still has, a large number of advertising signs and billboards. The search was undertaken for the five year period from 2011-2015, and included all reported crashes for 2016.

A total of just five accidents were identified as involving distraction due to some sort of sign. Of the signs that caused the distraction:

- Two were street signs;
- One was a temporary roadworks sign;
- One appears to have been a variable message road sign (VMS); and
- One was an advertisement for an SPCA open day.

With regards the crash involving the VMS, it is noted that the reference to a VMS was not specific in the traffic crash report, but rather the sign was described as a billboard 30m north of the Terrace Tunnel. However there is no billboard located at that location, nor was there one at the time of the recorded crash. Accordingly it was concluded that the reference made was actually to the VMS sign that does exist at that location.

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

4.6 Potential for Direct Driver Distraction

A digital billboard can change while a driver is looking at the message, potentially encouraging his / her glance to linger for longer than a regular billboard. Controlling the frequency and method of image change is considered to be important in managing and minimising any additional potential distraction due to the digital operation of the billboard.

TCD Part 3 provides specific guidance on the use of animated, flashing and variable message signs, stating:

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

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

- *Each separate display is not static from first appearance to replacement.*
- *The time to change from one display to the next is greater than two seconds.*

⁴ CAS code 356

- *The minimum time for any display is less than 5 seconds.”*

As the subject site is located on a horizontal curve, full consideration must also be given to ensuring that demands on driver attention and concentration are not adversely compromised.

This requires consideration of the following operational characteristics:

- The nature of the displays (ie avoiding movement or flashes);
- The dwell time of each image;
- The transition between images;
- The nature of the graphics; and
- The illumination levels.

These points are discussed in later sections of this report. The overall intention however, is to make the environment similar to existing in terms of any potential for driver distraction, with particular attention given to the transition from one image to the next which, (if normal management of illumination levels in relation to ambient lighting levels is assumed), is the only operational difference from a driver’s perspective between a standard billboard and a digital billboard.

Dwell Time

While a minimum dwell time for each graphic of five seconds is recommended by TCD 3, eight seconds has been typically applied for urban locations in New Zealand (such as at the Aotea Quay site for example). It is intended that the billboard at this location will operate with an 8 second dwell time in accordance with accepted practice in New Zealand.

Image Transition

In various standards and recommendations, there is inconsistency around what is considered to be an appropriate transition time. The ranges extend from 0 seconds⁵, to less than 0.1 seconds⁶, and up to 2 seconds⁷.

The transition recommended for the proposed digital billboard is a 0.5 second dissolve. This gives a rapid but subtle transition that does not generate a visual ‘flash’ as an instantaneous transition would. The adoption of the 0.5 second dissolve emerged as a result of experimental trials undertaken in conjunction with Auckland Transport, where a range of transitions were tested. This transition has been successfully adopted in existing digital billboards in New Zealand, including the one on Aotea Quay.

Image Content

Various standards, including TCD3, address sign content in terms of potential conflict with or distraction from a traffic control device. While the subject billboard is unlikely to cause a concern in this regard (since there are no proximate traffic control devices), it is

⁵ For example, Austroads Research Report AP-R420-13

⁶ For example, NSW Draft transport corridor outdoor advertising and signage guidelines

⁷ For example, NZTA TCD-3

recommended that images shall not use graphics, colours or shapes in combination in such a way that they would resemble a traffic control device, or invite a driver to do something.

Further, it is recommended that sequential graphics on the billboard do not link to 'tell a story', (i.e. where the meaning of an image materially influences and / or is incomplete without the meaning of the immediately subsequent image), as any linked or sequential graphics may cause a driver to undesirably prolong his / her gaze in order to assimilate the full message being displayed.

Illuminance

As has occurred elsewhere in New Zealand, and as is proposed in this case, illuminance will be automatically controlled to respond to ambient lighting conditions.

Austrroads AP-R420-13 recommends luminance levels that "*not exceed those of static signs in typical ambient light conditions*". It is understood that the illumination methodology as described by others in the documentation for this application will readily enable this criterion to be satisfied.

4.7 Other Matters

There are also some distinct advantages associated with variable image digital billboards versus traditional static billboards as follows:

- (i) Digital billboards are easier to see in all lighting conditions, as the illumination of the graphics is automatically managed and adjusted to suit the ambient lighting conditions. Appropriate conspicuity is an important function of any sign, as it enables the message to be rapidly assimilated or ignored as the case may be, without an inappropriately long gaze time.
- (ii) The use of an LED display provides an even distribution of light from the graphic, and avoids reflected glare and / or difficult to discern dark patches that can occur with flood-lit billboards.
- (iii) A digital billboard enables graphics to be developed more readily and cheaply than occurs with the production and implementation of the skins that are used on traditional static billboards. This is important in terms of production costs, manpower requirements, and health and safety implications.

5. Transportation Related Rules

5.1 Operative Christchurch City Plan

The proposed signage has been assessed against the relevant rules of the Operative District Plan. It is understood that the Replacement District Plan rules do not currently carry sufficient weight to warrant a detailed assessment.

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

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

Whilst it is considered compliance with the rules is achieved, the assessment matters in Volume 3 Part 10 of the Christchurch City Plan have been considered, with the clauses relevant to the assessment of traffic effects for the above rules outlined below:

(a) Area and number

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

Both Blenheim Road and Clarence Street are listed in District Plan as arterial routes with a function of linking the surrounding suburban areas with the centre of Christchurch city. Based on the investigation of recent crashes in the vicinity of the proposed sign location, there is no evidence that suggests the roadside sign or other signage in the vicinity has been a source of distraction. Given the nature of the surrounding environment and land use, it is considered that the proposed billboards are consistent with the nature of advertising in the surrounding commercial environment.

(b) Moving, flashing or retro-reflective displays

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

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

(k) Traffic safety

- (iii) *Whether the sign has any potential to cause distraction, or confusion to motorists and/or adversely affect traffic safety due to its location,*

visibility, and/or content including size of lettering, symbols or other graphics.

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

5.2 NZTA Traffic Control Devices Manual

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

5.2.1 Field of Vision

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

TCD Part 3 suggests that drivers may have 90° of field of vision when travelling at an operating speed of 50 km/h, as indicated in **Figure 5**.

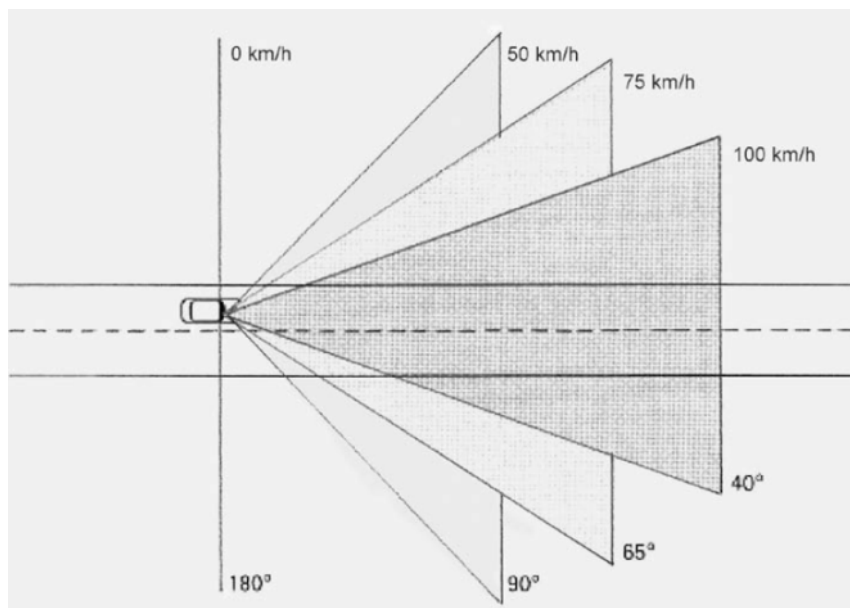


Figure 5: The Extent of Field of Vision (Source: TCD Part 3)

5.2.2 Sight Distances

The roadside sign should be located to present an unrestricted view to the approaching motorists, so that it can be viewed square-on, or close to square-on, at some stage during the approach to the sign. This makes viewing of the sign simpler and easier. TCD Part 3 recommends an uninterrupted view of 105m for a 60km/h and 80m for a 50km/h environment.

The two new billboards are aligned to provide visibility to drivers on Clarence Street. The location and orientation of the billboard means there is only very low visibility for westbound and eastbound traffic on Blenheim Road.

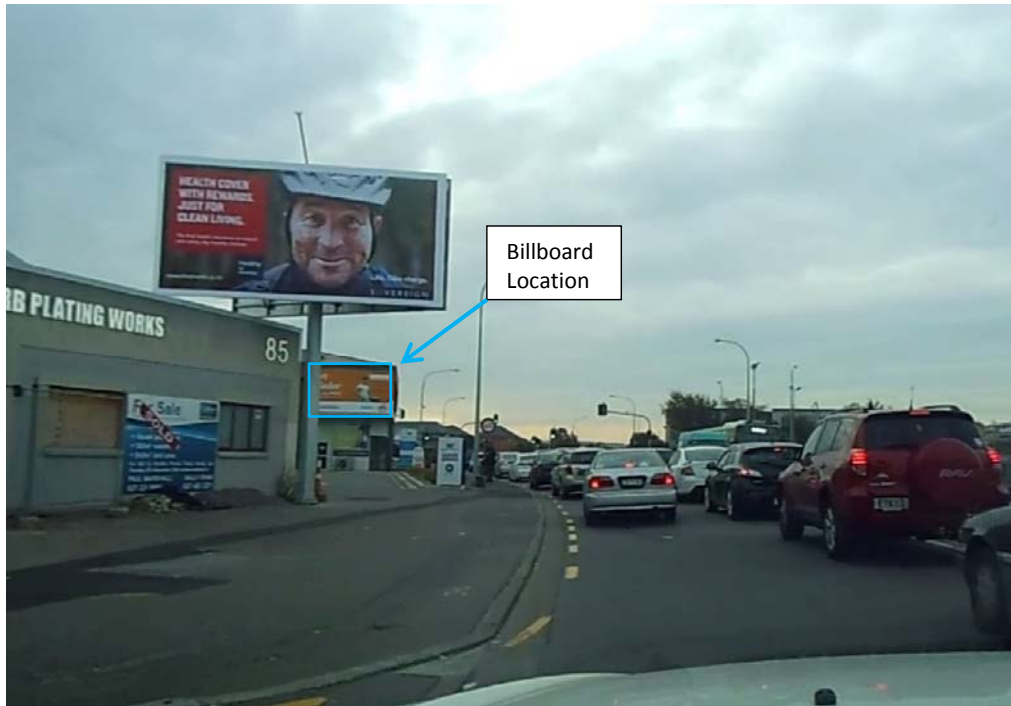
Figure 6 illustrates the sight visibility distance of the south-facing billboard: the red lines indicate that the billboard cannot be seen from a vehicle when approaching the intersection; the green lines identify the distance that the billboard can be clearly observed by traffic while approaching the intersection.

The geometry of the intersection means that the south-facing billboard is only visible to northbound vehicles from Clarence Street South 60m from the sign as the sight lines further away are obscured by buildings. The billboard is located 40m behind the intersection stopline, so the sign is not visible once vehicles pass the billboard.

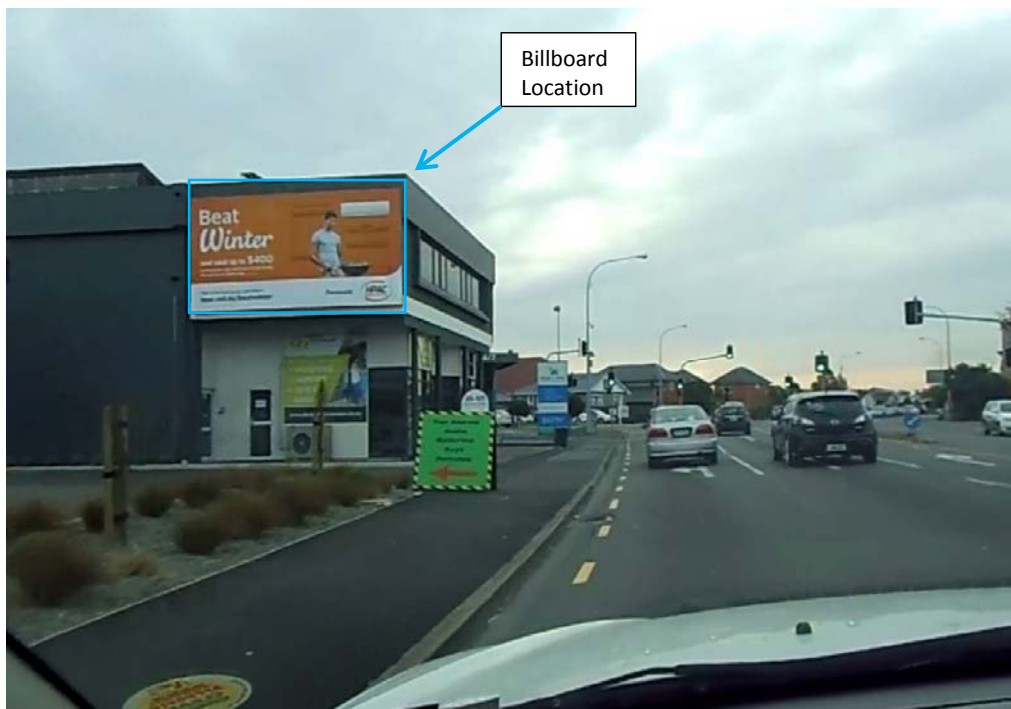


Figure 6: Billboard Visibility - Intersection Approaches from Clarence Street South

Photograph 5 shows that the indicative view north from Clarence Street South towards the billboard from 60m away. At this distance, the south-facing sign becomes legible to drivers. **Photograph 6** shows the same view but at the closer distance of 10m. The billboard is no longer visible to drivers once they are within 40m of the Clarence Street South limit line



Photograph 5: View North from Clarence Street South – 60m from Billboard.



Photograph 6: View North from Clarence Street South – 10m from the Billboard

Figure 7 illustrates the sight visibility distance of the north-facing billboard: the red lines indicate that the billboard cannot be seen from a vehicle when approaching the intersection; the green lines identify the distance that the billboard can be clearly observed by traffic while approaching the intersection.



Figure 7: Billboard Visibility - Intersection Approaches from Clarence Street North

Photograph 7 shows the view south towards the proposed site from the Clarence Street North about 150m from the proposed billboard. The billboard is visible and in the field of view, but is not clearly legible. **Photograph 8** shows that at a distance of 50m from the proposed billboard, the sign becomes clearer.



Photograph 7: View South from Clarence Street North – 150m from the Billboard



Photograph 8: View South from Clarence Street North – 50m from the Billboard

5.2.3 Visibility Obstruction

The proposed digital billboards will replace existing static billboards that are located outside the road reserve. At these locations, the billboards will not obstruct sight lines at the intersection approaches.

The lower edge of the billboards will be more than 4m above the ground and will not obstruct visibility of other road users.

5.2.4 Lateral Position / Clearance

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

The supports for the billboard will be located within the site boundaries of 99 - 100 Clarence Street and more than 7m from the edge of road, further in to the site than eastern side of the existing building.

5.2.5 Longitudinal Advertising Sign Spacing

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

The study site is predominately fronted by retail and commercial land use with a number of existing advertising signs, advertising flags and roadside signs. There is also an existing free-standing billboard located approximately 55m south of the proposed south-facing billboard. However, it is considered that the nature of the advertising signs is consistent with other

commercial sites in the vicinity. Both new digital billboards will be located at least 40m away from the Blenheim Road / Clarence Street intersection which is considered sufficient to prevent any potential for driver confusion.

5.2.6 Proximity to Traffic Control Devices

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

The existing billboards are located close to a signalised intersection, where demands on driver attention and concentration will dominate. However, the existing billboards are located at sufficient height to ensure there is no confusion with the traffic signals or intersection signage when the billboards are viewed from a distance. This is addressed further in Section 7 of this report.

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

6. Potential for Conflict with Traffic Signals

There are ten signal poles directly servicing the traffic from north and south on Clarence Street. A drive through on each approach with video recording has been used to identify any possible conflict between the billboard and traffic signal heads that may potentially induce a safety issue. This is discussed as follows.

6.1 Movements from Clarence Street South

There are five signal heads visible to drivers when travelling along the Clarence Street South approach to the intersection. **Photograph 9** shows the location of the traffic signal heads and proposed billboard (indicative) as vehicles approach the intersection from the south. The billboard becomes clearly visible in the field of vision at the distance of 40m. However, the billboard is located to the left of the road and does not provide any conflict with the traffic signal heads. **Photograph 10** shows that within 40m of the southern intersection limit line, the billboard is no longer in view to northbound vehicles approaching the intersection.

On this basis, it has been concluded that the south-facing billboard does not present any safety concern that may affect road users.



Photograph 9: Site Visit Photo – 40m from the South-facing Billboard



Photograph 10: Site Visit Photo – 40m from Intersection Limit Line

6.2 Movements from Clarence Street North

There are five signal heads visible to drivers as they approach the intersection from the north.

Photograph 11 shows the location of traffic signal heads and proposed billboard (indicative) as vehicles approach the intersection. The billboard becomes visible at approximately 90m from the north-facing billboard. At this distance the billboard will site behind the dual primary signal head on the central island, albeit over 50m behind the signal aspect. Drivers of vehicles approaching the intersection will be focused on the primary and secondary signal heads rather than the distant signage, and the overlap would only be a transitory issue. Four other signal aspects are available that have no conflict.

Photograph 12 shows that, once vehicles reach the intersection limit line, the billboard will be further to the right hand side of the road and will not obstruct any signal head associated with moving away from the stopline.

Therefore, it has been concluded that there is no indication that the proposed north-facing billboard will result in driver confusion or any adverse safety-related effects.



Photograph 11: Site Visit Photo – 90m from North-facing Billboard



Photograph 12: Site Visit Photo – at Intersection Limit Line

6.3 Movements from Blenheim Road

The proposed billboard will not be directly visible to traffic approaching the intersection from either the eastern or western Blenheim Road approaches. On this basis, there are no road safety concerns with movements on Blenheim Road.

7. Conclusions

This assessment has identified and evaluated the potential transport and safety elements of the proposed digital billboards at 101 Clarence Street. It has been concluded that:

- The digital content of the billboard can be controlled through conditions associated with image duration and change to minimise distraction;
- The proposed billboard locations shows a high level of compliance with the TCD guidance and transport-related rules of Christchurch City Plan;
- The investigation of the crashes within the vicinity of the proposed sign location has not identified any crashes where distraction by advertising has been identified as a contributing factor. On this basis, the proposed signs are not expected to affect the safe operation of the signals;
- The only non-complying matter with the TCD rules is in the respect of the proximity to the traffic signals at the intersection. This issue has been investigated in detail in this report and the amount of conflict is negligible such that the adverse safety-related effects would be less than minor;
- The height of the proposed billboards at over 4m above ground level provides clear separation from other road users and does not restrict visibility.
- As the proposed digital billboards will replace existing static billboards it has been concluded that there are no significant road safety issues because there is negligible conflict with traffic signal heads.

On this basis, the proposed digital billboard can be supported from a transportation engineering perspective.

TDG

Appendix A

CAS Outputs

First Street	D Second street I or landmark Distance R	Crash Number	Date DD/MM/YYYY	Day Time DDD HHMM	Description of Events	Crash Factors (ENV = Environmental factors)	Road 	Natural Light	Weather	Junction	Cntrl	Tot Inj F S M A E I T R N
BLLENHEIM ROAD	20E CLARENCE ST	201322704	16/10/2013	Wed 0840	SUV1 EBD on BLLENHEIM ROAD hit rear end of CAR2 stop/slow for queue	SUV1 following too closely CAR2 following too closely	Dry	Overcast	Fine	Unknown	N/A	2
BLLENHEIM ROAD	15W CLARENCE ST	201122927	25/11/2011	Fri 1400	CAR1 EBD on BLLENHEIM ROAD hit rear end of SUV2 stop/slow for queue	CAR1 following too closely, attention diverted by cell phone SUV2 following too closely	Dry	Bright	Fine	Unknown	N/A	1
BLLENHEIM ROAD	I CLARENCE ST	201411285	15/03/2014	Sat 2030	CAR2 turning right hit by oncoming CAR1 EBD on BLLENHEIM ROAD	CAR2 failed to give way when turning to non-turning traffic, overseas/migrant driver failed to adjust to NZ road rules and road conditions	Wet	Dark	Light Rain	X Type Junction	Traffic Signal	1
BLLENHEIM ROAD	I CLARENCE ST	201170500	17/02/2011	Thu 1123	CAR2 turning right hit by oncoming CAR1 SBD on CLARENCE ST	CAR2 failed to give way when turning to non-turning traffic, Did not check / notice another party	Dry	Bright	Fine	X Type Junction	Traffic Signal	
BLLENHEIM ROAD	I CLARENCE ST	201541395	27/06/2015	Sat 1100	CAR1 SBD on CLARENCE ST hit CAR2 crossing at right angle from right	CAR2 did not stop at steady red light	Dry	Bright	Fine	X Type Junction	Traffic Signal	
BLLENHEIM ROAD	I CLARENCE ST	201535878	01/05/2015	Fri 0622	CAR2 turning right hit by oncoming CAR1 EBD on BLLENHEIM ROAD CAR1 hit Traffic Sign	CAR2 failed to give way when turning to non-turning traffic, another vehicle	Dry	Bright	Fine	X Type Junction	Traffic Signal	
BLLENHEIM ROAD	I CLARENCE ST	201172490	31/07/2011	Sun 1710	CAR2 turning right hit by oncoming CAR1 EBD on BLLENHEIM ROAD	CAR2 failed to give way when turning to non-turning traffic, Did not check / notice another party	Dry	Overcast	Fine	X Type Junction	Traffic Signal	
BLLENHEIM ROAD	I CLARENCE ST	201173262	06/11/2011	Sun 0755	CAR1 EBD on BLLENHEIM ROAD hit CAR2 crossing at right angle from right	CAR1 did not stop at steady amber light	Dry	Bright	Fine	X Type Junction	Traffic Signal	
BLLENHEIM ROAD	I CLARENCE ST	201221873	22/05/2012	Tue 1630	CAR2 turning right hit by oncoming CAR1 SBD on CLARENCE ST	CAR2 failed to give way when turning to non-turning traffic, Did not check / notice another party	Dry	Bright	Fine	X Type Junction	Traffic Signal	1
BLLENHEIM ROAD	I CLARENCE ST	201270002	13/01/2012	Fri 0056	CAR1 NBD on CLARENCE ST lost control turning left, CAR1 hit Post Or Pole	CAR1 alcohol test above limit or test refused, Entering / On curve, lost control when turning	Dry	Dark	Fine	X Type Junction	Traffic Signal	
BLLENHEIM ROAD	I CLARENCE ST	201519795	26/08/2015	Wed 1130	CAR2 turning right hit by oncoming CYCLIST1 (Age 26) EBD on BLLENHEIM ROAD	CAR2 failed to give way when turning to non-turning traffic	Dry	Bright	Fine	X Type Junction	Traffic Signal	1
BLLENHEIM ROAD	I CLARENCE ST	201442445	25/06/2014	Wed 2248	CAR2 turning right hit by oncoming CAR1 EBD on BLLENHEIM ROAD	CAR2 failed to give way when turning to non-turning traffic, misjudged intentions of another party	Wet	Dark	Light Rain	X Type Junction	Traffic Signal	
BLLENHEIM ROAD	I CLARENCE ST	201370156	27/01/2013	Sun 1834	CAR1 EBD on BLLENHEIM ROAD hit rear end of CAR2 stop/slow for signals	CAR1 following too closely, Suddenly Braked	Dry	Bright	Fine	X Type Junction	Traffic Signal	
BLLENHEIM ROAD	I CLARENCE ST	201171510	02/06/2011	Thu 1420	CAR1 EBD on BLLENHEIM ROAD lost control on curve and hit CAR2 head on, CAR1 hit Traffic Island	CAR1 lost control when turning, Lost control Under Acceleration	Dry	Bright	Fine	X Type Junction	Traffic Signal	
BLLENHEIM ROAD	50E WHITELEIGH AVENUE	201431973	04/02/2014	Tue 1130	CAR1 WBD on BLLENHEIM ROAD hit rear end of CAR2 stop/slow for queue	CAR1 failed to notice car slowing	Dry	Overcast	Fine	Unknown	Nil	
BLLENHEIM ROAD	I WHITELEIGH AVENUE	201122547	22/09/2011	Thu 1600	CAR1 WBD on BLLENHEIM ROAD hit CAR2 crossing at right angle from right	CAR1 did not stop at steady red light	Dry	Bright	Fine	X Type Junction	Traffic Signal	1
BLLENHEIM ROAD	I WHITELEIGH AVENUE	201372631	25/09/2013	Wed 0754	CAR1 NBD on WHITELEIGH AVENUE lost control turning left, CAR1 hit Kerb, Other	CAR1 lost control when turning ENV: road slippery (rain)	Wet	Overcast	Light Rain	X Type Junction	Traffic Signal	
BLLENHEIM ROAD	I WHITELEIGH AVENUE	201371120	05/05/2013	Sun 2145	CAR2 turning right hit by oncoming CAR1 WBD on BLLENHEIM ROAD	CAR2 failed to give way when turning to non-turning traffic	Wet	Dark	Light Rain	X Type Junction	Traffic Signal	
BLLENHEIM ROAD	I WHITELEIGH AVENUE	201519784	23/12/2015	Wed 0847	MOTOR CYCLE2 turning right hit by oncoming SUV1 WBD on BLLENHEIM ROAD	MOTOR CYCLE2 failed to give way when turning to non-turning traffic	Dry	Bright	Fine	X Type Junction	Traffic Signal	1
BLLENHEIM ROAD	I WHITELEIGH AVENUE	201122923	23/11/2011	Wed 1549	CAR2 turning right hit by oncoming CAR1 WBD on BLLENHEIM ROAD	CAR1 did not stop at steady red light, failed to notice control, impaired ability due to old age CAR2 failed to give way when turning to non-turning traffic	Wet	Overcast	Light Rain	X Type Junction	Traffic Signal	1

First Street	D Second street I or landmark Distance R	Crash Number	Date DD/MM/YYYY	Day Time DDD HHMM	Description of Events	Crash Factors (ENV = Environmental factors)	Road Natural Light	Weather	Junction	Cntrl	Tot Inj F S M A E I T R N	
BLLENHEIM ROAD	I WHITELEIGH AVENUE	201325623	22/11/2013	Fri 1031	CAR2 turning right hit by oncoming TRUCK1 WBD on BLLENHEIM ROAD	CAR2 alcohol test above limit or test refused, failed to give way when turning to non-turning traffic, another vehicle	Wet	Overcast	Light Rain	X Type Junction	Traffic Signal	1
BLLENHEIM ROAD	I WHITELEIGH AVENUE	201416883	07/11/2014	Fri 1542	CAR2 turning right hit by oncoming CAR1 WBD on BLLENHEIM ROAD	CAR2 failed to give way when turning to non-turning traffic, did not stop at steady red light	Dry	Bright	Fine	X Type Junction	Traffic Signal	1
BLLENHEIM ROAD	I WHITELEIGH AVENUE	201510836	27/01/2015	Tue 1428	CAR1 WBD on BLLENHEIM ROAD hit rear end of CAR2 stop/slow for signals	CAR1 following too closely, failed to notice car slowing, attention diverted by cell phone	Dry	Bright	Fine	X Type Junction	Traffic Signal	1
CLARENCE ST	20N BLLENHEIM ROAD	201516190	31/03/2015	Tue 1146	SUV1 NBD on CLARENCE ST overtaking CAR2	SUV1 incorrect merging/diverging manoeuvre CAR2 incorrect merging/diverging manoeuvre	Dry	Bright	Fine	Unknown	N/A	1
CLARENCE ST	I BLLENHEIM ROAD	201322472	16/09/2013	Mon 0800	CAR2 turning right hit by oncoming CAR1 SBD on CLARENCE ST	CAR2 failed to give way when turning to non-turning traffic	Dry	Bright	Fine	X Type Junction	Traffic Signal	2
CLARENCE ST	I BLLENHEIM ROAD	201544458	01/09/2015	Tue 1236	CAR2 turning right hit by oncoming SUV1 SBD on CLARENCE ST	CAR2 failed to give way when turning to non-turning traffic, Did not check / notice another party	Wet	Overcast	Light Rain	X Type Junction	Traffic Signal	1
CLARENCE ST	I LYNDON ST	201357492	10/12/2013	Tue 1400	CAR1 NBD on CLARENCE ST hit CAR2 crossing at right angle from right	CAR2 Failed to give way At a priority traffic control, failed to give way when waved through by other driver, Did not check / notice another party	Dry	Overcast	Fine	X Type Junction	Stop Sign	1
CLARENCE ST	I LYNDON ST	201321314	24/02/2013	Sun 1209	VAN1 NBD on CLARENCE ST hit rear end of CYCLIST2 (Age 29) stopped/moving slowly	VAN1 too far left/right	Dry	Bright	Fine	X Type Junction	Stop Sign	1
CLARENCE ST	I LYNDON ST	201271466	28/05/2012	Mon 1308	CAR1 SBD on CLARENCE ST hit CAR2 turning right onto CLARENCE ST from the left	CAR2 Failed to give way At a priority traffic control	Dry	Bright	Fine	X Type Junction	Stop Sign	1
CLARENCE ST	I LYNDON ST	201121674	16/05/2011	Mon 0806	CAR1 SBD on CLARENCE ST hit CAR2 turning right onto CLARENCE ST from the left	CAR2 Failed to give way At a priority traffic control, Did not check / notice another party	Dry	Bright	Fine	X Type Junction	Stop Sign	1
CLARENCE ST N	I BLLENHEIM ROAD	201410246	31/01/2014	Fri 1819	CAR2 turning right hit by oncoming CYCLIST1 (Age 41) NBD on CLARENCE ST N	CAR2 failed to give way when turning to non-turning traffic, Did not check / notice another party	Dry	Overcast	Fine	X Type Junction	Traffic Signal	1
WHITELEIGH AVENUE	40N BLLENHEIM ROAD	201121666	03/05/2011	Tue 1517	CAR1 NBD on WHITELEIGH AVENUE changing lanes/overtaking to right hit CAR2	CAR1 incorrect merging/diverging manoeuvre CAR2 incorrect merging/diverging manoeuvre	Dry	Overcast	Fine	Unknown	N/A	2
WHITELEIGH AVENUE	20S BLLENHEIM ROAD	201440704	29/06/2014	Sun 1633	CAR1 SBD on WHITELEIGH AVENUE hit CAR2 U-turning from same direction of travel	CAR2 Did not check / notice another party behind	Dry	Twilight	Fine	Unknown	N/A	1
WHITELEIGH AVENUE	40S BLLENHEIM ROAD	201370910	03/04/2013	Wed 1127	CAR1 NBD on WHITELEIGH AVENUE changing lanes/overtaking to right hit TRUCK2	CAR1 misjudged speed of own vehicle, new driver / under instruction	Dry	Overcast	Fine	Unknown	N/A	1
WHITELEIGH AVENUE	I BLLENHEIM ROAD	201171524	21/05/2011	Sat 1448	CAR2 turning right hit by oncoming CAR1 NBD on WHITELEIGH AVENUE	CAR2 failed to give way when turning to non-turning traffic, Did not check / notice another party	Dry	Bright	Fine	X Type Junction	Traffic Signal	1
WHITELEIGH AVENUE	I BLLENHEIM ROAD	201171431	09/05/2011	Mon 1255	CAR1 NBD on WHITELEIGH AVENUE hit rear end of CAR2 stop/slow for signals	CAR1 failed to notice car slowing CAR2 following too closely	Dry	Overcast	Fine	X Type Junction	Traffic Signal	1
WHITELEIGH AVENUE	I BLLENHEIM ROAD	201544291	30/06/2015	Tue 1744	CAR2 turning right hit by oncoming CAR1 NBD on WHITELEIGH AVENUE	CAR1 did not stop at steady red light	Dry	Twilight	Fine	X Type Junction	Traffic Signal	1
WHITELEIGH AVENUE	I BLLENHEIM ROAD	201271098	03/05/2012	Thu 1250	CAR2 turning right hit by oncoming SUV1 NBD on WHITELEIGH AVENUE	SUV1 did not stop at steady amber light CAR2 failed to give way when turning to non-turning traffic	Dry	Bright	Fine	X Type Junction	Traffic Signal	1
WHITELEIGH AVENUE	I BLLENHEIM ROAD	201413719	26/05/2014	Mon 1420	MOTOR CYCLE2 turning right hit by oncoming CAR1 NBD on WHITELEIGH AVENUE	MOTOR CYCLE2 failed to give way when turning to non-turning traffic, another vehicle	Wet	Overcast	Light Rain	X Type Junction	Traffic Signal	1

First Street	D Second street I or landmark Distance R	Crash Number	Date DD/MM/YYYY	Day Time DDD HHMM	Description of Events	Crash Factors (ENV = Environmental factors)	Road Natural Light	Weather	Junction	Cntrl	Tot Inj F S M A E I T R N
WHITELEIGH AVENUE	I BLENHEIM ROAD	201271950	04/07/2012	Wed 0644	CAR2 turning right hit by oncoming CAR1 NBD on WHITELEIGH AVENUE	CAR2 failed to give way when turning to non-turning traffic, another vehicle	Wet	Dark	Light Rain	X Type Junction	Traffic Signal
WHITELEIGH AVENUE	I BLENHEIM ROAD	201440135	20/11/2014	Thu 1351	CAR1 WBD on BLENHEIM ROAD hit CAR2 crossing at right angle from right	CAR1 did not stop at steady red light, failed to notice control	Dry	Bright	Fine	X Type Junction	Traffic Signal
WHITELEIGH AVENUE	I BLENHEIM ROAD	201271307	13/05/2012	Sun 1518	CAR1 NBD on WHITELEIGH AVENUE hit rear end of CAR2 stop/slow for signals	CAR1 following too closely	Dry	Bright	Fine	X Type Junction	Traffic Signal

Crash List: 13845 Blenheim Clarence

Overall Crash Statistics

Crash Severity	Number	%	Social cost (\$m)
Fatal	0	0	0
Serious	2	5	1.85
Minor Injury	16	38	1.46
Non-injury	24	57	0.6
	42	100	3.9

Crash Numbers

Year	Fatal	Serious	Minor	Non-inj
2011	0	0	5	6
2012	0	0	1	5
2013	0	0	4	5
2014	0	0	4	4
2015	0	2	2	4
TOTAL	0	2	16	24
Percent	0	5	38	57

Note: Last 5 years of crashes shown

Overall Casualty Statistics

Injury Severity	Number	% all casualties
Death	0	0
Serious Injury	2	10
Minor Injury	19	90
	21	100

Casualty Numbers

Year	Fatal	Serious	Minor
2011	0	0	6
2012	0	0	1
2013	0	0	6
2014	0	0	4
2015	0	2	2
TOTAL	0	2	19
Percent	0	10	90

Note: Last 5 years of casualties shown

Crash Type and Cause Statistics

Crash Type	All crashes	% All crashes
Overtaking Crashes	3	7
Straight Road Lost Control/Head On	0	0
Bend - Lost Control/Head On	3	7
Rear End/Obstruction	9	21
Crossing/Turning	27	64
Pedestrian Crashes	0	0
Miscellaneous Crashes	0	0
TOTAL	42	100

Crash factors (*)	All crashes	% All crashes
Alcohol	2	5
Too fast	1	2
Failed Giveaway/Stop	27	64
Incorrect Lane/posn	9	21
Poor handling	3	7
Poor Observation	15	36
Poor judgement	7	17
Disabled/old/ill	1	2
Road factors	1	2
Other	1	2
TOTAL	67	158

Crashes with a:

Driver factor	65	154
Environmental factor	1	2

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

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

This will influence numbers and percentages.

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

Number of parties in crash	All crashes	% All crashes
Single party	2	5
Multiple party	40	95
TOTAL	42	100

Driver and Vehicle Statistics

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

Drivers at fault or part fault in injury crashes

Age	Male	%	Female	%	Total	%
15-19	0	0	2	22	2	9
20-24	0	0	1	11	1	5
25-29	3	23	1	11	4	18
30-39	2	15	1	11	3	14
40-49	3	23	2	22	5	23
50-59	2	15	0	0	2	9
60-69	1	8	0	0	1	5
70+	2	15	2	22	4	18
TOTAL	13	100	9	100	22	100

Drivers at fault or part fault in injury crashes

Licence	Male	Female	Total	%
Full	8	6	14	61
Learner	1	0	1	4
Restricted	0	0	0	0
Never licensed	0	0	0	0
Disqualified	0	0	0	0
Overseas	3	2	5	22
Expired	0	0	0	0
Other/Unknown	2	1	3	13
TOTAL	14	9	23	100

Vehicles involved in injury crashes

	No.of vehicles	% Injury crashes
SUV	4	22
Car/Stn Wagon	28	89
Motor Cycle	2	11
Bicycle	3	17
Truck	1	6
Van Or Utility	1	6
TOTAL	39	151

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

Crash List: 13845 Blenheim Clarence

Road Environment Statistics

Road Type	Local road	%	State highway	%	Total	%
Urban	42	100	0	0	42	100
Open Road	0	0	0	0	0	0
TOTAL	42	100	0	0	42	100

Conditions	Injury	Non-injury	Total	%
Light/overcast	17	18	35	83
Dark/twilight	1	6	7	17
TOTAL	18	24	42	100

Conditions	Injury	Non-injury	Total	%
Dry	14	19	33	79
Wet	4	5	9	21
Ice/snow	0	0	0	0
TOTAL	18	24	42	100

Intersection/mid-block	All crashes	% All crashes
Intersection	35	83
Midblock	7	17
TOTAL	42	100

Objects Struck	Injury crashes	%	Non-injury crashes	%
Crashes w/obj.struck	0	0	4	17

Object Struck	Injury crashes	%	Non-injury crashes	%
Traffic Island	0	0	1	4
Kerb	0	0	1	4
Post Or Pole	0	0	1	4
Traffic Sign	0	0	1	4
Other	0	0	1	4
TOTAL	0		5	

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

Time Period Statistics

Day/Period	All crashes	% All crashes
Weekday	32	76
Weekend	10	24
TOTAL	42	100

Day/Period	0000-0259	0300-0559	0600-0859	0900-1159	1200-1459	1500-1759	1800-2059	2100-2400	Total
Weekday	1	0	7	6	10	6	1	1	32
Weekend	0	0	1	1	2	3	2	1	10
TOTAL	1	0	8	7	12	9	3	2	42

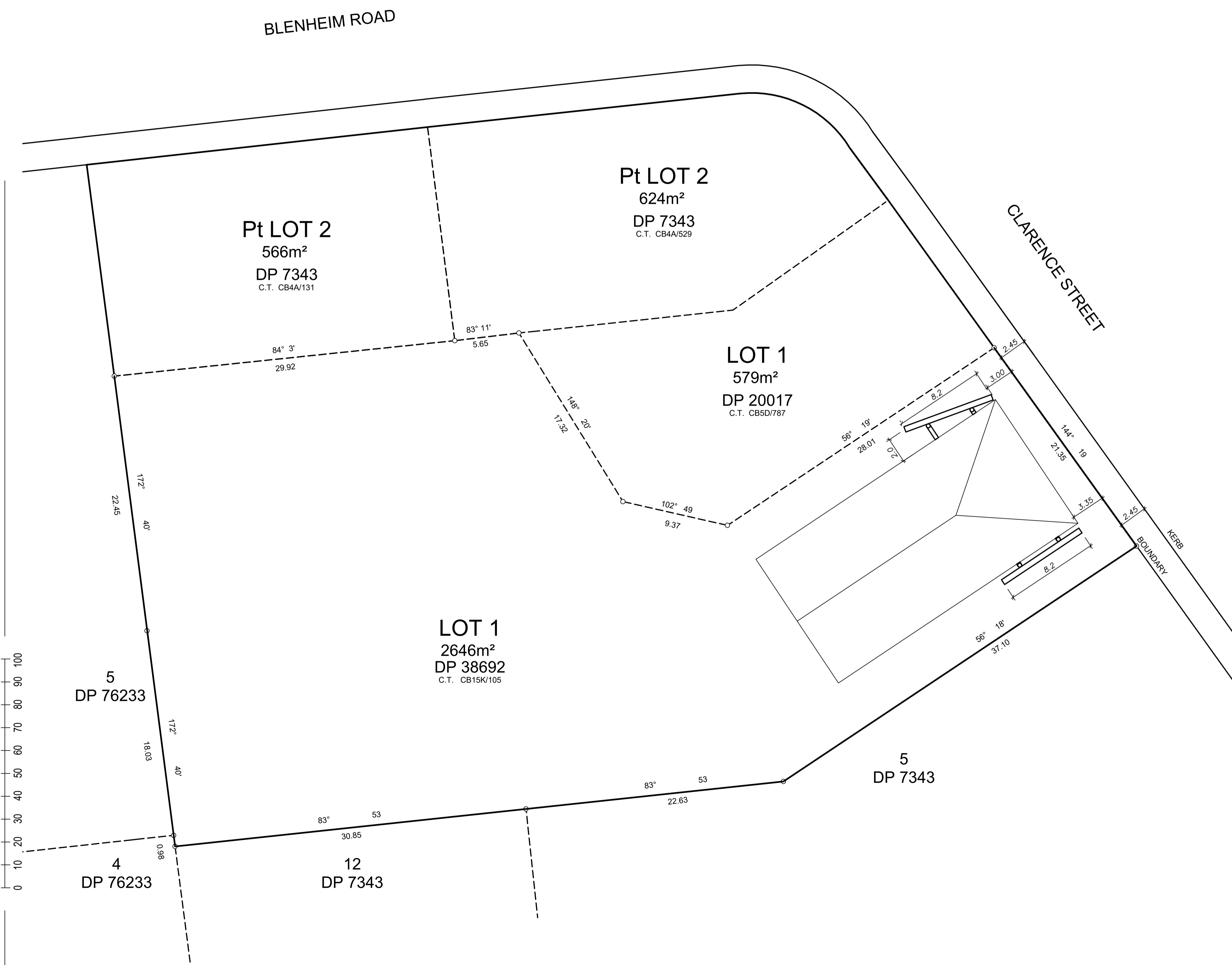
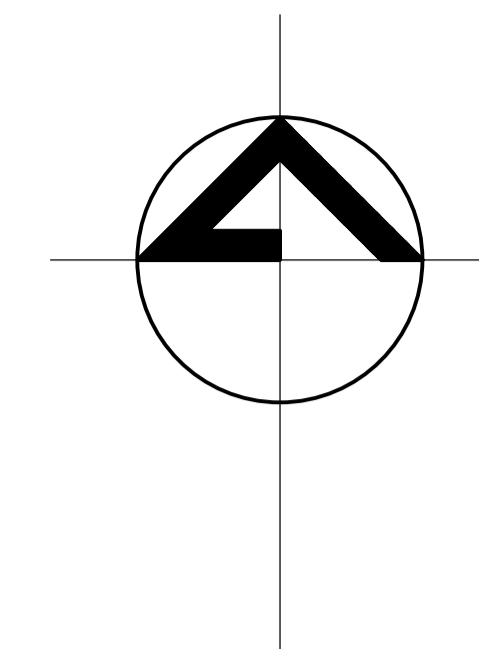
Note: Weekend runs from 6 pm on Friday to 6 am on Monday

Day/Period	0000-0259	0300-0559	0600-0859	0900-1159	1200-1459	1500-1759	1800-2059	2100-2400	Total
Mon	0	0	2	0	3	0	0	0	5
Tue	0	0	0	2	3	3	0	0	8
Wed	0	0	4	2	0	1	0	1	8
Thu	0	0	0	1	3	1	0	0	5
Fri	1	0	1	1	1	1	1	0	6
Sat	0	0	0	1	1	0	1	0	3
Sun	0	0	1	0	1	3	1	1	7
TOTAL	1	0	8	7	12	9	3	2	42

Month	Injury	%	Non-injury	%	Total	%
Jan	2	11	2	8	4	10
Feb	1	6	2	8	3	7
Mar	2	11	0	0	2	5
Apr	0	0	1	4	1	2
May	4	22	7	29	11	26
Jun	0	0	5	21	5	12
Jul	0	0	2	8	2	5
Aug	1	6	0	0	1	2
Sep	2	11	2	8	4	10
Oct	1	6	0	0	1	2
Nov	4	22	2	8	6	14
Dec	1	6	1	4	2	5
TOTAL	18	100	24	100	42	100

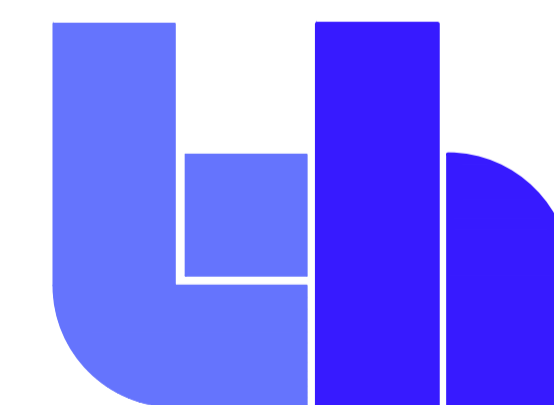
Appendix B

Study Site Layout



REV	DATE	REASON
E	07.10.2016	SITE CLARIFICATION
D	22.09.2016	ADDED DIMENSIONS
C	01.09.2016	BUILDING CONNECTIONS
B	23.05.2016	LOCATION ADJUSTED
A	04.05.2016	FOR COMMENTS

AMENDMENTS



TH CONSULTANTS Ltd
Civil and Structural Engineers

43 Peacock Street
Ph 03 366 1502
www.thconsultants.co.nz

PO Box 13 117
Christchurch 8145
New Zealand
info@thconsultants.co.nz

GO MEDIA

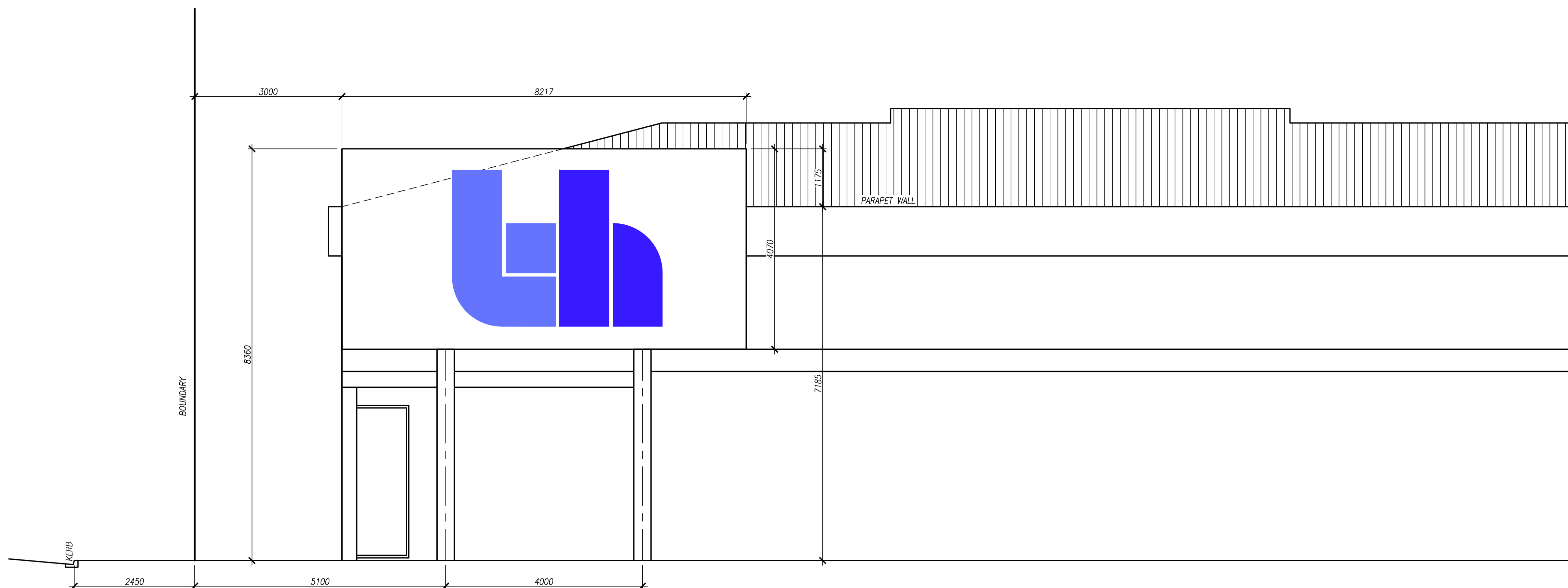
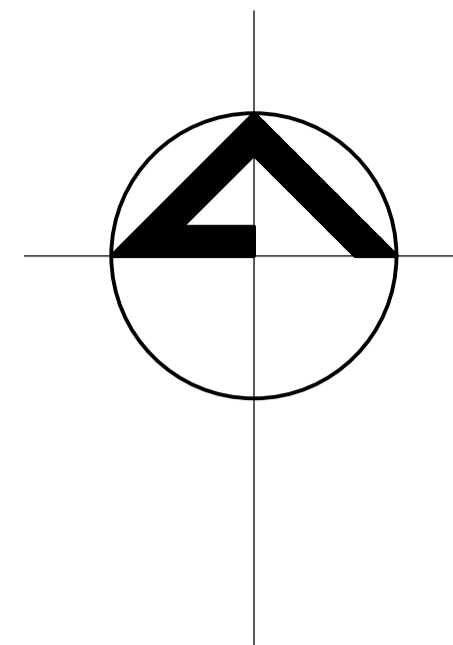
101 CLARENCE STREET

SITE PLAN

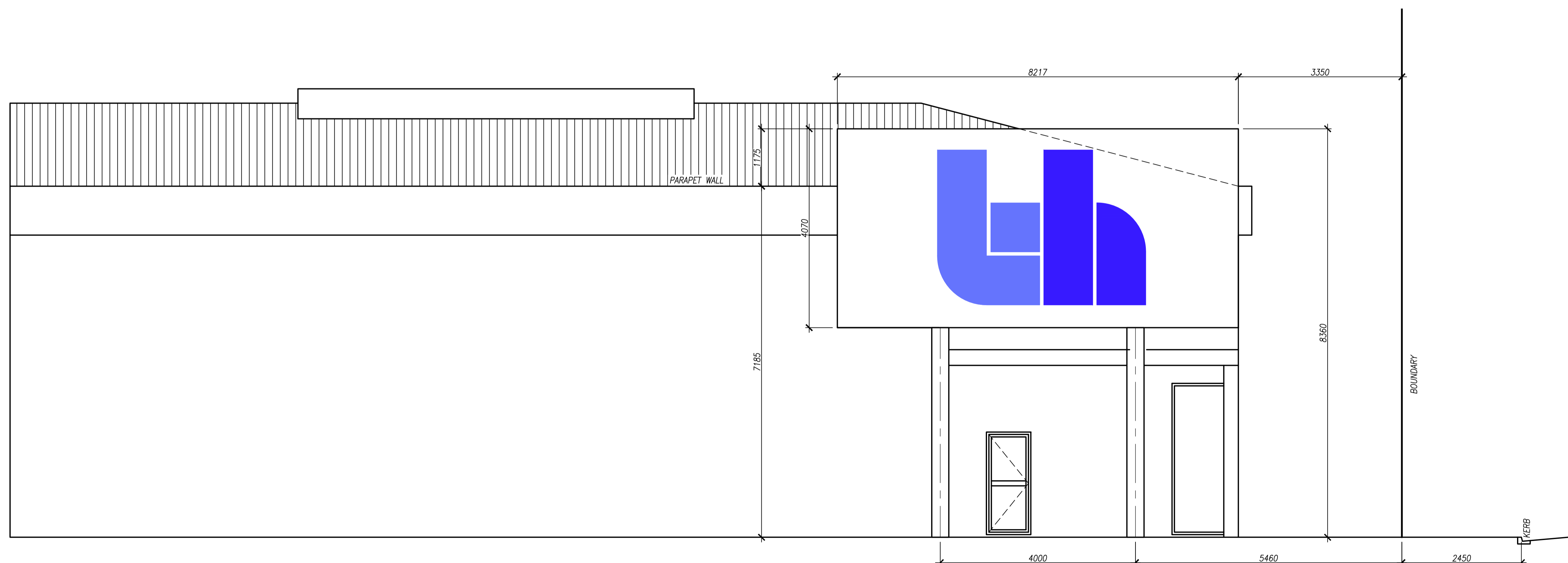
Scales
200 @ A1
Drawn
G.W.P.

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JOB No.
2679-25



NORTH ELEVATION



SOUTH ELEVATION

B 23.09.2016 ADDED DIMENSIONS
 A 10.05.2016 FOR COMMENTS
 REV DATE REASON
 AMENDMENTS



TH CONSULTANTS Ltd
 Civil and Structural Engineers

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

GO MEDIA

101 CLARENCE STREET

ELEVATIONS

Scales
 50 @ A1
 Drawn
 G.W.P.

s0.2^B

JOB No.
 2679-25

0
10
20
30
40
50
60
70
80
90
100

Visual Analysis of Visible Signage

101 – 103 Clarence St and 101-105 Blenheim Road



A

Visual Analysis of Visible Signage - 101-103 Clarence St and 101-105 Blenheim Rd		Sign Dimensions (m)		Free Standing or Building Mounted		Catchments and Viewpoints A-H ('ped' = pedestrian view only)											
						Clarence St Only			Corner (Both Clarence St and Blenheim Rd)			Blenheim Rd Only					
						W	H	FS	BM	A	B (ped)	C (ped)	D	E (ped)	F	G (ped)	H
1	New Billboard (South)	9	3		27.00	27.00	27.00	oblique									
2	New Billboard (North)	9	3		27.00				oblique	27.00	27.00	obscurred	obscurred				
3	Identifier / Site Entry	0.78	1.6	1.25		1.25	1.25	oblique		1.25	1.25						
4	South Wall Billboard (Removed)																
5	South Wall Designer Homeware	2.5	2.8		7.00	7.00	7.00										
6	Front Wall – Left	2.5	0.9		2.25		oblique	2.25		oblique							
7	Front Wall – Centre	2.3	0.9		2.07		oblique	2.07		oblique							
8	Front Wall – Right	2.5	0.9		2.25		oblique	2.25		oblique							
9	North Wall Billboard (Removed)																
10	North Wall Designer Homeware (Removed)																
11	Free Standing Identifier	3.6	1.6	5.76			5.76	5.76	oblique	oblique	5.76	5.76	5.76				
12	Awning South – “Splash ‘n’ Dash”	4.2	0.4		1.68			1.68									
13	Canopy South – “Open 24/7”	2.9	0.35		1.02		1.02	1.02	oblique								
14	Canopy South – “Self Service Car & Dog Wash”	8.7	0.35		3.50			3.50									
15	Canopy East – “DIY Car & Dog Wash Open 24/7”	8.6	0.35		3.01			oblique	3.01	3.01	3.01	oblique					
16	Building East - Billboard	6	3		18.00			oblique	18.00	18.00	18.00	oblique					
17	Canopy North – “Splash ‘n’ Dash Self Service Car 7 Dog Wash”	13.2	0.35		4.62						4.62	4.62	4.62	4.62			
18	Canopy North – “Open 24/7”	4.8	0.35		1.68						1.68	1.68	obscurred				
19	Free standing Identifier	3.6	1.6	5.76					5.76	5.76	oblique	oblique	5.76	5.76			
20	Freestanding Verge Sign	0.85	1.2	1.02						1.02		1.02	oblique	1.02			
21	East Wall “B Select”	4.2	0.7		2.94				2.94	2.94	oblique	oblique					
22	East Wall “Tyre & Auto Service”	3.2	0.2		0.64				0.64	0.64	oblique	oblique					
23	North Wall “B Select”	4.2	0.7		2.94					oblique	2.94	2.94	2.94	oblique			
24	North Wall “Tyre & Auto Service”	3.2	0.2		0.64					oblique	0.64	0.64	0.64	oblique			
25	North Wall “Bridgestone”	2	0.25		0.50					oblique		0.50	0.50	0.50			
26	North Wall “Firestone”	2	0.25		0.50					oblique		0.50	0.50	0.50			
	TOTAL (Effective Visible Signage)				13.79	109.24			35.25	42.03	18.53	30.35	59.62	64.90	17.66	20.72	12.40
	Exceedence above permitted signage area (55.77m²)								-20.52	-13.74	-37.24	-25.42	3.85	9.13	-38.11	-35.05	-43.37

Sign oblique as viewing angle < 30°, or in line of sight but obscured
 Sign visible