

Digital Billboard

Site Address: 399 Lincoln Road, Addington, Christchurch

Resource Consent Application to Christchurch City Council

Date: April 2020 (updated August 2020 to incorporate further information)



Document Control

Report Title		Resource Consent Application and Assessment of Environmental Effects		
Client		Lumo Digital Limited	Approved for release	Phil Clemas (CEO)
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Current Rev				



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

TO: Christchurch City Council

1. Lumo Digital Limited apply for the resource consent described below.

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

To construct a digital billboard display. The billboard consists of two curved digital displays (each measuring 9.9m (h) x 2.95m (w)) connected in a 'V' shape. One billboard is orientated to be visible from the east along Moorhouse Avenue while the second is orientated to be visible from the west along Moorhouse Avenue. The billboards will display advertisements for activities not associated with the site.

Resource consent is required as a restricted discretionary activity as the proposed billboards will exceed the maximum area of 18m² and being located within 50m of a signalised intersection.

The application plans form **Appendix One**.

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

Owner: LP399 Limited

Legal description: Lot 1 Deposited Plan 1406 and Part Rural Section 9

The Record of Title forms **Appendix Two**.

4. The location of the proposed activity is as follows:

399 Lincoln Road, Christchurch

5. No other RMA consents are required in relation to the activity.

6. In accordance with the Fourth Schedule of the Resource Management Act 1991, please find attached an assessment of environmental effects in the detail that corresponds with the scale and significance of the effects that the proposed activity may have on the environment.

7. The application deposit fee should be invoiced directly to the applicant's billing address provided below.



Prepared By:

Consultant Planner
Resource Management Group Limited



Reviewed By:

Director
Resource Management Group Limited

On behalf of Lumo Digital Limited

April 2020 (updated for August 2020 to incorporate further information)

Address for Service:

Lumo Digital Limited
C/- Resource Management Group Limited
PO Box 908
Christchurch Box Lobby
Christchurch 8140

Attention: John Scheele
Email: john@rmgroup.co.nz
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Address for Monitoring and Billing:

Lumo Digital Limited
37 Galway Street, Britomart
Auckland 1010

Email: phil@lumodigital.nz

COUNCIL CHARGES: Resource Management Group accepts no liability for any Council costs or charges. All such invoices are to be sent to the Applicant's address for billing.

Assessment of Effects on the Environment

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Annexure: Assessment of Effects on the Environment

(containing the following appendices)

- Appendix One: Application plans
- Appendix Two: Record of Title
- Appendix Three: Urban Design Assessment (Richard Knott Limited)
- Appendix Four: LLUR records
- Appendix Five: Permitted baseline concepts
- Appendix Six: Integrated Traffic Assessment (Stantec)

Introduction

1. This assessment is provided in accordance with the requirements of Section 9 and the fourth schedule of the Resource Management Act 1991 (“the RMA”). It is in support of a land use application by Lumo Digital Limited (Lumo Digital) to construct a new digital display billboard at 399 Lincoln Road. The site is located on the south-western corner of the Moorhouse Avenue/Lincoln Road intersections, with road frontages to both.
2. The billboard consists of two curved displays (9.9m (h) x 2.95m (w)) connected in a ‘V’ formation mounted atop a plinth. One billboard is orientated to be visible from the east along Moorhouse Avenue while the second will be visible from the west of Moorhouse Avenue. The billboards will be used to display advertisements from a range of advertisers which will not be associated with activities on site.
3. The application plans form **Appendix One**.
4. This report concludes that consent is able to be granted to this project under the Christchurch District Plan (“the District Plan”).

The Site and Existing Environment

The Application Site

5. The site is located at 399 Lincoln Road, Addington, Christchurch. It is legally described as Lot 1 DP 1406 and Part RS9 and comprises an overall area of 1,197m² (more or less). The Record of Title forms **Appendix Two** and the indicative boundaries of the site are shown in **Figure 1** below.

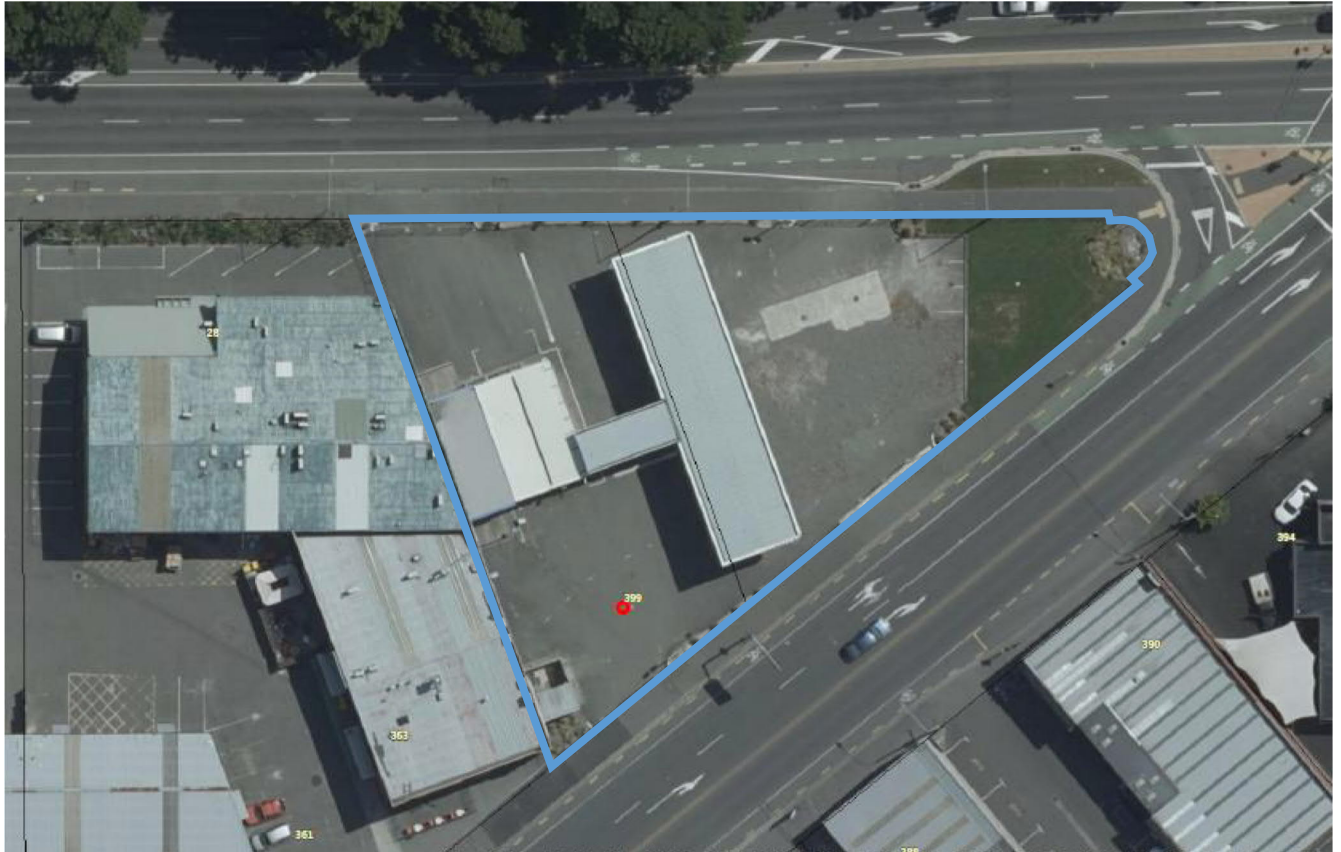


Figure 1: Aerial photograph of application site (Source: Canterbury Maps)

6. The site is generally in a triangle shape, with road frontages to both Moorhouse Avenue and Lincoln Road. Moorhouse Avenue is identified as a Major Arterial Road and Lincoln Road as a Minor Arterial Road in the District Plan's roading hierarchy. The site has existing vehicle crossing to both roads. The site was formally occupied by a service station. While vacant, the retail shop, canopy and sealed forecourt remain. The petrol pumps and underground storage tanks have been removed. There is a grassed area located at the eastern most portion of the site, which will contain the proposed digital billboards.
7. Resource consent has recently been granted to Gull New Zealand Ltd to establish a service station on site (RMA/2020/392). Relevant to the current proposal, the consent authorises the erection of two new pylon signs. The signs have a height of 8m and are located adjacent to the western boundary, one each adjacent to Moorhouse Avenue and Lincoln Road respectively. The signs identify the site as a Gull service station and display current fuel prices via a digital format.
8. The site is zoned Industrial General, as are the immediate properties to the west and east. Further afield, there is a mix of zones, including:
 - (a) Commercial Office (west and south);
 - (b) Commercial Mixed Use (south-west);
 - (c) Residential Central City (north-east); and
 - (d) Commercial Central City Mixed Use (north-east which also contains a recently constructed

apartment building adjacent to the Moorhouse Avenue/Hagley Avenue intersection).

9. To the north (opposite side of Moorhouse Avenue) is Hagley Park (Open Space Community Parks).
10. The site is located within the following planning overlays:
 - (a) Christchurch International Airport Protection Surfaces
11. A number of existing billboards (static and digital) are located in proximity of the site (as detailed in the Urban Design Assessment in **Appendix Three**). They are generally clustered at the Moorhouse Avenue/Lincoln Road intersection (2 billboards) and where the railway crosses Lincoln Road (6 billboards) to the south of the site.
12. The below aerial photograph identifies the site, surrounding zones and existing billboards:



Figure 2: Aerial of site, surrounding zoning and location of existing billboards (Source: Urban Design Assessment)

13. The site and surrounding area are also detailed in the Urban Design Assessment (**Appendix Three**) and are adopted as part of this application.

Description of Proposed Activity

General

14. Resource consent is sought for the installation of two 9.9m (w) x 2.95m (h) curved digital display billboards. One billboard will be orientated to be visible east along Moorhouse Avenue, and the other orientated west. Both billboards will be connected at the northern point, creating a general 'V' shape.
15. The billboards will be erected upon two 700mm deep triangle platforms. Each triangle will be offset by 140° creating a general 'star' configuration as illustrated on the application plans¹.
16. The billboard will be located within the grassed area on the eastern most portion of the site. Landscape areas have been identified within the grassed area as part of the application. While specific species have not been identified, they will consist of low native species endemic to the wider Christchurch area. A landscaping plan will be submitted to Council for certification should consent be granted.
17. The billboards will display a range of changeable advertisements, the nature of which will be dependent upon individual clients. Each billboard will be operated within the following parameters:
 - (a) spill of light will not exceed 10 lux when measured 2 metres within the boundary of any adjacent site or arterial road (in this case applying to both Moorhouse Avenue and Lincoln Road);
 - (b) only still images (without movement, animation or flashing) will be displayed, for a minimum duration of 16 seconds;
 - (c) the billboard will not contain any retro-reflective material;
 - (d) each image will transition to the next via a 0.5 second 'dissolve'; and
 - (e) each billboard will incorporate control systems to enable the adjustment of brightness dependent upon ambient light levels.
18. Application plans form **Appendix One**. Further specifics of the development are described in greater detail below.

¹ Drawing number A.2.04 forming Appendix One

Compliance Assessment

Christchurch District Plan

19. The District Plan anticipates a range of different signage types to establish within an Industrial General zoned site. This incorporates signage on buildings, free standing signs and billboards. Each type of signage is assessed separately and are all subject to different activity specific standards. Potentially, a site zoned General Industrial could incorporate all three forms of signage across the site.
20. Relevant to the current application, the establishment of a digital display billboard in the Industrial General zone, with frontages to an arterial road, are a permitted activity subject to activity specific standards². These standards have been set out and are considered below:

Activity specific standard	Comment	Compliance
a. The maximum area of any single billboard shall be 18m ² . In the case of two sided billboards, the area shall be calculated as being that visible from one direction only provided that such billboards are joined at the apex and are separated by an angle of 30 degrees or less.	Each digital display exceeds 18m ² (29.2m ²)	Restricted Discretionary
b. The maximum height shall be 9 metres.	5.050m	Complies
c. The site shall have a minimum road frontage of 40 metres per billboard, provided that no more than 2 billboards may be erected on any single site.	Road frontage exceeds 40m, permitting 2 billboards	Complies
d. Any billboard shall not be directly visible from any site within a residential zone.	View of billboards from residential zones will be obscured	Complies
e. Each billboard shall be subject to a written maintenance programme, in the form set out in Appendix 6.11.16, to be undertaken by the operator/provider, that has been lodged with the Council prior to the erection of the billboard.	A prescribed maintenance programme in accordance with Appendix 6.11.16 will be submitted upon consent approval	Complies
f. The billboard shall be located at least 50 metres from any signalised traffic intersection.	The location of the billboard will be within 50m of the Moorhouse Avenue/Lincoln Road signalised intersection	Restricted Discretionary
g. The billboard shall result in no more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2 metres within the boundary of any adjacent site and/or arterial road and/or collector road.	The lux spill will be adjusted to achieve compliance	Complies
h. No live broadcast or pre-recorded video shall be displayed on the screen. Only still images shall be displayed with a minimum duration of 7 seconds.	Only static images will be displayed with a minimum duration of 8 seconds	Complies
i. There shall be no movement or animation of the images displayed on the screen.	Only static images will be displayed	Complies
j. The material displayed on the screen shall not contain any flashing images and the screen itself shall not contain any retro-reflective material.	Only static images will be displayed and the screen will not contain retro-reflective material	Complies

² As identified in Rule 6.8.4.1 P15

k. There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds.	Transition of images will have a cross-dissolve maximum of 0.5 seconds	Complies
l. There shall be no sound associated with the screen and no sound equipment is to be installed as part of the screen.	No audio is proposed	Complies
m. The screen shall incorporate lighting control to adjust brightness in line with ambient light levels.	Appropriate lighting controls will form part of the billboard control systems	Complies
n. The billboard shall not be located on or adjacent to a state highway with a speed limit that is greater than 70km/hr.	Neither Moorhouse Avenue or Lincoln Road are state highways	Complies

Table 1: Compliance assessment of Rule 6.8.4.1 P15

21. It should also be noted that the general built form standards under rule 6.8.4.2 do not apply to billboards under rule P15.

Activity Status

- 22. Non-compliance with the above rules requires resource consent as a **restricted discretionary activity**, under rule 6.8.4.1.3 RD3. The matters of assessment are limited to those set out in Rule 6.8.5.3.
- 23. In all other respects, the proposal complies with all the standards of the District Plan.

National Environmental Standard

- 24. The National Environmental Standard for Assessing and Managing Contaminants in Soil to Protect Human Health (NES) controls activities on land on which any activity or industry on the Ministry for the Environment’s Hazardous Activities and Industries List (HAIL) is being undertaken, has been undertaken, or more likely than not is, or has been, undertaken on it.
- 25. The Environment Canterbury Listed Land Use Register (LLUR) contains information relating to any known HAIL activity that may have occurred on site. The LLUR summary is attached to **Appendix Four** and identifies a range of HAIL activities that have previously occurred on site³. While the site formally contained HAIL activities, no material will be removed from site and the volume of earthworks, associated with construction of foundations, will not trigger resource consent.

³ Service station and wood treatment or preservation and bulk storage of treated timber

Statutory Considerations

Duties and Restrictions under the RMA

26. 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).
27. Section 9 of the RMA sets out that any use of land may not proceed 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, 10A or 20A of the RMA.

28. 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 District Plan. The proposal requires resource consent and shall be assessed in accordance with the following provisions of the RMA.

Consideration of Application

29. Section 104(1) of the RMA sets out the matters which must be considered by a consent authority in considering applications for resource consent. It is considered that in this instance, regard shall be had to:
- *any actual and potential effects of allowing the activity (section 104(1)(a));*
 - *any relevant objectives, policies, rules, or other provisions of a national environmental standard, other regulations, a national policy statement, a New Zealand coastal policy statement, a regional policy statement or proposed regional policy statement, a plan or proposed plan (section 104(1)(b)); and*
 - *any other relevant matters reasonably necessary to determine the application (section 104(1)(c)).*
30. In respect of a restricted discretionary activity, Section 104C of the RMA sets out that a consent authority must consider only those matters over which it has restricted the exercise of its discretion in its plan or proposed plan. The consent authority may grant or refuse the application, and if it grants the application, may impose conditions under section 108, only for those matters which it has restricted the exercise of its discretion. In addition, section 18AA requires any condition be:
- (a) agreed by the applicant; or
 - (b) directly relate to an adverse effect on the environment or an applicable district rule; or
 - (c) relate to administrative matters that are essential for the implementation of the resource consent.
31. The assessment of the actual and potential effects is set out below, and an assessment of relevant Objectives and Policies follows.

Assessment of Environmental Effects

Overview

32. Section 88 of the RMA requires the applicant to undertake an assessment of any actual or potential effects on the environment that may arise from a proposal, and the ways in which the adverse effects may be avoided, remedied or mitigated. As set out above, the activity seeks resource consent as a restricted discretionary activity, with the relevant matters of assessment limited to those set out in Rule 6.8.5.3. Based on those assessment matters, it is considered any potential effects relate to:
- (a) Urban design
 - (b) Traffic
33. An urban design assessment⁴ and an integrated transport assessment⁵ have been prepared in support of the application. The reports address the relevant assessment matters, in context of the permitted baseline where relevant, and are summarised below.

Permitted baseline

34. Sections 95D and 95E provide that when determining the extent of adverse effects of an activity, a council 'may disregard an adverse effect if a rule or national environmental standard permits an activity with that effect'. This is commonly referred to as the permitted baseline test.
35. The permitted baseline applies in determining who is affected and whether effects are or likely to be more than minor. If applied, it is only the adverse effects beyond those which form the permitted base that are relevant in determining affected parties or the scale of effects on the environment. The permitted baseline removes from consideration effects associated with permitted activities which are otherwise anticipated by a plan.
36. The permitted baseline has been defined by case law as comprising non-fanciful activities that would otherwise be permitted as of right by the relevant plan. While applying the permitted baseline is at the discretion of the decision maker, it has become a matter of good practice to do so if one exists. In this instance, we do not consider there are any reasons justifying why the permitted baseline test ought not be applied.
37. Relevant to the current application, the District Plan permits as of right the installation of two double sided 18m² digital display billboards in a 'V' shape separated at an angle of 18° (as the road boundary exceeds 80m), limited to a height of 9m and setback 50m from the Moorhouse Avenue/Lincoln Road signalised intersection. We also note that should two billboards be installed on site, there is no minimum separation required.
38. To further illustrate the permitted baseline, two concept designs are contained in **Appendix Five**. The first concept contains two billboards located adjacent to Moorhouse Avenue. The second concept illustrates a billboard each adjacent to Moorhouse Avenue and Lincoln Road. A third plausible concept would enable two billboards installed adjacent to Lincoln Road.
39. While three potential permitted baselines have been referred to above, it is acknowledged that each permitted baseline is mutually exclusive of the other two i.e. only one permitted baseline can be implemented at any one time. However, the permitted baseline illustrates that several development opportunities exist on site for the installation of digital billboards, with each billboard having a total display area of 36m² (across two surfaces of 18m²). This results in a total display of 72m² across the site (two billboards each with a display area of 36m²). However, only a maximum of 36m² of digital displays will be visible from any direction at any time (one side of each billboard limited to an area of 18m²).
40. In context of the current application, the proposed billboards are designed such that only one display will be visible at any time. Each billboard has an area of 29.2m², the total visible area being less than the 36m² anticipated by the permitted baseline. Furthermore, the combined area of both proposed billboards (at 58.4m²) will also be less than the permitted maximum of 72m².
41. The permitted baseline only considers what digital billboards could be installed on site as a permitted activity. It has not considered any potential permitted signage either attached to buildings or erected on site as a free

⁴ Prepared by Richard Knott Limited forming Appendix Three

⁵ Prepared by Stantec forming Appendix Six

standing sign which would be in addition to the permitted digital billboard signage.

Urban Design

42. The urban design assessment references the former use of the site as a service station, noting that the station canopy and retail shop buildings remain on site (though vacant). The site maintains a general industrial characteristic which is anticipated for the Industrial General zone and immediate surrounding properties. This includes the Champion flour mill and car sale yards east of the site and along Moorhouse Avenue.
43. Slightly wider afield, a number of other activities are introduced, including office space (within the Commercial Office zone), residential activities and a motel (within the Residential Central City) and an out of zone apartment building (north eastern corner of the Moorhouse Avenue/Hagley Avenue intersection). Hagley Park is located to the north of the site, separated by Moorhouse Avenue. A number of billboards are also located in proximity of the site.
44. While a number of sensitive residential activities have established within the area, properties south of Moorhouse Avenue remain dominated by office and industrial activities. Those activities form the backdrop to the proposed billboards.
45. The urban design assessment has addressed all the relevant assessment matters, with the exception of those relating to traffic which have been addressed by others. In particular, the assessment noted:
 - (a) the billboard will support local business by virtue of providing a medium for advertising;
 - (b) the billboard is architecturally designed and will become an integral component of the site and wider commercial environment and is not located in a sensitive zone (as described in Policy 6.8.2.1.2);
 - (c) views from residential zones will be obscured, while again noting that the apartment located at 420 Hagley Avenue is an out of zone activity for which resource consent has been granted;
 - (d) while there are existing billboards in proximity to the site, those on Lincoln Road will not be viewed in context of the proposed billboards;
 - (e) there will be no impact on any surrounding architectural integrity, amenity values, character, visual coherence and heritage values;
 - (f) the scale of the billboards is less than what may otherwise be anticipated within the Industrial General zone;
 - (g) the installation will not result in any clutter or cumulative effects arising from the proliferation of signage;
 - (h) the billboard will be operated in accordance with accepted good practice principles in relation to luminance, frequency of image change and dissolve rate between images.
46. Overall, the urban design assessment concludes:

“...the proposed billboard will appear as an integrated part of the area as it currently exists, and its overall potential for effects on visual amenity and the character and quality of this urban environment is minimal, when considered in context of the nature of the surrounding area.”⁶
47. Based on the urban design assessment, any actual or potential adverse effects will be no more than minor.
48. Further to the urban design assessment, it is also noted that whilst the site is located opposite South Hagley Park, the rules in the Industrial General zone permit billboards along the whole Moorhouse Avenue frontage opposite the park, and there are no special rules or restrictions relating to billboards in this location. As detailed in the permitted baseline assessment, the overall area of signage on the site will be less than that permitted by the District Plan rules, therefore such signage visible by users of the park is permitted and anticipated by the District Plan rules.

Traffic

49. The singular assessment matter relates to:

The potential of the billboard to cause distraction or confusion to motorists in their observance of traffic

⁶ Urban Design Assessment, Richard Knott, pp17

conditions, directions and controls.

50. In assessing the above matter, the integrated traffic assessment (ITA) describes the existing roading network, noting the formation of both Moorhouse Avenue and Lincoln Road, their functions as described in the District Plan and recent crash history at the intersection.
51. The primary traffic effect relates to the traffic approaching the billboard from the east and the potential for driver distraction within the 'decision zone' (representing the zone where a driver must decide to either stop or continue through the intersection). In this regard, west bound traffic toward the billboard, while within the left turn lane and at a distance between 70-90m, the backing boards for primary and tertiary signals aspects will appear over the right-hand corner of the billboard. At closer distances, the signal aspects will be clearly visible, with the exception of truck drivers with an elevated driving position. In assessing any potential effects, the ITA notes:
- (a) the billboard is setback approximately 60m behind the primary signal aspect for the left turn lane and in that position occupies a small part of the driver's field of view;
 - (b) the standard black background of the signal aspects ensures the signals will stand out regardless of the background and therefore it will be unlikely that there will be any confusion with the content of the billboard;
 - (c) the signal aspects have bright LED lights, which will be brighter than the background billboard;
 - (d) the relative position of the signal aspect raises above the billboard as the driver approaches the decision zone, reducing potential for conflict;
 - (e) the signalised intersection has built-in redundancy, and in this case, the secondary signal aspect remains visible at all times to the right of the billboard;
 - (f) the likelihood of the billboard image changing as drivers transverse the critical decision zone is low; and
 - (g) the billboard will not conflict with signal aspects for car drivers, which accounts for 95% of vehicle movements.
52. The west facing billboard will be clear for east bound traffic and will not obstruct or obscure visibility of any signal aspects.
53. While the ITA recommends a number of proposed conditions, they are reflective of District Plan standards which have been adopted as part of this application. The exception is that the minimum display time of images has been increased from 7 to 16 seconds.
54. Based on the ITA, any actual or potential adverse effects will be less than minor.

Conclusion of effects

55. Overall, any adverse effects will be less than minor.

Assessment of Objectives and Policies

56. The relevant objective relating to signage (Objective 6.8.2.1) seeks to ensure signage collectively contributes to Christchurch's vitality and recovery by supporting business needs, maintaining public safety and enhancing visual amenity and character of the surrounding area. The billboard is anticipated to support businesses by providing a medium for advertising. In addition, the sign is located on private property and positioned so not to impact upon public safety. As assessed above, the billboard has been architecturally designed so that it will become an integral component of the wider commercial environment.
57. The objective is supported by a range of policies that:
- (a) seek to enable signage as an integral component of industrial environments throughout Christchurch (Policy 6.8.2.1.1 Enabling signage in appropriate locations);
 - (b) ensure the character and amenity values of residential, open space and rural zones are protected from adverse visual effects from large areas or numbers of signs or off-site signs within those zones (Policy 6.8.2.1.2 Controlling signage in sensitive locations);
 - (c) in considering policies 6.8.2.1.1 and 6.8.2.1.2, ensure the size, number, height, location, design, appearance and maintenance do not detract from the character and visual amenity of the surrounding areas (Policy 6.8.2.1.3 Managing the potential effects of signage); and
 - (d) limit off-site signage in sensitive areas specified in Policy 6.8.2.1.2 while providing for signage where it is compatible with the surrounding environment and will not cause visual clutter (Policy 6.8.2.1.6 Managing off-site signage).
58. The proposed billboard has been architecturally designed and the installation will become integrated as part of the site and wider commercial/industrial environment. Views of the billboards from residential zones will be obscured. While there will be views of the billboards from Hagley Park, the billboards have been designed to direct their faces east and west along Moorhouse Avenue. The angle of the billboards will limit visual impacts from park users (in conjunction with screening from existing trees).

The scale of the proposed billboards is anticipated within the Industrial General zone as illustrated by any one of the permitted baseline concepts. In comparison, the proposed billboards with a total display area of 58.4m² will be less than that of two permitted 18m² double sided billboards (with a combined visual display area of 72m²). It is also noted that the site is not located within a 'sensitive area' as defined by Policy 6.8.2.1.2.

Conclusion

59. The general thrust of the relevant objective and policies seek to ensure the location, design and scale of billboards are appropriate to the industrial environment while maintaining or enhancing surrounding character and amenity.
60. Overall, consistency with the relevant objectives and supporting policies is clearly demonstrated within the Assessment of Environmental Effects. On that basis, the installation of the billboards will be consistent with the planning framework of the District Plan.

Part 2 Matters

61. The Court of Appeal decision on *RJ Davidson Family Trust v Marlborough District Council* (2018) found that the High Court made an error by finding that consideration of Part 2 was not required in the case of the application by RJ Davidson Family Trust. The Court of Appeal determined that RMA decision makers should consider Part 2 of the RMA when making decisions on resource consents, when it is appropriate to do so. While it is not considered that an assessment of Part 2 is necessarily required, consideration of Part 2 is set out below.
62. 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.
63. No matters of national importance in Section 6 of the RMA are applicable to the application.
64. In terms of Section 7, the following matters are relevant:
- the efficient use and development of natural and physical resources;
 - the maintenance and enhancement of amenity values;
 - maintenance and enhancement of the quality of the environment; and
 - the effects of climate change.
65. As discussed in the Assessment of Environmental Effects, the development will be consistent with the environment anticipated by the District Plan. In addition, the billboard will provide a medium for advertising by third parties which will promote economic activity.
66. 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.

Notification

68. As provided for under sections 95A-95E of the Act, public notification is requested by the applicant.

Conclusion

69. Lumo Digital Limited seeks land use consent for the installation of two digital billboards located at 399 Lincoln Road. The billboards have been designed specifically in context of the industrial nature of the site and surrounding activities.
70. It is considered that any adverse effects that may arise from this proposal will be no more than minor, and that the proposal is consistent with Part 2 of the RMA and the relevant objectives and policies of the Christchurch District Plan.
71. For the reasons outlined above, the application is able to be granted.

Date

April 2020 (updated August 2020 to incorporate further information)

Appendix One

Appendix Two

Appendix Three

Appendix Four

Appendix Five

Appendix Six

NOTE:
BOUNDARY IS INDICATIVE ONLY.
SURVEYOR TO CONFIRM.



LEVEL 1, 308 MOORHOUSE AVENUE NORTH
CHRISTCHURCH
NEW ZEALAND 8001
03 464 878 2966
WWW.SCANJET.AZ

BALDASSO CORTESE NOORDANUS

RESOURCE
CONSENT

DISCLAIMER

THIS PLAN IS A PRELIMINARY DESIGN AND SHOULD NOT BE USED FOR CONSTRUCTION OR AS A BASIS FOR ANY OTHER DESIGN OR ACTION. THE DESIGNER ACCEPTS NO LIABILITY FOR ANY LOSS OR DAMAGE, INCLUDING REASONABLE COSTS OF DEFENCE, ARISING FROM THE USE OF THIS PLAN. THE DESIGNER'S LIABILITY IS LIMITED TO THE ACTUAL COSTS OF THE DESIGN SERVICES PROVIDED. THE DESIGNER'S LIABILITY IS LIMITED TO THE ACTUAL COSTS OF THE DESIGN SERVICES PROVIDED. THE DESIGNER'S LIABILITY IS LIMITED TO THE ACTUAL COSTS OF THE DESIGN SERVICES PROVIDED.



PROJECT TITLE
LUMO DIGITAL BILLBOARD
399 LINCOLN ROAD, ADDINGTON
CHRISTCHURCH

CLIENT
LUMO DIGITAL

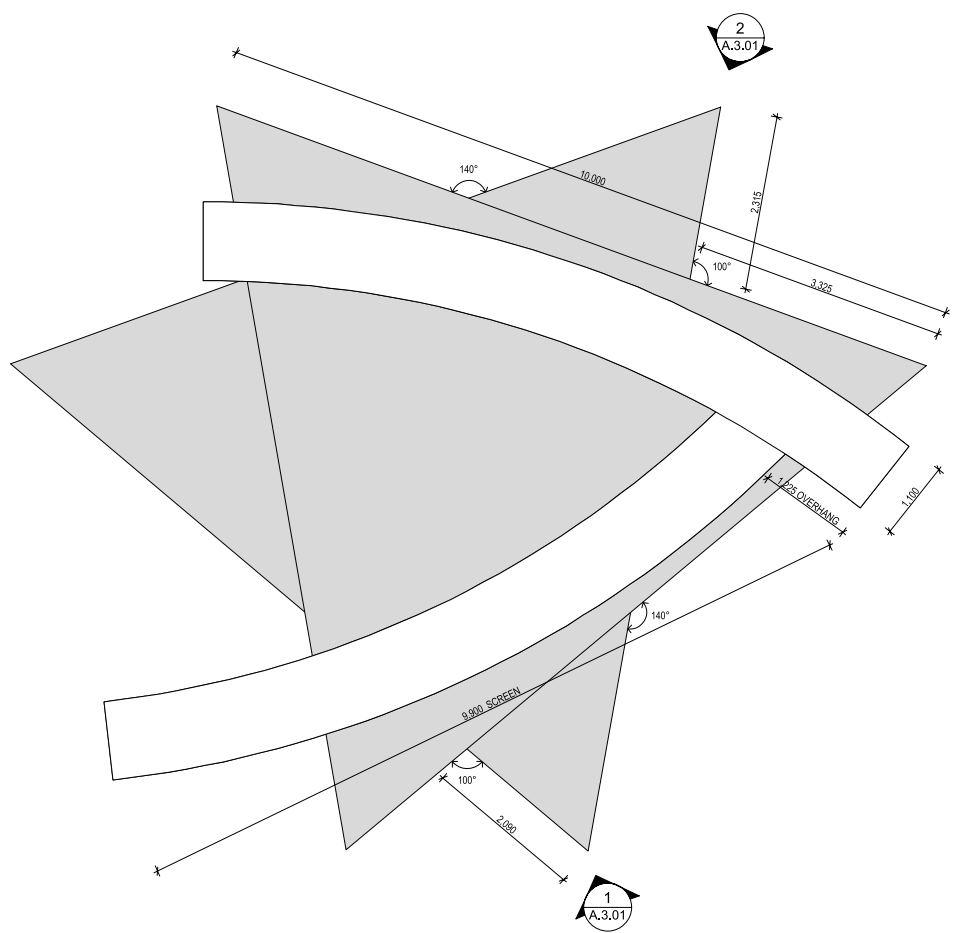
DRAWING TITLE
PROPOSED SITE PLAN

FILE NO
P19201/PROJ/0279/2020000 - Lumo Digital 399 Lincoln Road/01/13
P19201/PROJ/0279/2020000 - Lumo Digital 399 Lincoln Road/01/13

NORTH
DATE
12/08/2020
SCALE
1:500@A3

PROJECT NO
20190009
DRAWING NO
A.1.02
REVISION
-

3
A.3.01



1
A.3.01

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PROJECT TITLE
LUMO DIGITAL BILLBOARD
399 LINCOLN ROAD, ADDINGTON
CHRISTCHURCH
CLIENT
LUMO DIGITAL

DRAWING TITLE
SET-OUT PLAN

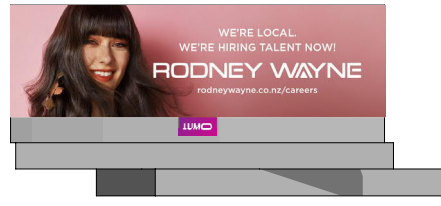
FILE NO
110201/PROJECTS/20200000 - LUMO Digital 399 Lincoln Road/01013
1/2021/LMO/Balasso_Corcese.dwg

NORTH
12/08/2020
SCALE
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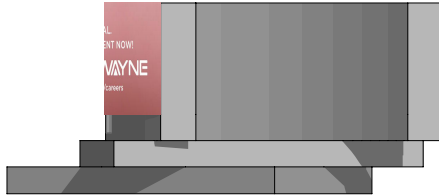
PROJECT NO
20190009
DRAWING NO
A.2.04
REVISION
-



1 ELEVATION MOORHOUSE / LINCOLN CORNER
Scale 1:100



2 ELEVATION MOORHOUSE AVE
Scale 1:100



3 ELEVATION LINCOLN RD
Scale 1:100

LEVEL 1, 399 LINCOLN ROAD
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PROJECT TITLE
LUMO DIGITAL BILLBOARD
399 LINCOLN ROAD, ADDINGTON
CHRISTCHURCH

CLIENT
LUMO DIGITAL

DRAWING TITLE
ELEVATIONS

FILE NO
R2020-01-01-000000 - LUMO Digital 399 Lincoln Road-01-13
R2020-01-01-000000 - LUMO Digital 399 Lincoln Road-01-13

NORTH	DATE	PROJECT NO	DRAWING NO	REVISION
	12/08/2020	20190009	A.3.01	-

SCALE
1:100@A3



**RECORD OF TITLE
UNDER LAND TRANSFER ACT 2017
FREEHOLD
Search Copy**




R. W. Muir
Registrar-General
of Land

Identifier **CB31B/58**
Land Registration District **Canterbury**
Date Issued 26 July 1988

Prior References

CB180/206 CB54/259

Estate Fee Simple
Area 1997 square metres more or less
Legal Description Lot 1 Deposited Plan 1406 and Part Rural
 Section 9

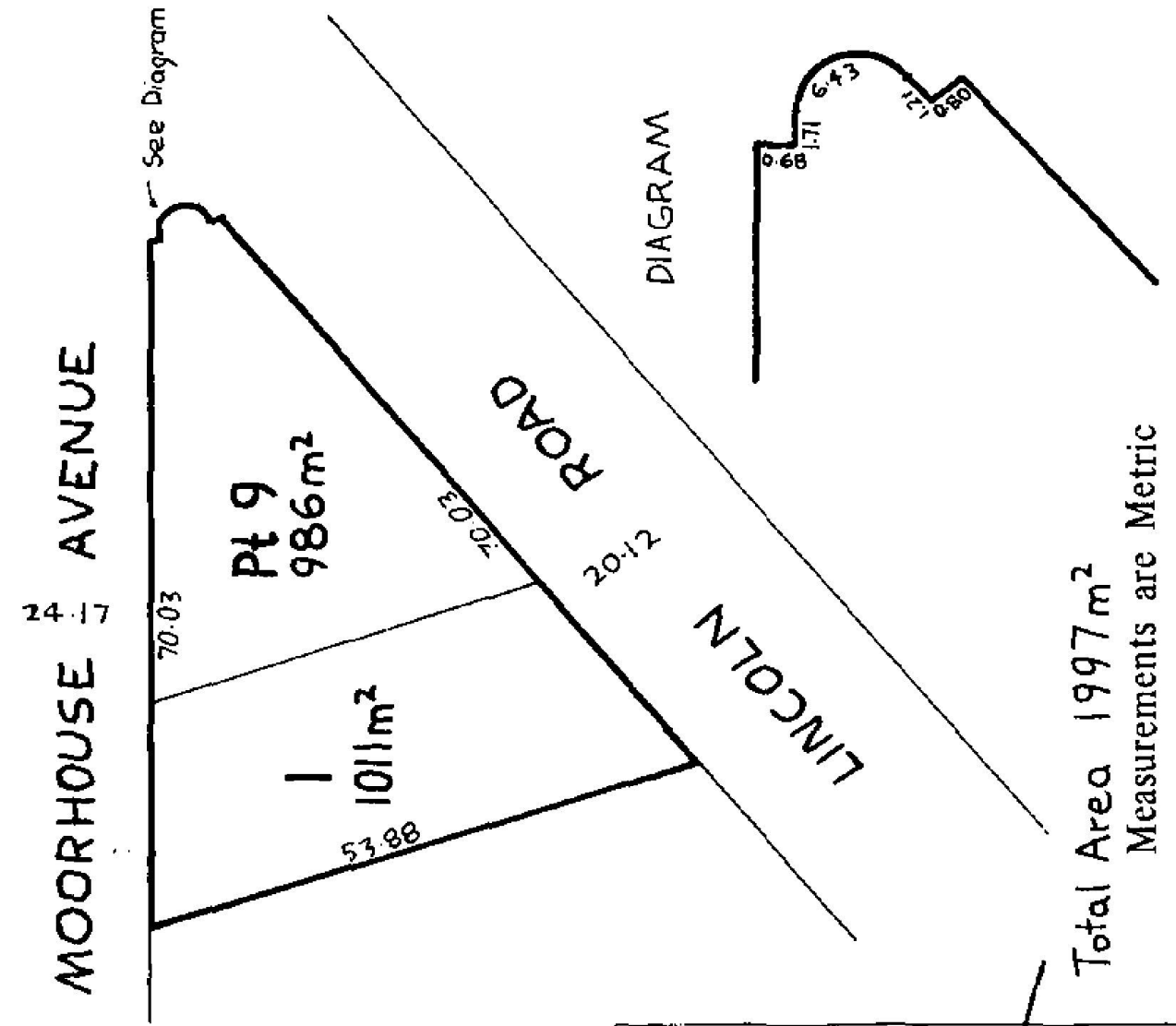
Registered Owners

LP399 Limited

Interests

602147 Compensation Certificate pursuant to Section 17 Public Works Amendment Act 1948 - 10.6.1963 at 1.40 pm
11615463.2 Encumbrance to Mobil Oil New Zealand Limited - 27.11.2019 at 4:07 pm
11615463.3 Mortgage to Westpac New Zealand Limited - 27.11.2019 at 4:07 pm

Image Quality due
to Condition
of Original





New Digital Billboard
399 Lincoln Road, Addington

Urban Design Assessment

(**UPDATED** 27th August 2020)

Richard Knott Limited

Urban Design | Masterplanning | Built Heritage
Town Planning | Landscape and Visual Assessment

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1. Introduction

Lumo Digital are seeking consent to erect an architect designed digital billboard installation at their site at 399 Lincoln Road, Addington. The site is located at the intersection of Lincoln Road with Moorhouse Avenue and has a frontage to both streets.

Since the pre-application meeting with CCC, the number of proposed billboard faces has been reduced from three to two and the overall design of the billboard installation has been reconsidered. The installation now consists of two 9.9m(w) x 2.95m(h) curved digital billboard arranged in a 'V' shape. One billboard is positioned to be visible from the east along Moorhouse Avenue. The second billboard is positioned to be visible from the west along Moorhouse Avenue. Further details of the design are provided in section 3 of this report.

This report considers the proposal from an urban design/townscape perspective. It has been based on an understanding of the urban character effects and visual amenity effects of the proposal from public and private locations.

Updated Report

This report updates and supersedes the previous Urban Design Assessment – 25th March 2020.

The report has been updated in response to Christchurch City Council's comments included with their email dated 2nd June 2020 (from Matthew Klomp, CCC, to John Scheele, RM Group).

Updates to the previous report include:

- The provision of updated visualisation images, including additional viewpoints. These are each considered in the updated Section 3 below.
- Confirmation of the methodology for the production of the visualisation images

Preparation of this Report

This report has been prepared by Richard Knott. Richard has worked in the areas of urban design, planning, heritage and special character for over 30 years. He established his own consultancy in 2014, providing consultancy and Independent Planning Commissioner Services to local government and private clients across New Zealand.

As an Independent Planning Commissioner, Richard has chaired/sat as commissioner for Hamilton City Council, Whangarei District Council, Tauranga City Council, Taupo District Council, South Wairarapa District Council and Auckland Council, for a wide range of applications for resource consent and plan changes.

Richard has provided advice on over 40 digital signs and billboards on sites across New Zealand. He is very familiar with the issues associated with digital signs.

Whilst this report is not a visual impact analysis, Richard is familiar with the NZILA guidance and international best practice on visual analysis and has undertaken relevant training.

In preparation for the report, Richard visited the site and the surrounding area on the 4th February 2020.

Richard Knott Qualifications:

- Post Graduate Diploma Building Conservation (2002), Bournemouth University, UK
- Master of Arts Urban Design (1995), University of the West of England, UK
- Bachelor of Planning (postgraduate) (1989), University of Manchester, UK
- Bachelor of Arts (Hons.) Town and Country Planning (1988), University of Manchester, UK
- Making Good Decisions Certificate Holder (2010 and most recently renewed with Chairs Endorsement 2017)

Richard Knott Professional Memberships:

- Member Institute of Historic Building Conservation
- Chartered Member Royal Town Planning Institute
- Member Institute of Highway Engineers

Richard Knott Recent Training

- Planning institute of Australia Landscape and Visual Impact Analysis (October 2019)
- New Zealand Planning Institute Conference 2018 (March 2018)
- University of Southern California; Fundamentals of Heritage Conservation (July/August 2016)

2. The Site and the Surrounding Environment



Figure 1: The site viewed from the north-east, across the Moorhouse Avenue-Lincoln Road intersection. The proposed billboard installation will be located broadly in the position of the 'For Sale' sign (to be removed) (Photograph RKL 04-02-2020)

The site, 399 Lincoln Road, is a V shaped site located in the south-western corner of the intersection of Moorhouse Avenue-Lincoln Road. It has frontages to both Lincoln Road and Moorhouse Avenue.

The site was formerly used as a petrol filling station, although is currently unused. The petrol filling station canopy and shop building remain. At the time of the site visit there was a large For Sale/Sold sign facing north-east towards the Moorhouse Avenue-Lincoln Road intersection; this will be removed.

There is an existing 6m(w) x 3m(h) billboard facing onto the rear boundary of the site on the side elevation of 363 Lincoln Road. This extends over the site.

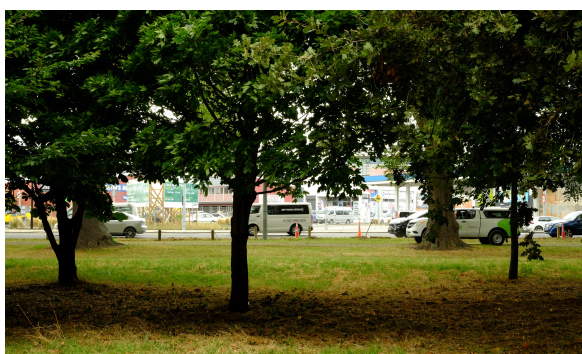


Figure 2: View of the site from Hagley Park (from the north) (Photograph RKL 04-02-2020)

Hagley Park is located immediately to the north, with views of the site from within the park being disrupted by the significant number of trees located along the perimeter of the park. As park users move closer to the Moorhouse Avenue boundary of the park, there are clearer views of the site.

Adjoining land to the west (along Moorhouse Avenue) and south (Lincoln Road), and those sites along Moorhouse Avenue to the east (beyond Lincoln Road) are all zoned Industrial General Zone. This zone recognises and provides 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 (such as noise, odour and traffic). Buildings on these sites vary from low scale (single storey) commercial buildings in Lincoln Road to the large Champion flour mill in Moorhouse Avenue. All buildings have a utilitarian appearance. Along Lincoln Road buildings extend to the street frontage of sites, with areas of car parking between buildings. Moorhouse Avenue is more varied with a mixture of large buildings (such as at the flour mill) and large yard/parking areas intermittently extending to the street frontage.

To the north-east of the site, at the intersection of Hagley Avenue with Moorhouse Avenue is a three-storey residential development. This is located on land zoned Commercial Central City Mixed Use Zone. To the east of this along Moorhouse Avenue is an area zoned Residential Central City. The part of this fronting Moorhouse Avenue is occupied by a motel.

Moorhouse Avenue is a very wide street, being the equivalent of 8 lanes wide plus a planted central median. The planting within the central median, and planting along the front boundaries of some sites is not sufficient to overcome the dominance of the very wide road and significant traffic which flows through the area.

Whilst Lincoln Road is narrower, being three lanes wide plus cycle lanes, it is also a harsh environment, with significant traffic and little planting to soften the visual impact of the existing utilitarian buildings. The railway bisects Lincoln Road approximately 70m to the south of the site. This further degrades the appearance of the area, disrupting the urban form by creating a large, unattractive open area.



Figure 3: Aerial photo annotated and coloured to identify site, zoning of surrounding land, location of existing billboards, apartments and motel as discussed in report. Aerial photo from Canterbury Maps Viewer.

There are a number of existing billboards in the local area. This are marked on Figure 3:

1. A single sided billboard which is externally illuminated by two floodlight mounted on poles above the billboard face. It is estimated to be 6m(w) x 3m(h). The base of the billboard is

approximately 4m above ground level (approximately 7m overall height). It is viewed against the end elevation of the apartments at 420/422 Hagley Avenue.

2. A double-sided digital billboard, with one face viewable travelling east along Moorhouse Avenue and the other travelling west along Moorhouse Avenue. Each face is estimated to be 6m(w) x 3m(h). The base of the billboard is approximately 3m above ground level (approximately 6m overall height).
3. A single sided static billboard on the side elevation of 363 Lincoln Road. Estimated to be 6m(w) x 3m(h), with its base approximately 2.5m above ground level.
4. A pair of externally illuminated billboards arranged in a wide 'V' shape, alongside the railway line adjacent to Lincoln Road. One billboard is estimated to be 6m(w) x 3m(h) and illuminated by a single floodlight mounted on a pole above the billboard face. The second billboard is estimated to be 12m(w) x 3m(h) and illuminated by two floodlights mounted on poles above the billboard face. The base of each billboard is approximately 2m above ground level.
5. A single externally illuminated billboard located close to 361 Lincoln Road. Estimated to be 6m(w) x 3m(h) and illuminated by a single floodlight mounted on a pole above the billboard face. The base of the billboard is approximately 2m above ground level.
6. A single externally illuminated billboard close to the end elevation of 386 Lincoln Road. Estimated to be 6m(w) x 3m(h) and illuminated by a single floodlight mounted on a pole above the billboard face. The base of the billboard is approximately 2m above ground level.
7. A double-sided static billboard, with one face viewable travelling south along Lincoln Road and the other travelling north along Lincoln Road. Each face is estimated to be 12m(w) x 3m(h). The base of the billboard is approximately 3m above ground level (approximately 6m overall height).
8. A pair of static billboards arranged in a wide 'V' shape, alongside the railway line adjacent to Lincoln Road. One billboard is estimated to be 6m(w) x 3m(h) and the second billboard is estimated to be 12m(w) x 3m(h). The base of each billboard is approximately 2.5m above ground level.

The billboard will incorporate changeable messages, and will be managed in accordance with the following parameters:

1. Each message will be displayed for a minimum of 8 seconds;
2. Each message will transition to the next message by way of a 0.5 second 'dissolve';
3. Each message will be static, and will not incorporate animation or movement;
4. The billboard display will be illuminated to a maximum level of 5,000 candelas/m² during daylight hours, and to a maximum level of 250 candelas/m² during hours of darkness; and
5. The luminance of the billboard display will be automatically adjusted at all times to vary according to the ambient light conditions.

Visual Catchment of Proposed Billboard Installation

The site visit on the 4th February 2020 provided an opportunity to consider the visual catchment for the proposed billboard installation:

- Moorhouse Avenue was walked approximately 350m in each direction (east and west) from the location of the proposed billboard on both the north and south side of the street.
- Lincoln Road was walked on both sides of the street for approximately 300m from the location of the proposed billboard.
- Hagley Avenue was walked on both sides of the street for approximately 230m from the proposed billboard.
- The billboard location was viewed from various locations within Hagley Park.

Moorhouse Avenue (East and West)

It was clear that due to the nature of Moorhouse Avenue, being of level topography, street trees/planting in the centre of the street, and a range of buildings, signage and parking along each side of the street that by 200m from the proposed billboards they would not be a significant element in the street view. **In Moorhouse Avenue the visual catchment of the billboards is limited to 200m east and west.**

Lincoln Road



Figure 7: The site viewed from Lincoln Road, against the backdrop of Hagley Park (photograph RKL 04-02-2020)

The billboard installation locates the billboards so that the display faces are visible from Moorhouse Avenue. There will be no direct views of the billboard faces from Lincoln Road although there will be views of the rear of the billboards, against the backdrop of trees within Hagley Park. These views will have no greater, or lesser impact, than a building erected on the site with buildings allowed to be constructed up to 1.5m from road boundaries with no height limit.

There is no clear visual catchment of the billboard display faces from Moorhouse Avenue.