

Conditions

- a. The development shall proceed in accordance with the information and plans submitted with the application, except as modified by conditions b. – s. below.

Images

- b. Only still images shall be displayed on the digital screen billboards, with a minimum duration of 16 seconds per image.
- c. There shall be no transitions between still images apart from cross-dissolve of 0.5 seconds.

Notes: A 0.5 second cross-dissolve shall consist of a 0.25 second transition from the displayed image to black, and another 0.25 second transition from black to the next displayed image. Attention is drawn to condition d. below in that images displayed shall not contain any movement or animation.

- d. Each digital screen billboard shall not display any of the following:
- Live broadcast or pre-recorded video;
 - Movement or animation of images;
 - Flashing images;
 - Sequencing of consecutive, related advertisements from the same advertiser;
 - More than one advertisement at any one time; or
 - Images using graphics, colours or shapes in such a way that they could resemble or distract from a traffic control device.
- e. The digital screen billboards shall not contain any retro-reflective material.
- f. There shall be no sound associated with the digital screen billboards and no sound equipment is to be installed as part of the billboards.
- g. In the event of digital screen failure, the billboards shall default to either black or switch off.

Luminance/Light Spill

- h. The digital screen billboards shall result in no more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2m within the boundary of any adjacent site and/or arterial road.

Notes: The digital screen billboards are also required to comply with Rules 6.3.4 and 6.3.5 in the District Plan at the time of assessing this application.

- i. The digital screen billboards shall incorporate lighting control to adjust brightness in line with ambient light levels.
- j. The change of images on the digital screen billboards shall not exceed 30% average luminance.

- k. The digital screen billboards shall not exceed the following luminance values:

- Daytime: 3,000 cd/m²;
- Night-time: 200 cd/m² maximum and 100 cd/m² maximum average.

Notes: Maximum average luminance and maximum luminance is to be measured in accordance with Section 3.3.5.5 of AS/NZS 4282:2019. For the purpose of determining daytime and night-time, reference should be made to the sunrise and sunset data provided on the MetService website (<https://www.metservice.com/towns-cities/locations/christchurch>).

Commented [KM1]: Standard starting condition. Not an indication that the decision maker has granted the application. Council's position remains that it should be declined.

Commented [KM2]: Submitter P Garlick raises concerns associated with residential amenity, particularly as it pertains to the residents of the Hagley Avenue apartment building, regardless of the lux spill control.

Commented [KM3]: Inclusion by Council. P15 includes the 10.0 lux spill limit, however, there is disagreement between the Applicant and Council as to whether Rules 6.3.4 and 6.3.5 also apply.

Commented [KM4]: Inclusion by Council. My understanding is that it comes from lighting standard NZS 4282:2019.

Applicant has concerns regarding practical implementation of this condition.

l. The digital screen billboards shall not exceed the following luminance values:

- i.** Daytime: 5,000 cd/m²;
- ii.** Night-time: 250 cd/m².

Notes: Maximum average luminance and maximum luminance is to be measured in accordance with Section 3.3.5.5 of AS/NZS 4282:2019. For the purpose of determining daytime and night-time, reference should be made to the sunrise and sunset data provided on the MetService website (<https://www.metservice.com/towns-cities/locations/christchurch>).

- m. Within 10 working days of the digital screen billboards becoming operational, the consent holder shall submit a luminance certification report prepared by an independent lighting practitioner confirming compliance with conditions h. – **k./l.** above. The report shall include at least three luminance readings of the billboards, including:
- i. One recording at midday;
 - ii. One recording during the hours of darkness; and
 - iii. One recording up to 30 minutes before sunrise or 30 minutes after sunset.

The report shall be submitted to the Council via email to rcmon@ccc.govt.nz, Attention: Team Leader Compliance and Investigations.

Maintenance

- n. Prior to the erection of the digital screen billboards, a written maintenance programme, in the form set out in [Appendix 6.11.16](#), shall be prepared by the operator/provider and submitted to the Christchurch City Council via email to rcmon@ccc.govt.nz, Attention: Team Leader Compliance and Investigations.

Landscaping

- o. A landscaping plan prepared by a suitably qualified landscape expert shall be submitted to the Christchurch City Council via email to rcmon@ccc.govt.nz, Attention: Team Leader Compliance and Investigations, for certification prior to earthworks and construction activity commencing.

Notes: The landscaping plan referred to above shall be deemed to be certified if the Christchurch City Council has not responded within 10 working days of receiving the plan.

- p. The proposed landscaping shall be established on site within the first planting season (extending from 1 April to 30 September) following the final, passed building inspection.
- q. All landscaping required for this consent shall be maintained. Any dead, diseased, or damaged landscaping shall be replaced by the consent holder within the following planting season (extending from 1 April to 30 September) in accordance with the approved landscaping plan referred to in condition o. above.

Cycle Safety Improvements

- r.** The digital screen billboards shall not be operated until such time as the cycle safety improvements are made to the Moorhouse Avenue / Lincoln Road intersection.

Notes: The cycle safety improvements mentioned above include removal of the kerbside cycle lane situated on the bend of the westbound approach from Moorhouse Avenue into Lincoln Road and provision of an alternative cycling facility behind the kerb.

Commented [KM5]: Disagreement here between the Applicant and Council. Council would like lower luminance levels to reflect sensitive environment. Applicant would like industry standard luminance levels.

Preference from Submitter P Garlick is condition k.

Commented [DC6]: Note that this proposed condition is opposed, for the reasons set out in the closing submissions dated 3.12.2020.

Commented [KM7]: Inclusion by Council. Noted that this does not address other traffic safety concerns that remain.

Section 128 Review

- s. In accordance with Section 128 of the Resource Management Act 1991 the Christchurch City Council may serve notice on the Consent Holder of its intention to review, in whole or in part, the conditions of this consent to deal with any adverse effect on the environment which may arise from the exercise of this consent and which it is appropriate to deal with at a later time.

Notes: This review condition is specific to traffic safety effects.

Advice notes

- The consent holder's attention is drawn to the following:
 - a. The guidelines for advertising contained in the [NZTA Traffic Control Devices Manual, Part 3, Advertising Signs](#).
 - b. The Advertising Standards Authority Advertising Code of Practice and the Broadcasting Act 1989.