

**BEFORE THE COMMISSIONER APPOINTED BY THE CHRISTCHURCH CITY
COUNCIL**

IN THE MATTER of the Resource Management Act 1991

AND

IN THE MATTER of a resource consent application for a
free standing digital billboard at 235 Manchester Street
(RMA/2020/1877)

STATEMENT OF EVIDENCE OF DAVID JOHN COMPTON-MOEN

URBAN DESIGN AND VISUAL AMENITY

17 February 2022

INTRODUCTION

1. My full name is David John Compton-Moen. I hold the position of Urban Designer / Registered Landscape Architect at DCM Urban Design Limited where I am the Director. I started DCM Urban in August 2016. Our office is based in Christchurch but we work throughout New Zealand on urban design and landscape projects.
2. I hold the qualifications of a Master of Urban Design (hons), Bachelor of Landscape Architecture (hons) and a Bachelor of Resource Studies (Planning). I am a Registered Landscape Architect of the New Zealand Institute of Landscape Architects, since 2001, a Full member of the New Zealand Planning Institute and a member of the Urban Design Forum.
3. I have worked in the urban design, landscape architecture and planning fields for approximately 25 years, here in New Zealand and in Hong Kong. During this time, I have worked for both local authorities, and private consultancies, providing expert evidence for urban design, landscape and visual impact assessments on a wide range of major infrastructure and development proposals, including several billboard assessments.
4. I have completed urban design and visual impact assessments for several new billboard signs in Christchurch and am familiar with the policies, objectives and rules for signs in the Christchurch District Plan. In all assessments I undertake comprehensive studies of the existing billboard signs in the receiving environment and their potential visual impact on nearby residents (if any). Projects include:
 - (a) 590 Moorhouse Ave, Philipstown (Industrial General zone) – change of an existing static, externally lit billboard to digital billboard in relatively close proximity to residential properties;
 - (b) 245 St Asaph St - located in the Commercial Central City (South Frame) Mixed Use Zone with a total height of 9.0m above the existing ground level, sitting below the existing Savills sign, within the frame of the existing building. The billboard is approximately 6m high and 3m wide with a surface area of 18m². It is visible from offices and residential apartments (in the mixed-use zone);
 - (c) 410 Marshlands Road, Marshlands (Commercial Core zone) – a proposed 6x3m portrait double sized digital billboard, 9m high

which is opposite residential dwellings but screened by existing vegetation. Still with council;

- (d) 8 Distribution Lane, Sockburn (Industrial Heavy zone) – a single sided digital billboard with a total height of approximately 10.50m above the existing ground level. The billboard is approximately 10.24m wide by 3.2m, with a surface area of 32.77m². The billboard is visible from residential properties across the main rail line and Main South Road with written approval obtained from those dwellings. The application was approved and the sign is operating; and
- (e) 151 Blenheim Road, Riccarton (Commercial Mixed-Use zone) a 3x6m landscape digital billboard which is approximately 80m from the nearest residential dwellings across Blenheim Road. Approved this month.

CODE OF CONDUCT

- 5. While this is a Council hearing, I have read the Environment Court Code of Conduct for expert witnesses and agree to comply with it. I confirm that the topics and opinions addressed in this statement are within my area of expertise except where I state that I have relied on the evidence of other persons. I have not omitted to consider materials or facts known to me that might alter or detract from the opinions I have expressed.

SCOPE OF EVIDENCE

- 6. I have been engaged by Wilson Parking Limited to give urban design and visual amenity evidence in response to a 6x3m double-sided digital billboard, which is 9.0m high and proposed at 235 Manchester Street, Christchurch (on the section between Gloucester Streets and Cashel Streets). I prepared the initial assessment report in August 2020 which was submitted as part of the resource consent application. This current proposal has removed the green frame to simply be a free-standing sign in response to concerns raised in submissions. I have also undertaken additional assessment in response to Mr Nicholson's concerns regarding the pedestrian environment, the high-quality environment of the streetscape, and the future residents of 192 Gloucester St. For context, I have assessed the proposal against an onsite sign that could be built on the Application Site as a permitted activity.

7. My evidence addresses the following:
- (a) Updates to my report;
 - (b) Receiving Urban Character and Built Form;
 - (c) Impact on Heritage Buildings;
 - (d) Amenity (including night time amenity)
 - (e) Visual Impact from nearby residential properties, pedestrians/cyclists and commercial workers;
 - (f) Response to S42 Report;
 - (g) Response to submissions;
 - (h) Conclusion.
8. Attached to my evidence is an updated Graphic Attachment (Appendix 1) with the revised proposal, updated photos and supporting the role of signage in high-quality pedestrian environments and transport interchanges.
9. My office is close to the proposal and I regularly walk or drive passed the proposal site, both during the day or night.

UPDATES TO MY REPORT

10. It is worth noting that the NZILA guidelines for Landscape Assessment have been rewritten since my original report was prepared with the following table of importance developed:

<u>Less than Minor</u>		<u>Minor</u>	<u>More than Minor</u>			
Very Low	Low	Moderate – Low	Moderate	Moderate-High	High	Very High

1

¹ NZILA Aotearoa New Zealand Landscape Assessment Guidelines (May 2021), https://nzila.co.nz/media/uploads/2021_07/210505_Te_Tangi_a_te_Manu_Revised_Final_Draft_as_approved_5_May_2021.pdf

11. The table in our original report comparing the NZILA Rating with RMA Effects was generated by our office based on experience as at that time there was no NZILA equivalent. The guidelines do not provide guidance or descriptions of what constitutes the degree of change, with the following descriptions being my own understanding of what they constitute:
- (a) Very Low - magnitude of change is negligible or not readily discernible;
 - (b) Low - magnitude of change is discernible but does not adversely affect the viewer experience;
 - (c) Moderate–Low - magnitude of change is discernible and starts to adversely affect viewer experience;
 - (d) Moderate - magnitude of change is discernible and has an effect on the quality of the view but with the main 'view qualities' still intact;
 - (e) Moderate-High - magnitude of change is discernible and changes the quality of the existing view, potentially with the loss of views;
 - (f) High - magnitude of change is discernible and there is a loss of views or the changes greatly affect the quality of the view so that the character of existing view is fundamentally changed; and
 - (g) Very High - magnitude of change is discernible and there is a total loss of views or the changes significantly affect the quality of the view so that the character of existing view is fundamentally changed.
12. I note Mr Nicholson uses a similar assessment criteria.
13. There has been some development occurring in the receiving environment since the original report was written, most notably the development of the East Frame to the east of Rauora Park. Work has started on some of the super lots to the west of Rauora, on the eastern side of Manchester Street but these are yet to be completed. These future visually sensitive receivers were assessed in the original application.

RECEIVING URBAN CHARACTER AND BUILT FORM

14. As described in the original report, the proposed billboard is located within an urban area, defined by its significant amounts of roading, traffic including bus movements, signage, lighting and additional infrastructure. It is a dynamic environment. The site is located along Manchester Street, to the south of Gloucester Street and the north of Worcester Street. The wider area surrounding the proposed site is predominantly a mixture of commercial spaces and retail/hospitality, with medium density residential development located along the eastern edge of the East Frame Open space. However, there are currently significant gaps in built form with the receiving environment generally lacking a cohesive architectural design or character. Vacant sites dominate the built character of Manchester Street at present. Immediately to the south of the block containing the proposal are several heritage buildings, in various states of repair.
15. Immediately to the west/northwest of the proposal site is the Rendezvous Hotel (approximately 70m in height), which is currently Christchurch's tallest building, and Sampan House. Sampan House is a two-storey commercial building fronting Gloucester Street but without any windows looking to the east. The wall is devoid of detail, currently hosting a large piece of street art. The Rendezvous Hotel has numerous windows overlooking the proposal site, starting at the third floor or 11.5m above the existing ground. Cathedral Junction (approximately 27m in height and 10 storeys) is immediately to the southwest of the proposal site, sharing the western boundary. The building includes apartments with windows looking down on the proposal site. Windows start on the 3rd floor, set back approximately 5m from the internal boundary, with a 5m high blank concrete wall on the boundary.
16. The East Frame designation on the eastern side of Manchester Street allows for future mixed-use development including a series of apartment buildings. The buildings will likely form a well-defined built edge along this frontage but will at the same time block views from the proposal site to the East Frame open space/park. These buildings could range from 2-7 storeys in height and the exact bulk, location and design or their 'activity composition' of these buildings is unknown at this stage. It is possible these buildings will be a similar form to the recently completed Bedford Apartments which fronts Madras Street which are five storeys high. The eastern side of Rauora Park (the East Frame) consists of residential terrace

housing, varying between 2 and 3 storeys which have recently been built or are being built. These buildings form a strong edge to the park, and front onto this space with the closest dwellings being 116m from the proposal.

17. Throughout the wider site there are several existing signage types, spanning the length of Manchester Street and surrounding open space. These range in size, type and frequency but include digital free-standing signs, advertising pillars, information boards and posters.
18. Surrounding streets are characterised by wide footpaths and a high level of amenity given the relatively recent upgrade to paving, street tree planting and seating. New light poles have also recently been installed along with a significant amount of public transport infrastructure, shelters, signs and bus lanes. Traffic lights are located at each intersection along with a signalised stopping point immediately opposite the proposal site.
19. The future (District Plan anticipated) environment will include a mix of commercial and mixed-use buildings with a strong built edge created along both sides of Manchester Street. Buildings could range from 2-7 storeys on the western (city) side of Manchester Street and be of a commercial nature. Buildings are required to be built up to the street frontage with a high level of activation between the street and building anticipated. Signage is highly likely, and anticipated. On the eastern side, the underlying zone of the East Frame Designation is Commercial Central City Business zone (CB), the same as the western side also with a 28m height limit, but it is anticipated that residential activity still may comprise a significant component of any development along this side.
20. Overall, I consider that the current existing urban character has a medium sensitivity to change given the existing lack of building in the immediate area but that this sensitivity will increase to high as the area develops and is built-out (as the District Plan anticipates). I acknowledge that the road corridor / streetscape has a high-quality finish with a high level of accessibility, but which is not currently supported by the adjoining built-form in a comprehensive manner. I acknowledge this character is transitory and will change over time, with the magnitude of change resulting from the billboard being Low, resulting in Less than Minor effects on both the current and anticipated urban character. Over time when the plan has been more fully implemented, the built form of Manchester Street is anticipated to be of a high quality and which signage will be part of.

IMPACT ON HERITAGE BUILDING

21. The billboard is not considered to have an adverse effect on the heritage buildings on Worcester Street, being far enough away not to be viewed in the same context or to affect views of the buildings. The buildings are in varying states of disrepair with signs of vandalism and damage (from the earthquakes) still clearly visible. The Trinity Church is currently being repaired using a combination of concrete panels and a bluestone veneer compared to the original building which was constructed purely of bluestone. The former State Insurance building is unoccupied with no sign of any remedial work being started². In time, future buildings will be developed on the northwestern corner of Worcester and Manchester³ which will further separate the proposal from Worcester Street.

AMENITY (INCLUDING NIGHT-TIME AMENITY)

22. The Manchester Street corridor is a busy thoroughfare, and although there are existing and likely future residential properties nearby, traffic movement and lighting play a significant role on the amenity of the area. Manchester Street is a Central City Local Distributor and is required to meet the standards using AS/NZS1158 Lighting for Roads and Public Spaces to determine the required lux level required to be met. According to the Auckland Council Code of Practice, illuminance levels for pedestrian crossings on V1 and V2 classified roads (regional arterials) should be 20lux. There are numerous lighting sources in the receiving environment with other business activities contributing cumulatively to the overall ambient light level.
23. Taking the above information into account, I do not consider that the billboard will not have any adverse effects greater at night than day in terms of brightness or lightspill due to the high ambient light levels already existing in the area. Based on my assessment under Night-time amenity, I do not consider that the digital billboard will increase the extent of impacts beyond minor due to the existing ambient light levels which occur throughout the night. Image changes are proposed every 10 seconds with a 0.5 second cross dissolve as per Industry Good Practise. The changing of the image

² <https://www.stuff.co.nz/the-press/business/the-rebuild/119014561/christchurchs-dirty-30-derelect-sites-still-a-work-in-progress>

³ Refer to the Evidence of Ms Collie, para 31, page 8

may be more noticeable due to movement, and be eye-catching but it does not affect the brightness of the billboard.

24. I am of the opinion that the scale, design, colour, location and nature of the billboard will not have an adverse effect on existing architectural integrity, amenity values, character, visual coherence or heritage values given the transitory character of the receiving environment. The area is undergoing a significant level of change and development, with visual coherence of the receiving environment being low with large areas of vacant sites or surface carparking. The billboard is not positioned on a building, being free standing, so will not affect any architectural qualities and it is separated from residential dwellings by Manchester Street and its associated traffic infrastructure. Over time, based on the environment anticipated in the District Plan, I still consider that the billboard will not have unacceptable effects and the receiving environment will readily absorb the billboard. This could include incorporating the billboard into a new building. Digital signage is appropriate in both the current environment and future environment.
25. The proposed sign is considered compatible with the surrounding environment, being in a commercial context, and will not cause or contribute to visual clutter.

VISUAL IMPACT FROM NEARBY RESIDENTIAL PROPERTIES, PEDESTRIANS/CYCLISTS AND COMMERCIAL WORKERS

26. In my original report I concluded that the Magnitude of Change would be Low or Very Low. This means that the proposal will be discernible but effects will not adversely affect the viewer experience. I have also done additional assessment of the following two scenarios:
- (a) The current receiving environment; and
 - (b) For a permitted baseline scenario.
27. Manchester Street is currently characterised by street and traffic lights, bus stops, traffic movements and large areas of surface carparking. The streetscape, as outlined above, has a high-quality finish with a high level of accessibility for active transport modes. The street is active, reflecting its role in the central city as a Central City Local Distributor but this is yet to be supported by adjoining land uses/buildings. The character of the street will change and a greater level of movement and activity is likely. This

movement and ambient lighting all contribute positively to the receiving environment creating interest and vibrancy but also allow for the proposal to be readily absorbed into current and future views.

28. For most views from the east, the proposed billboard will be viewed against the backdrop of existing commercial buildings being the side wall of Cathedral Junction and Rendezvous Hotel and their associated artworks. While some of the views are relatively close, the billboard will be viewed against the commercial buildings and will not form part of the skyline. Angled views will be possible of the proposed billboard, looking down onto the proposal from most viewpoints on the eastern side of Manchester Street close to the proposal, most notably any future development at 192 Gloucester Street. Refer to viewpoints 5a and 5c in the graphic attachment, Appendix 1, as a likely conservative representation of the views from this future development because the photos are slightly closer than a private development would be.
29. The billboard will not block any city views from this location and will be viewed in context with Manchester Street and its associated public transport infrastructure. In all cases, the billboard will appear as a small part of the wider view.
30. I consider that the adverse visual effects on nearby residents, workers or drivers and pedestrians using the street network to be less than minor, either during the day or at night. Travelling receptors, by their nature, have a low to medium sensitivities to change given that they are only viewing the proposal for a short period of time. They also have the ability to choose to go a different way, lowering their sensitivity to the proposal. They will have open and partial views of the proposal, but the changes to the current views are considered Very Low with Less than Minor effects.

SECTION 42A REPORT RESPONSE

31. I have read the Officer's report prepared by Ms Georgia Brown and the evidence of Mr Hugh Nicholson (Consultant Urban Designer). In general, we have differing opinions of the magnitude of change, and resultant adverse effects, that will be experienced. I consider that signage is an integral part of a city's character, and while the sign is larger than the District Plan Standards, it is of a scale which can be readily absorbed into the city

character, adding to its vitality, visual interest and character. It is important to note the level of signage and lighting associated with the upgrade of Manchester St including the Advertising panel installed to the south of the super stop (refer to the Graphic Attachment).

32. For the future residents at 192 Gloucester St, and closer to the development, I still consider that the Magnitude of change will be low with Less than Minor effects. The sign will be viewed in context with the Super Stop, moving buses, traffic light signals changing and the buildings to the rear, and generally at an acute angle with only side or angled views available, as opposed to direct views. In general, the view is dynamic and the billboard will add to this city, very urban view. Over time, the sign will be absorbed into the wider urban cityscape view to simply be seen as a small component of the wider composition.
33. I consider that there is no visual amenity difference between on-site and off-site advertising with the exception of the transitions between images. Conditions of consent are successfully used to mitigate any transition effects and I recommend that these are adopted for this proposal consistent with other digital billboards in the city and the draft CCC Billboard Guidelines. I consider that a sign content is regulated outside of this process, through advertising standards, and is not an urban design issue.
34. For users of the super stop, advertising and signage are key components of transport interchanges. It is common for railway stations, bus stations and airports nationally and internationally to have digital billboards present. Christchurch Airport follows this pattern. Signs are discernible in these environments, in some cases an integral part of the receiving character, and are not considered to adversely affect passer-bys, refer page 4 of the graphic attachment (**Appendix 1**).
35. Mr Nicholson recommends in his conditions, if granted consent, that the maximum luminance levels are reduced to 3,000cd/m² during the day and 125cd/m² during the night. I am not an expert on luminance levels, nor is Mr Nicholson, but the level proposed in the consent application is standard industry practice, and in my view is appropriate for this receiving environment. I do not consider it necessary to reduce the maximum luminance levels as Mr Nicholson suggests.

RESPONSE TO SUBMISSIONS

36. I have read the submissions received regarding the proposed digital billboard. Of the nine submissions received five of the submissions are against signage in the central city as a whole as opposed to signage on this particular site or do not give a reason. One submission is supportive subject to the mesh frame being removed.
37. The submission from Y.Lallu outlines the need for digital billboards to be incorporated into a host building as opposed to being free-standing. Having viewed numerous signs throughout the city and nationally it is always preferred for the sign to be incorporated into a 'host' building where possible. Unfortunately this is not possible at this stage but it is not precluded in the future nor does it preclude development of the site.
38. One submission (I.Wells) notes views from Margaret Mahy playground and how children and parents will be distracted from play. I have visited the site again in response. Views to the proposal are largely screened from this location, blocked by either building, vegetation or a combination of the two and I do not consider the effects are discernible from this viewpoint.



Figure 1: Photo taken from Margaret Mahy Playground towards the proposal

39. The submission from M. Roers does not believe the billboard will be in keeping with Manchester St and city's goals for redevelopment and will detract from redevelopment of the site occurring, impacting visual and property values negatively. I do not consider this true. Digital billboards are common place throughout Christchurch and commercial centres within New Zealand and do not have a negative impact on a site's or area's redevelopment. Often billboards in central commercial areas occupy sites which are undergoing change and do not preclude a site from being developed. Advertising allows an owner to generate revenue from a site until there is a market for the land to be developed.
40. With regard to the Heritage Christchurch submission, I consider that the distance and angle are sufficient to prevent any adverse visual effects being experienced given the nature of the receiving environment. Most of the views from rooms are blocked by Cathedral Junction with only the end 3 windows having views of the sign. As the area development, views of the billboard will be screened by new buildings along both Worcester and Manchester Streets.

CONCLUSIONS

41. In terms of effects on existing urban character, the proposed digital billboard will have less than minor effects on the receiving environment, with a Low magnitude of change to the amenity and character of the area. The receiving environment is not considered sensitive. I acknowledge that while the streetscape quality along Manchester St is high, the receiving environment is commercial with a high level of activity, movement and change. The current commercial character is transitory with significant amounts of building to occur but is not an environment which is sensitive. The heritage buildings are sufficiently distant that they are not affected by the proposal.
42. For all current and future nearby residents, and with the conditions proposed, I consider that any adverse visual effects resulting from the digital billboard will be Less than Minor, with a Low sensitivity of change to the existing view when compared to both the current and anticipated receiving environments and a permitted baseline scenario.
43. The existing environment contains high ambient light levels, and based on my experience with assessing billboards in other parts of the city, I consider

the proposed luminance to be standard and appropriate for the receiving environment.

44. Over time, as the environment develops in accordance with the District Plan, while the sensitivity of the environment will increase, I consider that the proposed digital billboard will continue to have less than minor effects on the urban character and a Low Magnitude of Change on amenity.

David Compton-Moen

Dated this 17th day of February 2022



APPENDIX ONE - URBAN DESIGN AND VISUAL IMPACT GRAPHIC ATTACHMENT

DIGITAL BILLBOARD PROPOSAL - WILSON CARPARK, MANCHESTER STREET
FOR WILSON PARKING

16 FEBRUARY 2022
Project no. 2020_049
REVISION G



WILSONS CARPARK, MANCHESTER STREET DIGITAL BILLBOARD PROPOSAL

Project no: 2020_049A
Document title: URBAN DESIGN AND VISUAL IMPACT ASSESSMENT
Revision: G
Date: 16 FEBRUARY 2022
Client name: WILSON PARKING

Author: David Compton-Moen | Sophie Beaumont | Will Todd

File name: 2020_049_Wilsons_225 Manchester Street _Billboard UDVIA_A

DOCUMENT HISTORY AND STATUS

REVISION	DATE	DESCRIPTION	BY	REVIEW	APPROVED
A	31/07/2020	UDVIA Report	SB	DCM	
B	06/08/2020	Viewshed Illustration	WT	DCM	
C	06/08/2020	Additional viewpoint	DCM		
D	12/10/2020	RFI	WT	DCM	
E	22/20/2020	RFI	WT	DCM	
F	15/02/2022	HEARING GRAPHIC ATTACHMENT	WT	DCM	
G	16/02/2022	HEARING GRAPHIC ATTACHMENT	WT	DCM	



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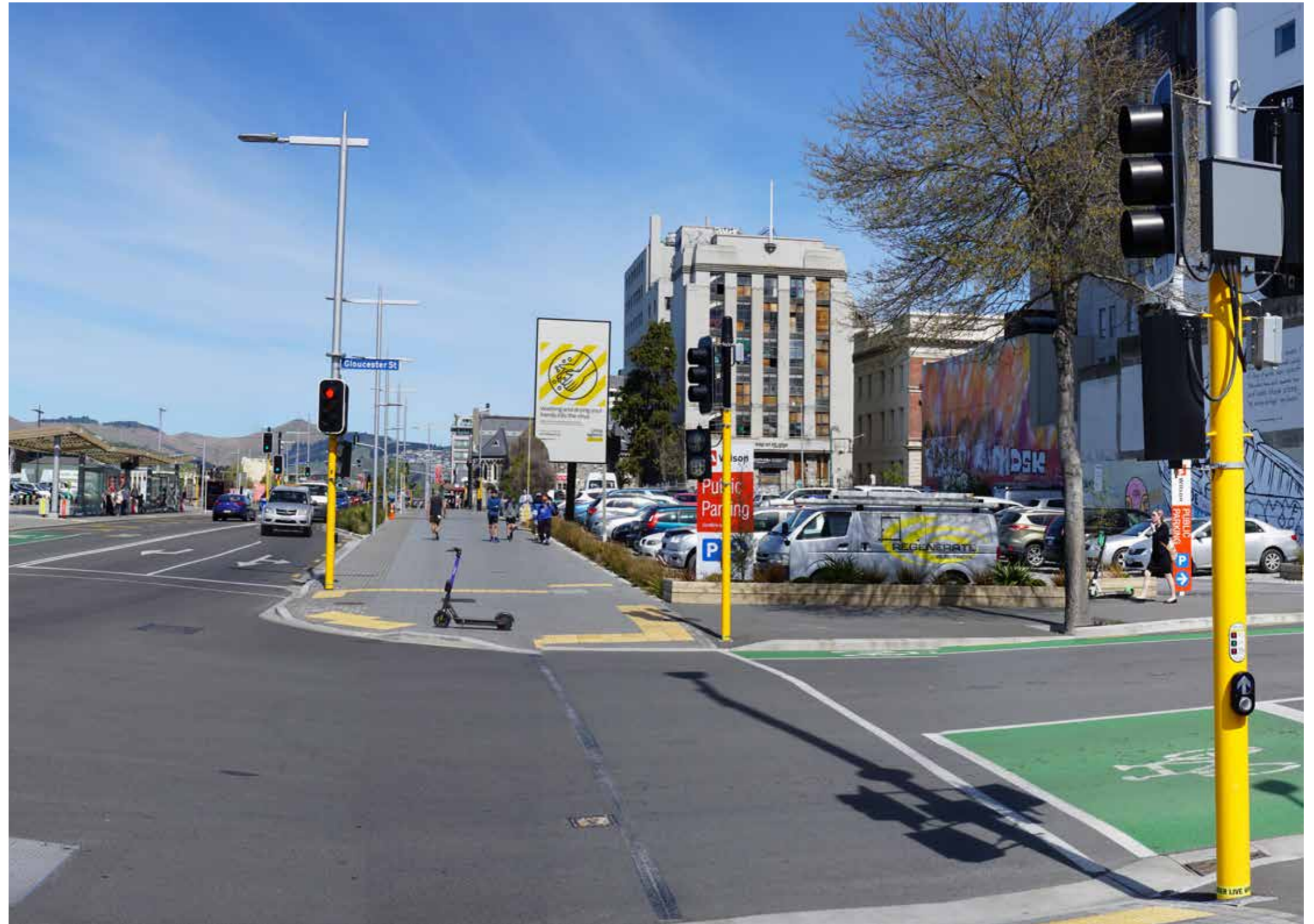


A. IMAGE LOCATION



B. EXISTING VIEW

The proposal is to establish a 6x3m portrait format, double-sided free standing digital billboard fronting Manchester Street.

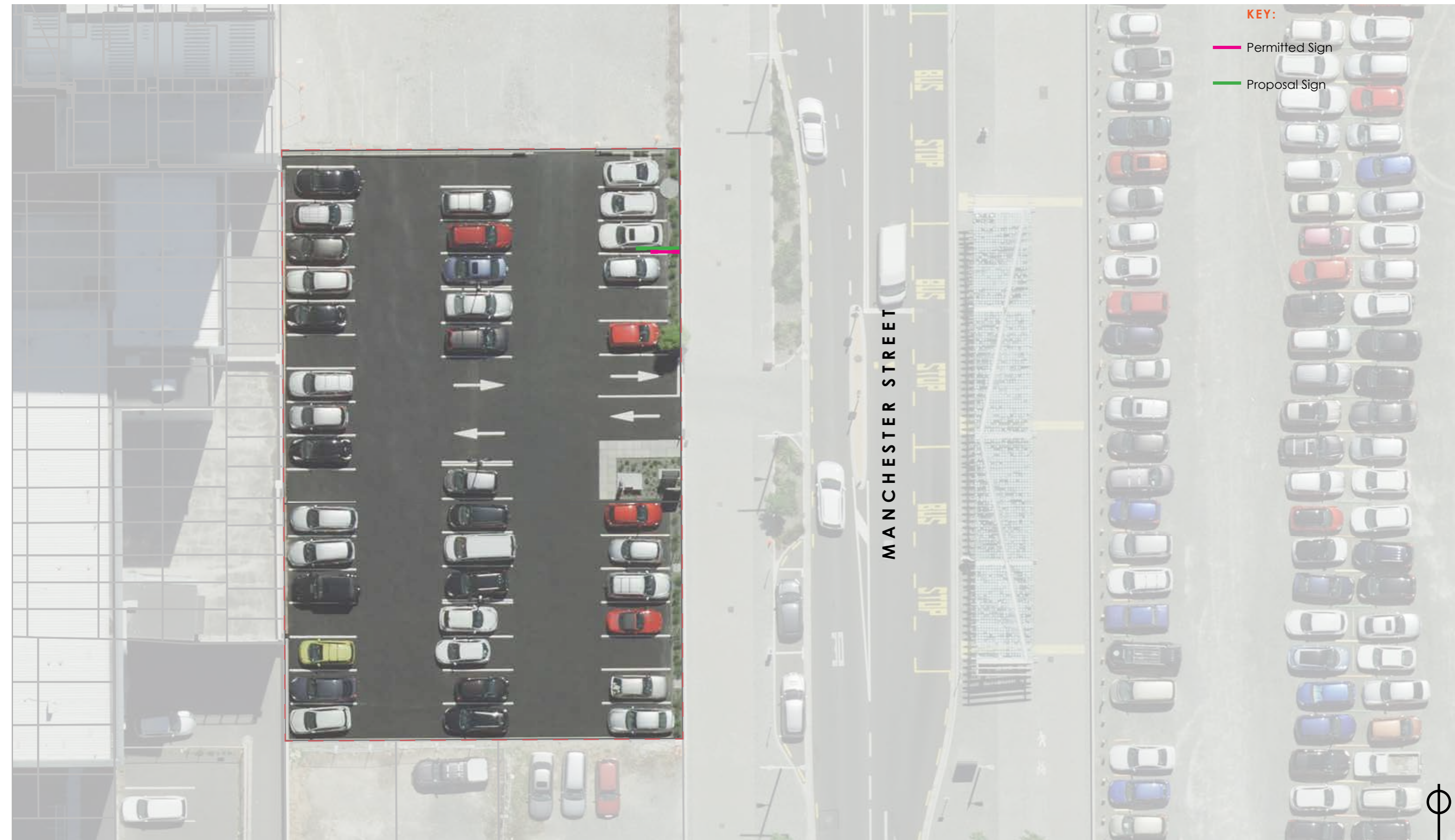


C. ILLUSTRATION SHOWING THE PROPOSED DIGITAL BILLBOARD

KEY:

Permitted Sign

Proposal Sign



A. PLAN FOR DIGITAL SIGN

map / image source: Canterbury Maps - Scale 1:250 @ A3

Client / project name: WILSONS / 225 MANCHESTER STREET DIGITAL BILLBOARD
 Drawing name: **SIGN LOCATIONS**
 Designed by: Dave Compton-Moen / Will Todd
 Drawn by: WILL TODD
 Original issue date: 31 JULY 2020
 Scales: As Shown

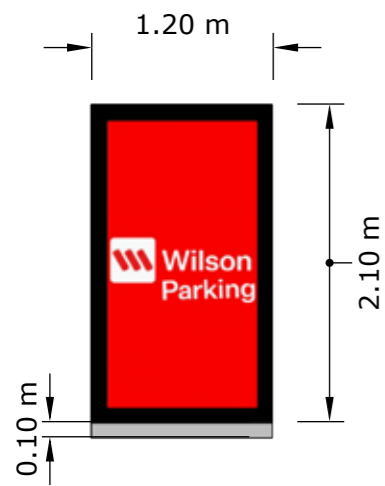
Revision no:	Amendment	Approved	Date
A	DRAFT	DCM	31.07.2020
B	Viewshed Illustration	DCM	06.08.2020
C			
D	RFI	DCM	12.10.2020
E	RFI	DCM	22.10.2020
F	Graphics for evidence	DCM	15.02.2022
G	Design amendment	DCM	16.02.2022



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Project no / drawing no: **2020_049 / 0002**

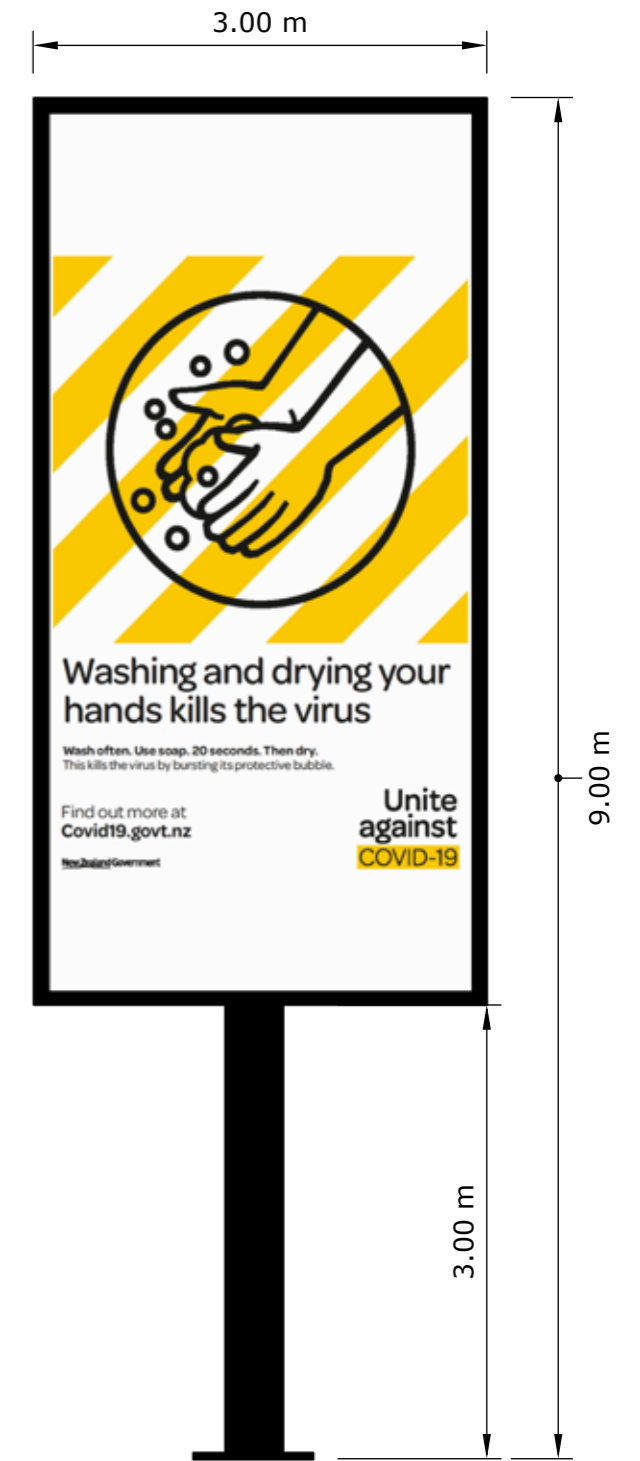
Revision: **G**



A. EXISTING SIGN



B. PERMITTED SIGN



C. PROPOSED SIGN

SIGN ELEVATIONS

Scale 1:50 @ A3



A The existing 3x6m digital billboard at the corner of Bealey Ave and Victoria Street is immediately adjacent to the high-quality pedestrian environment of the Victoria Street precinct. The sign does not detract from the quality or functionality of the space but adds interest and vitality.

(source: <https://planzconsultants.co.nz/billboards-and-signage/>)



B Digital display panels are common place in bus stops or pedestrian plazas throughout New Zealand. While the proposed billboard is larger, the content is often the same with the ability to advertise products, events or public notices.

(source: <https://planzconsultants.co.nz/billboards-and-signage/>)



C This image is of a landscape format static, externally lit billboard on Boulcott Street in Wellington. The receiving environment is a mix of office space, retail, apartments and university hostels.

(source: <https://www.thebigidea.nz/connect/media-releases/2014/jul/143373-5-billboard-exhibition-relocates-to-wellington>)



D Smaller digital advertising panels are common at airports, train stations and transport interchanges. They are often in high-quality pedestrian environments, adding to the character and vitality of a space. The signs are not limited to advertising products but can showcase upcoming events or public notices. There is a similar display on the eastern side of Manchester Street opposite the proposal.

(source: <https://www.christchurchairport.co.nz/>)



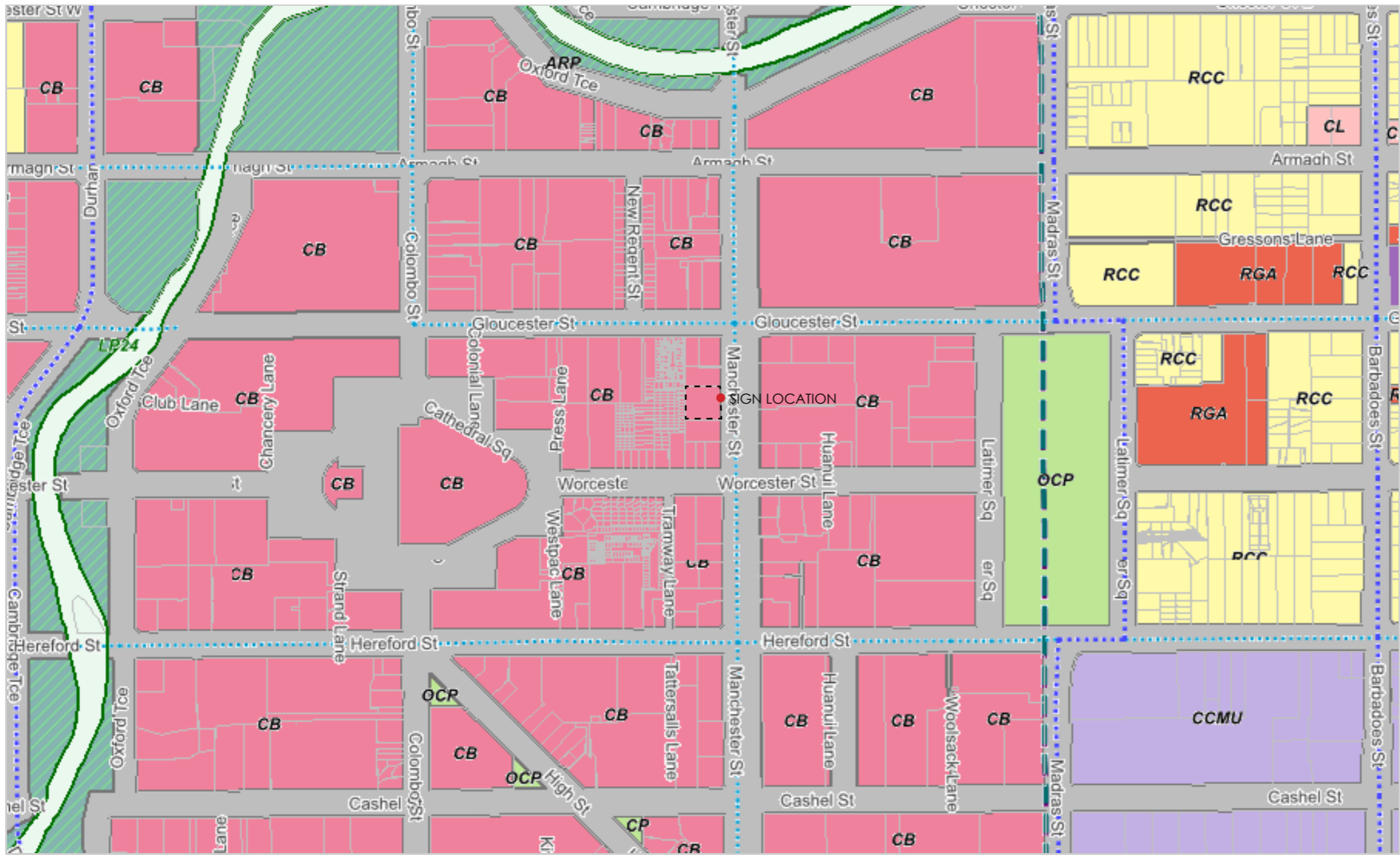
E As outlined above under B, advertising in bus shelters has been common place for decades, often allowing for the shelters to be upgraded to a higher standard. This image is of a shelter outside Parliament in Wellington.

(source: <https://www.media4growth.com/digital-oooh/oooh-turning-nz-bqs-into-immersive-mini-sports-arenas-4153>)



F Large digital billboards are common in transport interchanges / stations / stops as shown in this image from the Southern Cross Station Clock Tower in Sydney.

(source: https://www.innovateq.com.au/dt_gallery/jcdecaux/)



Map Legend

- Land Use Zones**
- Labels
- Zone Labels
- Zone
- ARP** Avon River Precinct (Te Papa Ōtākaro) Zone
 - CB** Commercial Central City Business Zone
 - CCMU** Commercial Central City Mixed Use Zone
 - CSF** Commercial Central City (South Frame) Mixed Use Zone
 - CL** Commercial Local Zone
 - OCP** Open Space Community Parks Zone
 - OWM** Open Space Water and Margins Zone
 - RCC** Residential Central City Zone
 - RGA** Residential Guest Accommodation Zone
 - SPS** Specific Purpose (School) Zone
 - Transport Zone

Other Notations

- Road Hierarchy
- Collector
 - Major Arterial
 - Minor Arterial
 - Central City Local Distributor
 - Central City Main Distributor

A. DISTRICT PLAN MAP SHOWING PROPOSED SIGN LOCATION

Map / image source: Christchurch City Council - District Plan





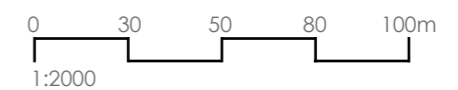
A. AERIAL PHOTO SHOWING THE PROPOSED SIGN LOCATION

Map / image source: Canterbury Maps

URBAN DESIGN AND VISUAL IMPACT GRAPHIC ATTACHMENT

CONTEXT - VISUAL CATCHMENT

DIGITAL BILLBOARD PROPOSAL - 235 MANCHESTER STREET, CHRISTCHURCH



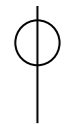
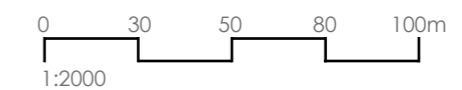
LEGEND

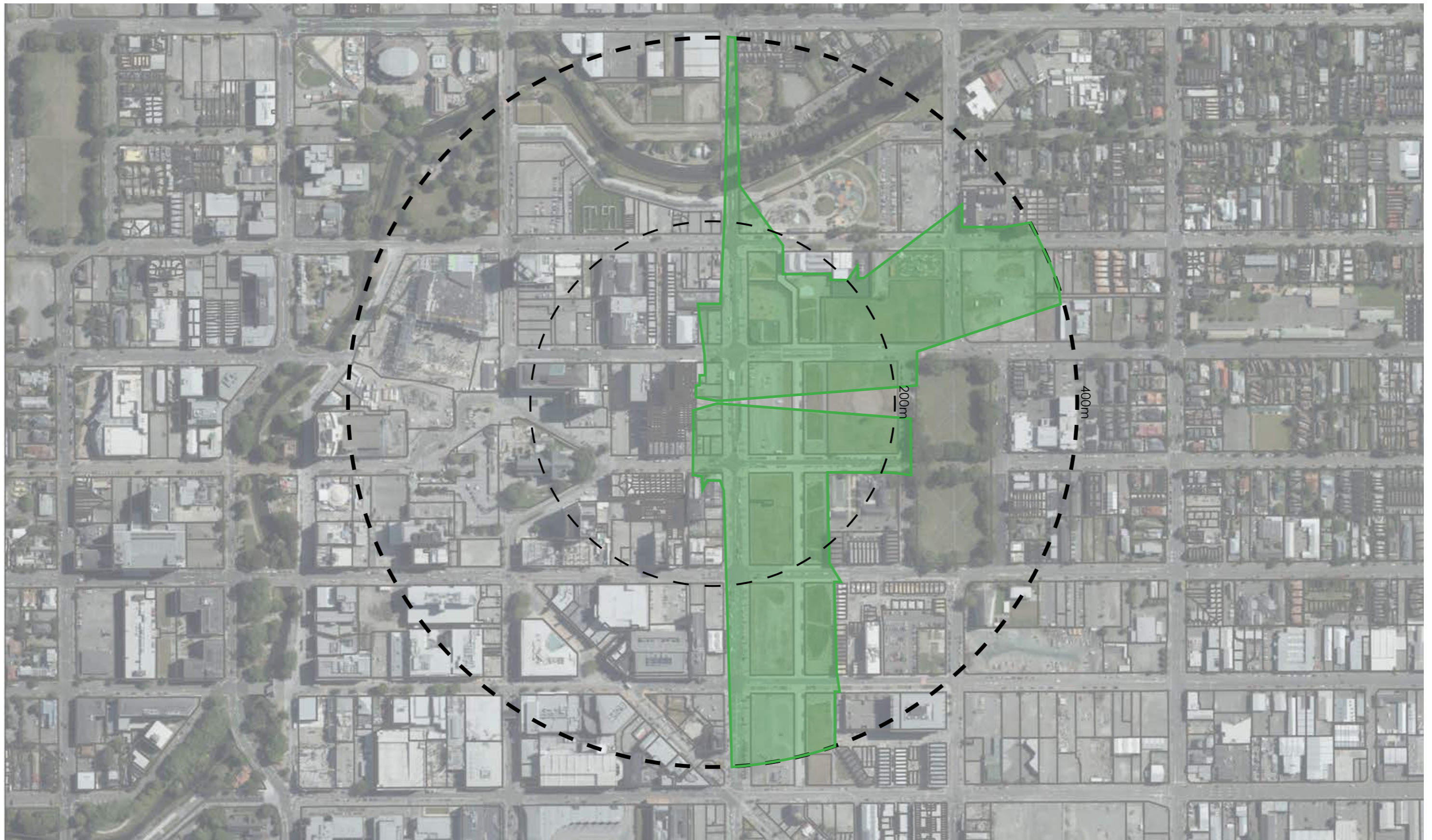
VIEWPOINT LOCATIONS

- 1 VP1 - VIEW South from 265 Manchester Street
- 2 VP2 - VIEW North-West from 185 Hereford Street
- 3 VP3 - VIEW North from 180 Manchester Street
- 4 VP4 - VIEW West from East Frame - Future Residents
- 5a VP5a - VIEW North-West from Manchester Street Bus Stop
- 5b VP5b - VIEW North-West from Manchester Street Bus Stop
- 5c VP5c - VIEW south-West from Manchester Street Bus Stop and 192 Gloucester St
- 6 VP6 - VIEW South from Margaret Mahy Park
- 7 VP7 - VIEW North from High - Manchester Street Intersection



Map / image source: Canterbury Maps





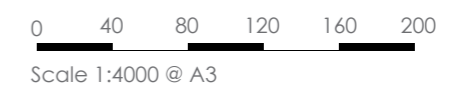
A. VIEWSHED PLAN FOR 3m x 6m DIGITAL BILLBOARD

Map / image source: Canterbury Maps Scale 1:4000 @ A3

URBAN DESIGN AND VISUAL IMPACT GRAPHIC ATTACHMENT

PROPOSED BILLBOARDS VIEWSHED ILLUSTRATION

DIGITAL BILLBOARD PROPOSAL - 235 MANCHESTER STREET, CHRISTCHURCH





A View from the the proposed site looking down Manchester Street towards the historic Trinity Congregational Church, a site now owned by the Chrsitchurch Heritage Trust due to earthquake damage.



B View from the proposed site looking across Manchester Street towards public transport stop and all day parking location. Manchester Street is a significant route among central city public transport, and has many carparks due to its central location. 4-5 storey mixed use buildings are proposed along the eastern edge of Manchester Street but the timing of these building is unknown. Once the buildings are developed though, the East Frame will be totally screened from this viewpoint.



C View from adjacent greenspace of multi-storey buildings (Rendevous Hotel, earthquake damaged Kaplan Centre and Trinity Congregation Church, and Cathedral Junction Appartments), all have a view above the proposed site to the greenspace.



D View of the site owned by the Christchurch Heritage Trust (historic Trinity Congregational Church). The building has been stabilised and is being preserved after experiencing significant earthquake damage, currently cordoned off with temporary fencing. This listed as a heritage item (580), the Shands building (256) has been relocated into the site to the left of the church (behind the church), and the Former State Insurance Building at 116 Worcester Street (577).



E View of the buildings which are located to the west of the proposed site. The vacant buildings along Manchester Street display murals/street art, post earthquake, and now play a role in the urban character of Christchurch CBD.



F View from New Regent Street showing the proximity of the tram route to the proposed location. In addition to this, the Rondevous Hotel and Cathedral Junction entrances are pictured identifying this is an area of higher use by the public.



G View of Latimer Terraces, terraced housing located at 197 Hereford Street. The West facing terraces (pictured) have a view across green space towards multi-storey buildings (Hereford Street Parking Building, Rondevous Hotel, and vacant earthquake damaged buildings).



A. IMAGE LOCATION



B. EXISTING VIEW

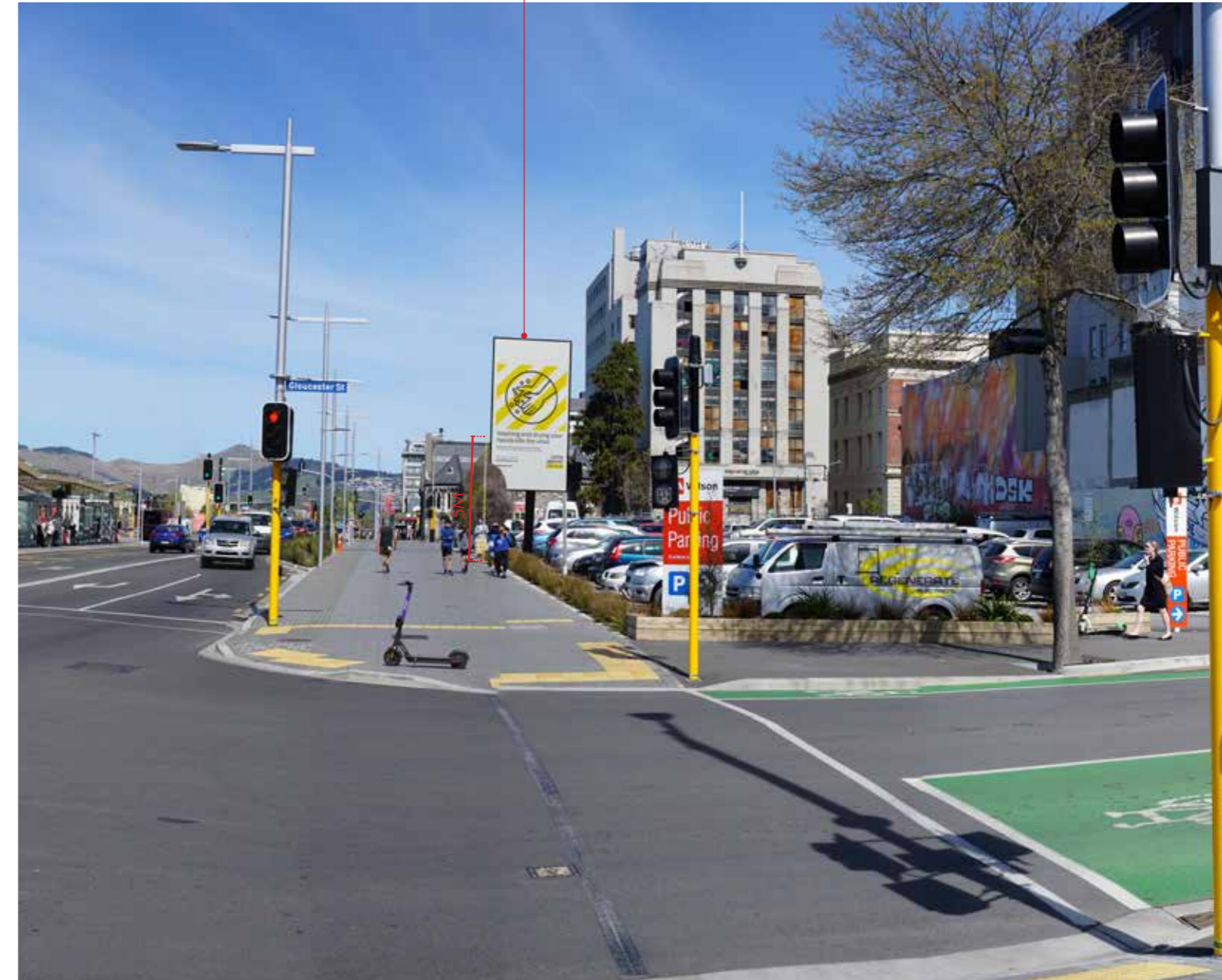
VISUALLY SENSITIVE RECEPTORS:

- Pedestrians / Cyclists along Manchester Street / Gloucester Street
- Users of Margaret Mahy Playground
- Visitors to Urbanz accommodation
- Office workers in the UniMed Building, 166 Gloucester Street

PROPOSED BILLBOARD



C. PERMITTED BASELINE

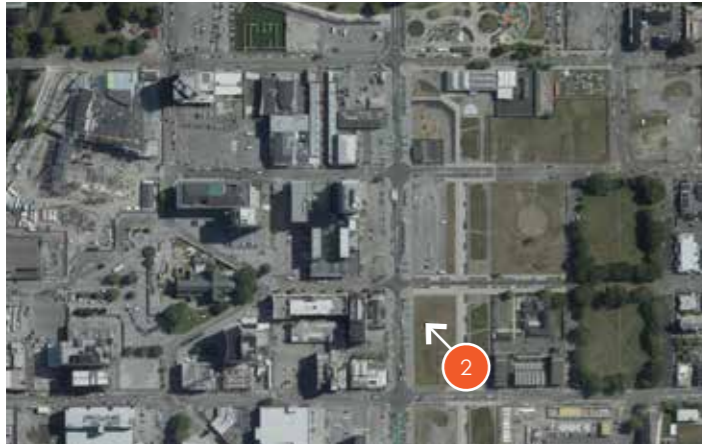


D. PROPOSAL SIGN

URBAN DESIGN AND VISUAL IMPACT GRAPHIC ATTACHMENT

1 VP1 - VIEW SOUTH FROM 265 MANCHESTER STREET
DIGITAL BILLBOARD PROPOSAL - 235 MANCHESTER STREET, CHRISTCHURCH

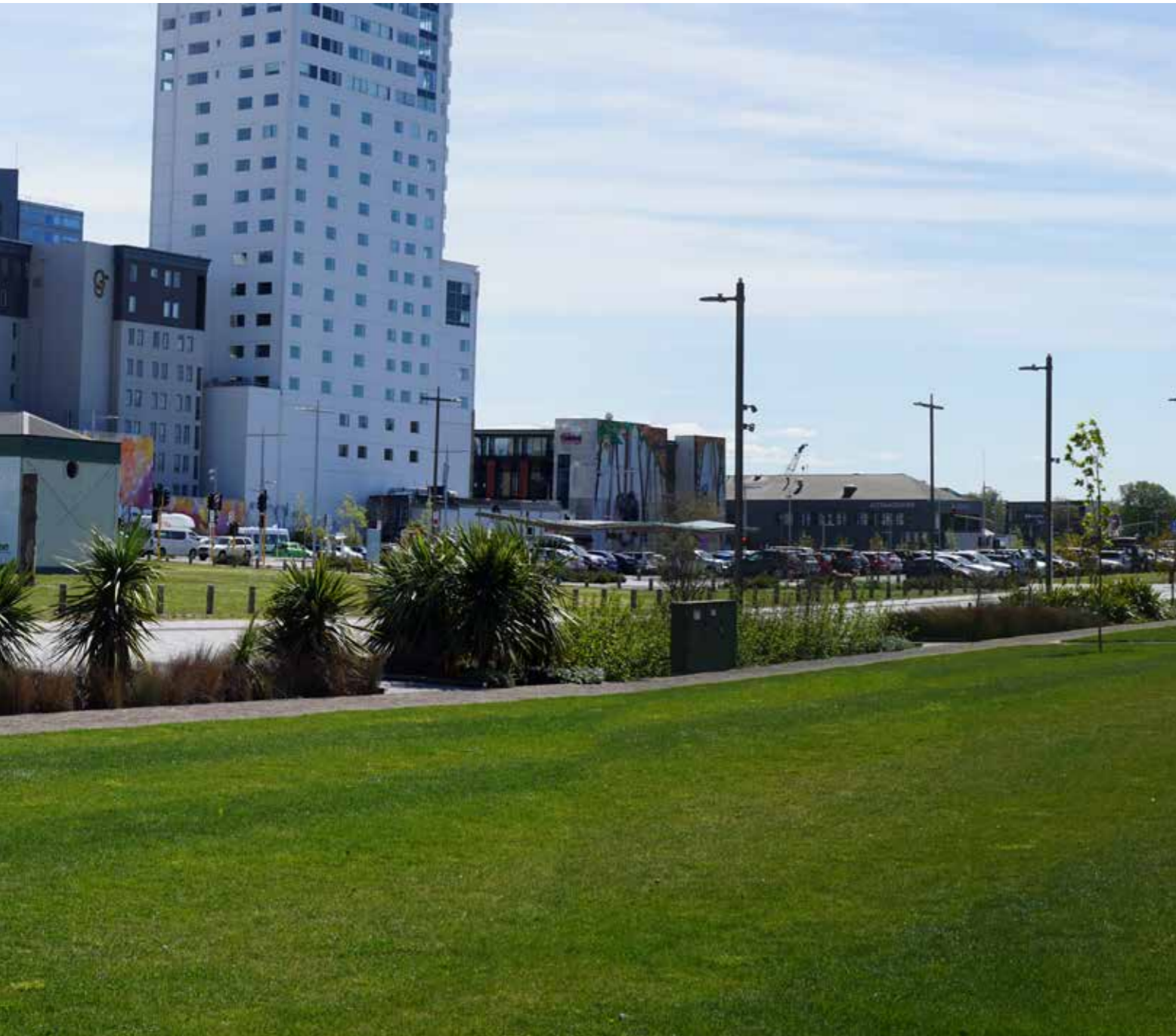
Image captured on Sony a6000
Focal length of 50mm.
Date: 01 October 2020 at 01:23 pm
Height of 1.7 metres
Photos merged in Photoshop CS to create panorama



VISUALLY SENSITIVE RECEPTORS:

- Pedestrians / Cyclists along Huanua Lane
- Residents of Latimer Terraces

A. IMAGE LOCATION

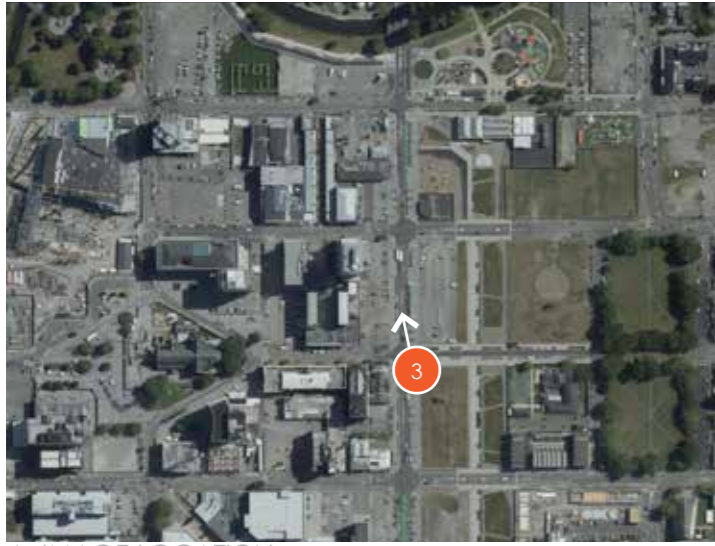


B. EXISTING VIEW



C. ILLUSTRATION - VIEW WITH PROPOSED BILLBOARD

PROPOSED BILLBOARD



A. IMAGE LOCATION



B. EXISTING VIEW

VISUALLY SENSITIVE RECEPTORS:

- Pedestrians
- Cyclists along Manchester Street / Worcester Street
- Vehicle Users along Manchester Street / Worcester Street

PROPOSED BILLBOARD



C. PERMITTED BASELINE



D. PROPOSAL SIGN

URBAN DESIGN AND VISUAL IMPACT GRAPHIC ATTACHMENT

3 VP3 - VIEW NORTH FROM 180 MANCHESTER STREET
DIGITAL BILLBOARD PROPOSAL - 235 MANCHESTER STREET, CHRISTCHURCH

Image captured on Sony a6000
Focal length of 50mm.
Date: 01 October 2020 at 01:18 pm
Height of 1.7 metres
Photos merged in Photoshop CS to create panorama



A. IMAGE LOCATION

VISUALLY SENSITIVE RECEPTORS:

- Pedestrians / Cyclists along Huanua Lane
- Future Residents of East Frame Terraces



B. EXISTING VIEW



C. ILLUSTRATION - VIEW WITH PROPOSED BILLBOARD

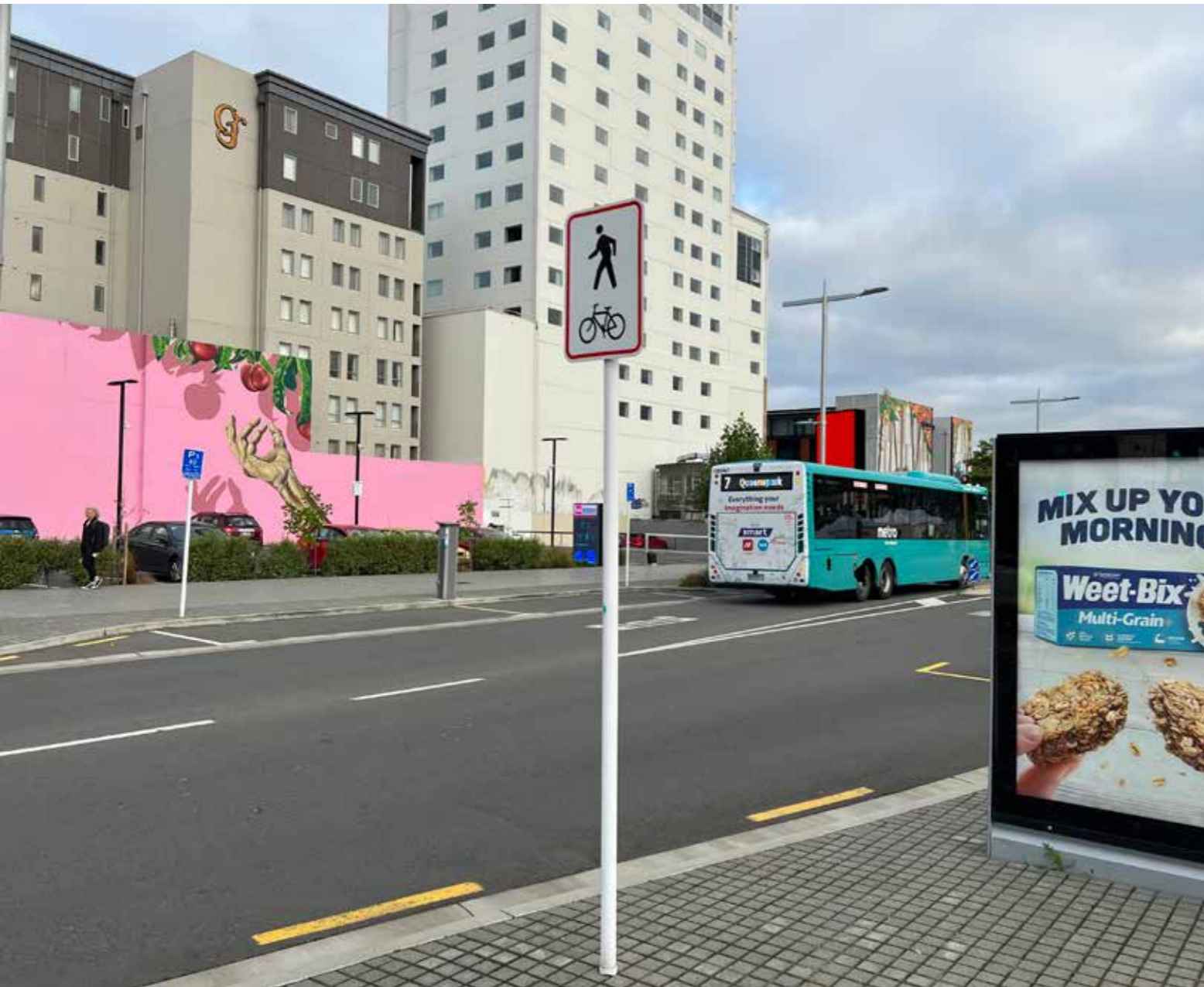
PROPOSED BILLBOARD



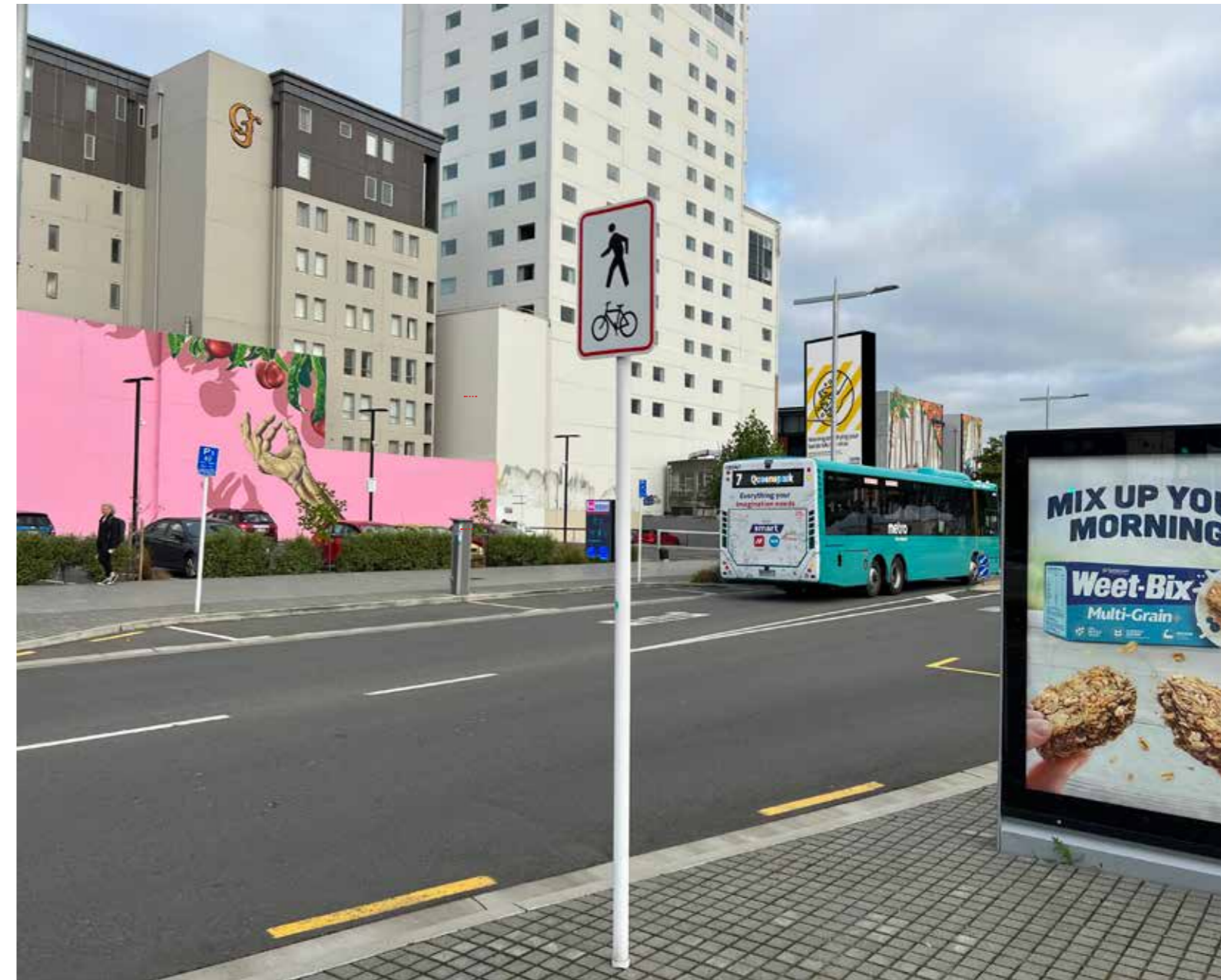
A. IMAGE LOCATION



B. EXISTING VIEW



C. PERMITTED BASELINE



D. PROPOSAL SIGN



A. IMAGE LOCATION



B. EXISTING VIEW

VISUALLY SENSITIVE RECEPTORS:

- Pedestrians / Cyclists along Manchester Street
- Bus Stop users
- Carpark users

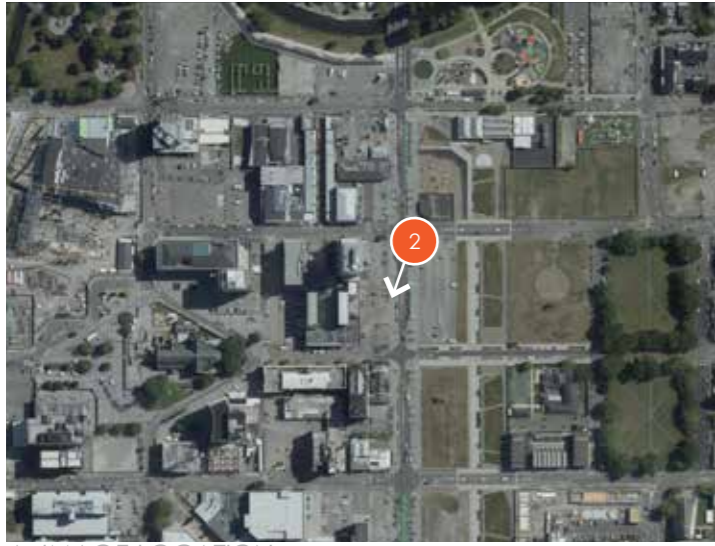
PROPOSED BILLBOARD



C. PERMITTED BASELINE



D. PROPOSAL SIGN



A. IMAGE LOCATION



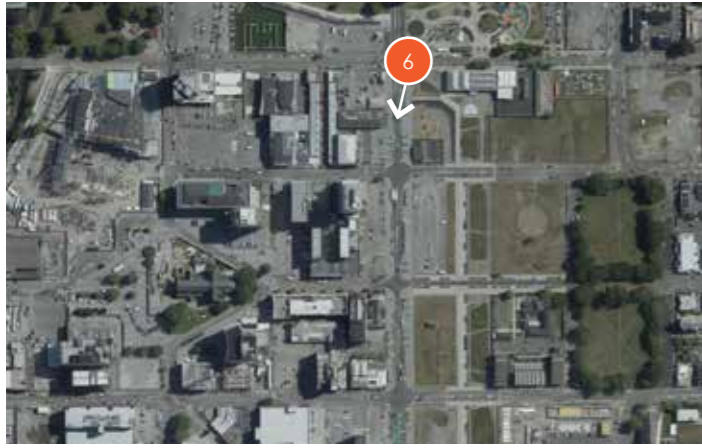
B. EXISTING VIEW



C. PERMITTED BASELINE



D. PROPOSAL SIGN



A. IMAGE LOCATION

VISUALLY SENSITIVE RECEPTORS:

- Pedestrians / Cyclists along Manchester Street
- Margaret Mahy Park



B. EXISTING VIEW



C. ILLUSTRATION - VIEW WITH PROPOSED BILLBOARD



A. IMAGE LOCATION

VISUALLY SENSITIVE RECEPTORS:

- Pedestrians / Cyclists along Manchester Street

PROPOSED BILLBOARD



B. EXISTING VIEW

