

APPLICATION AS NOTIFIED

Bigavision Limited

(RM201003)

Submissions Close 1 April 2021

FORM 12

File Number RM201003

QUEENSTOWN LAKES DISTRICT COUNCIL

PUBLIC NOTIFICATION

Notification of an application for a Resource Consent under Section 95A of the Resource Management Act 1991.

The Queenstown Lakes District Council has received an application for a resource consent from:

Bigavision Limited

What is proposed:

Digital Billboard

Consent is sought for a 34.56m² digital billboard displaying static messages which may not be related to the activities located on-site. Each image will be displayed for a minimum of 60 seconds with a 0.5 second cross dissolve between images. The luminance shall be 500cd/m² from sunset to sunrise and 5000cd/m² at all other times.

The billboard will be located on the East side of the Crowne Plaza hotel, facing down Shotover Street at the height of floor levels 2, 3 and 4.

Relocate existing sign

The existing 11.88m² Crown Plaza Hotel signage currently located on the east side of the building will be relocated upwards to the height of level 5.

The location in respect of which this application relates is situated at:

93 Beach Street, Queenstown

The application includes an assessment of environmental effects. This file can also be viewed at our public computers at these Council offices:

- **74 Shotover Street, Queenstown;**
- **Gorge Road, Queenstown;**
- **and 47 Ardmore Street, Wanaka during normal office hours (8.30am to 5.00pm).**

Alternatively, you can view them on our website when the submission period commences:

<https://www.qldc.govt.nz/services/resource-consents/notified-resource-consents#public-rc> or via our edocs website using RM201003 as the reference <https://edocs.qldc.govt.nz/Account/Login>

The Council planner processing this application on behalf of the Council is Wendy Baker, who may be contacted by phone at 021-1843309 or email at wendy.baker@qldc.govt.nz

Any person may make a submission on the application, but a person who is a trade competitor of the applicant may do so only if that person is directly affected by an effect of the activity to which the application relates that –

- a) adversely affects the environment; and
- b) does not relate to trade competition or the effects of trade competition.

If you wish to make a submission on this application, you may do so by sending a written submission to the consent authority no later than:

Thursday 1 April 2021

The submission must be dated, signed by you and must include the following information:

- a) Your name and postal address and phone number/fax number.
- b) Details of the application in respect of which you are making the submission including location.
- c) Whether you support or oppose the application.
- d) Your submission, with reasons.
- e) The decision you wish the consent authority to make.
- f) Whether you wish to be heard in support of your submission.

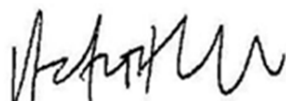
You may make a submission by sending a written or electronic submission to Council (details below). The submission should be in the format of Form 13. Copies of this form are available Council website:

https://www.qldc.govt.nz/services/resource-consents/application-forms-and-fees#other_forms

You must serve a copy of your submission to the applicant (Bigavision Ltd) as soon as reasonably practicable after serving your submission to Council:

C/ Anderson Lloyd
alex.booker@al.nz
Level 3, Anderson Lloyd House
70 Gloucester Street
Christchurch 8013

QUEENSTOWN LAKES DISTRICT COUNCIL



(signed by Jane Sinclair pursuant to a delegation given under Section 34A of the Resource Management Act 1991)

Date of Notification: Thursday 4 March 2021

Address for Service for Consent Authority:

**Queenstown Lakes District Council
Private Bag 50072, Queenstown 9348
Gorge Road, Queenstown 9300**

**Phone
Email
Website**

**03 441 0499
rcsubmission@qldc.govt.nz
www.qldc.govt.nz**



APPLICATION FOR RESOURCE CONSENT OR
FAST TRACK RESOURCE CONSENT

FORM 9: GENERAL APPLICATION



Under Section 87AAC, 88 & 145 of the Resource Management Act 1991 (Form 9)

PLEASE COMPLETE ALL MANDATORY FIELDS* OF THIS FORM.

This form provides contact information and details of your application. If your form does not provide the required information it will be returned to you to complete. Until we receive a completed form and payment of the initial fee, your application may not be accepted for processing.



APPLICANT //

- Must be a person or legal entity (limited liability company or trust).
- Full names of all trustees required.
- The applicant name(s) will be the consent holder(s) responsible for the consent and any associated costs.

*Applicant's Full Name / Company / Trust: **Bigavision Limited**

(Name Decision is to be issued in)

All trustee names (if applicable):

*Contact name for company or trust: **Dean Shaw**

*Postal Address: **Burns Savage & Associates Limited, 179 Victoria Avenue, Palm**

*Post code:

4410

*Contact details supplied must be for the applicant and not for an agent acting on their behalf and must include a valid postal address

*Email Address: **dean@bacbou.co.nz**

*Phone Numbers: Day **0275748866**

Mobile: **0275748866**

*The Applicant is:

Owner

Prospective Purchaser (of the site to which the application relates)

Occupier

Lessee

Other - Please Specify:



Our preferred methods of corresponding with you are by **email and phone**.

The decision will be sent to the Correspondence Details by **email** unless requested otherwise.



CORRESPONDENCE DETAILS // If you are acting on behalf of the applicant e.g. agent, consultant or architect please fill in your details in this section.

*Name & Company: **Anderson Lloyd**

*Phone Numbers: Day **03 379 0037**

Mobile: **0276562647**

*Email Address: **alex.booker@al.nz**

*Postal Address: **Level 3, Anderson Lloyd House, 70 Gloucester Street,
Christchurch 8013**

*Postcode:

8013



INVOICING DETAILS //

Invoices will be made out to the applicant but can be sent to another party if paying on the applicant's behalf. For more information regarding payment please refer to the Fees Information section of this form.

*Please select a preference for who should receive any invoices and how they would like to receive them.

Applicant:

Agent:

Other - Please specify:

Email:

Post:

*Attention: **Dean Shaw**

*Postal Address: **Burns Savage & Associates Limited, 179
Victoria Avenue, Palmerston North**

*Post code:

4410

*Please provide an email AND full postal address.

*Email: **dean@bacbou.co.nz**



OWNER DETAILS // Please supply owner details for the subject site/property if not already indicated above

Owner Name: **Carter Queenstown 2015 Limited**

Owner Address: **C/- Carter Group, Level 2, ASB House, The Crossing, 166 Cashel Street, Christchurch**

If the property has recently changed ownership please indicate on what date (approximately) AND the names of the previous owners:

Date:

Names:



DEVELOPMENT CONTRIBUTIONS INVOICING DETAILS //

If it is assessed that your consent requires development contributions any invoices and correspondence relating to these will be sent via email. Invoices will be sent to the email address provided above unless an alternative address is provided below. Invoices will be made out to the applicant/owner but can be sent to another party if paying on the applicant's behalf.

*Please select a preference for who should receive any invoices.

Details are the same as for invoicing

Applicant:

Landowner:

Other, please specify:

*Attention: **Dean Shaw**

*Email: **dean@bacbou.co.nz**

[Click here for further information and our estimate request form](#)



DETAILS OF SITE // Legal description field must list legal descriptions for all sites pertaining to the application.
Any fields stating 'refer AEE' will result in return of the form to be fully completed.

*Address / Location to which this application relates:

93 Beach Street, Queenstown 9300

*Legal Description: Can be found on the Computer Freehold Register or Rates Notice – e.g Lot x DPxxx (or valuation number)

Lot 1 DP 15037

District Plan Zone(s): **Queenstown Town Centre Zone, Operative District Plan**



SITE VISIT REQUIREMENTS // Should a Council officer need to undertake a site visit please answer the questions below

Is there a gate or security system restricting access by council?

YES NO

Is there a dog on the property?

YES NO

Are there any other hazards or entry restrictions that council staff need to be aware of?

YES NO

If 'yes' please provide information below



PRE-APPLICATION MEETING OR URBAN DESIGN PANEL

Have you had a pre-application meeting with QLDC or attended the urban design panel regarding this proposal?

Yes

No

Copy of minutes attached

If 'yes', provide the reference number and/or name of staff member involved:



CONSENT(S) APPLIED FOR // * Identify all consents sought

Land use consent

Subdivision consent

Change/cancellation of consent or consent notice conditions

Certificate of compliance

Extension of lapse period of consent (time extension) s125

Existing use certificate



QUALIFIED FAST-TRACK APPLICATION UNDER SECTION 87AAC

Controlled Activity

Deemed Permitted Boundary Activity

If your consent qualifies as a fast-track application under section 87AAC, tick here to opt out of the fast track process



BRIEF DESCRIPTION OF THE PROPOSAL //

* Please complete this section, any form stating 'refer AEE' will be returned to be completed with a description of the proposal

*Consent is sought to:

Enable a digital billboard sign (7.2m x 4.8m) and signage platform and relocation of an existingsign on the eastern side of the Crowne Plaza Hotel, located at 93 Beach Street, Queenstown.



APPLICATION NOTIFICATION

Are you requesting public notification for the application?

Yes

No

Please note there is an additional fee payable for notification. Please refer to Fees schedule



OTHER CONSENTS

Is consent required under a National Environmental Standard (NES)?

- NES for Assessing and Managing Contaminants in Soil to Protect Human Health 2012

An applicant is required to address the NES in regard to past use of the land which could contaminate soil to a level that poses a risk to human health. Information regarding the NES is available on the website

➔ <http://www.mfe.govt.nz/laws/standards/contaminants-in-soil/>.

You can address the NES in your application AEE OR by selecting ONE of the following:

This application does not involve subdivision (excluding production land), change of use or removal of (part of) a fuel storage system. Any earthworks will meet section 8(3) of the NES (including volume not exceeding 25m³ per 500m²). Therefore the NES does not apply.

I have undertaken a comprehensive review of District and Regional Council records and I have found no record suggesting an activity on the HAIL has taken place on the piece of land which is subject to this application.

NOTE: depending on the scale and nature of your proposal you may be required to provide details of the records reviewed and the details found.



OTHER CONSENTS // CONTINUED

I have included a Preliminary Site Investigation undertaken by a suitably qualified person.

An activity listed on the HAIL has more likely than not taken place on the piece of land which is subject to this application. I have addressed the NES requirements in the Assessment of Environmental Effects.

Any other National Environmental Standard

Yes

N/A

Are any additional consent(s) required that have been applied for separately?

Otago Regional Council

Consents required from the Regional Council (note if have/have not been applied for):

Yes

N/A



INFORMATION REQUIRED TO BE SUBMITTED //

Attach to this form any information required (see below & appendices 1-2).

To be accepted for processing, your application should include the following:

Computer Freehold Register for the property (no more than 3 months old) and copies of any consent notices and covenants (Can be obtained from Land Information NZ at <https://www.linz.govt.nz>).

A plan or map showing the locality of the site, topographical features, buildings etc.

A site plan at a convenient scale.

Written approval of every person who may be adversely affected by the granting of consent (s95E).

An Assessment of Effects (AEE).

An AEE is a written document outlining how the potential effects of the activity have been considered along with any other relevant matters, for example if a consent notice is proposed to be changed. Address the relevant provisions of the District Plan and affected parties including who has or has not provided written approval. See [Appendix 1](#) for more detail.



We prefer to receive applications electronically – please see Appendix 5 – [Naming of Documents Guide](#) for how documents should be named. Please ensure documents are scanned at a minimum resolution of 300 dpi. Each document should be no greater than 10mb



PRIVACY INFORMATION

The information you have provided on this form is required so that your application can be processed under the Resource Management Act 1991 and may also be used in statistics collected and provided to the Ministry for the Environment and Queenstown Lakes District Council. The information will be stored on a public register and may be made available to the public on request or on the company's or the Council's websites.



FEES INFORMATION

Section 36 of the Resource Management Act 1991 deals with administrative charges and allows a local authority to levy charges that relate to, but are not limited to, carrying out its functions in relation to receiving, processing and granting of resource consents (including certificates of compliance and existing use certificates).

Invoiced sums are payable by the 20th of the month after the work was undertaken. If unpaid, the processing of an application, provision of a service, or performance of a function will be suspended until the sum is paid. You may also be required to make an additional payment, or bring the account up to date, prior to milestones such as notification, setting a hearing date or releasing the decision. In particular, all charges related to processing of a resource consent application are payable prior to issuing of the decision. Payment is due on the 20th of the month or prior to the issue date – whichever is earlier.



FEES INFORMATION // CONTINUED

If your application is notified or requires a hearing you will be requested to pay a notification deposit and/or a hearing deposit. An applicant may not offset any invoiced processing charges against such payments.

Section 357B of the Resource Management Act provides a right of objection in respect of additional charges. An objection must be in writing and must be lodged within 15 working days of notification of the decision.

LIABILITY FOR PAYMENT – Please note that by signing and lodging this application form you are acknowledging that the Applicant is responsible for payment of invoices and in addition will be liable to pay all costs and expenses of debt recovery and/or legal costs incurred by QLDC related to the enforcement of any debt.

MONITORING FEES – Please also note that if this application is approved you will be required to meet the costs of monitoring any conditions applying to the consent, pursuant to Section 35 of the Resource Management Act 1991.

DEVELOPMENT CONTRIBUTIONS – Your development, if granted, may also incur development contributions under the Local Government Act 2002. You will be liable for payment of any such contributions.

A list of Consent Charges is available on the on the Resource Consent Application Forms section of the QLDC website. If you are unsure of the amount to pay, please call 03 441 0499 and ask to speak to our duty planner.

Please ensure to [reference any banking payments correctly](#). Incorrectly referenced payments may cause delays to the processing of your application whilst payment is identified.

If the initial fee charged is insufficient to cover the actual and reasonable costs of work undertaken on the application you will be required to pay any additional amounts and will be invoiced monthly as work on the application continues. Please note that if the Applicant has outstanding fees owing to Council in respect of other applications, Council may choose to apply the initial fee to any outstanding balances in which case the initial fee for processing this application may be deemed not to have been paid.



PAYMENT // An initial fee must be paid prior to or at the time of the application and proof of payment submitted.

Please reference your payments as follows:

Applications yet to be submitted: RM followed by first 5 letters of applicant name e.g RMJONES

Applications already submitted: Please use the RM# reference that has been assigned to your application, this will have been emailed to yourself or your agent.

Please note processing will not begin until payment is received (or identified if incorrectly referenced).

I confirm payment by:

Bank transfer to account 02 0948 0002000 00 (If paying from overseas swiftcode is – BKNZ222)

Cheque payable to Queenstown Lakes District Council attached

Manual Payment (can only be accepted once application has been lodged and acknowledgement email received with your unique RM reference number)

*Reference

*Amount Paid: Landuse and Subdivision Resource Consent fees - please select from drop down list below

****Landuse Consent Fees****

(For required initial fees refer to website for Resource Consent Charges or spoke to the Duty Planner by phoning 03 441 0499)

*Date of Payment

Invoices are available on request

APPLICATION & DECLARATION

The Council relies on the information contained in this application being complete and accurate. The Applicant must take all reasonable steps to ensure that it is complete and accurate and accepts responsibility for information in this application being so.



If lodging this application as **the Applicant:**

I/we hereby represent and warrant that I am/we are aware of all of my/our obligations arising under this application including, in particular but without limitation, my/our obligation to pay all fees and administrative charges (including debt recovery and legal expenses) payable under this application as referred to within the Fees Information section.

OR:



If lodging this application as **agent of the Applicant:**

I/we hereby represent and warrant that I am/we are authorised to act as agent of the Applicant in respect of the completion and lodging of this application and that the Applicant is aware of all of his/her/its obligations arising under this application including, in particular but without limitation, his/her/its obligation to pay all fees and administrative charges (including debt recovery and legal expenses) payable under this application as referred to within the Fees Information section.



I hereby apply for the resource consent(s) for the Proposal described above and I certify that, to the best of my knowledge and belief, the information given in this application is complete and accurate.

PLEASE TICK

Signed (by or as authorised agent of the Applicant) **

Full name of person lodging this form **Dean SHAW**

Firm/Company **Bigavision Ltd**

Dated **23/12/20**

**If this form is being completed on-line you will not be able, or required, to sign this form and the on-line lodgement will be treated as confirmation of your acknowledgement and acceptance of the above responsibilities and liabilities and that you have made the above representations, warranties and certification.



Section 2 of the District Plan provides additional information on the information that should be submitted with a land use or subdivision consent.

The RMA (Fourth Schedule to the Act) requires the following:

1 INFORMATION MUST BE SPECIFIED IN SUFFICIENT DETAIL

- Any information required by this schedule, including an assessment under clause 2(1)(f) or (g), must be specified in sufficient detail to satisfy the purpose for which it is required.

2 INFORMATION REQUIRED IN ALL APPLICATIONS

- (1) An application for a resource consent for an activity (the activity) must include the following:

- (a) a description of the activity;
- (b) a description of the site at which the activity is to occur;
- (c) the full name and address of each owner or occupier of the site;
- (d) a description of any other activities that are part of the proposal to which the application relates;
- (e) a description of any other resource consents required for the proposal to which the application relates;
- (f) an assessment of the activity against the matters set out in Part 2;
- (g) an assessment of the activity against any relevant provisions of a document referred to in section 104(1)(b).

(2) The assessment under subclause (1)(g) must include an assessment of the activity against—

- (a) any relevant objectives, policies, or rules in a document; and
- (b) any relevant requirements, conditions, or permissions in any rules in a document; and
- (c) any other relevant requirements in a document (for example, in a national environmental standard or other regulations).

(3) An application must also include an assessment of the activity's effects on the environment that—

- (a) includes the information required by clause 6; and
- (b) addresses the matters specified in clause 7; and
- (c) includes such detail as corresponds with the scale and significance of the effects that the activity may have on the environment.

Information provided within the Form above

Include in an attached Assessment of Effects (see Clauses 6 & 7 below)

ADDITIONAL INFORMATION REQUIRED IN SOME APPLICATIONS

- An application must also include any of the following that apply:
 - (a) if any permitted activity is part of the proposal to which the application relates, a description of the permitted activity that demonstrates that it complies with the requirements, conditions, and permissions for the permitted activity (so that a resource consent is not required for that activity under section 87A(1));
 - (b) if the application is affected by section 124 or 165ZH(1)(c) (which relate to existing resource consents), an assessment of the value of the investment of the existing consent holder (for the purposes of section 104(2A));



ASSESSMENT OF ENVIRONMENTAL EFFECTS

Clause 6: Information required in assessment of environmental effects

- (1) An assessment of the activity's effects on the environment must include the following information:
 - (a) if it is likely that the activity will result in any significant adverse effect on the environment, a description of any possible alternative locations or methods for undertaking the activity;
 - (b) an assessment of the actual or potential effect on the environment of the activity;
 - (c) if the activity includes the use of hazardous substances and installations, an assessment of any risks to the environment that are likely to arise from such use;
 - (d) if the activity includes the discharge of any contaminant, a description of—
 - (i) the nature of the discharge and the sensitivity of the receiving environment to adverse effects; and
 - (ii) any possible alternative methods of discharge, including discharge into any other receiving environment;
 - (e) a description of the mitigation measures (including safeguards and contingency plans where relevant) to be undertaken to help prevent or reduce the actual or potential effect;
 - (f) identification of the persons affected by the activity, any consultation undertaken, and any response to the views of any person consulted;
 - (g) if the scale and significance of the activity's effects are such that monitoring is required, a description of how and by whom the effects will be monitored if the activity is approved;
 - (h) if the activity will, or is likely to, have adverse effects that are more than minor on the exercise of a protected customary right, a description of possible alternative locations or methods for the exercise of the activity (unless written approval for the activity is given by the protected customary rights group).
- (2) A requirement to include information in the assessment of environmental effects is subject to the provisions of any policy statement or plan.
- (3) To avoid doubt, subclause (1)(f) obliges an applicant to report as to the persons identified as being affected by the proposal, but does not—
 - (a) oblige the applicant to consult any person; or
 - (b) create any ground for expecting that the applicant will consult any person.

CLAUSE 7: MATTERS THAT MUST BE ADDRESSED BY ASSESSMENT OF ENVIRONMENTAL EFFECTS

- (1) An assessment of the activity's effects on the environment must address the following matters:
 - (a) any effect on those in the neighbourhood and, where relevant, the wider community, including any social, economic, or cultural effects;
 - (b) any physical effect on the locality, including any landscape and visual effects;
 - (c) any effect on ecosystems, including effects on plants or animals and any physical disturbance of habitats in the vicinity;
 - (d) any effect on natural and physical resources having aesthetic, recreational, scientific, historical, spiritual, or cultural value, or other special value, for present or future generations;
 - (e) any discharge of contaminants into the environment, including any unreasonable emission of noise, and options for the treatment and disposal of contaminants;
 - (f) any risk to the neighbourhood, the wider community, or the environment through natural hazards or the use of hazardous substances or hazardous installations.
- (2) The requirement to address a matter in the assessment of environmental effects is subject to the provisions of any policy statement or plan.



UNDER THE FOURTH SCHEDULE TO THE ACT:

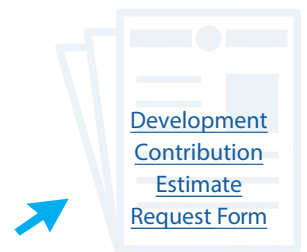
- An application for a subdivision consent must also include information that adequately defines the following:
 - (a) the position of all new boundaries:
 - (b) the areas of all new allotments, unless the subdivision involves a cross lease, company lease, or unit plan:
 - (c) the locations and areas of new reserves to be created, including any esplanade reserves and esplanade strips:
 - (d) the locations and areas of any existing esplanade reserves, esplanade strips, and access strips:
 - (e) the locations and areas of any part of the bed of a river or lake to be vested in a territorial authority under section 237A:
 - (f) the locations and areas of any land within the coastal marine area (which is to become part of the common marine and coastal area under section 237A):
 - (g) the locations and areas of land to be set aside as new roads.

Will your resource consent result in a Development Contribution and what is it?

- A Development Contribution can be triggered by the granting of a resource consent and is a financial charge levied on new developments. It is assessed and collected under the Local Government Act 2002. It is intended to ensure that any party, who creates additional demand on Council infrastructure, contributes to the extra cost that they impose on the community. These contributions are related to the provision of the following council services:
 - Water supply
 - Wastewater supply
 - Stormwater supply
 - Reserves, Reserve Improvements and Community Facilities
 - Transportation (also known as Roding)

[Click here for more information on development contributions and their charges](#)

OR Submit an Estimate request *please note administration charges will apply



Please note that some land use consents can be dealt with as fast track land use consent. This term applies to resource consents where they require a controlled activity and no other activity. A 10 day processing time applies to a fast track consent.

If the consent authority determines that the activity is a deemed permitted boundary activity under section 87BA of the Act, written approval cannot be withdrawn if this process is followed instead.

A fast-track application may cease to be a fast-track application under section 87AAC(2) of the Act.

While it is not essential that your documents are named the following, it would be helpful if you could title your documents for us. You may have documents that do not fit these names; therefore below is a guide of some of the documents we receive for resource consents. Please use a generic name indicating the type of document.

Application Form 9

Assessment of Environmental Effects (AEE)

Computer Register (CFR)

Covenants & Consent Notice

Affected Party Approval/s

Landscape Report

Ecological Report

Engineering Report

Geotechnical Report

Wastewater Assessment

Traffic Report

Waste Event Form

Urban Design Report

Bigavision Limited

Application for a digital billboard

Crowne Plaza Queenstown, 93 Beach Street,
Queenstown

23 December 2020

**anderson
lloyd.**

Application for resource consent under Section 88 of the Resource Management Act 1991

To: **Queenstown Lakes District Council**

- 1 **Bigavision Limited** applies for all relevant land use consents:
- 2 The activity to which the application relates (the **Billboard**):
 - (a) to install and operate a 34.56m², 7.2m x 4.8m, single sided digital billboard sign as described in the attached Application and Assessment of Effects on the Environment; and
 - (b) to relocate the existing Crowne Plaza sign (11.8 m²; 6.6m x 1.8m).
- 3 The site at which the Proposal is to occur is as follows:
 - (a) The eastern side of the Crowne Plaza Queenstown Hotel building, 93 Beach Street, Queenstown. Lot 1 DP 15037.
- 4 The owner or occupier (other than the applicant) of the site to which the application relates are as follows:
 - (a) Carter Queenstown 2015 Limited.
- 5 There are no other activities that are part of the proposal to which this application relates.
- 6 No additional resource consents are needed for the proposal to which this application relates.
- 7 I attach an assessment of the Proposal's effect on the environment that –
 - (a) includes the information required by clause 6 of Schedule 4 of the Resource Management Act 1991; and
 - (b) addresses the matters specified in clause 7 of Schedule 4 of the Resource Management Act 1991; and
 - (c) includes such detail as corresponds with the scale and significance of the effects that the activity may have on the environment.
- 8 I attach an assessment of the proposed activity against the matters set out in Part 21 of the Resource Management Act 1991.

- 9 I attach an assessment of the proposed activity against any relevant provisions of a document referred to in section 104(1)(b) of the Resource Management Act 1991, including the information required by clause 2(2) of Schedule 4 of that Act.

Date: 23 December 2020

A handwritten signature in blue ink, appearing to be 'DS', written over a light blue rectangular background.

Dean Shaw

On behalf of Bigavision Limited

Contact details

Bigavision Limited

c/ Anderson Lloyd

Telephone: 027 656 2647

By email: alex.booker@al.nz;

Fourth Schedule: Assessment of effects on the Environment

1. A description of the proposal and site

- 1.1 Bigavision proposes to erect a new 34.56m², 7.2m x 4.8m single-sided digital billboard sign (the **Billboard**).
- 1.2 The Billboard:
- (a) will be installed and operated on the eastern side of the Crowne Plaza hotel and will display static messages which are not all related to activities onsite;
 - (b) will face eastwards and be visible to westbound traffic on Shotover Street, and to a lesser extent, on Beach Street. Shotover Street is part of State Highway 8A;
 - (c) will attach to the existing Crowne Plaza hotel building with A sections fixed to top, middle and bottom using Ramset masonry anchors. LED panels are locked in place with locator lugs and supplied locking fixtures, as shown in plans contained in **Appendix C- Assembly**;
 - (d) will be in addition to existing onsite signage erected on the building. The existing Crowne Plaza hotel sign on the eastern side of the hotel will be relocated upwards to accommodate the Billboard. The Billboard will not protrude more than the existing Crowne Plaza sign. There is no proposed infill of the existing Crowne Plaza hotel building;
 - (e) will be sited on private property beyond the edge of the state highway and elevated as shown on the Plans contained in **Appendix C- Elevations**;
 - (f) will be illuminated;
 - (g) will operate 24/7;
 - (h) will display content such as on-site and off-site local businesses and tourism operations, community events through to national messages and brands; including:
 - (i) signage relating to goods or services available at the site: Crown Plaza operations, accommodation, restaurant and spa offerings; and goods or services relating to other building occupiers such as Omega Car Rentals, Recycle Boutique and Ozone Retail 2 Limited convenience store.
 - (ii) sport, music and art festival events;
 - (iii) cultural and charity campaigns; and
 - (iv) messages about mental health (All Right?), the environment (Drinkable Rivers, Recycling), Covid-19, and road safety (NZTA).
- 1.3 The site is zoned Queenstown Town Centre Zone under the Queenstown Lakes Operative District Plan (**Operative District Plan**). Figure 1 below shows an extract from Operative District Plan, Map 36 with the Application site identified by a star symbol.

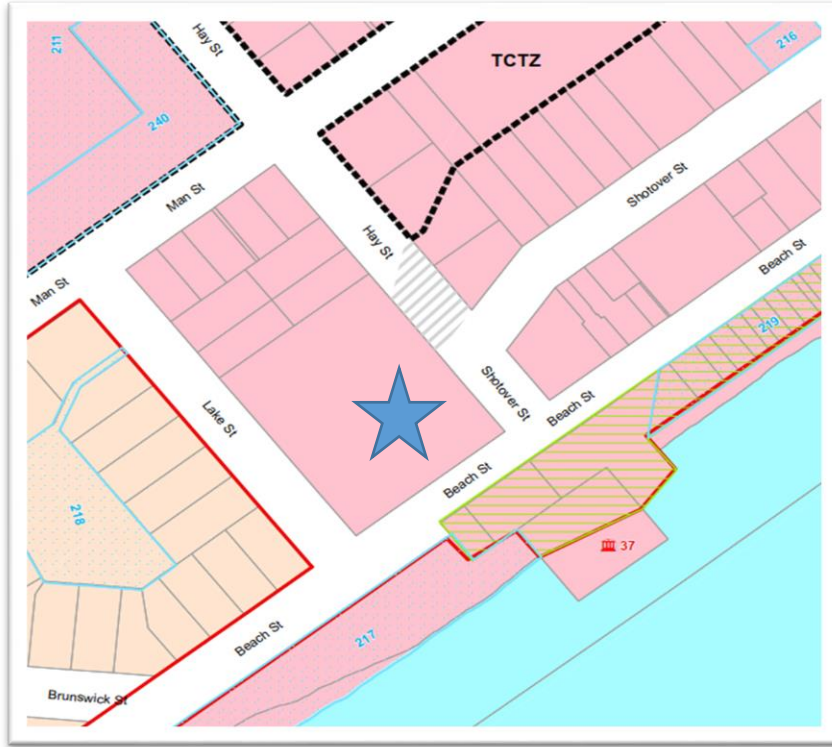


Figure 1: Map 36 Operative District Plan extract

The site and surrounding environment

- 1.4 The Billboard is located within a commercial area (the Queenstown Town Centre Zone), which has an eclectic mix of building styles and ages although there is a high uniformity of built form creating well defined street edges and public spaces.
- 1.5 The existing urban character of Queenstown Town Centre has a low to mid rise character with buildings varying in size between 2-6 storeys. The majority of sites are built out, with few exceptions. In most cases buildings are built to the street frontage creating a well-defined street boundary with a strong built edge. Most street frontages have active frontages with services areas and onsite parking located to the rear of sites.
- 1.6 The lakefront and Earnslaw Park form a significant, high quality public open space which is internationally known and valued. The space is created by a strong built edge of predominantly two and three storey buildings although there are some taller buildings. Lighting on buildings surrounding the space varies with several buildings lit to highlight design elements or with illuminated under verandah signs or decorative lighting.
- 1.7 The Crowne Plaza Hotel site itself, where the Billboard is located, is 6 storeys and orientated to the southeast, looking across Steamer wharf to the lake and the gardens. Under verandah and window signage is common throughout the centre, particularly along Shotover Street walking towards the Crowne Plaza. Many buildings have displays behind windows which add to the character and feel of the centre as a vibrant and energetic space rather than detracting from its character.
- 1.8 Immediately adjacent to the Billboard, the road reserve of Hay Street is well vegetated with a mix of exotic, deciduous tree species estimated to be 8-12m in height. On the Crowne Plaza site there is a row of variegated elms, estimated to be 8-10m high which run up the hill parallel to Hay Street.
- 1.9 Certificate of Title attached as **Appendix B**.

2. Proposed District Plan

- 2.1 The QLDC is currently reviewing the Operative District Plan in stages. The Application site is excluded from the Queenstown Lakes Proposed District Plan review as it was recently considered as part of Plan Change 50 (rezoning of land from High Density Residential to Queenstown Town Centre zone) which was made operative in 2016.

3. District plan definitions

- 3.1 The Billboard falls within a number of definitions in the Operative District Plan. It is a Sign and an Above Ground Floor Sign. It will contain advertising content which could be considered as relating to activities on the application site. It will contain advertising content which could be considered a Hoarding (for those aspects of content which are purely for commercial brand awareness), and an Off-Site sign (for those aspects of the content which do not relate to goods or services available at the site and are not purely for commercial brand awareness).
- 3.2 The following definitions apply to consideration of the Billboard:

Sign and signage: means

a) any external name, figure, character, outline, display, delineation, announcement, design, logo, mural or other artwork, poster, handbill, banner, captive balloon, flag, flashing sign, flatboard, free-standing sign, illuminated sign, moving signs, roof sign, sandwich board, streamer, hoarding or any other thing of a similar nature which is:

i) intended to attract attention; and

ii) visible from a road or any public place; and

b) all material and components comprising the sign, its frame, background, structure, any support and any means by which the sign is attached to any other thing.

c) Includes any sign written vehicle/trailer or any advertising media attached to a vehicle/trailer

Above Ground Floor Sign: means a sign attached to a building above the verandah or above 3 metres in height from the ground.

Hoarding: means a sign that is for purely commercial brand awareness purposes and which does not relate to the land use activity conducted on the site.

Off-site sign: means a sign which does not relate to goods or services available at the site where the sign is located and excludes a Hoarding.

Wall sign: means a sign attached to the wall of a building.

4. Resource consents required

- 4.1 All resource consents are sought to enable the billboard sign as detailed in this Assessment of Effects on the Environment (AEE), and relocation of the existing Crowne Plaza sign, including for the following:
- 4.2 Signage in a Commercial Area (Activity table 1):
- (a) As an Above Ground Floor Sign, the sign exceeds 2m² in area per building or 1m² per tenancy up to a maximum of 3m² per floor. Any sign or sign platform that does not comply with any of 1-6 above in a Town Centre Zone – **discretionary activity**.
- 4.3 District wide rules (Activity table 4):
- (a) Off-site signs – **discretionary activity**
 - (b) Hoardings – **non-complying activity**
 - (c) Signs exceeding 150cd/m² of illumination – **discretionary activity**
- 4.4 Overall, the Billboard is to be assessed as a **non-complying activity**.
- 4.5 The Billboard is not a flashing sign or a moving sign. It is not animated and will not create an optical illusion. It does not fall to be considered as a prohibited activity. The Proposed Queenstown Lakes District Plan clarifies that digital signage is not intended to be caught by the prohibited activity rule. A condition of consent is proposed which includes that the Billboard shall not contain movement or animation of images, flashing images or any retro-reflective material.

5. Assessment of environmental effects

- 5.1 The actual or potential effects likely to result from the Billboard are considered to be positive effects, effects on the character, amenity and street scene, cumulative effects and effects on traffic and transportation.
- 5.2 The Council may disregard an adverse effect if a rule in plan permits an activity with that effect. The Operative District Plan permits an Above Ground Floor Sign which doesn't exceed 2m² in area per building or 1m² per tenancy up to a maximum of 3m² per floor.

Positive effects

- 5.3 Billboards provide for the social, economic and cultural wellbeing of a local community and can benefit the wider neighbourhood. Digital billboards, when compared to a static billboards, have the benefit of being able to promote a broad range of products, places, activities and events as well as public notices, helping to encourage their continued occupation of town centre buildings and sites.
- 5.4 The Billboard will provide support to local businesses and tourism. Bigavision sells advertising to local businesses, events, and major brands. Bigavision provides opportunities for all advertisers across the entire spectrum and work closely with sports, events, festivals, music, comedy, art and culture we are part of what makes a great city work and bring vibrancy and vitality through what we do.
- 5.5 Advertising can assist to successfully promote and contribute to economic and social well-being. For example, Bigavision will likely advertise messages about mental health (All Right?), the environment (Drinkable Rivers, Recycling), Covid-19, and road safety (NZTA).

Character, Amenity Values and Street Scene

- 5.6 Mr Compton-Moen has assessed the application and considers the Billboard has less than minor effects or indiscernible on the visual amenity of all visually sensitive receptors with the exception of workers in the building at 74 Shotover Street where effects are considered to be minor.
- 5.7 He considers:
- (a) The Billboard is visually compatible with the scale and character of the Crowne Plaza building with the sign occupying a largely blank wall which is devoid of any detailing;
 - (b) The Billboard is contained within the existing elevation profile and at no point does it extend above the parapet, making it visually subservient to the host building;
 - (c) While the sign is larger than other signs in the receiving environment, its position at the end of a viewshaft down Shotover Street to create a local focal point, means that the sign's size complements the existing commercial environment and does not detract from the area's visual amenity;
 - (d) The Billboard's visual catchment is relatively small and largely contained within the commercial area of Queenstown Town Centre limiting any effects on visual amenity for nearby residential properties;
 - (e) The Billboard is appropriate for its receiving environment, as it does not have an effect on views of the lake or surrounding mountains. Partial views of the sign will be possible from the waterfront, jetties and lake but are not considered to detract from views and amenity of the foreshore as the billboard is viewed in context with surrounding urban buildings, lighting and signs;
 - (f) The Billboard is not located within a Special Character Area or precinct within the town centre. The position of the Billboard is appropriate and will not have an adverse effect on any special character area or heritage buildings;
 - (g) The town centre has a diverse mix of development limiting any visual amenity effects, with lighting and advertising expected in a commercial area. There are a large number of signs in the town centre which add to its vitality and character; and
 - (h) The potential visual effects are reduced due to intervening vegetation and buildings and other light sources and signs.
- 5.8 Mr Compton-Moen's Urban Design and Landscape Assessment is attached at **Appendix D**.

Traffic

- 5.9 The Billboard is located on the eastern side of the building and is visible to westbound drivers on Shotover Street (which is part of State Highway 8A) and Beach Street. Mr Andy Carr at Carriageway Consulting has provided an assessment of the expected effects on the adjacent roading network. This is attached as **Appendix E**.
- 5.10 Mr Carr supports the provision of the Billboard from a traffic and transportation perspective, and does not consider that it will give rise to adverse safety or efficiency effects. In summary:
- (a) a review of the NZTA Crash Analysis System concluded that there is no evidence of any road safety related deficiencies on this part of the transportation network;
 - (b) there is only a limited number of statutory road signs on this part of the roading network, and numerous road side advertising signs;
 - (c) a review of the available literature has been undertaken which shows that suitably-controlled digital billboards do not give rise to adverse road safety effects;
 - (d) the proposed location is such that the sign either complies with NZTA Traffic Control Devices Manual or after assessment of the anticipated outcomes, the effects will be negligible;
 - (e) the zebra crossings on Shotover Street and Beach Street were carefully evaluated and will not lead to any road safety concerns.
- 5.11 Overall, the Billboard will not give rise to any perceptible transportation-related effect subject to the proposed conditions of consent.

6. Assessment criteria

- 6.1 There are no assessment matters for Hoardings in the Operative District Plan, but it is helpful to refer to the relevant assessment matters for discretionary activity (signs within a Commercial Area – Activity Table 1) (18.3.1(ii)) and discretionary (District Wide Signs – Activity Table 4) criteria (18.3.1(v)):

Discretionary Activity Assessment Criteria – Signs within Commercial Areas

- (a) the extent to which:
 - (i) The size of the signage is visually compatible with the scale and character of the building to which it relates and the surrounding environment;
 - (ii) The design, location and size of the proposed signage complements the surrounding built environment and does not dominate built form;
 - (iii) The design is consistent with other signs in the vicinity;
 - (iv) The size, colour and location do not adversely affect traffic and/or pedestrian safety;
 - (v) The placement, size and choice of materials has considered the architectural features of the building on which the sign is to be erected; and
 - (vi) Any signage on windows will retain the function of the window to provide interest, activity, and passive surveillance on the street.

- (b) Whether the cumulative effects of the proposed signage (and all that which can be anticipated to be established on the same building) will adversely affect the streetscape and visual amenity of the surrounding environment;

6.2 In summary, Mr Compton-Moen makes the following points in response to the assessment matters:

- (a) The Billboard is visually compatible with the scale and character of the Crowne Plaza building with the sign occupying a largely blank wall which is devoid of any detailing.
- (b) The Billboard is a wall sign, contained within the existing elevation profile and at no point does it extend above the parapet, making it visually subservient to the host building.
- (c) While the sign is larger than other signs in the receiving environment, its position at the end of a viewshaft means that the sign's size complements the existing commercial environment and does not detract from the area's visual amenity.

7. Relevant objectives and policies of the Operative Plan

7.1 The Proposal supports an existing significant investment in the Town Centre, and is consistent with the broad range of activities envisaged. The Billboard will add vitality and interest to the town centre and will attract attention and generate economic activity. The Billboard is appropriate for its receiving environment.

7.2 The relevant objectives and policies of the Operative District Plan have been assessed.

7.3 Overall, it is considered the Billboard is consistent with the objectives and policies in the ODP.

18.1.2 - Objective 1 (Signs Chapter)	Assessment
<p>Objective 1 –Signs</p> <p>Signs which convey necessary information and assist in creating a sustainable and vibrant community, while avoiding or mitigating any adverse effects on public safety, convenience and access and on the District's important landscape, streetscape, cultural heritage and water area visual amenity values.</p>	<p>The Billboard is considered to have a positive relationship with the surrounding streets and buildings by adding vibrancy.</p> <p>The Billboard will not give rise to any of the adverse effects stated in this objective.</p>

Policies	Assessment
<p>1 To ensure the number, size, location and design of signs in different areas are compatible with the character and amenity of those areas.</p>	<p>The sign's visual catchment, as shown in the supporting figures, is relatively small and largely contained within the commercial area of Queenstown Town Centre limiting any effects on visual amenity for nearby residential properties.</p> <p>The proposed digital billboard is considered appropriate for its receiving environment.</p>
<p>2 When located on buildings, to ensure the design and display of signs is consistent with</p>	<p>The position of the proposed billboard is appropriate and will not have an adverse effect</p>

<p>and complementary to the overall design of the building through attention to:</p> <ul style="list-style-type: none"> • lettering design • location on the building • relationship to the architectural features of the building and any adjacent buildings • the number, area and height of signs • ensuring signs are designed in a way that is compatible with and sympathetic to the amenity, visual, heritage and streetscape values of the surrounding area • the effect of illumination on adjoining properties and public places. 	<p>on any special character area or heritage buildings.</p>
<p>3 To ensure the design and display of signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views of, motorists or pedestrians.</p>	<p>The Billboard will not give rise to any perceptible transportation-related effect subject to the proposed conditions of consent. While it will attract attention, it will not distract drivers. It will not obstruct the views of motorists or pedestrians.</p>
<p>4 To ensure all signs are constructed and located in a manner that does not pose a danger to property and/or obstruction to pedestrians.</p>	<p>The Billboard is sited on private property beyond the edge of the state highway and elevated on an existing hotel. It will not pose a danger to property or obstruct pedestrians.</p>
<p>6 To enable a diversity of sign types within commercial areas that provide for effective communication of business information and enable commercial individuality whilst maintaining public safety, access needs and the overall character of the area.</p>	<p>The Billboard will provide support to local businesses and tourism. The town centre has a diverse mix of development limiting any visual amenity effects. Public safety, access and character of the area will be maintained.</p>
<p>7 To ensure signs relating to a particular activity and/or the use of land or buildings are located on the site of that activity, land or building.</p>	<p>This policy is not relevant. The Billboards will not relate to a particular activity.</p>
<p>10 To promote the identification of signage platforms so that signage is considered at the time of building design and to streamline changes in signs associated with changing tenants through the life of a building.</p>	<p>The Billboard is consistent with this policy.</p>
<p>11 To provide, in limited circumstances, for off-site signs where it is not practical to display the sign on the site where the activity and/or the use of land or buildings occurs.</p>	<p>Billboards are a common form of advertising and contain static images which aren't practical to display on the site where the activity is. For example, local sports, events, festivals, music, comedy, art and culture are part of what makes a great business area work.</p> <p>The Town Centres Chapter (10-1) recognises that Queenstown is the largest and busiest of the centres with much of the activity directly</p>

	attributable to tourism. It is not always practical to display tourism activities onsite.
12 To provide, in limited circumstances, for signs on commercial buildings of a size or dimension which exceeds that otherwise anticipated in the area where the increased size is visually compatible with the surrounding environment and the scale and character of the building to which it relates.	While the Billboard exceeds the size anticipated for this area, but it is visually compatible with the surrounding environment and the scale and character of the building it is displayed on. At no point does the Billboard form part of the skyline.

10.1.3 – Objectives and policies Town Centres	
<p>District wide: Objective 4 - Town Centre and Building Appearance</p> <p>Visually exciting and aesthetically pleasing town centres which reflect their physical and historical setting.</p> <p>4.3 To ensure the display of outdoor advertisements does not detract from the visual amenity values of the town centres or the appearance of individual or groups of buildings within those areas.</p>	<p>The Town Centres Chapter (10-1) recognises that Queenstown is the largest and busiest of the centres with much of the activity directly attributable to tourism. It is the principal administration centre for the District and contains the greatest variety of activities.</p> <p>The Billboard does not detract from the visual amenity values in the Town Centre or building upon which it is located.</p>
<p>10.2.4 Queenstown Town Centre</p> <p>Objective 1 - Maintenance and Consolidation of the Town Centre</p> <p>Maintenance and enhancement of the Queenstown Town Centre as the principal commercial, administration, cultural and visitor focus for the District</p>	<p>The Billboard is located in the Town Centre. Its location minimises any adverse environmental effects on adjoining land uses or the surrounding residential areas.</p>
<p>Policies:</p> <p>1.1 To provide for the concentration of buildings and developments to occur in the town centre</p>	<p>The Billboard is located in the Town Centre.</p>
<p>1.2 To provide for growth in tourist, visitor accommodation, high density residential, community and commercial activities by zoning suitable additional land within the vicinity of the town centre.</p>	<p>While this policy is not directly applicable to the Billboard, it is not inconsistent with it.</p>
<p>1.3 To enable a broad range of activities to establish, and to encourage the continuing occupation and development of buildings and sites.</p>	<p>The Billboard will provide support to local businesses and tourism. It will provide additional income to the hotel during a time when it is needed (impacts of Covid).</p>

<p>1.4 To minimise the adverse environmental effects of those activities both within the town centre and on the activities in the surrounding living areas.</p>	<p>Residential-zoned properties are considered to receive effects which are less than minor and in the majority of cases, effects are considered to be Indiscernible</p>
<p>Objective 2 - Character and Heritage</p> <p>A town centre in which the built form, public space and linkages reflects, protects and enhances the distinctive built heritage and image which creates its essential character.</p> <p>2.3 To recognise Queenstown’s architectural and developmental heritage, conserve and enhance the historic character, and to promote the continued contribution of this heritage to the town centre’s identity.</p>	<p>Proposal is not located within a Special Character Area or precinct within the town centre.</p> <p>The position of the proposed billboard is appropriate and will not have an adverse effect on any special character area or heritage buildings.</p>

8. Part 2

- 8.1 Section 5 of the RMA sets out the sustainable management purpose of the RMA. It requires that activities be managed to meet the foreseeable needs of future generations, to safeguard the life-supporting capacity of air, water, soil and ecosystems and to ensure that adverse effects on the environment are avoided, remedied or mitigated.
- 8.2 Section 6 of the RMA sets out the Matters of National Importance which Consent Authorities shall recognise and provide for. There are no matters directly relevant to the Billboard.
- 8.3 Section 7 sets out other matters to which consent authorities shall have particular regard. The Other matters relevant to the Billboard are as follows:
- (a) The efficient use and development of natural and physical resources;
 - (b) The maintenance and enhancement of amenity values;
 - (c) Maintenance and enhancement of the quality of the environment.
- 8.4 The Billboard is considered to be an efficient use of the land, as a physical resource it will support a commercial activity within the Town Centre zone. The Billboard will maintain the character and amenity values of the receiving environment, through creating visual interest and contributing to the vibrancy and vitality of the area potentially advertising upcoming events, community notices and local businesses.
- 8.5 Section 8 of the RMA requires Consent Authorities to take into account the principles of the Treaty of Waitangi.
- 8.6 Overall, the billboard will be consistent with the Purpose and Principles of the RMA.

9. Mitigation measures

- 9.1 The Applicant proposes the following conditions of consent based on industry best practice:

- (a) Only still images shall be displayed on the sign with a minimum duration of 60 seconds per image. There shall be no transitions between still images apart from a cross-dissolve between images of 0.5 seconds duration.
- (b) The sign shall not contain any of the following on the display screen:
 - (i) Live broadcast or pre-recorded video;
 - (ii) Movement or animation of images;
 - (iii) Flashing images or any retro-reflective material; and
 - (iv) A split sign (two or more advertisements on the sign at the same time).
- (c) There shall be no sound associated with the sign and no sound equipment is to be installed as part of the screen.
- (d) Any content displayed on the screen shall comply with the Advertising Standards Authority Advertising Code of Practice and the Broadcasting Act 1989.
- (e) The images displayed shall not use graphics, colours, or shapes, in such a way that they would resemble or distract from a traffic control device, or invite or direct a driver to undertake an action.
- (f) The digital LED screen shall incorporate lighting control to adjust brightness in line with ambient light levels.
- (g) The maximum digital sign luminance shall be 500cd/m² from sunset to sunrise (night time) and 5,000cd/m² at all other times.
- (h) The condition and appearance of the sign will be maintained at all times in accordance with an approved Maintenance Programme. The consent Holder shall submit a Maintenance Programme to the Unit Manager Resource Consents for certification, which shall be obtained prior to installation of the billboard.
- (i) In the event of a sign failure the sign shall default to a black screen.

10. Section 104D

10.1 Section 104D RMA provides that resource consent may be granted for a non-complying activity only if:

- (a) The adverse effect of the activity on the environment will be minor; or
- (b) The activity will not be contrary to the objective and policies of the relevant plan (including any proposed plan).

10.2 The Billboard passes both gateway tests.

11. Section 104

11.1 Section 104(1) RMA stipulates that when considering an application for a resource consent a consent authority must, subject to part 2, consider the actual and potential effects on the environment of allowing an activity; must consider any relevant provisions of a national environmental standard, other regulation, national policy statement, coastal policy statement,

regional policy statement and plan or proposed plan; and must consider any other matter the consent authority considers relevant and reasonably necessary to determine the application.

11.2 These matters have been addressed above.

12. Public notification

12.1 Bigavision requests public notification.

13. Conclusion

- 13.1 The Billboard is to be assessed as a **non-complying activity** under the Operative District Plan. The site is not subject to the Proposed District Plan.
- 13.2 The Billboard is appropriately sited in a well-developed part of Queenstown. The Billboard is designed within the façade of the building, and located in a manner which ensures restricted viewing for the surrounding residences. It will provide support to local businesses and tourism, and it will result in an acceptable and anticipated level of effects (including from a visual amenity and traffic safety perspective) on the surrounding environment.
- 13.3 Overall, the proposed activity will have acceptable effects on the environment and achieves Part 2, RMA. It represents an efficient use of resources, and enables social and economic wellbeing.

Attachment A – Application Form 9 QLDC

Attachment B – Certificate of Title

2100855 | 5591715v1

page 17

al.

Appendix C - Plans

Appendix D: Visual Impact Assessment

Attachment E: Traffic Assessment



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




R. W. Muir
Registrar-General
of Land

Identifier **OT5B/1477**
Land Registration District **Otago**
Date Issued 14 August 1973

Prior References

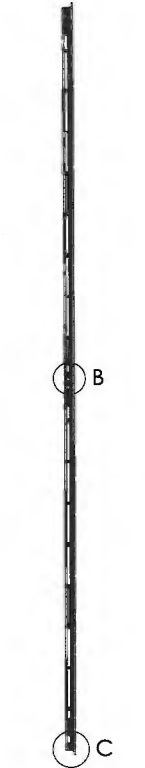
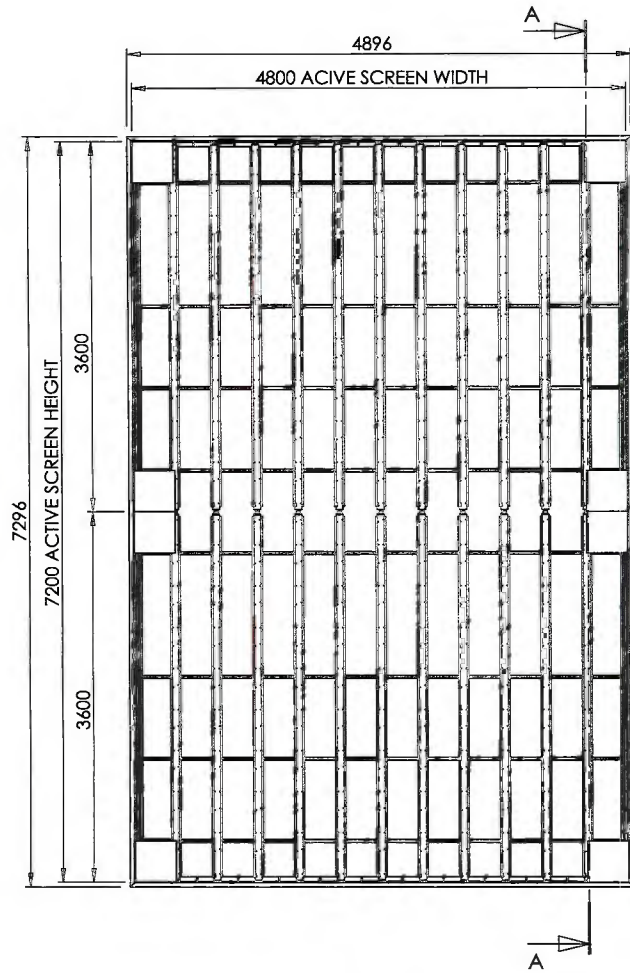
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OT34/23	OT39/35	OT40/173
OT4A/22	OT4A/23	OT4A/24
OT4A/25	OT4C/855	

Estate Fee Simple
Area 5337 square metres more or less
Legal Description Lot 1 Deposited Plan 15037

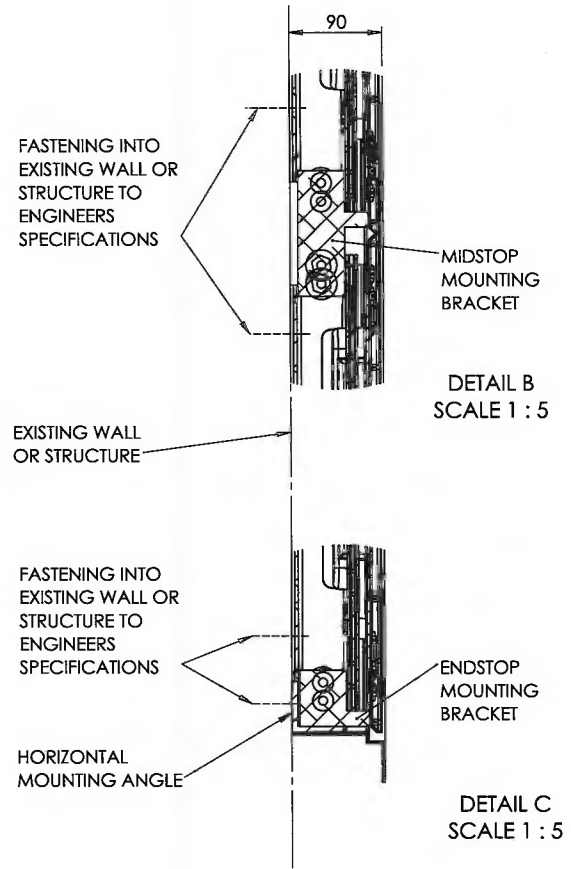
Registered Owners
Carter Queenstown 2015 Limited

Interests

377715 Fencing Provision
Subject to Section 387B (4) Municipal Corporations Act 1954
6207091.3 Mortgage to The Hongkong and Shanghai Banking Corporation Limited - 8.11.2004 at 9:00 am
Land Covenant in Easement Instrument 10555321.2 - 24.11.2017 at 2:16 pm (limited as to duration)
11154780.1 CAVEAT BY AURORA ENERGY LIMITED - 26.6.2018 at 9:28 am



SECTION A-A
SCALE 1 : 50



DETAIL B
SCALE 1 : 5

DETAIL C
SCALE 1 : 5

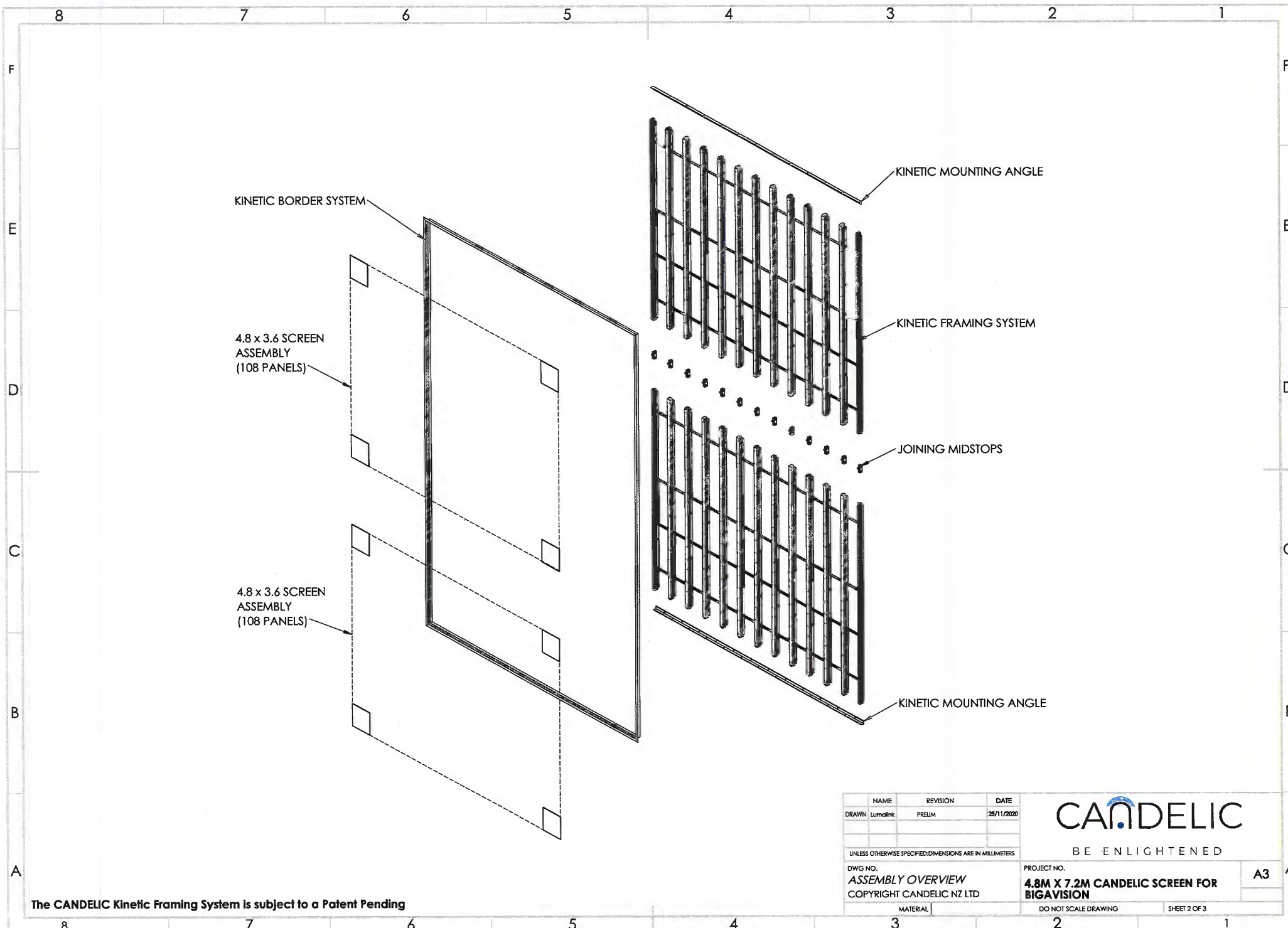
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NAME	REVISION	DATE
DRAWN lumalink	PRELIM	25/11/2020
UNLESS OTHERWISE SPECIFIED, DIMENSIONS ARE IN MILLIMETERS		
DWG NO. ASSEMBLY DETAILS		PROJECT NO. 4.8M X 7.2M CANDELIC SCREEN FOR BIGAVISION
COPYRIGHT CANDELIC NZ LTD		DO NOT SCALE DRAWING
MATERIAL		SHEET 3 OF 3

CANDELIC

BE ENLIGHTENED

A3



The CANDELIC Kinetic Framing System is subject to a Patent Pending

NAME	REVISION	DATE
DRAWN: Lumalnik	PRELIM	25/11/2020
UNLESS OTHERWISE SPECIFIED, DIMENSIONS ARE IN MILLIMETERS		
DWG. NO. ASSEMBLY OVERVIEW		PROJECT NO. 4.8M X 7.2M CANDELIC SCREEN FOR BIGAVISION
COPYRIGHT CANDELIC NZ LTD		MATERIAL
		DO NOT SCALE DRAWING

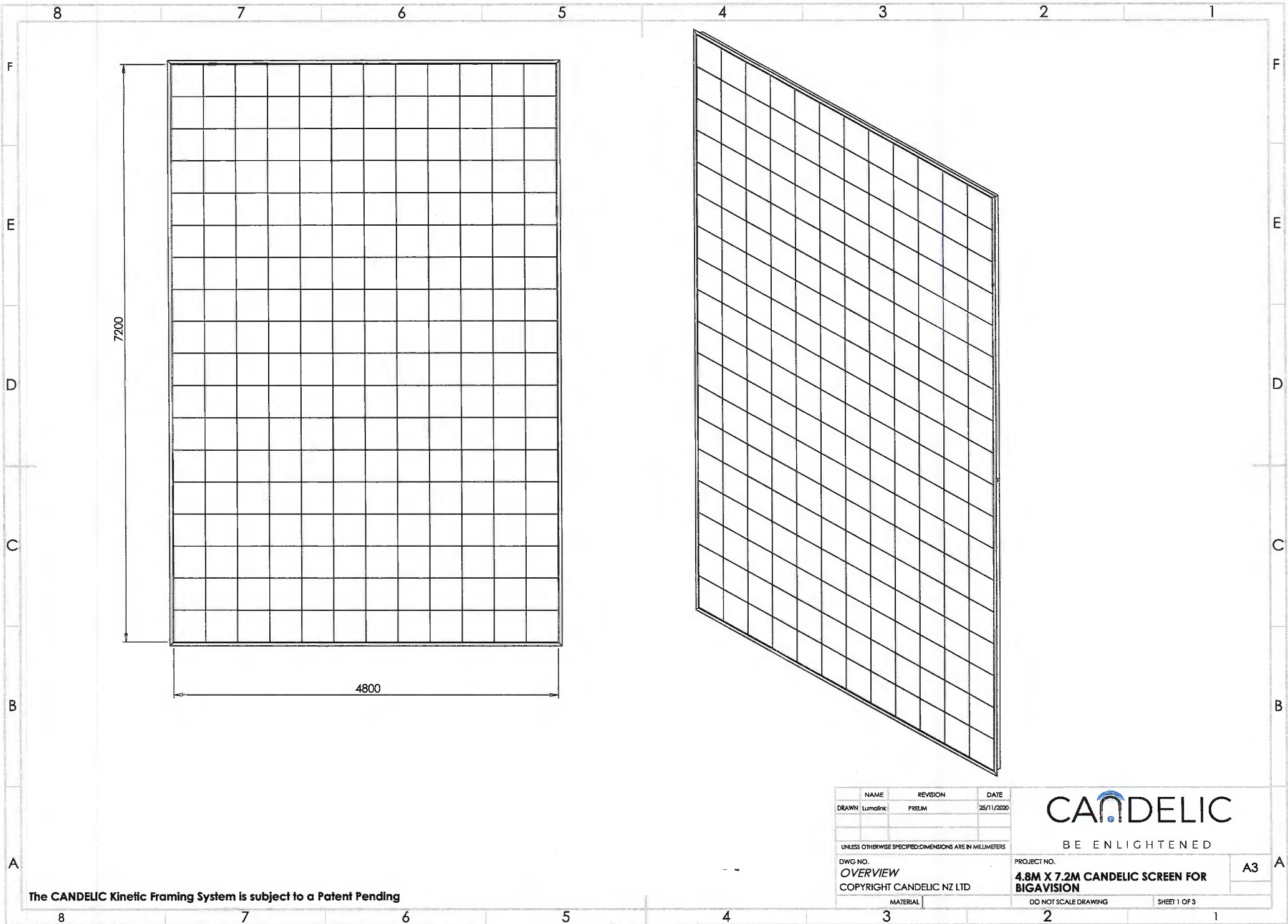
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PROJECT NO. 4.8M X 7.2M CANDELIC SCREEN FOR BIGAVISION

A3

SHEET 2 OF 3



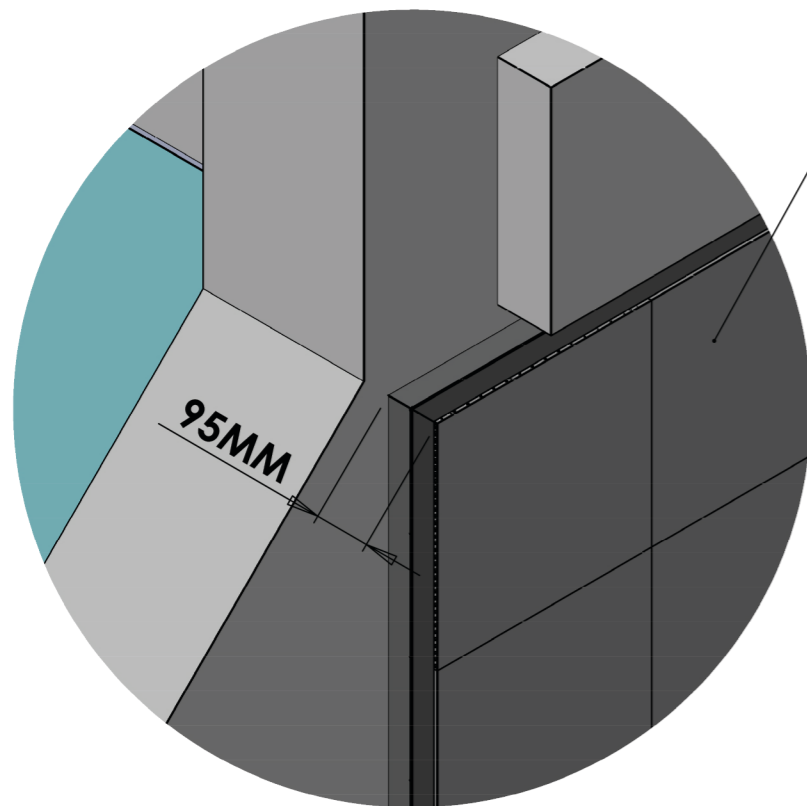
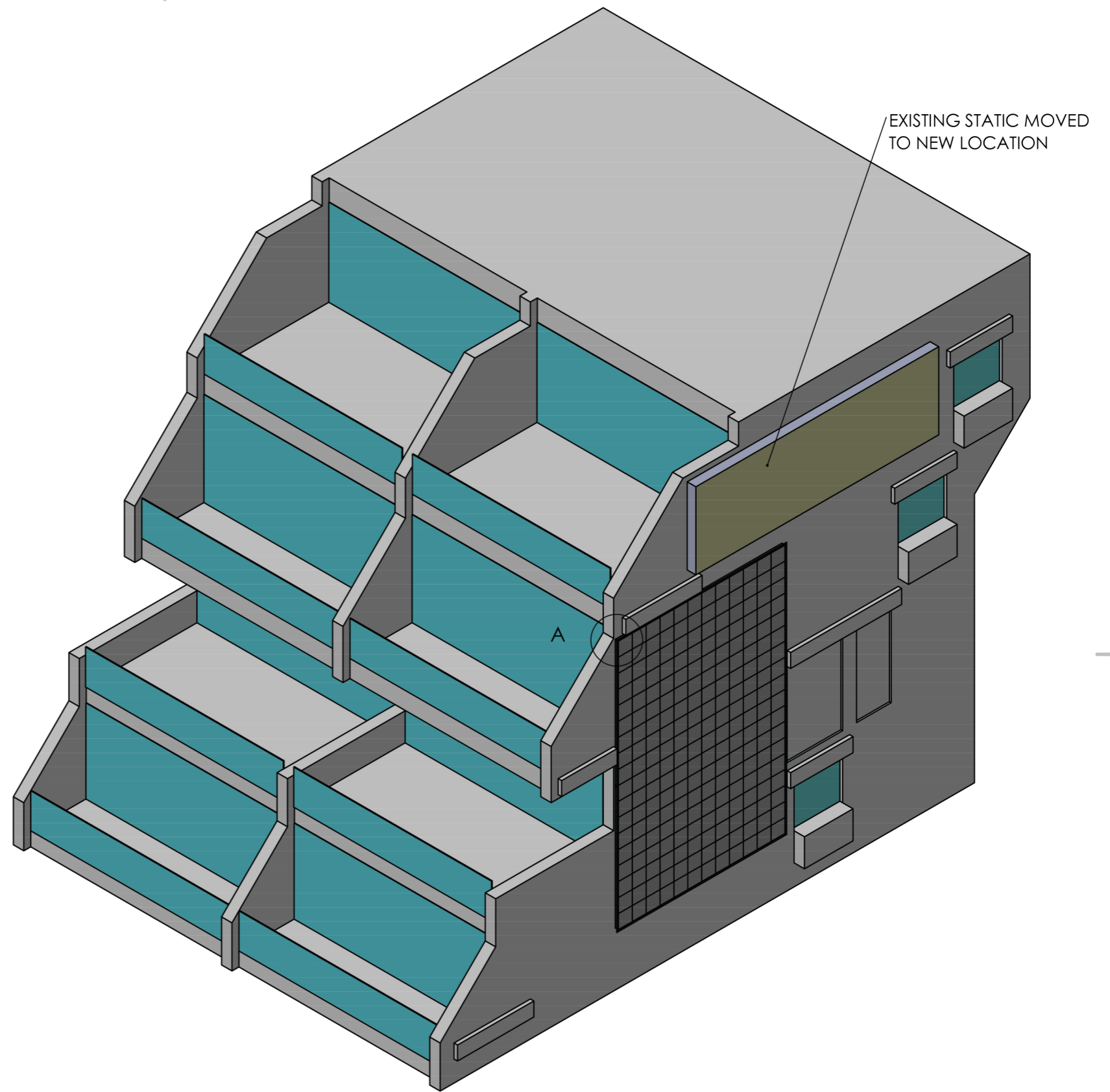
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UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN MILLIMETERS		
DWG NO.	PROJECT NO.	
OVERVIEW	4.8M X 7.2M CANDELIC SCREEN FOR BIGAVISION	
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MATERIAL	DO NOT SCALE DRAWING	SHEET 1 OF 3

CANDELIC

BE ENLIGHTENED

A3



CANDELIC LED
SCREEN SYSTEM

DETAIL A
SCALE 1 : 10

NAME	REVISION	DATE
DRAWN MRP		22/12/2020
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DWG NO.	ASSEMBLY OVERVIEW	
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	REVISION	

CANDELIC

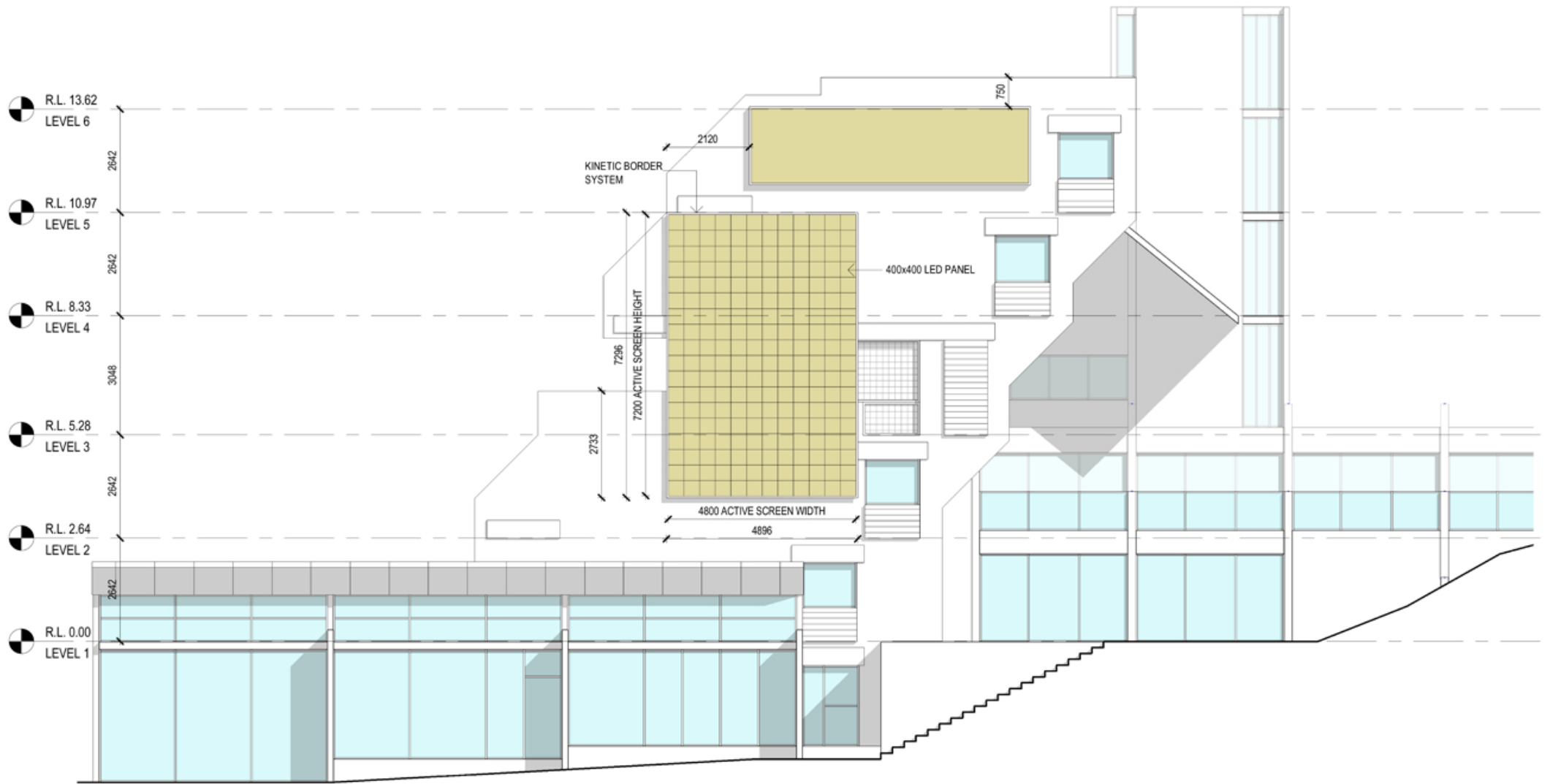
BE ENLIGHTENED

PROJECT NO.
**PROPOSED 4.8X7.2M LED SCREEN FOR
CROWN PLAZA HOTEL, QUEENSTOWN**

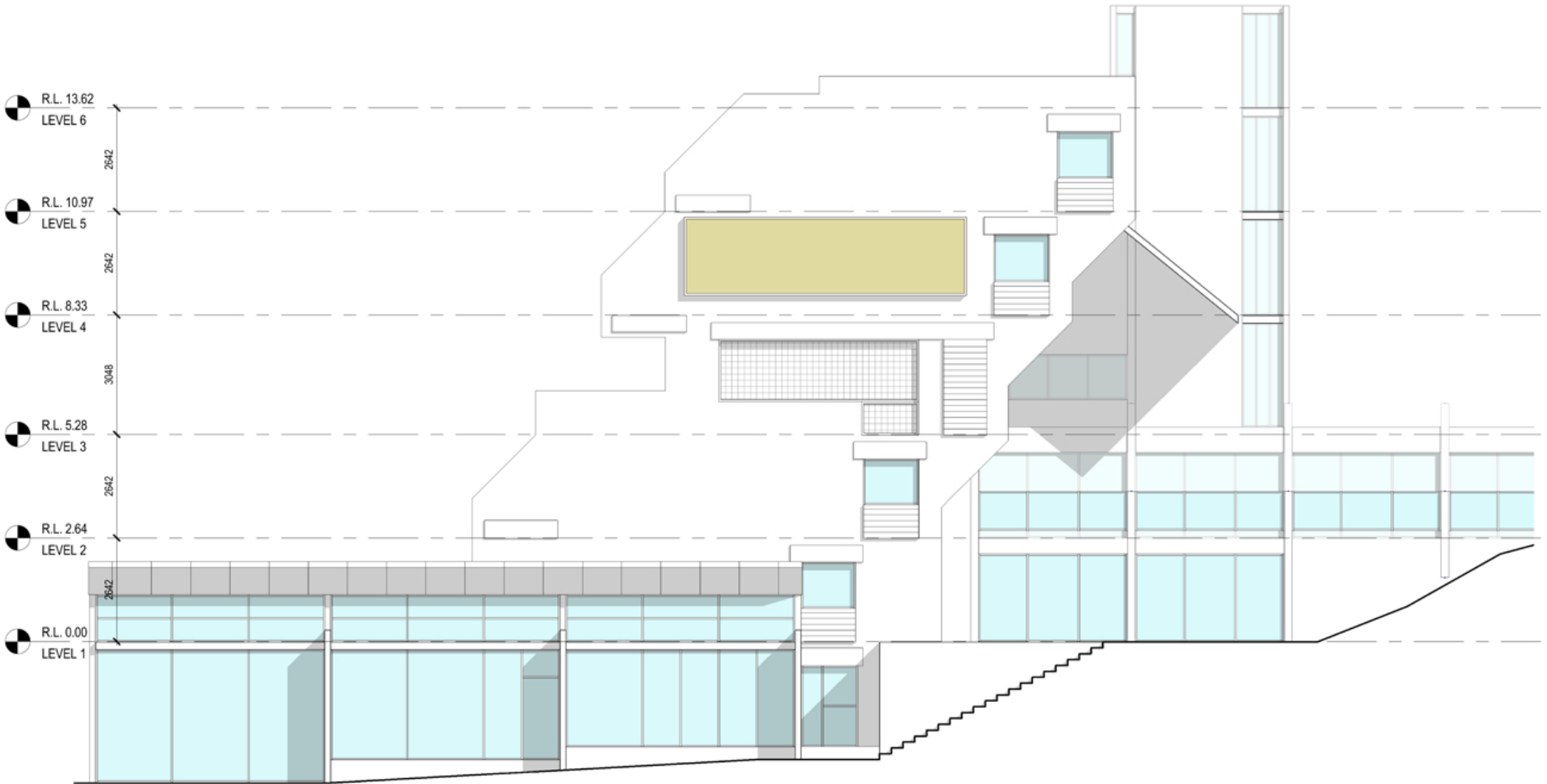
A3

DO NOT SCALE DRAWING

SHEET 1 OF 1



PROPOSED ELEVATION
SCALE 1 : 100



EXISTING ELEVATION
SCALE 1 : 100

ADDRESS:
CROWNE PLAZA
QUEENSTOWN

DRAWING TITLE:
EXISTING ELEVATIONS

DATE
09-11-2020

SHEET No.
A100

REVISION
A



APPENDIX ONE - URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN
FOR BIGAVISION LIMITED

25 November 2020
Project no. 2020_057
REVISION D



CROWNE PLAZA, QUEENSTOWN DIGITAL BILLBOARD PROPOSAL

Project no: 2020_057
Document title: URBAN DESIGN AND VISUAL IMPACT ASSESSMENT
Revision: D
Date: 25 November 2020
Client name: Bigavision

Author: David Compton-Moen

File name: 2020_057 Bigavision Crowne Plaza Digital Billboard_D

DOCUMENT HISTORY AND STATUS

REVISION	DATE	DESCRIPTION	BY	REVIEW	APPROVED
A	9/07/2020	UDVIA Report	DCM	DCM	
B	20/7/2029	Resource Consent Application	DCM	AB (AL)	
C	30/10/2020	Update to Viewpoints	DCM	MG	
D	25/11/2020	Minoe amendment	DCM	MG	



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Level 3, 329 Durham Street North
Christchurch 8013

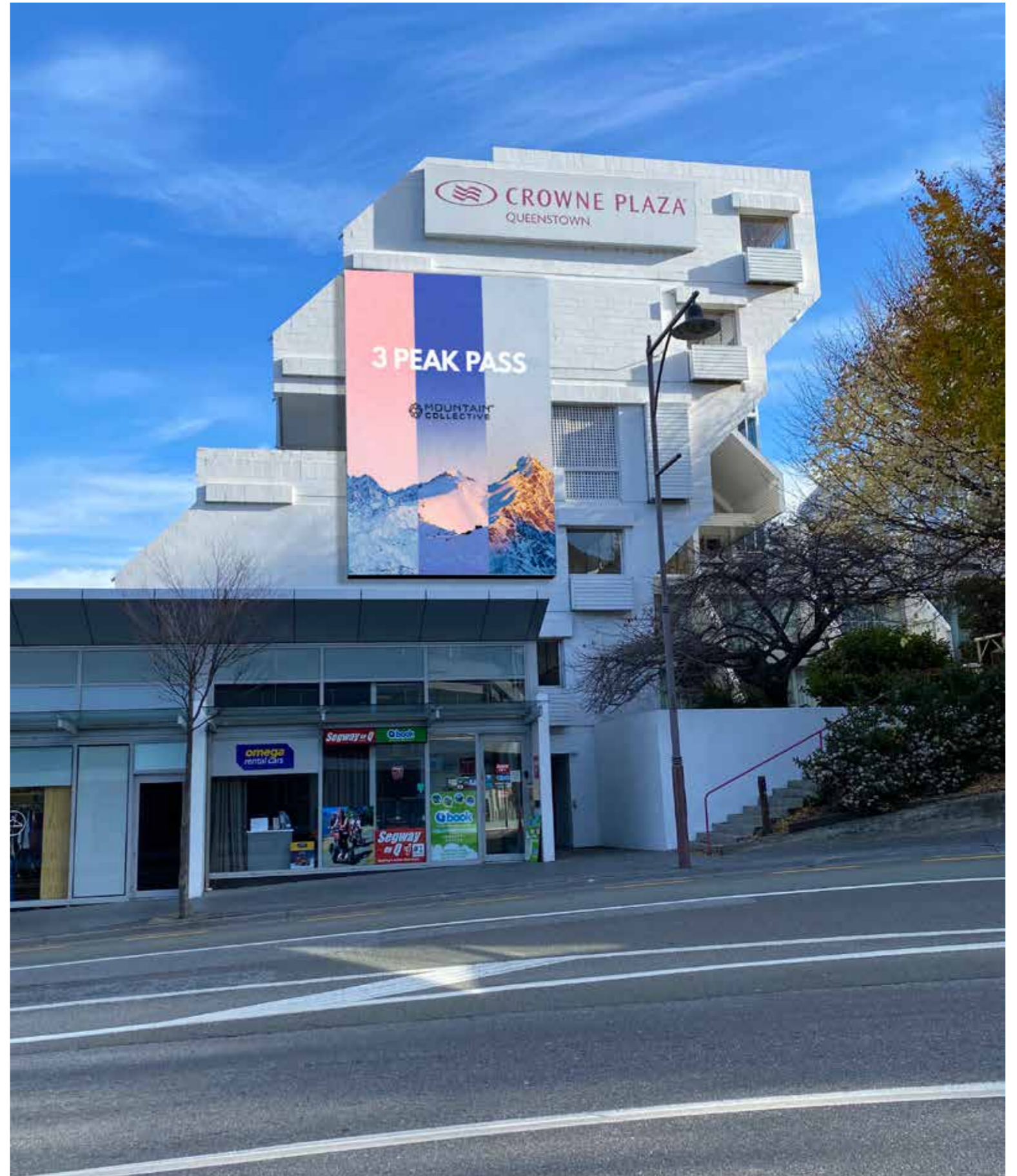
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CONTENTS

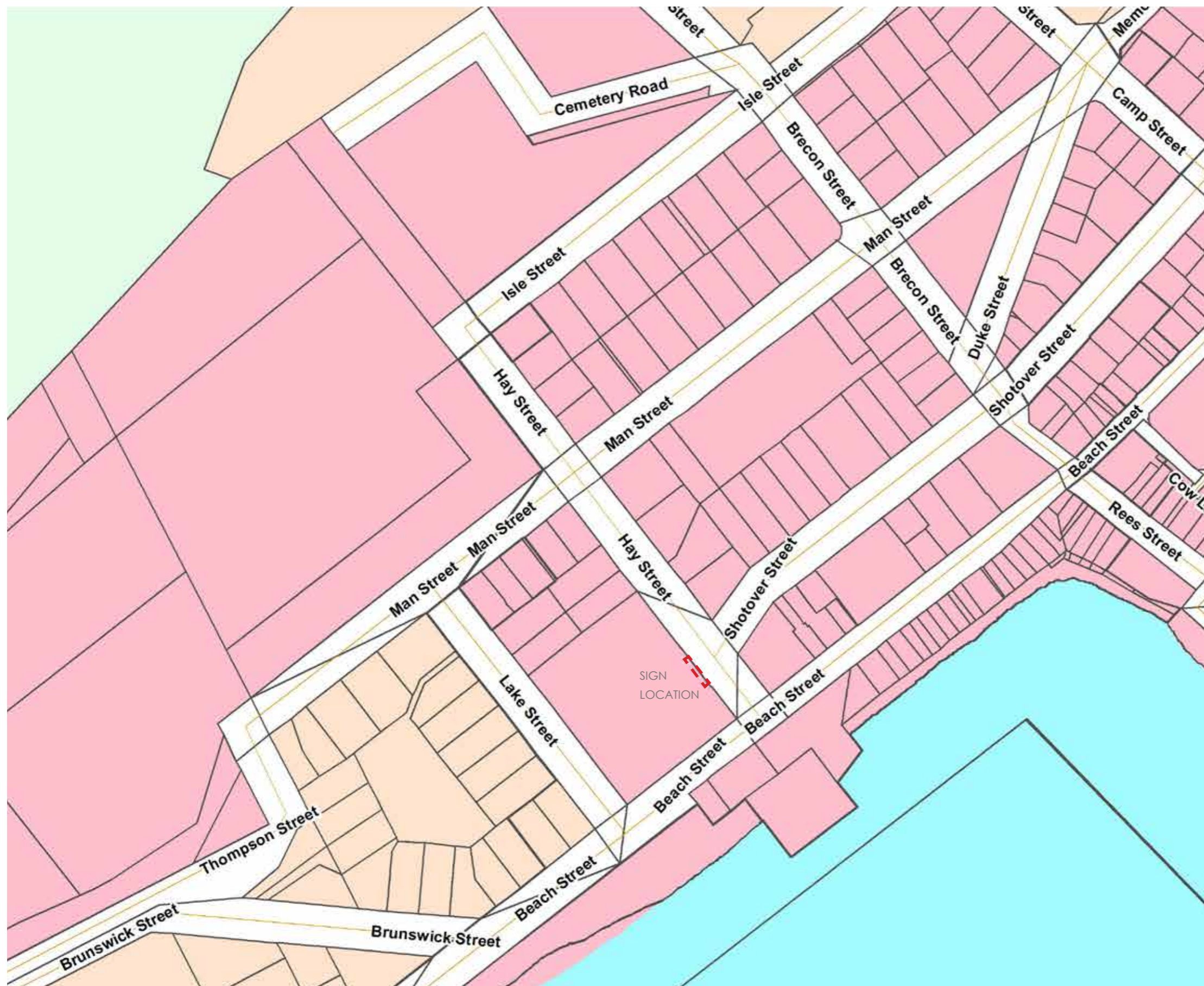
DIGITAL BILLBOARD PROPOSAL - MOCK UP	1
DISTRICT PLANNING MAP	2
CONTEXT - VISUAL CATCHMENT	3
CONTEXT - VIEWPOINT LOCATIONS	4
CONTEXT - RECEIVING URBAN CHARACTER	5
CONTEXT - RECEIVING URBAN CHARACTER (2)	6
CONTEXT - RECEIVING URBAN CHARACTER (3)	7
VP1 - VIEW SOUTH FROM 10 BRECON STREET	8
VP2 - VIEW SOUTH FROM 21 MAN STREET	9
VP3 - VIEW SOUTH WEST FROM 65 SHOTOVER STREET	10
VP4 - VIEW SOUTH WEST FROM 5TH FLOOR OF THE LOFTS APARTMENTS	11
VP5 - VIEW SOUTH FROM TOP FLOOR OF MAN STREET CARPARK	12
VP6 - VIEW SOUTH WEST FROM 68 BALLARAT STREET	13
VP7 - VIEW SOUTH WEST FROM 81 HALLENSTEIN STREET	14
VP8 - VIEW SOUTH WEST FROM LEVEL 5 OF FORSYTH BARR HOUSE	15
VP9 - VIEW SOUTH WEST FROM SHOTOVER STREET	16
VP10 - VIEW WEST FROM EARNSLAW PARK	17
VP11 - VIEW SOUTH WEST FROM QUEENSTOWN WATERFRONT	18



A. EXISTING VIEW OF THE NORTHEAST ELEVATION OF THE CROWNE PLAZA BUILDING



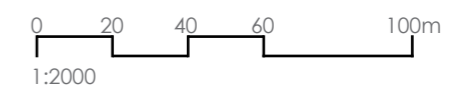
A. ILLUSTRATION SHOWING THE PROPOSED 4.8M WIDE X 7.2M DEEP DIGITAL BILLBOARD (PREPARED BY THE CLIENT)



- Zones
- Airport Mixed Use
 - Arrowtown Town Center
 - Ballantyne Road Mixed Use Zone
 - Bendemeer
 - Business
 - Corner Shopping Centre
 - Deferred Rural Lifestyle Buffer Zone
 - Deferred Rural Lifestyle Zone
 - Ferry Hill Rural Residential Sub-Zone
 - Frankton Flats
 - Gibbston Character
 - High Density Residential
 - Industrial A
 - Industrial B
 - Kingston Village Special Zone
 - Low Density Residential
 - Meadow Park
 - Mount Cardrona Station Special Zone
 - Open Space
 - Penrith Park
 - Quail Rise
 - Queenstown Town Center
 - Remarkables Park
 - Res Atn Historic Mgmt
 - Resort
 - Road
 - Rural General
 - Rural Residential
 - Rural Visitor
 - RuralLifestyle
 - Shotover Country Special Zone
 - Special Zone
 - Three Parks Zone
 - Township
 - Wanaka Town Center
 - Water

A. DISTRICT PLAN MAP SHOWING PROPOSED SIGN LOCATION

Map / image source: Queenstown Lakes District Council - Operative District Plan





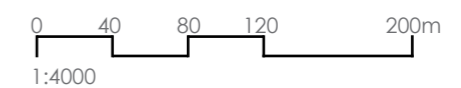
A. AERIAL PHOTO SHOWING THE PROPOSED SIGN LOCATION

Map / image source: Queenstown Lakes District Council

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

CONTEXT - VISUAL CATCHMENT

DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN



LEGEND

VIEWPOINT LOCATIONS

- 1 VP1 - VIEW South from 10 Brecon Street
- 2 VP2 - VIEW South from 21 Man Street
- 3 VP3 - VIEW South West from 65 Shotover Street
- 4 VP4 - VIEW South West from 5th Floor of the Lofts Apartments
- 5 VP5 - VIEW South from Top Floor of Man Street Carpark
- 6 VP6 - VIEW South West from 68 Ballarat Street
- 7 VP7 - VIEW south West from 81 Hallenstein Street
- 8 VP8 - VIEW South West from Level 5 of Forsyth Barr Building
- 9 VP9 - VIEW South West from Shotover Street
- 10 VP10 - VIEW West from Earnslaw Park
- 11 VP11 - VIEW South West from Queenstown Waterfront

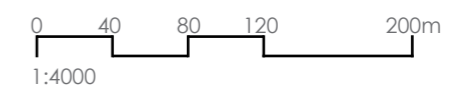


Map / image source: Queenstown Lakes District Council

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

CONTEXT - VIEWPOINT LOCATIONS

DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN





A View from the base of the proposal looking up Shotover Street towards Forsyth Barr House (57 Shotover Street) and The Lofts Apartments (61 Shotover Street). QLDC Council offices are on the right of the photo 9 (74 Shotover Street)



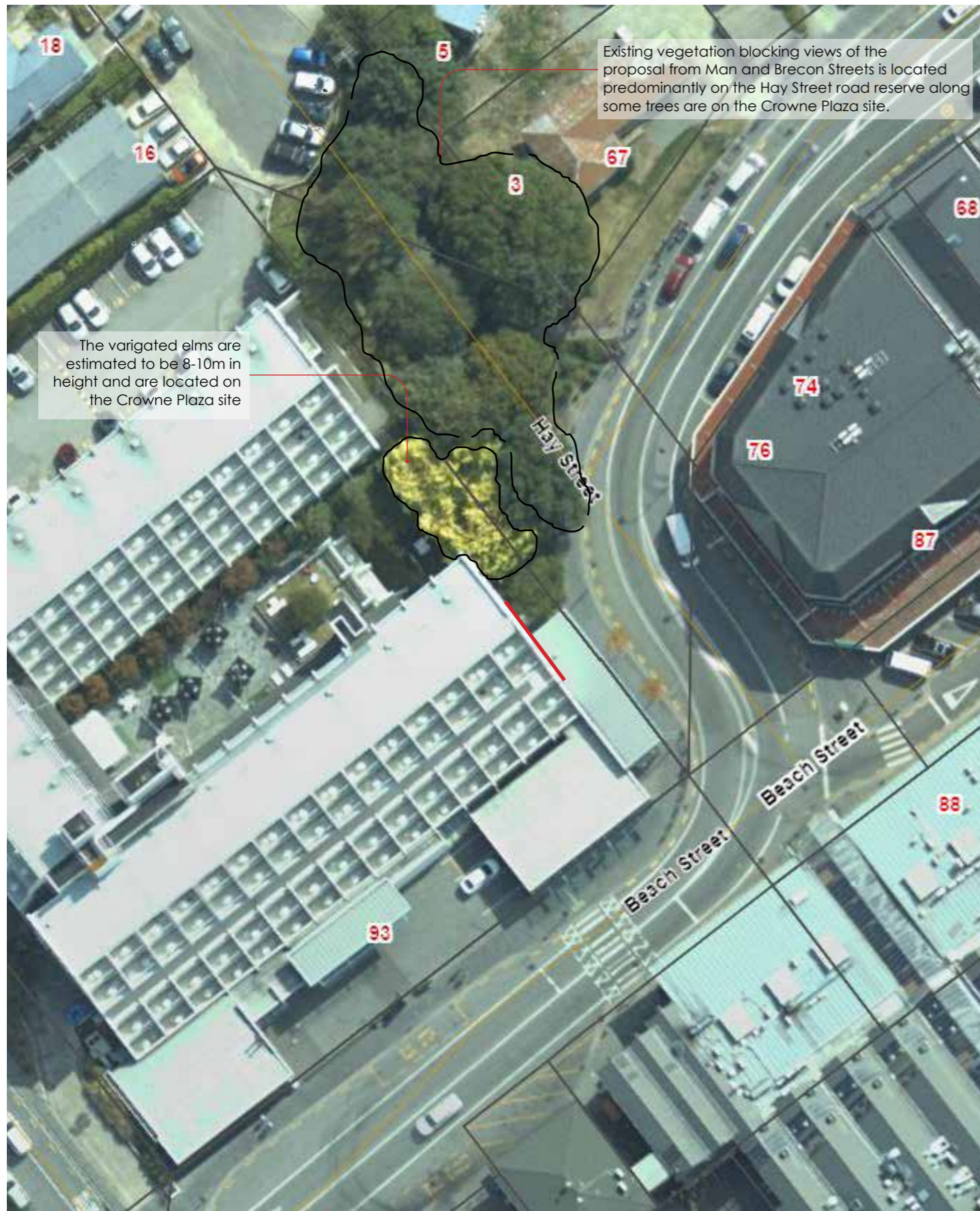
B The Crowne Plaza building faces southeast over Beach Street and the lakefront. The hotel has two wings with a central courtyard on the 3rd floor. The buildings are terraced back to follow the contours of the site. The billboard is proposed on the northeastern elevation of the lower block.



C View from the base of the billboard looking towards Steamer Wharf. Steamer wharf is a 2 storey development on the lakefront designed to appear as several independent buildings linked by internal, covered walkways. Building utilities are clearly visible on the building's roof.



D Night-time view of the surrounding urban character with the Crowne Plaza partially visible through the glass verandah of the building in the foreground (Pub on Wharf).



Existing vegetation blocking views of the proposal from Man and Brecon Streets is located predominantly on the Hay Street road reserve along some trees are on the Crowne Plaza site.

The variegated elms are estimated to be 8-10m in height and are located on the Crowne Plaza site

E Existing vegetation, estimated to be between 8-12m in height is located both on the Hay St road reserve and on the Crowne Plaza site itself, restricting views of the proposal from the north and northwest. (image from QLDC GIS)



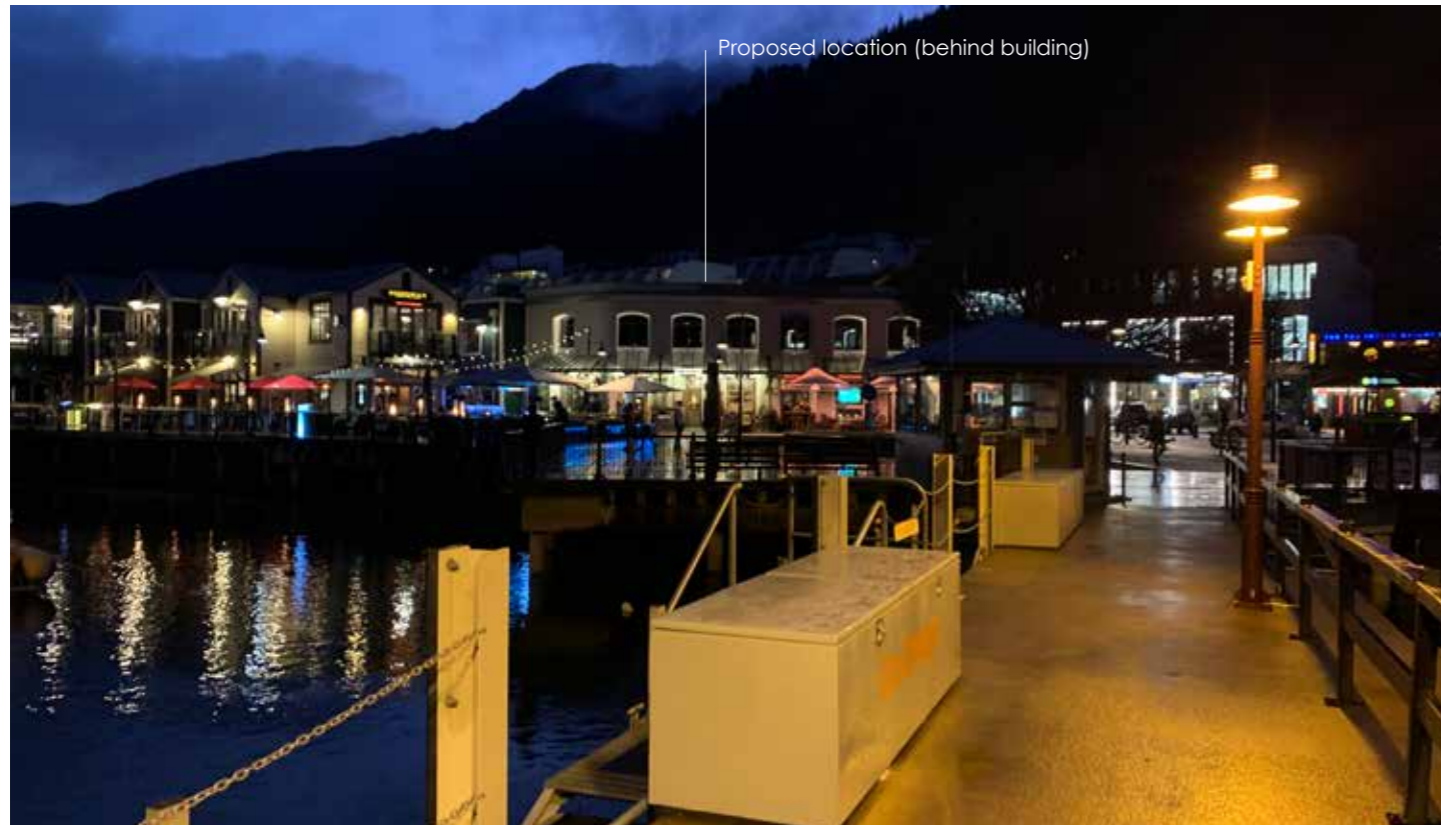
F Early morning view (8am) of the proposal site



G Early morning view (8am) of buildings along the waterfront highlighting uplighting, illumination from shops, restaurants, signage and building detail lighting which contribute to the existing urban character of the town centre.



H Night time view (7.09pm, 29/6/2020) looking down Shotover St towards the proposal site from the street frontage of the Man Street carpark building. Most shops on Shotover St have internally lit, under verandah signs which contribute to the existing urban character



I Night view (6.42pm, 29/6/2020) from the wharf looking back towards the town centre. The top of the Crowne Plaza building is partially visible from this location but the digital billboard will be fully screened.



J Night view (6.57pm, 29/6/2020) from 29 Stanley street looking over Queenstown Town Centre. The Crowne Plaza building is partially visible from this location



K Early morning view (8.05am, 30/6/2020) from the end of the mall shows the existing Crowne Plaza sign partially visible behind 74 Shotover Street.



A. IMAGE LOCATION

PROPOSED LOCATION



B. EXISTING VIEW

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

1 VP1 - VIEW SOUTH FROM 10 BRECON STREET

DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN

Image captured on Apple iPhone X
 Focal length of 70mm.
 Date: 16th June 2020 at 12:32 pm.
 Height of 1.7 metres
 45°01'50.18"S 168°39'29.26"E
 Altitude of 332.04

Photos merged in Photoshop CS to create panorama



A. IMAGE LOCATION

PROPOSED LOCATION



B. EXISTING VIEW

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

2 VP2 - VIEW SOUTH FROM 21 MAN STREET
DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN

Image captured on Apple iPhone X
Focal length of 70mm.
Date: 16th June 2020 at 12:30 pm.
Height of 1.7 metres
45°01'52.43"S 168°39'28.10"E
Altitude of 330.16

Photos merged in Photoshop CS to create panorama



A. IMAGE LOCATION

PROPOSED LOCATION



B. EXISTING VIEW

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

3 VP3 - VIEW SOUTH WEST FROM 65 SHOTOVER STREET
DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN

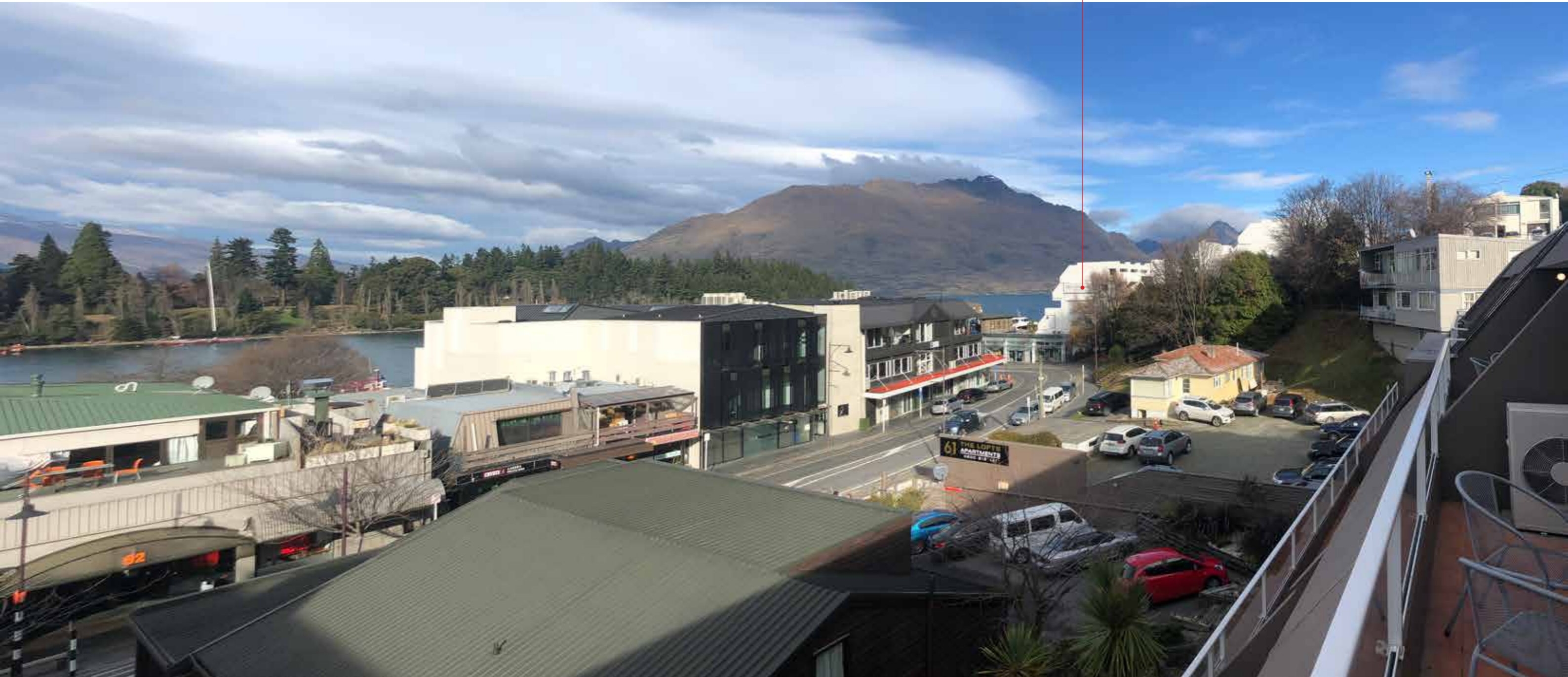
Image captured on Apple iPhone X
Focal length of 70mm.
Date: 16th June 2020 at 12:25 pm.
Height of 1.7 metres
45°01'55.95"S 168°39'26.35"E
Altitude of 318.26

Photos merged in Photoshop CS to create panorama



A. IMAGE LOCATION

PROPOSED LOCATION



B. EXISTING VIEW

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

4 VP4 - VIEW SOUTH WEST FROM 5TH FLOOR OF THE LOFTS APARTMENTS
DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN

Image captured on Apple iPhone X
Focal length of 70mm.
Date: 16th June 2020 at 12:40 pm.
Height of 1.7 metres
45°01'56.66"S 168°39'28.43"E
Altitude of 320.26

Photos merged in Photoshop CS to create panorama



A. IMAGE LOCATION



B. EXISTING VIEW

PROPOSED LOCATION

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

5 VP5 - VIEW SOUTH FROM TOP FLOOR OF MAN STREET CARPARK
DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN

Image captured on Apple iPhone X
Focal length of 70mm.
Date: 16th June 2020 at 12:27 pm.
Height of 1.7 metres
45°01'50.34"S 168°39'26.62"E
Altitude of 325.50

Photos merged in Photoshop CS to create panorama



A. IMAGE LOCATION



PROPOSED LOCATION

B. EXISTING VIEW

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

6 VP6 - VIEW SOUTH WEST FROM 68 BALLARAT STREET
DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN

Image captured on Apple iPhone X
Focal length of 70mm.
Date: 16th June 2020 at 1:11 pm.
Height of 1.7 metres
45°01'49.78"S 168°39'48.37"E
Altitude of 329.06

Photos merged in Photoshop CS to create panorama



A. IMAGE LOCATION

PROPOSED LOCATION



B. EXISTING VIEW

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

7 VP7 - VIEW SOUTH WEST FROM 81 HALLENSTEIN STREET

DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN

Image captured on Apple iPhone X
 Focal length of 70mm.
 Date: 16th June 2020 at 1:13 pm.
 Height of 1.7 metres
 45°01'42.68"S 168°39'47.49"E
 Altitude of 352.97

Photos merged in Photoshop CS to create panorama



A. IMAGE LOCATION

PROPOSED LOCATION



B. EXISTING VIEW

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

8 VP8 - VIEW SOUTH WEST FROM LEVEL 5 OF FORSYTH BARR HOUSE
DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN

Image captured on Apple iPhone X
Focal length of 70mm.
Date: 16th June 2020 at 12:45 pm.
Height of 1.7 metres
45°01'55.37"S 168°39'28.54"E
Altitude of 321.22

Photos merged in Photoshop CS to create panorama



A. IMAGE LOCATION

PROPOSED LOCATION



B. EXISTING VIEW

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

9 VP9 - VIEW SOUTH WEST FROM SHOTOVER STREET

DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN

Image captured on Apple iPhone X
Focal length of 70mm.
Date: 16th June 2020 at 12:17 pm.
Height of 1.7 metres
45°01'56.46"S 168°39'28.71"E
Altitude of 313.57

Photos merged in Photoshop CS to
create panorama



A. IMAGE LOCATION

PROPOSED LOCATION



B. EXISTING VIEW

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

10 VP10 - VIEW WEST FROM EARNSLAW PARK

DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN

Image captured on Apple iPhone X
 Focal length of 70mm.
 Date: 16th June 2020 at 12:20 pm.
 Height of 1.7 metres
 45°01'58.61"S 168°39'30.85"E
 Altitude of 319.21

Photos merged in Photoshop CS to
 create panorama



A. IMAGE LOCATION

PROPOSED LOCATION



B. EXISTING VIEW

URBAN DESIGN AND VISUAL IMPACT ASSESSMENT

11 VP11 - VIEW SOUTH WEST FROM QUEENSTOWN WATERFRONT

DIGITAL BILLBOARD PROPOSAL - CROWNE PLAZA QUEENSTOWN

Image captured on Apple iPhone X
 Focal length of 70mm.
 Date: 16th June 2020 at 1:35 pm.
 Height of 1.7 metres
 45°01'58.05"S 168°39'36.73"E
 Altitude of 316.48

Photos merged in Photoshop CS to create panorama

CROWNE PLAZA DIGITAL BILLBOARD

BIGAVISION LIMITED

Urban Design and Landscape Assessment

Project No. 2020_057| F

21 December 2020

CROWNE PLAZA, QUEENSTOWN – DIGITAL BILLBOARD

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Document title: Urban Design and Landscape Assessment

Revision: F
Revision Date: 21/12/2020
Original Date: 9 July 2020
Client name: Bigavision Limited

Author: Dave Compton-Moen

File name: 2020_057 Gomedia_Crowne Plaza Digital Billboard_UDVIA_F.d-vF.docx

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REVISION	DATE	DESCRIPTION	BY	REVIEW	APPROVED
A	9/7/2020	Draft issue for comment	DCM	AB (AL)	
B	18/7/2020	Resource Consent Application	DCM	AB (AL)	
C	20/7/2020	Minor typos	DCM	AB (AL)	
D	30/10/2020	Updating of viewpoints	DCM	MG	
E	25/11/2020	Minor amendment	DCM	MG	
F	21/12/2020	Council RFI	DCM	AB (AL)	

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1. INTRODUCTION AND PROPOSAL

The following report is an Urban Design and Visual Impact Assessment for a proposal to install a single sided digital billboard attached to the side wall of the Crowne Plaza Queenstown. The proposal is located in the Town Centre Zone of the Queenstown Lakes Operative District Plan. The placement of the billboard requires the relocation of the existing Crowne Plaza sign to the top of the façade, but still within the existing elevation, with the new billboard attached below it. The proposed portrait billboard is proposed to be 4.8m wide and 7.2m deep, displaying static images which will be displayed for one minute before transitioning into a new image over a 0.5 second period. A mock-up of the proposal (by the applicant) is shown in page 2 of the appendix.

A series of photos and figures are attached in appendix one of this report along with details of the proposal.

RELEVANT URBAN DESIGN AND LANDSCAPE ASSESSMENT EXPERIENCE

This report was written by David Compton-Moen. David is the Director of DCM Urban Design Limited and has 20 years' experience specialising in urban planning, urban design and landscape architecture projects. He is a full member of the New Zealand Planning Institute, New Zealand Institute of Landscape Architects, and the New Zealand Urban Design Forum. He has a Master of Urban Design (honours), a Bachelor of Landscape Architecture (Honours) and a Bachelor of Resource Studies (Planning). He has worked on a number of large-scale infrastructure, residential developments and public space design projects, in New Zealand and Hong Kong, where David has been responsible for the either assessment advice or design skills from concept development through to the development of detailed design drawings and contract administration. He has also provided expert evidence before the Environment Court and Council Hearings on potential Urban Design, Landscape and Visual issues. He is a skilled artist providing either hand drawn sketches or computer-generated renderings to visualise ideas and assist with public consultation as well as design development. He sees these skills as highly beneficial to the design process, particularly for urban development projects where there is keen public interest. David has a strong track record working on master planning policy, transport and assessment work, including with Queenstown Lakes District Council on various projects, with the following highlights:

- a. Proposed District Plan Design Guides – Residential (High, Medium and Lower Density and Business Mixed Use Zones (2019-2020);
- b. Ladies Mile Master Plan (2017-2018);
- c. Jacks Point and Henley Downs, PDP Stages 1 and 2 – Urban Design Evidence, (2016-19);
- d. Laurel Hills SHA – Landscape Design and Assessment, (2018-19);
- e. Shundi Hotel development, 65 Frankton Road – Urban Design advice and evidence (2020);
- f. Bunnings Development, SH6 – Urban Design and Landscape advice and evidence (2018);
- g. Lakes Edge Development Kelvin Heights, Urban Design and Landscape advice and evidence (2017-18);

2. METHODOLOGY

The urban design and visual impact assessment considers the likely effects of the proposal in a holistic sense. There are three components to the assessment:

1. Identification of the receiving environment and a description of the existing urban character;
2. The urban design assessment is an assessment of the proposal against the policies, objectives and rules of the relevant District Plan in regard to building style, land use activity, setbacks and active frontages, height, shading and signage(if relevant);
3. The visual impact assessment is primarily concerned with the effects of the proposal on visual amenity

and people, evaluated against the character and quality of the existing visual catchment.

2.1 URBAN DESCRIPTION

To describe the character of the receiving urban environment a site visit is undertaken noting the character of existing buildings, their height, setbacks from street frontages and where there are any active frontages. The style and character of individual buildings are noted and grouped where possible, with particular emphasis placed on buildings with any heritage value. A combination of desktop and site analysis is used to determine the overall character of an urban area and what its 'Sensitivity to Change' may be. For example, an urban area which exhibits a high level of cohesion and uniformity may have a higher sensitivity to a proposal than an area which is more irregular and mixed.

As the proposal relates to signage, a broad-brush inventory of existing signage is undertaken within the receiving environment, noting their size, orientation, height, relationship to adjoining buildings and illumination. In many examples, corporate colours are considered to be signage and will be noted accordingly.

2.2 URBAN DESIGN ASSESSMENT

The urban design assessment component reviews the proposal against the policies, objectives and rules of the District Plan which relate to Signage and Town Centre Urban Design matters. When assessing the proposal the receiving environment is considered and whether the proposal will have an adverse effect on the existing urban character and amenity of a place which is described above.

2.3 VISUAL ASSESSMENT METHODOLOGY

In response to section 7(c) of the RMA, an evaluation is undertaken to define and describe visual amenity values. As with aesthetic values, with which amenity values share considerable overlap, this evaluation was professionally-based using current and accepted good practice rather than community-based. Amenity values are defined in the Act as *“those natural or physical qualities and characteristics of an area that contribute to people’s appreciation of its pleasantness, aesthetic coherence, and cultural and recreational attributes.”* The visual assessment looks at the sensitivity of receptors to changes in their visual amenity through the analysis of selected representative viewpoints and wider visibility analysis. It identifies the potential sources for visual effects resulting from the project and describes the existing character of the area in terms of openness, prominence, compatibility of the project with the existing visual context, viewing distances and the potential for obstruction of views.

2.3.1 BILLBOARD ANALYSIS

This visual assessment considers the potential change which will result from visibility of the Proposal, taking into account the receiving environment. In my opinion, views of a development do not necessarily equate to visual effects. Visual impact is not always negative and a change in view is not automatically an adverse effect.

To assist further with the analysis of digital billboards we have visited several existing billboards, both digital and static, to determine their extent of influence or visual catchment of a billboard as well as to compare the brightness of a digital billboard versus a externally illuminated static billboard. Four different existing 6x3m billboards were observed during the day and night to assess the visibility of digital and static billboards in an urban environment during these times. During the day, the billboards were generally noticeable when standing further than 100m away from the structure but their content indiscernible. At night, both static (externally lit) and

digital billboards had a higher level of visibility but did not necessarily have an adverse effect on the surrounding environment, depending on the character of the receiving environment. Between 100-200m away the billboards started to blend in with the surrounding light sources and activities, and with distances further away the boards are viewed in context with lights from houses, traffic lights and other illuminated signs. The billboards that were placed in front of or integrated into a building did not look out of context and tended to assimilate better than a free-standing sign. Again, this is dependent on context. Visual effects of these billboards when viewed from over 200m were generally not considered to be adverse in these urban environments, particularly when surrounded by a high level of ambient light and activity.

There was no apparent difference of visibility between a digital billboard and a static, externally lit billboard at night.

The visual assessment involves the following procedures:

- Identification of key viewpoints: A selection of key viewpoints are identified and verified for selection during the site visit. The viewpoints are considered representative of the various viewing audiences within the receiving catchment, being taken from public locations where views of the proposal were possible, some of which would be very similar to views from nearby residential properties/apartments. The identification of the visual catchment is prepared as a desktop study in the first instance using Council GIS for aeriels and contours. This information is then ground-truthed on site to determine the key viewpoints and potential audience. Depending on the complexity of the project a 'viewshed' may be prepared which highlights the 'Theoretical Zone of Visual Influence' (TZVI) from where a proposal will theoretically be visible from.
- Assessment of the degree of sensitivity of receptors to changes in visual amenity resulting from the proposal: Factors affecting the sensitivity of receptors for evaluation of visual effects include the value and quality of existing views, the type of receiver, duration or frequency of view, distance from the proposal and the degree of visibility. For example, those who view the change from their homes may be considered to be highly sensitive. The attractiveness or otherwise of the outlook from their home will have a significant effect on their perception of the quality and acceptability of their home environment and their general quality of life.

Those who view the change from their workplace are considered to be only moderately sensitive as the attractiveness or otherwise of the outlook will have a less important, although still material, effect on their perception of their quality of life. The degree to which this applies depends on whether the workplace is industrial, retail or commercial. Those who view the change whilst taking part in an outdoor leisure activity may display varying sensitivity depending on the type of leisure activity. For example, walkers in open country on a long-distance tramp are considered to be highly sensitive to change while other walkers may not be so focused on the surrounding landscape. Those who view the change whilst travelling on a public thoroughfare will also display varying sensitivity depending on the speed and direction of travel and whether the view is continuous or occasionally glimpsed.

- Identification of potential mitigation measures: These may take the form of revisions/refinements to the engineering and architectural design to minimise potential effects, and/or the implementation of landscape design measures (e.g. screen tree planting, colour design of hard landscape features etc.) to alleviate adverse urban design or visual effects and generate potentially beneficial long-term effects.
- Prediction and identification of the pre-mitigation and residual effects after the implementation of the mitigation measures.

2.4 EFFECTS ANALYSIS METHODOLOGY

Analysis of the existing urban and visual environment is focused upon understanding the functioning of how an environment is likely to respond to external change (the proposal). The assessment considers the resilience of the existing character, values or views and determines their capacity to absorb change, or sensitivity to change. The proposal is assessed in its 'unmitigated' form and then following proposed mitigation to determine the likely residual effects. The analysis identifies opportunities, risks, threats, costs and benefits arising from the potential change.

Assessing the magnitude of change (from the proposal) is based on the NZILA Best Practice Guide – Landscape Assessment and Sustainable Management (02.11.10) with a seven-point scale, being:

EXTREME / VERY HIGH / HIGH / MODERATE / LOW / VERY LOW / NEGLIGIBLE

In determining the extent of adverse effects, taking into account the sensitivity (low, medium, high) of the landscape or visual receptor, combined with the Magnitude of Change proposed, the level of effects is along a continuum to ensure that each effect has been considered consistently and in turn cumulatively. This continuum may include the following effects (based on the descriptions provided on the Quality Planning website(ref: <http://www.qualityplanning.org.nz/index.php/node/837> - Determining the Extent of Adverse Effects):

- **Indiscernible Effects** No effects at all or are too small to register.
- **Less than Minor Adverse Effects** Adverse effects that are discernible day-to-day effects, but too small to adversely affect other persons.
- **Minor Adverse Effects** Adverse effects that are noticeable but will not cause any significant adverse impacts.
- **More than Minor Adverse Effects** Adverse effects that are noticeable that may cause an adverse impact but could be potentially mitigated or remedied.
- **Significant Adverse Effects that could be remedied or mitigated** An effect that is noticeable and will have a serious adverse impact on the environment but could potentially be mitigated or remedied.
- **Unacceptable Adverse Effects** Extensive adverse effects that cannot be avoided, remedied or mitigated.

The following table assists with providing consistency between NZILA and RMA terms to determine where effects lie.

NZILA Rating	Extreme	Very High	High	Moderate			Low	Very Low	Negligible
				Moderate-High	Moderate	Moderate-Low			
RMA Effects Equivalent	Unacceptable	Significant		More than Minor		Minor	Less than Minor		Indiscernible

The NZILA rating of 'Moderate' has been divided into 3-levels as a 'Moderate' magnitude of change to always result in either 'More than Minor' or 'Minor' effects but maybe one or the other depending on site conditions, context, sensitivity or receiving character and its degree of change. Identification of potential mitigation or offsetting measures: These may take the form of revisions/refinements to the engineering and architectural

design to minimise potential effects, and/or the implementation of landscape design measures (e.g. screen tree planting, colour design of hard landscape features etc.) to alleviate adverse urban design or visual effects and/or generate potentially beneficial long-term effects.

Prediction and assessment identification of the residual adverse effects after the implementation of the mitigation measures. Residual effects are considered to be five years after the implementation of the proposed mitigation measures, allowing for planting to get established but not to a mature level.

3. ASSESSMENT OF EFFECTS

3.1 EXISTING URBAN CHARACTER

The existing urban character of Queenstown Town Centre has a low to mid rise character with buildings varying in size between 2-6 storeys. The majority of sites are built out, with a few exceptions. In most cases buildings are built to the street frontage creating a well-defined street boundary with a strong built edge. Given the concentration of the township, the urban form is well formed and easily legible. Roof forms vary considerably though creating visual interest but often result in a lack of uniformity, consistency or patterning. Most street frontages have active frontages with services areas and onsite parking located to the rear of sites.

Building style and age in the town centre varies considerably but typically has a high level of detailing using a mix of natural and local materials. Windows and doors are typically well-defined surrounded by solid materials as opposed to glass curtain walls typical in modern buildings. There are some exceptions though. The use of schist stone is common on several buildings within the town centre creating an established, high quality feel. Colours of buildings vary but tend to be of a neutral or muted colour, sympathetic to use of natural materials.

The lakefront and Earnslaw Park form a significant, high quality public open space which is internationally known and valued. The space is created by a strong built edge of predominantly two and three storey buildings although there are some taller buildings. Lighting on buildings surrounding the space varies with several buildings lit to highlight design elements or with illuminated under verandah signs or decorative lighting.

The Crowne Building site itself, where the proposal is located, is 6 storeys and orientated to the southeast, looking across Steamer wharf to the lake and the gardens. Under verandah and window signage (Image G, H, page 6 of the Appendix) is common throughout the Town Centre, particularly along Shotover Street walking towards the Crowne Plaza. Many buildings have displays behind windows which add to the character and feel of the centre as a vibrant and energetic space rather than detracting from its character.

Immediately adjacent to the proposal, the road reserve of Hay Street is well vegetated with a mix of exotic, deciduous tree species estimated to be 8-12m in height. On the Crowne Plaza site there is a row of variegated elms, estimated to be 8-10m high which run up the hill parallel to Hay Street.

While the receiving urban environment has an eclectic mix of building styles and ages, there is a high uniformity of built form creating well defined street edges and public spaces. This results in an urban character which can readily accept some forms of development while others less so. The Town Centre is considered to have a high sensitivity to change.

3.2 VISUAL EFFECTS

3.2.1 VISUAL CATCHMENT AND AMENITY

The following table outlines the potential visual effects likely to be experienced by Visually Sensitive Receivers in

the receiving environment. To assist with determining effects, a series of public viewpoints were visited, considered representative of views that may be experienced from surrounding businesses, residences and public spaces (including footpaths). These were as follows:

1. View south from 10 Brecon Street
2. View south from 21 Man Street
3. View south west from 65 Shotover Street
4. View south west from 5th floor of the Lofts apartments
5. View south from top floor of Man Street carpark
6. View south west from 68 Ballarat Street
7. View south west from 81 Hallenstein Street
8. View south west from level 5 of Forsyth Barr House
9. View south west from Shotover Street
10. View west from Earnslaw Park
11. View south west from Queenstown Waterfront

3.2.2 TABLE OF VISUAL EFFECTS

The following table outlines the potential visual effects each Visually Sensitive Receptor might receive:

Table 1: Assessment of Effects on Visually Sensitive Receptors

Viewpoint	Visually Sensitive Receptors (VSR)	Distance from Proposal (m)	Type of View (open, partial, screened)	Description of existing view	Sensitivity of VSR	Magnitude of Change	Residual Effects	Description of Effects
VP1 – View South from 10 Brecon Street (page 8, Appendix)	Residents of and visitors to Brecon Street, to the gondola, the Diary Hotel and Bespoke Kitchen	217	Partial	Open views are possible from the viewpoint, looking out over roof tops to the lake and Cecil Peak but only partial view is possible of the hotel building. The gardens are visible with a portion of the lake blocked by Forsyth House. The top floors of the Crowne Plaza building are partially visible with the existing hotel sign visible. Planting in the mid ground along with screen fencing around a building site prevent open views of the proposal.	High	Very Low	Less than minor	The moved Crowne Plaza sign will be visible along with part of the billboard but is mostly screened by intervening vegetation and buildings. The determination of residual effects has considered the removal of intervening vegetation along all points of the viewshaft but given the intervening buildings, the quality of the existing view and the placement of the sign within the elevation of the existing building means that the magnitude of change is considered very low.
VP2 – View South from 21 Man Street (page 9, Appendix)	Residents of and visitors to Man Street	195	Partial	Open views are possible to the lake and Cecil Peak but views of the Crowne Plaza façade are mostly screened by intervening vegetation.	High	Very Low	Less than minor	The moved Crowne Plaza sign will be visible but the billboard is mostly screened by intervening vegetation. The determination of residual effects has considered the removal of intervening vegetation along all points of the viewshaft but given the intervening buildings, the quality of the existing view and the placement of the sign within the elevation of the existing building means that the magnitude of change is considered very low.
VP3 – View South West from 65 Shotover Street (page 10, Appendix)	Residents of nearby properties	67.5	Screened	Views of the wall is blocked by existing vegetation on Hay St road reserve and the Crowne Plaza site. Views of the lake are blocked by existing buildings but it is possible to see the Gardens and Cecil Peak in the middle and background respectively.	High	Low	Minor	Existing vegetation blocks views of the billboard from this location. The determination of residual effects has considered the removal of intervening vegetation along all points of the viewshaft but given the placement of the sign within the elevation of the existing building and the quality of the view means that the magnitude of change is considered Low. Views will still be possible across the top of existing buildings to the Gardens with billboard visible to the side of the view.
VP4 – View South West from 5 th Floor of the Lofts Apartments (page 11, Appendix)	Residents and visitors to the apartments	93	Partial	Partial views of the Crowne Plaza façade are possible along with glimpse of the lake between buildings. Open views are available to the lake and gardens, across the top of existing buildings	High	Low	Less than minor	Existing vegetation screens views of the billboard from this location. The determination of residual effects has considered the removal of intervening vegetation along all points of the viewshaft but given the placement of the sign within the elevation of the existing building and the quality of the view means that the magnitude of change is considered Low. Views will still be possible across the top of existing buildings to the lake, Gardens with billboard visible to the side of the view.
VP5 – View South From Top Floor of Man Street Carpark (page 12, Appendix)	Users of the Man St Carpark	90	Partial	Partial views are possible of the Crowne Plaza façade.	Low	Low	Less than minor	Existing vegetation largely screens views of the billboard from this location. The determination of residual effects has considered the removal of intervening vegetation along all points of the viewshaft but given the intervening buildings, the quality of the existing view and the placement of the sign within the elevation of the existing building means that the magnitude of change is considered Low.

VP6 – View South West from 68 Ballarat Street (page 13, Appendix)	Residents of the top end of Ballarat Street	637.5	Partial	Partial views are possible of the Crowne Plaza façade.	High	Negligible	Indiscernible	Any adverse effects are considered Indiscernible due to distance and intervening light sources/buildings.
VP7 – View South West from 81 Hallenstein Street (page 14, Appendix)	Residents on Hallenstein Street	727.5	Open	The Crowne Plaza building is visible but the wall is partially blocked by intervening vegetation and buildings. The town centre is visible in the mid-ground with other residential developments visible in the immediate foreground.	High	Negligible	Indiscernible	Any adverse effects are considered Indiscernible due to distance and intervening light sources/buildings.
VP8 – View South West from Level 5 of Forsyth Barr House (page 15, Appendix)	Workers in Forsyth Barr House	125	Open	High-quality views are available of the Crowne Plaza building viewed in conjunction with the lake and Cecil Peak from the top floor. The quality of views reduces on lower floors with less of the lake visible, with existing buildings blocking views passed.	Medium	Moderate-Low	Minor	The billboard will be visible against the Crowne Plaza façade and will be viewed with the lake and Cecil Peak. Adverse effects are considered minor due to the high-quality of the existing view. The effects on lower floors are considered less as views of the lake will reduce.
VP9 – View South West from Shotover Street (page 16, Appendix)	Travellers moving southwest on Shotover Street	10-98.5	Open / Partial	The façade becomes more visible as travellers move down the street but often views are restricted by verandahs, signs, vegetation, buildings or a combination.	Medium - low	Moderate-Low	Less than Minor	The billboard and Crowne Plaza sign will be viewed in context with the receiving urban environment and is not viewed against any natural features.
	Workers in 74 Shotover Street	20	Open	Full and open views are available of the Crowne Plaza façade. The façade is largely devoid of any detailing but has a unique form, terraced back to follow the underlying topography of the site.	Medium	Moderate	Minor	Workers on the first and second floor will have full and open views of the proposal when looking to the west. The billboard will be within the existing building outline with the existing Crowne Plaza sign moved upwards. While the billboard, and content will be clearly visible for workers the current view is not considered of a high quality. High quality views from the building to the south, over Earnslaw Park and to the lake will be unaffected.
VP10 – View West from Earnslaw Park (page 17, Appendix)	Visitors to Earnslaw Park	110	Partial	Partial views of the Crowne Plaza façade are possible at various locations within the public space but most are blocked by intervening buildings.	Medium - High	Low	Less than Minor	Partial views of the billboard and Crowne Plaza sign will be visible but will be viewed in context with other signs and lighting.
VP11 – View South West from Queenstown Waterfront (page 18, Appendix)	Visitors to the lakefront	237.5	Partial	Partial views of the Crowne Plaza façade are possible but most of the façade is screened by intervening buildings or a combination of buildings and vegetation. The existing Crowne Plaza sign is visible (see Image K, Receiving Urban Character (3) on page 7 of the Appendix.)	High	Very Low	Indiscernible	A small portion of the billboard will be visible along with the increased height of the Crowne Plaza sign. Effects are considered discernible though given intervening lighting and buildings.
	Recreational users on the lake and in the Gardens	>200	Partial	Partial views of the Crowne Plaza façade are possible but most of the façade is screened by intervening buildings or a combination of buildings and vegetation. The existing Crowne Plaza sign is visible (see Image K, Receiving Urban Character (3) on page 7 of the Appendix.)	High	Very Low	Indiscernible	The amount of the sign visible will vary depending on the receptors exact location but at all times the billboard will be viewed within the context of the existing urban town centre and will not be viewed directly against any nature features. At night, the waterfront is highly illuminated with the proposed billboard adding to this vibrancy rather than detracting from it. Effects on visual amenity are Indiscernible.

3.3 URBAN DESIGN ASSESSMENT

QUEENSTOWN LAKES DISTRICT PLAN – Chapter 10 Town Centres

10.1 Issues, Objectives and Policies

Objective 4 - Town Centre and Building Appearance. *Visually exciting and aesthetically pleasing town centres which reflect their physical and historical setting.*

Policy 4.3 *To ensure the display of outdoor advertisements does not detract from the visual amenity values of the town centres or the appearance of individual or groups of buildings within those areas.*

Response

The proposed billboard and relocated Crown Plaza sign will be located within the outline of the eastern elevation with the building still forming the 'skyline' when viewed from all viewpoints. The existing façade is largely devoid of any detail with the exception of a portion of square trellis on the fourth floor. There are windows on the northern edge of each floor as the building 'steps back' with the underlying topography with the exception of the fourth floor which does not have a window. No windows are covered by the proposal with the space covered by the billboard being blank. It is not considered that the billboard, or the moving of the Crowne Plaza sign, will detract from the building's appearance (see image F, page 5 in the appendix).

In describing the receiving urban environment, a large number of signs, most commonly advertising on-site goods, or shop signs were observed throughout the town centre. This is particularly so at night-time when illuminated signs become more apparent (see figures G and H, page 6 in the appendix). The signs and advertisements are generally of a scale or placement so that they do not detract from the town centre's visual amenity but add to its vitality and character.

As outlined above in the Visual impact assessment, the billboard's position on the eastern elevation of the Crowne Plaza has a relatively small visual catchment, being screened fully or partially by existing buildings. I consider that the proposed digital billboard does not lessen the existing visual amenity values of the town centre nor does it have a negative effect on the appearance of the Crowne Plaza.

Queenstown Town Centre

10.2.4 Objectives and Policies

Objective 1 - Maintenance and Consolidation of the Town Centre. *Maintenance and enhancement of the Queenstown Town Centre as the principal commercial, administration, cultural and visitor focus for the District.*

Policy 1.1 *To provide for the concentration of buildings and developments to occur in the town centre.*

Policy 1.2 *To provide for growth in tourist, visitor accommodation, high density residential, community and commercial activities by zoning suitable additional land within the vicinity of the town centre.*

Policy 1.3 *To enable a broad range of activities to establish, and to encourage the continuing occupation and development of buildings and sites.*

Policy 1.4 *To minimise the adverse environmental effects of those activities both within the town centre and on the activities in the surrounding living areas.*

Response

The proposed digital billboard is consistent with creating greater intensification of the town centre while the proposed location minimises any adverse environmental effects on adjoining landuses or the surrounding residential areas. As outlined above in the visual impact assessment, no residential-zoned properties are considered to receive effects more than 'less than minor' and in the majority of cases, effects are considered

to be Indiscernible. The policies allow for broad range of activities to establish in the town centre, with the billboard utilising an otherwise blank façade to promote commercial activity. There are few sites within Queenstown Town centre where this is possible as alternative sites would likely have an adverse effect on the design of the building which is housing the billboard or it would have an adverse effect on public views of the lake and/or surrounding mountains.

Objective 2 - Character and Heritage. *A town centre in which the built form, public space and linkages reflects, protects and enhances the distinctive built heritage and image which creates its essential character.*

Policy 2.1 To identify and promote a Special Character Area within the town centre to ensure that developments or redevelopments of sites respect and reflect the historic subdivision pattern and built form which gave rise to the particular appearance and character of buildings and their relationship to each other in this area.

Policy 2.2 To ensure the shape, scale and form of development reflects the environmental qualities of the area and the particular precincts that make up the Special Character Area.

Policy 2.3 To recognise Queenstown's architectural and developmental heritage, conserve and enhance the historic character, and to promote the continued contribution of this heritage to the town centre's identity.

Response

The proposal is not located within a Special Character Area or precinct within the town centre. I consider that the position of the proposed billboard is appropriate and will not have an adverse effect on any special character area or heritage buildings. The proposal utilises a largely blank façade to house the billboard where it would not be possible to carry out any other activity. From an urban design perspective, the billboard will provide a visual focal point at the end of Shotover Street, creating interest and activity as well as improving legibility within the town centre, and is of a shape, scale and form which is appropriate for its location. The current view down the lower end of Shotover Street is of a mixed quality and lacks the high amenity of streets like Beach or Rees or the north-eastern end of Shotover Street. This is due to the lack of development on 63-67 Shotover Street and the setback of The Loft Apartments behind a carpark creating a poorly defined street edge. In contrast, many of the town centre's streets have a strong built edge and sense of enclosure. This helps to frame views to the lake and surrounding mountains which is considered a positive attribute of Queenstown's condensed development. The proposal will not have an effect on these attributes.

Objective 3 – A high quality, attractive environment within the Lakeview sub-zone where visitor accommodation, higher density residential, tourist, convention and community activities will be the predominant uses. Ancillary retail and ancillary commercial activities that are established in association with predominant uses are also provided for particularly where they meet demand arising from the intensification of use within the sub-zone.

Policy 3.1 To provide a mixed use environment which is a desirable place to visit, live and work by providing for the following activities:

- *a convention centre to serve the community and visitors;*
- *tourist and commercial recreation activities;*
- *high quality visitor accommodation;*

- ancillary retail activities and ancillary commercial activities established in association with the above predominant uses;
- well-designed high density residential activities; and
- well-designed public spaces.

Policy 3.2 To achieve an urban environment and a built form that responds to the site's location, including any interface with the Queenstown Cemetery, and creates an attractive, vibrant and liveable environment that is well connected with the town centre.

Policy 3.3 To require a high quality of built form and landscaping, which contribute to the visual amenity of the area.

Policy 3.4 To encourage pedestrian links within and through the Lakeview subzone, and to the surrounding public spaces and reserves and manage traffic flows and need for car parking via Integrated Traffic Assessments for convention centres, visitor accommodation, commercial recreational and commercial tourist activities, and larger scale non-ancillary commercial activities.

Policy 3.5 To provide appropriately scaled and located public spaces (including a square) which provide a focal point for social interaction and which contribute to a sense of place.

Policy 3.6 To enable commercial and retail floor space for ancillary retail activities and ancillary commercial activities established in association with convention centres, visitor accommodation, commercial recreational and commercial tourist activities so as to meet demand arising from the intensification of use within the sub-zone and from growth more generally.

Policy 3.7 To avoid the development of large format retail activities or the development of large scale, standalone retail complexes in the Lakeview sub-zone.

Policy 3.8 To ensure that residential development is comprehensively designed to provide a quality residential living environment and attractive streetscape.

Policy 3.9 To manage reverse sensitivity effects through appropriate building design, imposition of building performance standards and site layout.

Policy 3.10 To prescribe a range of building height limits for the Lakeview sub-zone which will maximise views from buildings and appropriately manage built scale to preserve townscape values.

Response

The proposal is not located within the Lake view sub-zone nor will it affect future development in this sub-one given the viewshed of the billboard.

Objective 4 - Land Water Interface: Queenstown Bay *Integrated management of the land-water interface, the activities about this interface and the establishment of a dynamic and aesthetically pleasing environment for the benefit of the community and visitors.*

Policy 4.1 To encourage the development of an exciting and vibrant waterfront which maximises the opportunities and attractions inherent in its location and setting as part of the town centre.

Policy 4.2 To promote a comprehensive approach to the provision of facilities for water based activities.

Policy 4.3 To promote maximum pedestrian accessibility to and along the waterfront for the enjoyment of the physical setting by the community and visitors.

Policy 4.4 To identify the important amenity and visual values, and to establish external appearance standards to help secure and implement these values and implement those through the District Plan.

Policy 4.5 To provide for structures within Queenstown Bay waterfront area subject to compliance with strict location and appearance criteria.

Policy 4.6 To conserve and enhance, where appropriate, the natural qualities and amenity values of the foreshore and adjoining waters.

Policy 4.7 To retain and enhance all the public open space areas adjacent to the waterfront and to manage these areas in accordance with the provisions of the Sunshine Bay, Queenstown, Frankton, Kelvin Heights Foreshore Management Plan.

Response

The proposal is not located in the Queenstown Bay integrated management area, and the visual impact assessment above shows that the digital billboard and lifting of the Crowne Plaza sign will have Less than Minor to Indiscernible visual impacts (see pages 17 and 18 of the appendix) when viewed from this area. Only partial views will be possible, and the sign will be viewed in context with existing light sources, signage and buildings.

18.1.1 Objectives and Policies

Objective 1 –Signs

Signs which convey necessary information and assist in creating a sustainable and vibrant community, while avoiding or mitigating any adverse effects on public safety, convenience and access and on the District’s important landscape, streetscape, cultural heritage and water area visual amenity values.

Policies:

- 1 To ensure the number, size, location and design of signs in different areas are compatible with the character and amenity of those areas.*
- 2 When located on buildings, to ensure the design and display of signs is consistent with and complementary to the overall design of the building through attention to:*
 - lettering design*
 - location on the building*
 - relationship to the architectural features of the building and any adjacent buildings*
 - the number, area and height of signs*
 - ensuring signs are designed in a way that is compatible with and sympathetic to the amenity, visual, heritage and streetscape values of the surrounding area*
 - the effect of illumination on adjoining properties and public places.*
- 3 To ensure the design and display of signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views of, motorists or pedestrians.*
- 4 To ensure all signs are constructed and located in a manner that does not pose a danger to property*

and/or obstruction to pedestrians.

- 5 *To ensure signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.*
- 6 *To enable a diversity of sign types within commercial areas that provide for effective communication of business information and enable commercial individuality whilst maintaining public safety, access needs and the overall character of the area.*
- 7 *To ensure signs relating to a particular activity and/or the use of land or buildings are located on the site of that activity, land or building.*
- 8 *To support the establishment of information signs and lay-bys at the entrance to the District's settlements and at sites of natural, historical or tangata whenua interest.*
- 9 *To support the use of traditional Kai Tahu (tangata whenua) place names within the District.*
- 10 *To promote the identification of signage platforms so that signage is considered at the time of building design and to streamline changes in signs associated with changing tenants through the life of a building.*
- 11 *To provide, in limited circumstances, for off-site signs where it is not practical to display the sign on the site where the activity and/or the use of land or buildings occurs.*
- 12 *To provide, in limited circumstances, for signs on commercial buildings of a size or dimension which exceeds that otherwise anticipated in the area where the increased size is visually compatible with the surrounding environment and the scale and character of the building to which it relates*
- 13 *To manage the extent of signage on windows to promote passive surveillance of streets and encourage visual interest for pedestrians.*

Response

While larger than other signs in the receiving environment, there is a significant amount of signage in the receiving environment as shown in the attached character photos. Signage is anticipated in the area with the sign considered to have a positive relationship with the surrounding streets and buildings by adding vibrancy. The sign is integrated into an otherwise blank wall and will not result in the blocking of any windows. The sign's visual catchment, as shown in the supporting figures, is relatively small and largely contained within the commercial area of Queenstown Town Centre limiting any effects on visual amenity for nearby residential properties. The proposed digital billboard is considered appropriate for its receiving environment, where it does not have an effect on views of the lake or surrounding mountains. The town centre has a diverse mix of development limiting any visual amenity effects, with lighting and advertising expected in a commercial area, permitting a higher degree of assimilation for different activities when compared to a residential or rural area which have a higher sensitivity to change due to signage. Partial and intermittent (for mobile viewers) views of the sign will be possible from the waterfront, jetties and lake but are not considered to detract from views and amenity of the foreshore as the billboard is viewed in context with surrounding urban buildings, lighting and signs. At no point does the billboard form part of the skyline.

18.3 Signs - Assessment Matters

18.3.1 Assessment Matters In considering whether or not to grant consent or impose conditions on a resource consent, the Council shall have regard to, but not be limited by, the following assessment matters.

(i) Discretionary Activity – Signs within Commercial Areas (Activity Table 1)

(a) *The extent to which:*

- (i) *The size of the signage is visually compatible with the scale and character of the building to which it relates and the surrounding environment.*
- (ii) *The design, location and size of the proposed signage complements the surrounding built environment and does not dominate built form;*
- (iii) *The design is consistent with other signs in the vicinity;*
- (iv) *The size, colour and location do not adversely affect traffic and/or pedestrian safety;*
- (v) *The placement, size and choice of materials has considered the architectural features of the building on which the sign is to be erected; and*
- (vi) *Any signage on windows will retain the function of the window to provide interest, activity and passive surveillance on the street.*

(b) *Whether the cumulative effects of the proposed signage (and all that which can be anticipated to be established on the same building) will adversely affect the streetscape and visual amenity of the surrounding environment.*

Response

It is considered that the proposed digital billboard is visually compatible with the scale and character of the Crowne Plaza building with the sign occupying a largely blank wall which is devoid of any detailing. The sign, a wall sign, is contained within the existing elevation profile and at no point does it extend above the parapet, making it visually subservient to the host building.

While the sign is larger than other signs in the receiving environment, its position at the end of a viewshaft down Shotover Street to create a local focal point, means that the sign's size complements the existing commercial environment and does not detract from the area's visual amenity.

4. MITIGATION MEASURES

The following mitigation measures are suggested to either avoid, remedy or mitigate any potential effects on urban, landscape or visual amenity:

MM1 THE BILLBOARD IS CONTAINED WITH THE EXISTING ELEVATION OUTLINE

At no point should the billboard or Crowne Plaza sign be viewed on or form part of the skyline. The billboard should be 'contained' by the frame created by the Crowne Plaza building elevation.

MM2 THE BILLBOARD SIZE

The billboard size should not exceed 7.2m deep x 4.8m wide in area and no additional signs, with the exception of the existing Crowne Plaza sign, be allowed on this elevation. A series of different billboard sizes were investigated during the assessment stage, most notably a 8x4m portrait sign which is a common format in many cities. However, it was found that this size did not sit well on the building with a 7.2 x 4.8m format more appropriate. The billboard should always appear subservient to the host building.

5. CONCLUSIONS

It is considered that the proposal will have the following residual effects on urban design values and visual amenity:

In respect to the existing character of the town centre, and the relevant objectives and policies of the District Plan, the proposal is considered to be consistent with the desire to create an exciting and vibrant waterfront. The proposal digital billboard will not affect the visual amenity or character of the town centre or nearby residential properties/living environment. The location of the billboard and its 'containment' with the existing building element is considered appropriate, whereby other locations in the town centre could not be supported. The billboard is not located near any heritage features nor is it considered to have adverse effects on nearby public open spaces or the lakefront.

The proposed billboard has less than minor effects or indiscernible on the visual amenity of all visually sensitive receptors with the exception of workers in the building at 74 Shotover Street and the higher floors of Forsyth Barr House where effects are considered to be Minor. The visual catchment of the billboard is relatively small given the built nature of the town centre and the placement of the single sided billboard within the outline of an existing building. A limited number of views will be possible from residential properties but the intervening distance is considered large enough to mitigate potential adverse effects with the billboard viewed in the context of the town centre which is already well-lit.

Yours Sincerely,

Dave Compton-Moen



25 November 2020

Ms Alex Booker
Anderson Lloyd Lawyers

By e-mail only: alex.booker@al.nz

Dear Alex

Proposed Digital Billboard, 93 Beach Street, Queenstown

Further to our various discussions and e-mails, we understand that it is proposed to install a digital billboard at 93 Beach Street, being the eastern side of the Crowne Plaza hotel, in Queenstown. This letter sets out a review of the operation of the billboard and in particular of the expected effects on the adjacent roading network.

Background

From the information provided, we understand that it is proposed to install and operate a digital billboard on the eastern side of the Crowne Plaza hotel, in Queenstown. It will face eastwards and therefore only be visible to westbound traffic on Shotover Street and to a lesser extent, on Beach Street.

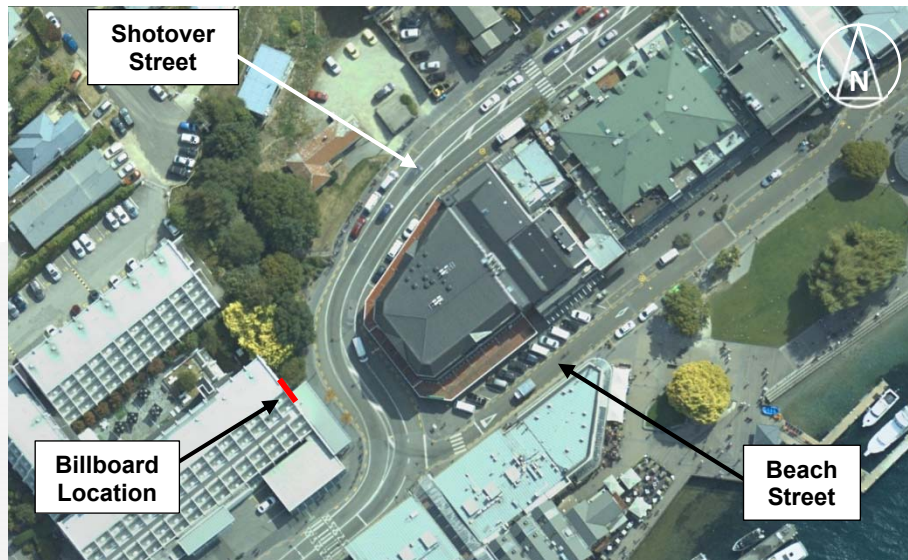


Figure 1: Proposed Location of Billboard (Highlighted)

From the information provided, we understand that the billboard will be 7.2m high and 4.8m wide, and also that the images displayed will be static (that is, they will not contain moving messages or have flashing lights). A particular image will be displayed for one minute before there will then be a transition to the next via a 'dissolve', which takes 0.5 seconds.



Figure 2: Proposed Billboard and Location (Highlighted)

Current Transportation Environment

Roading Layout

The billboard is located on the eastern side of the building and is visible to westbound drivers on Shotover Street and Beach Street, but not to eastbound vehicles on Beach Street. Consequently this letter report focusses on those two approaches only.

Shotover Street is part of State Highway 8A. Immediately east of the proposed billboard location, the highway alignment is flat and straight, with two traffic lanes provided separated by a flush median. There are parking lanes on each side of the highway.



Photograph 1: Shotover Street Looking West Towards Billboard Location

Just east of the proposed location, the highway turns towards the south slightly as the flush median ceases, and the alignment then 'dog-legs' by 90 degrees to the south before turning back to the west by 90 degrees. The short section of highway between the two curves also has a narrow flush median.



Photograph 2: Shotover Street Looking Southwest, Near to Curves

There is a formal pedestrian 'zebra' crossing on Shotover Street, located 88m (crow-fly distance) from the billboard location. The zebra has a raised median with a pedestrian cut-through, meaning that those crossing that road can do so in two movements. However due to the curve of the highway, the billboard is not visible on the immediate approach to the zebra crossing (as discussed in detail below).



Photograph 3: Zebra Crossing on Shotover Street Looking West

There is also a zebra crossing located further west on the continuation of Shotover Street. However due to the curve of the highway, there is only a brief and fleeting glimpse of this zebra crossing until a driver has passed through the first of the curves. As such, at the time that a driver will be evaluating whether to stop at the zebra crossing, they will be unable to see the proposed billboard. This zebra crossing has therefore not been considered further.

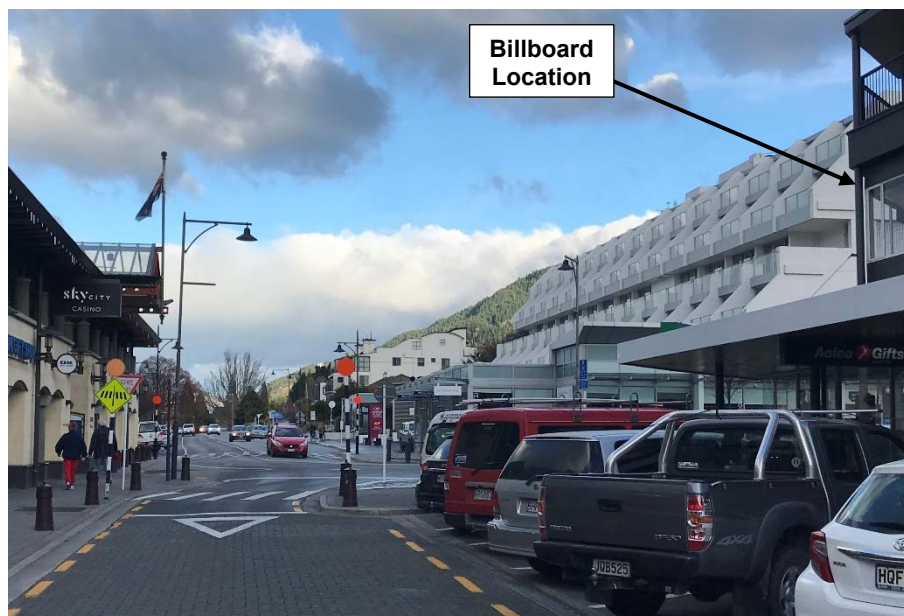
Beach Street runs parallel to, and 45m south of, Shotover Street. It provides a single traffic lane operating in a west-to-east direction only and with parking prohibited over much of its length, other than 13 angled spaces along its northern side and short-stay loading bays. There is a road hump located mid-way along its length.



Photograph 4: Beach Street Looking West

Beach Street meets Shotover Street at a priority ('give-way') intersection, with traffic on Shotover Street having priority. The intersection is located at the southernmost curve in Beach Street, meaning that the sight distance towards the north is limited by the presence of a building, but is

appropriate for the expected speed environment¹. There is also a formal pedestrian 'zebra' crossing on Beach Street, located 38m (crow-fly distance) from the billboard location. Notwithstanding the alignment of the road, the billboard is partially visible on the immediate approach to the zebra crossing (as discussed below).



Photograph 5: Zebra Crossing on Beach Street Looking West

Traffic Flows

The New Zealand Transport Agency undertakes regular traffic counts on the highway network, but does not have a counter on Shotover Street. However the Council's traffic count on Beach Street (sourced from the MobileRoad website) immediately west of the billboard location indicates a traffic flow of 9,950 vehicles per day. Beach Street (east of Shotover Street) carries around 1,600 vehicles per day.

Road Safety

We have used the NZTA Crash Analysis System to review the reported crashes for a distance of 100m to the north / east of the proposed digital billboard location, along Shotover Street and Beach Street, and as far as the Shotover Street / Beach Street intersection. Over the past five years (June 2015 to May 2020), there were 10 crashes recorded, of which 1 resulted in serious injuries, 2 resulted in minor injuries and 7 resulted in no injuries.

- One crash occurred on Beach Street
 - A driver drove the wrong way down Beach Street and struck a parked vehicle in the angled spaces. This did not result in any injuries
 - For completeness, the NZTA system records a crash involving pedestrians using the zebra crossing. The police report however shows that this occurred at the zebra crossing further west on Beach Street.

¹ Measured at 3m from the edge of the Shotover Street traffic lane, the sight distance is 43m. This is appropriate for an operating speed on Shotover Street of 26km/h. The curve of Shotover Street is in the order of 32m radius, indicating an operating speed of around 27km/h. The sight distance is therefore appropriate for the prevailing speed of approaching vehicles.

- No crashes occurred at the Shotover Street / Beach Street intersection
 - The NZTA system records a crash involving one vehicle running into the rear of another at a zebra crossing. The police report however shows that this occurred at the zebra crossing further west on Beach Street
- Four crashes occurred at the northernmost of the two sharp curves on Shotover Street
 - A westbound bus driver misjudged the radius and turned too severely, resulting in the side of the bus striking the verandah of the adjacent building. This did not result in any injuries
 - A westbound school bus struck a stabiliser on a crane that was operating from an on-road position, under temporary traffic management. This did not result in any injuries.
 - Two crashes involved westbound intoxicated drivers travelling at high speed who failed to negotiate the curve, left the road, and struck a building. In one case, the vehicle was stolen and being pursued by police. Neither resulted in any injuries
- Five crashes occurred on Shotover Street, east of the proposed location
 - An overseas tourist hired a scooter and set off, but lost control while trying to avoid oncoming traffic. This resulted in serious injuries
 - A west-facing campervan moved out of one of the parking spaces on the southern side of Shotover Street and struck a road sign. This did not result in any injuries
 - One eastbound driver ran into the rear of another driver waiting at the zebra crossing. This did not result in any injuries
 - A westbound driver fell asleep, drifted off the road and struck a pedestrian barrier and signage. This did not result in any injuries. Note: this crash is recorded twice in the database
 - A driver attempting to enter their (east-facing) parked vehicle was struck by a passing bus. This resulted in minor injuries

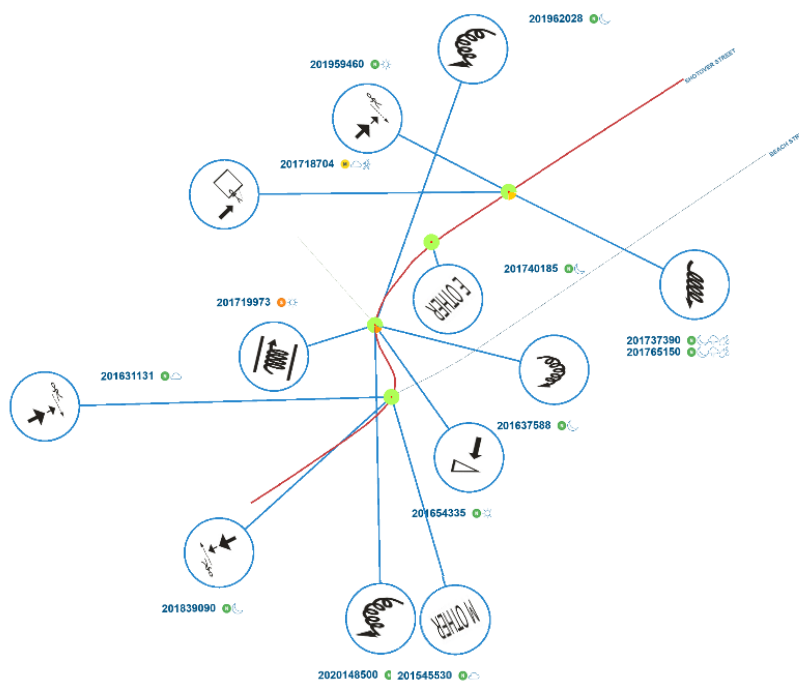


Figure 3: Location and Type of Reported Accidents

Having reviewed these ten crashes, we note that:

- Two crashes involved intoxicated drivers
- One crash involved a driver falling asleep

- Three crashes involved drivers that were facing east (and facing in this direction, the drivers could not therefore have seen the billboard)
- One crash occurred when the highway was operating under temporary traffic management
- One crash involved an inexperienced scooter rider losing control on a hired vehicle
- One crash involved a movement out of a parking space
- One crash involved a driver turning too much when negotiating the easternmost of the curves

The crashes therefore either have different causes (or locations), or arise as a result of unusual or unlawful situations. We therefore conclude that there is no evidence of any road safety related deficiencies on this part of the transportation network.

Existing Signage in the Area

Based on our site visits, there is only a limited number of statutory road signs on this part of the roading network. The location of these and the signfaces are shown below.

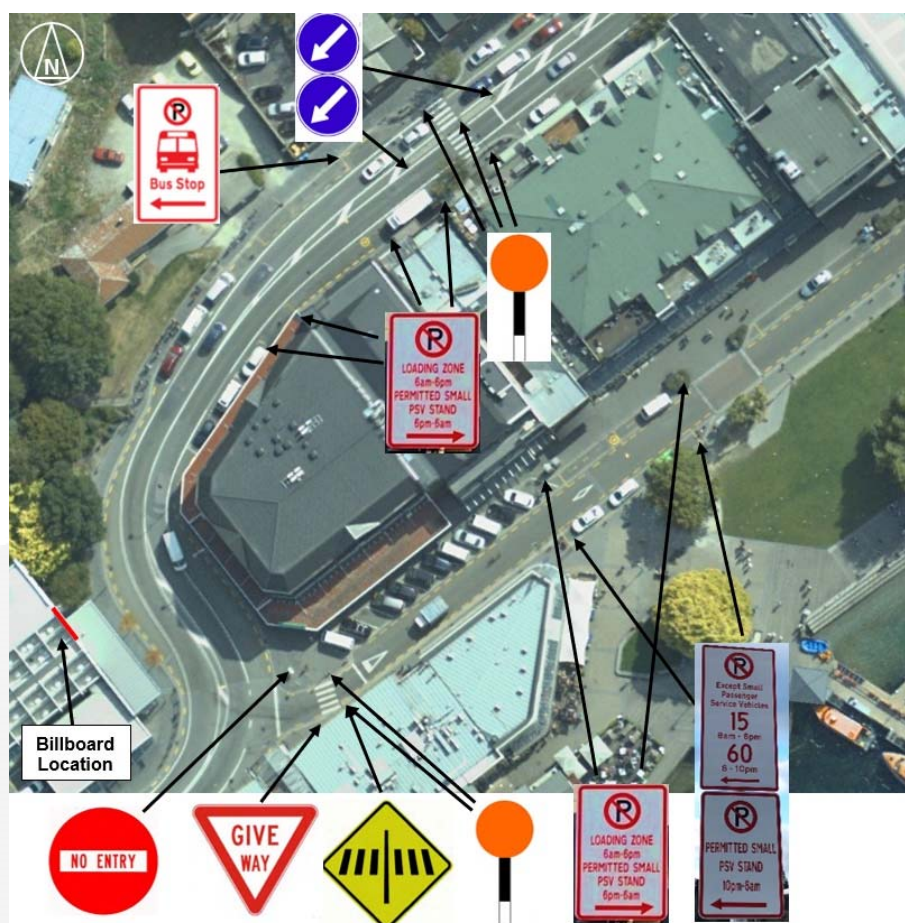


Figure 4: Existing Road Signs Close to Billboard Location

In addition, as Shotover Street and Beach Street are predominately fronted by retail and commercial land uses, there are numerous roadside advertising signs present (defined by the NZTA Traffic Control Devices Manual Part 3 ('Advertising Signs') as "all advertising signs and devices which can or are intended to be seen by all road users").



Photograph 6: Existing Roadside Advertising on Shotover Street

NZTA Traffic Control Devices Manual (Part 3) Advertising Signs

The NZTA Traffic Control Devices Manual addresses various aspects of roadside advertising signs (which is defined as meaning signs, including those that are within private property, that are intended to be seen by road users) and it includes billboards. Importantly, the manual sets out that each particular installation should be treated on its own merits having regard to its purpose, nature and location, and with an expectation that sound judgement is used to ensure they are effective but without compromising safety. It also notes that there is no reason why an off-site advertising sign should have more of an adverse effect than a similar on-site sign, provided that suitable controls are in place to avoid signage proliferation.

At a general level, any advertising sign must not:

- contain reflective material if it is likely to reflect the light from the lamps of any vehicle on the road, or fluorescent or phosphorescent material if it is likely to mislead or distract drivers from traffic signs installed in the vicinity, or mask those signs;
- be capable of being mistaken for a traffic control device, including use of red, green, orange, white or yellow in combinations of colours, or shapes which may be mistaken for a traffic control device;
- use red, green, orange, white or yellow colours in a location where it is likely to form the foreground or background to or appear alongside a traffic control device of similar colour when viewed by approaching motorists;
- contain large areas of red, green or orange displayed on illuminated signs which at night are likely to cause confusion with traffic control signals or tail lights of vehicles;
- give instructions to motorists that conflict with any traffic sign or traffic control device; or
- compete with existing direction signs.

There are controls on the brightness of illuminated signs, and for a sign with more than 10sqm of illuminated area within an area with street lights, such as the roading environment in this case, a maximum 800cd/sqm is permitted.



To help avoid safety issues, advertising signs on urban roads (defined as where a speed limit is less than 70km/h) is recommended to not be located within 100m of intersections and permanent regulatory or warning signs.

The recommended visibility for signs relates to the vehicle speeds, with signs on roads with higher speeds needing to be visible from a greater distance, and within a narrowed angle of view for the driver. Figure 5.1 of the manual shows that at where there is a speed limit of 50km/h (as is the case in this instance), a 45 degree angle of vision is appropriate on either side of the road, and an additional 15 degrees can be added to allow for the driver moving their head. Minimum (unrestricted) forward sight distances of 80m are also appropriate for a posted 50km/h speed limit, and adjacent roadside advertising signs are recommended to be at least 50m apart.

Specific care is also required when considering animated, flashing and variable message signs for advertising, with regard to location and visibility distraction to motorists. Animation and flashing signs should not be used where the speed of passing traffic is more than 70km/h, and variable message signs require “*careful assessment*” where sited close to an intersection or where vehicles merge/diverge. Notably, the manual sets out that such signs should have static displays, change display over a timeframe of less than two seconds, and have a minimum time for separate displays of more than five seconds.

General Assessment of Road Safety Effects of Billboards

Research Papers

There are a variety of reports which address the road safety effects of digital billboards. One is a 2013 research report produced by the Austroads organisation². In passing it is worth noting that this is a research report which does not have the same status as the typical Austroads guides that are commonly referred to by traffic engineers. More importantly however, the guide itself states that it deals with all types of roadside advertising from static billboards to those that have animation, interact with a driver and those which are projections of large images onto buildings (as set out in Section 3 of the report). We understand that animation, driver interaction and large-scale projections are not proposed by this application.

The report adopts a cautious approach in drawing any conclusions noting that:

*“There is compelling evidence that distraction is a major contributor to crashes. However, **studies providing direct evidence that roadside advertising plays a significant role in these distraction based crashes are currently not available.** The studies that have been conducted show convincingly that roadside advertising is distracting and that it may lead to poorer vehicle control. However, the evidence is presently only suggestive of, although clearly consistent with, the notion that this in turn results in crashes.*

*It is also worth noting, on the basis of Klauer et al.’s (2006) results, that while looking at an external object increased the crash risk by nearly four times, less than 1% of all crashes and near crashes were from this source of distraction. A substantial proportion of these external objects would not have been advertising signs. Thus, while it is not possible to tell from the reported results, it is **reasonable to conclude that far less than 1% of all crashes and near crashes involved distraction from roadside advertising.***

² Austroads Research Report AP-R420-13, “Impact of Roadside Advertising on Road Safety” Section 3)



*While the Klauer et al. (2006) study may not be representative of all driving events, it does suggest that the contribution of roadside advertising to crashes is likely to be relatively minor.*³ (Our emphases)

Another report is that of Horberry et al from 2009⁴, which concludes that:

*“There is still a lack of comprehensive research evidence upon which to form guidelines or standards about how much distraction from outside of the vehicle is ‘safe’. A recent review in the UK of the driver distraction literature (in-vehicle and external distraction) produced similar conclusions, and recommended that further work to examine driver distraction due to the presence of advertising billboards and similar is a high priority. At the time of writing, similar research initiatives in the area of possible distraction caused by roadside advertisement are also taking place in the USA. However, until complete, the regulation of some types of information (e.g. billboards and other 3rd party advertising) in the road environment cannot be fully evidence-based.”*⁵

In our view this paper is therefore highlighting that (a) there is insufficient research on which to base conclusions regarding the safety of roadside advertising and (b) an element of judgement is required. It is important to note that this paper was produced eight years ago and more research has been conducted since that time. The conclusions of the report therefore may not represent current thinking (either for or against digital billboards).

Subsequent to the Horberry paper, we are aware that there has been further research which sets out that in complex situations, drivers pay little heed to billboards but instead focus on the matters pertaining to driving^{6 7 8 9}.

The Canadian Digital and Projected Advertising Displays: Regulatory and Road Safety Assessment Guidelines (TAC 2015) concludes that *“despite years of research, there have been no definitive conclusions about the presence or strength of adverse safety impacts of digital billboards measured by increased collision frequency”* (Section 2.1.4 of that Guide). Moreover, the purpose of the Canadian guidelines is to provide recommendations that are designed to control (digital billboards) such that they emulate static advertising signs and therefore result in a similar distracting and road safety effect as static advertisements”. Allowing for suitable conditions of consent regarding the images displayed, this will be achieved in this instance.

Finally, we are aware of a review of primary research prepared by Mr Jerry Wachtel entitled ‘Compendium of Recent Research Studies on Distraction from Commercial Electronic Variable Message Signs (CEVMS)’. At the outset we note that this does not contain any primary research

³ Austroads Research Report AP-R420-13, “Impact of Roadside Advertising on Road Safety” Section 5.2

⁴ Perez, Horberry, T., Regan, MA, & Edquist, J. (2009). Driver Distraction from Roadside Advertising: The clash of road safety evidence, highway authority guidelines, and commercial advertising pressure. <https://document.chalmers.se/download?docid=653291678>

⁵ Ibid, page 6

⁶ Driver Visual Behavior In The Presence of Commercial Electronic Variable Message Signs (CEVMS), FHWA, 2011

⁷ Decker, JS et al (2015). The Impact of Billboards on Driver Visual Behavior: A Systematic Literature Review, Traffic Injury Prevention Vol 16(3), 234-239

⁸ Young, KL et al (2017). Investigating the Impact of Static Roadside Advertising on Drivers’ Situation Awareness, Applied Ergonomics, Vol 60, 136-145

⁹ Young, K. & Regan, M. (2007). Driver distraction: A review of the literature. In: I.J. Faulks, M. Regan, M. Stevenson, J. Brown, A. Porter & J.D. Irwin (Eds.). Distracted driving. Sydney, NSW: Australasian College of Road Safety. Pages 379-405.



itself but is a review of other papers and so we have obtained and reviewed most of the papers themselves (several could not be located). The detailed results are set out in Annexure A.

In brief, we do not consider that supporting arguments for the link between road safety and digital billboards are particularly compelling. Several studies note that measured by the rate to which billboards distract drivers, it is not a large risk factor from a population perspective, compared to more mundane tasks such as talking with passengers. The authors of other studies specifically limit their research in some way, such as due to the uniqueness of the roads assessed, the small data set examined, or being careful to draw a distinction between billboards attracting attention versus creating distraction. In other cases, it is evident that the prevailing environment assessed is different to that which is present for the current application.

Importantly, in many cases, the research is not clear whether the digital billboard included moving images or was solely static. It is unclear then how many of the papers are directly applicable to the current application and therefore whether they can be given any weight in this specific context.

By way of example, one study cited is that of Sisiopiku, VP, Islam, M, Haleem, K, Alluri, P. & Gan, A. (2014)¹⁰. This compares the crash records upstream and downstream of digital billboards on high speed roads in the USA. When the data is aggregated, it purports to show that the number of crashes on the section of road prior to the billboard (where the billboard can be seen by the driver) is greater than downstream (where the billboard is not visible).

However at 50% of the sites assessed, the records showed that there were fewer crashes where the billboard could be seen than downstream of the billboard, with the outcomes reversed at the other 50% of the sites. This is not the consistent pattern that would be expected if drivers were distracted.

Finally, one other paper attempted to control for any effects arising from driver under-reporting of crashes involving distraction due to digital billboards¹¹. In brief, this study involved a sample of 4,307 drivers who had been involved in a crash in the previous 12 months who were asked to fill in a web-based questionnaire about distractions during the crash. For each of the potential 13 distraction factors presented, the drivers indicated whether or not they were distracted by that specific factor at the time of the crash. 'Distracted by billboard' was one factor of the 13.

The authors concluded that *“Even though the results from this study indicate that looking at billboards and searching for addresses/street names are the distractions associated with highest accident risk, it is also important to look at the prevalence of the risk factor. These two factors were reported to have been distracting only 0.3 and 0.6 percent of drivers (i.e., in the whole sample) respectively. This means that, as measured by the rate to which billboards distract drivers, this is not a large risk factor from a population perspective. When considering the prevalence of the risk factors in addition to the relative accident involvement, talking with passenger(s) and attending to children in the back seat are the distraction factors that perhaps are most likely to make the largest contributions to the number of crashes”*¹².

¹⁰ Sisiopiku, VP, Islam, M, Haleem, K, Alluri, P. & Gan, A. (2014). Investigation of the Potential Relationship between Crash Occurrence and the Presence of Digital Advertising Billboards in Alabama and Florida. *Proceedings of the Transportation Research Board (TRB) 94th Annual Meeting*.

¹¹ Backer-Grøndahl, A., & Sagberg, F. (2009). “Relative crash involvement risk associated with different sources of driver distraction.” Presented at the First international Conference on Driver Distraction and Inattention. Gothenburg, Sweden: Chalmers University.

¹² Ibid, page 11



Taken overall, we are of the opinion that there is no demonstrated link between the presence of digital billboards and a rise in the number of crashes recorded.

Road Safety Records

In evaluating the potential of digital billboards to result in adverse road safety effects, we have previously reviewed the incidence of reported crashes in New Zealand in the vicinity of such billboards. This study took the form of reviewing the crash rates at locations before and after a digital billboard was installed, and comparing the two to see whether there had been any significant change. This study showed no clear evidence of a systematic increase in crash rates due to digital billboards (a copy is attached as Annexure B).

Conclusions

Based on our review, the available literature is sometimes contradictory. However, it appears that digital billboards do attract driver attention to a greater extent than static billboards, but that the extent of this increase is not sufficient to result in a significant increase in distraction such that there is then a consequential increase in the crash rate. That is, digital billboards distract drivers but not to the extent that a road safety problem arises.

An examination of the crash records in New Zealand in the vicinity of digital billboards does not show that rates increase once a digital billboard is installed.

Proposed Conditions of Consent

Based on best practice elsewhere in the country, we understand that the following conditions of consent are to be offered:

- The transition from one image displayed to the next shall be via a 0.5 second dissolve.
- The display time for each image displayed shall be a minimum of 60 seconds.
- Each image displayed shall be static. No image shall contain any animation or emit flashing lights.
- Images shall not be linked to impart a single advertising message across two or more sequential images.
- Images shall not incorporate the predominant use of graphics, colours or shapes that could cause confusion or conflict with any traffic control device, nor invite or direct a driver to undertake an action.
- The billboard shall be operated with a 'fail-safe' feature where in the event of a malfunction, the messages will be replaced by a solid black colour until the malfunction is resolved.

Based on our assessment of the available literature, we consider that these conditions of consent are appropriate.

Compliance of the Proposed Digital Billboard with NZTA Recommendations

We have reviewed the recommendations of the NZTA Traffic Control Devices Manual to evaluate whether the proposed billboard and location will (or can) comply.

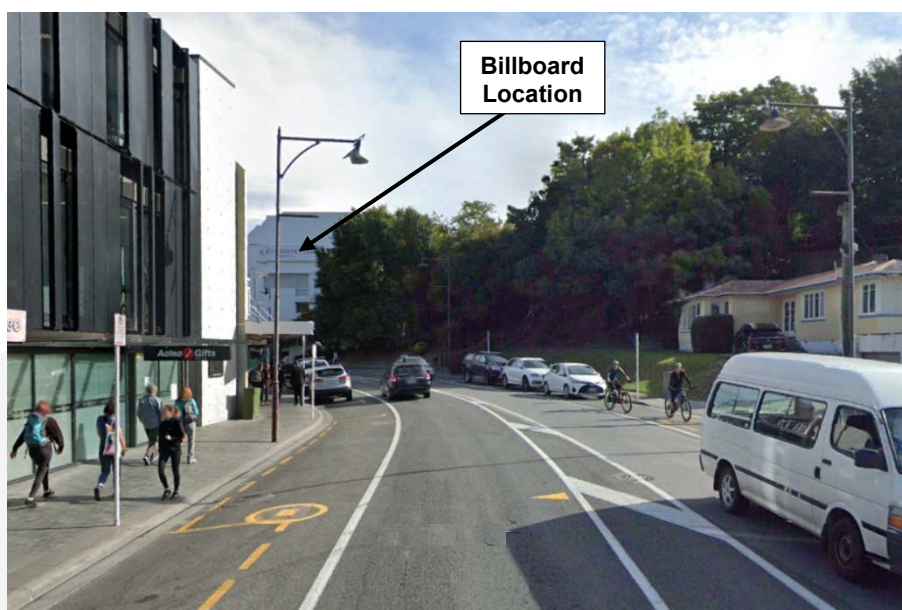
Billboard Location

The sign will be sited on private property beyond the edge of the state highway, and as shown above, the sign will be elevated. Consequently it will not present a hazard in terms of physically blocking the visibility of any road signs for approaching drivers.

The roading network in this location is subject to a 50km/h speed limit and consequently there is a recommendation to have a 100m separation between a sign and any intersections. This is not achieved at this location due to the proximity of the Shotover Street / Beach Street intersection which is around 38m away. We note though that the recommendations also state that “*there are many advertisements close to intersections or traffic control devices (eg in central business districts) apparently causing no problems*”. Our evaluation shows that no crashes have been recorded at the intersection, and the sight distances are appropriate for the prevailing vehicle speeds. The area is also dominated by retail frontages with associated signs, and signs protruding at 90-degrees from the buildings. Consequently, we do not consider it is likely that the proposed billboard will introduce any additional significant road safety issues.

There is also a recommendation to have a 100m separation between a billboard and regulatory / warning road signs. The rationale for this distance is unclear, but as shown above, there are a number of such signs within 100m. However we consider that there is ample visibility of these signs well in advance of them, and in some cases (such as the west-facing ‘keep-left’ signs), approaching drivers would not be able to see the billboard. Consequently we consider that drivers will have ample time to see and react to the regulatory / warning signs irrespective of the presence of the digital billboard.

For the prevailing speed limit, the billboard needs to be visible for at least 80m on the immediate approaches. The sightline available at 80m on Shotover Street is shown below and it can be seen that the entire billboard is visible.



Photograph 7: 80m From Billboard Location, Shotover Street

The sightline available at 80m on Beach Street is shown below.



Photograph 8: 80m From Billboard Location, Beach Street

Our assessment shows that the billboard is not visible at all in this location. However the bulk of the existing roadside advertising signs (those at shop frontages are similarly not visible at 80m). The billboard starts to become visible at 40m from the edge of the nearest traffic lane on Shotover Street with the whole billboard visible at 30m from the edge of the nearest traffic lane on Shotover Street.

The sight distances in the NZTA guide are the same as the sight distances required at non-residential vehicle crossings in the operative District Plan, which we are aware are based on a now-superseded Austroads guide. Extrapolating these values, a sight distance of 30m is suitable for a vehicle operating speed of 25km/h. In view of the angled parking on Beach Street (and the potential to encounter a moving vehicle), the narrowed carriageway and the presence of a speed hump (plus the zebra crossing), we consider that it is unrealistic to expect that vehicles will travel at 50km/h on the road. Based on several informal timed runs, and local knowledge, we consider that a vehicle speed in the order of 25km/h is more practical. As such, we consider that the sight distance of the billboard is appropriate.

There is also a recommendation that billboards should be placed within 45 degrees of the drivers' lines of sight, and this is achieved.

Finally, under the Manual, roadside advertising signs are recommended to be a minimum of 70m apart although it is recognised that this may not be achievable in many circumstances. In this instance, there are numerous existing advertising signs on the approaches to the billboard location and thus we consider that in this respect, the proposed digital billboard does not introduce any new safety risk into the prevailing environment.

Signface

Controls (through conditions of consent) are proposed to be put in place to ensure that the images displayed on the billboard are not capable of being mistaken for a traffic control device or which could be misconstrued as providing instruction to drivers. Similarly, the surface of the sign can be constructed from materials that do not reflect light from the lamps of any vehicle on the road and the brightness of the sign can also be suitably controlled.



In respect of the height of the lettering used on the signfaces, the particular issue is that in many cases there are requirements to display text that is small and that is not intended to be read by drivers (such as the 'small print' on a bank loan offer). In such cases though, any text that is not readily legible will simply not be read because a driver does not have time (given that a driver glances at a billboard for less than a second). Conversely, the primary advertising image largely comprises of graphical content and few, larger-sized words, which are quickly assimilated by drivers. In view of this, we do not consider that it is necessary to specify font heights – in practice a driver will only notice the larger wording with smaller lettering being disregarded.

As set out above, moving messages and flashing lights will also not be allowed under proposed conditions of consent. The billboard will be operated in a manner which comprises a series of static and unlinked images, meaning that the requirement to have a minimum time for separate displays of more than five seconds and to change from one display to another in under two seconds can be achieved. Animation will also be prohibited.

Conclusion

Overall, we consider that the billboard can (or is able to) comply with the NZTA recommendations, subject to the conditions of consent outlined above, or that where the recommendations are not met, there will be no adverse transportation-related effects.

Zebra Crossings

In view of the location of the zebra crossings on Shotover Street and Beach Street, we have carefully evaluated whether the presence of the billboard would lead to any road safety concerns at these locations.

According to the Austroads Guide to Road Design Part 4A (Unsignalised and Signalised Intersections), it would be appropriate that a driver is able to see the markings of the zebra crossing ideally at distance of 90m¹³ from the zebra crossing and as a minimum, at a distance of 48m¹⁴. In the worst case, according to the Austroads Guide to Road Design Part 3 (Geometric Design), a maximum practical deceleration speed (and emergency stop) is 5.5m/s/s¹⁵. This means that drivers will need to identify the zebra crossing at a distance of 38m prior to the zebra crossing.

At each of these locations, the billboard is not visible. It cannot therefore serve as a distraction to drivers.

Similarly, for Beach Street (which as noted above is likely to have an operating speed of 25km/h, drivers should see the markings of the zebra crossing ideally at distance of 38m¹⁶ from the zebra crossing and as a minimum, at a distance of 17m¹⁷. Applying the maximum practical deceleration speed (and emergency stop) of 5.5m/s/s, drivers will need to identify the crossing at a distance of 15m.

¹³ Safe Intersection Sight Distance, assuming a reaction time of 1.5 seconds as the driver is alert, and that vehicles will be travelling at 50km/h

¹⁴ Approach Sight Distance, assuming a reaction time of 1.5 seconds as the driver is alert, and that vehicles will be travelling at 50km/h

¹⁵ Acceleration and deceleration are measured in metres per second *per second*

¹⁶ Safe Intersection Sight Distance, assuming a reaction time of 1.5 seconds as the driver is alert, and that vehicles will be travelling at 25km/h

¹⁷ Approach Sight Distance, assuming a reaction time of 1.5 seconds as the driver is alert, and that vehicles will be travelling at 25km/h

As set out above, the billboard starts to become visible at 40m from the edge of the nearest traffic lane on Shotover Street, which equates to 24m from the limit line of the zebra crossing, with the whole billboard visible at 14m from the limit line of the zebra crossing.

Therefore:

- At the desirable distance where drivers should ideally be able to identify the zebra crossing (38m), the billboard is not visible
- At the minimum distance where drivers should ideally be able to identify the zebra crossing (17m), most of the billboard will be visible
- At the absolute minimum distance where drivers should ideally be able to identify the zebra crossing (15m), nearly all of the billboard will be visible.

We note that as a driver approaches the zebra crossing, for the majority of the time, the billboard is not visible (38m to 24m before the limit line) and only become visible later (24m to 17m). We therefore consider that drivers have ample time to identify the crossing. We also note that the crossing is not only marked with orange discs but also with a PW-30 (pedestrian crossing) sign, and there is a pedestrian build-out which increases the conspicuity of people crossing from north to south well before a driver reaches the crossing.



Photograph 9: 24m From Limit Line, Where Billboard Starts to Be Visible

Taking all of these matters into account, we do not consider that driver's attention would be on the billboard such that they fail to notice the zebra crossing. Rather, the crossing will be easily visible to approaching drivers well in advance.

Conclusions

Based on our analysis, we consider that the installation of a digital billboard at 93 Beach Street will not give rise to any perceptible transportation-related effect, subject to the conditions of consent set out above. The available literature shows that suitably-controlled¹⁸ digital billboards do not give rise to adverse road safety effects, and the proposed location is such that the sign either complies

¹⁸ That is, the elimination of animation, flashing lights, sequential images and the like, all of which are addressed through the proposed conditions of consent



with NZTA recommendations, or after assessment of the anticipated outcomes, the effects will be negligible.

Consequently, we are able to support the provision of the digital billboard in this location from a traffic and transportation perspective, and do not consider that it will give rise to adverse safety or efficiency effects.

We trust that this is of assistance, but please do not hesitate to contact me if there are any issues that you wish to discuss or if you would like clarification of any matters.

Kind regards

Carriageway Consulting Limited

Andy Carr

Traffic Engineer | Director

Mobile: 027 561 1967 Email: andy.carr@carriageway.co.nz



Annexure A: Literature Review

Backer-Grøndahl, A., & Sagberg, F. (2009). “Relative crash involvement risk associated with different sources of driver distraction.” Presented at the First international Conference on Driver Distraction and Inattention. Gothenburg, Sweden: Chalmers University.

Summary: A sample of 4,307 drivers who had been involved in a crash in the previous 12 months filled in a web-based questionnaire about distractions during the crash. For each of the potential 13 distraction factors presented, the drivers indicated whether or not they were distracted by that specific factor at the time of the crash. ‘Distracted by billboard’ was one factor of the 13.

“Even though the results from this study indicate that looking at billboards and searching for addresses/street names are the distractions associated with highest accident risk, it is also important to look at the prevalence of the risk factor. These two factors were reported to have been distracting only 0.3 and 0.6 percent of drivers (i.e., in the whole sample) respectively. This means that, as measured by the rate to which billboards distract drivers, this is not a large risk factor from a population perspective.

When considering the prevalence of the risk factors in addition to the relative accident involvement, talking with passenger(s) and attending to children in the back seat are the distraction factors that perhaps are most likely to make the largest contributions to the number of crashes”

Belyusar, D., Reimer, B., Mehler, B., & Coughlin, JF. (2016). “A field study on the effects of digital billboards on glance behavior during highway driving.” *Accident Analysis and Prevention*, 88, 88-96.

Summary: The study reports the glance and driving behaviour of 123 drivers who were exposed to two digital billboards on a segment of an eight-lane (four lanes in each direction) highway subject to a 100km/h speed limit. Other than the billboards, the highway was largely free from extraneous signage.

“The results presented in this report require further confirmation in different environments to establish the generalizability of findings. However, combined with previous literature, they clearly suggest that digital billboards alter driver attention. The degree to which this diversion of attention impacts safety is not clear.”

Bendak, S., & Al-Saleh, K. (2010). "The role of advertising signs in distracting drivers." *International Journal of Industrial Ergonomics*, 40, 233-236.

Summary: Twelve volunteers (all male) were asked to use a car simulator to drive around a 9.3km route and five metrics were observed - their tendency to drift from their own traffic lane, recklessly crossing dangerous intersections, not signalling, speeding and tailgating. In the presence of roadside advertising there were statistically significant differences with drifting from their own traffic lane and recklessly crossing dangerous intersections but not the other three metrics.

"In this current study, roadside advertising signs refer specifically to electric signs (which are illuminated by internal lights), animated signs (which refer to any sign that moves or gives the effect of a moving display), banners (which are portable signs usually made of fabric), shop fronts, billboards (that consist of a number of standard-sized poster panels) and changing message signs (which are animated signs consisting of messages changing in sequence). These signs can be located within the road boundaries, on private property near the road or mounted on vehicles."

Comment: It is not clear in the study whether the roadside advertising used in the simulator was solely limited to billboards or included full motion and/or other types.

Chan, E., Pradhan, AK, Knodler, MA, Jr., Pollatsek, A. & Fisher, DL. (2008). "Empirical Evaluation on a Driving Simulator of the Effect of Distractions Inside and Outside the Vehicle on Drivers' Eye Behaviors," Washington, DC: 87th Annual Meeting of the Transportation Research Board of the National Academies.

Paper could not be sourced

Chattington, M., Reed, N., Basacik, D., Flint, A., & Parkes, A. (2009). "Investigating Driver Distraction: The Effects of Video and Static Advertising." Report No. RPN256. United Kingdom: Transport Research Laboratory

Summary: This study compared video billboards (defined as billboards where animation or full motion is shown, and akin to a television) to static billboards (where there is no movement), using a sample of 48 drivers and a driving simulator.

"This study set out to investigate the relative level of driver distraction caused by a range of billboard advertising configurations with a particular focus on the effect of video adverts compared to static adverts"

"While it is clear there are some effects of position and duration of exposure, the main findings is that video adverts provide a greater distraction than that currently caused by drivers approaching equivalent static adverts"

Comment: It is not considered that this study is particularly relevant since it addresses only digital billboards displaying full motion.

Divekar, G., Pradhan, AK, Pollatsek, A., & Fisher, DL. (2013). "External Distractions": Evaluations of their effect on younger novice and experienced drivers' behavior and vehicle control." Transportation Research Record, Journal of the Transportation Research Board No. 2321. Washington, DC: Transportation Research Board of the National Academies.

Summary: This paper discusses the potential for long glances away from the forward roadway create safety problems. The methodology used was to compare 24 novice drivers and 24 experienced drivers as they drove a car simulator and were engaged in a task of counting the number of times that a specific letter appeared within a 5 x 5 grid of letters presented to them in the form of a (simulated) roadside billboard. Metrics such as speed, lane deviation, braking and acceleration were measured. There were 11 such grids on a 4.3km long route (one grid every 390m).

"The major finding was that the long glances of both experienced and novice drivers came at the cost of identifying potential hidden hazards and seeing exposed moving threats."

Comment: It is not considered that this study is particularly relevant to digital billboards since it relates to distractions of all types outside the vehicle.

Dukic, T., Ahlstrom, C., Patten, C., Kettwich, C., & Kircher, K. (2012). "Effects of Electronic Billboards on Driver Distraction." Journal of Traffic Injury Prevention, 14, 469-476.

Summary: The study used a sample of 41 drivers in Sweden to drive a route passing four electronic billboards during day and night conditions. A driver was considered visually distracted when looking at a billboard continuously for more than 2 s or if the driver looked away from the road for a high percentage of time. The amount of time that they looked at the billboards was compared to the amount of time spent looking at standard road signs.

"To conclude, electronic billboards appear to have an effect on gaze behavior because they attract more and longer glances than standard road signs. Whether they attract too much attention and constitute a bona fide traffic safety hazard cannot be answered conclusively based on the present data"

Edquist, J., Horberry, T., Hosking, S. & Johnston, I. (2011). "Advertising billboards impair change detection in road scenes." Paper presented at the 2011 Australasian Road Safety Research, Education & Policing Conference.

Summary: The study used a sample of 45 drivers to view photographs of road scenes on a screen, with an image of a scene displayed for 0.4 seconds, before a second image was shown for the same period of time. The first image was then displayed again, followed by the second image and so on. The was essentially the same, except that one of the pair had been modified such that a car, a road sign, or some other item was missing or its size had been changed. Participants were required to identify the nature of the change in the fastest time possible. However, some of the pairs of images included static billboards and some did not.

"When both built and designed clutter were high, adding billboards did not have a significant effect on time to detect change. When built clutter was high but designed clutter was low or vice versa, drivers took longer to detect changes in scenes with billboards than in scenes without billboards. When both built and designed clutter were low, drivers were faster to detect changes in scenes with billboards"

(Note: "designed clutter" is defined as built clutter is the objects that road authorities use to communicate with the driver, such as road markings, traffic signs and signals. "Built clutter" is buildings and other infrastructure, shop signage etc that make the scene visually complex)

"The present study is limited in that it did not include a driving task, merely a surrogate measure for visual subtasks required during driving."

Gitelman, V., Zaidel, D., & Doveh, E. (2012). "Influence of Billboards on Driving Behavior and Road Safety," Presented at: Fifth International Conference on Traffic and Transportation Psychology. Groningen, The Netherlands: University of Groningen.

Summary: The paper presents an analysis of the impact of advertising billboards adjacent to the Ayalon Highway (Israel) on the occurrence of crashes on that highway. Two periods are compared: "before" – when the billboards were present along the roadside (years 2006-2007) and "after" - when the billboards were covered (2008). A literature survey is also included.

"The literature survey shows that both early and recent studies found a negative impact of advertising billboards on safety. However, a critical analysis of the studies reveals that many studies were not methodologically adequate. Recent studies were more rigorous, and while the findings were also in the same direction, the results were often not statistically significant."

"Laboratory experiments, including simulator studies, have shown deteriorating driving performance in the presence of advertising billboards and messages, especially dynamic advertising media. However, the findings of field studies do not provide consistent evidence for the negative effects of billboards on driver behaviour"

"Due to reservations regarding the data, the uniqueness of the Ayalon Highway and the Treatment characteristics, it is recommended not to attach undue weight to the (relative large) derived statistical value for the percentage reduction in accidents following the removal / cover of advertising billboards. However, the downward trend in accidents in the "after" period was robust and consistent, in all examinations, particularly for injury crashes. Therefore we can conclude that under Israeli road conditions, there is empirical evidence of a link between the removal of advertising signs and the improvement of road safety on an urban / suburban highway."

Gitelman, V., Zaidel, D., Doveh, E., & Zilberstein, R. (2014) “The Impact of Billboards on Road Accidents on Ayalon Highway Three Periods Comparison – Billboards Present, Removed, and Returned.” Report to the Israeli National Road Authority.

Summary: As per the above, except that an additional data set is included – of the crash records over 3.5 years when the billboards were returned

Ayalon Highway “is used as a local, metropolitan, and national level traffic route. • 21 interchanges (rather dense). 750, 000 vehicles travel it daily. Trains run in parallel to the highway”

“Ayalon Highway carries high volume of traffic and has high density of interchanges generating frequent need for lane changes and speed adjustment”

“Advertising industry, Lobbyists and Politicians argued for or against roadside advertising. No side in the debate could present compelling accident data”

Hawkins, HG, Jr., Kuo, PF, & Lord, D. (2014). “Statistical Analysis of the Traffic Safety Impacts of On-Premise Digital Signs.” Paper No: 14-2772. Presented at the 93rd Annual Meeting of the Transportation Research Board.

Summary: A total of 135 on-premise digital signs were identified, and the number of crashes which occurred before and after the sign was installed were compared. Three to four years of ‘before’ data plus three to four years of ‘after’ data were used. Control sites were used to account for changes in crashes unrelated to the presence of the sign.

“The results show that there was no statistically significant change in crash frequency associated with the installation of on-premise digital signs. Thus, there seems to be no evidence the installation of on-premise signs at these locations led to an automatic increase in the number of crashes”.

Herrstedt, L., Greibe, P. & Andersson, P. (2013). "Roadside Advertising Affects Driver Attention and Road Safety." *Proceedings of the 3rd International Conference on Driver Distraction and Inattention, Gothenburg, Sweden.*

Summary: The purpose was to study whether static roadside advertising in rural areas captures and keeps drivers' attention to the extent that it affects driver behaviour and thereby traffic safety, using a sample of 32 drivers on high speed roads.

"The roadside advertising signs were selected amongst the most striking conventional rural roadside advertising signs"

Comment: It is not considered that this study is particularly relevant as it solely addresses billboards on high speed rural roads, where other research shows drivers tend to be attracted to the billboard due to a lack of other stimuli.

Horberry, T., Regan, MA, & Edquist, J. (2009). *Driver Distraction from Roadside Advertising: The clash of road safety evidence, highway authority guidelines, and commercial advertising pressure.*

Summary: This is a literature review and does not appear to have been peer reviewed or published in a journal.

"There has been little research into how and to what extent roadside advertising can cause driver distraction"

"The whole area is difficult to study due to differences in billboard types, drivers, roads, traffic etc"

"There is still a lack of comprehensive research evidence upon which to form guidelines or standards about how much distraction from outside of the vehicle is 'safe'"

Milloy, SL and Caird, JK. (2011). "External Driver Distractions: The Effects of Video Billboards and Wind Farms on Driver Performance." Published in: *Handbook of Driving Simulation for Engineering, Medicine and Psychology.* Edited by: D.L. Fisher, M. Rizzo, J.K. Caird, & J.D. Lee. Boca Raton: CRC Press.

Paper could not be sourced

Perez, WA., Bertola, MA, Kennedy, JF, & Molino, JA. (2012). “Driver Visual Behavior in the Presence of Commercial Electronic Variable Message Signs (CEVMS).” Unnumbered Report, Federal Highway Administration, Washington, DC.

Summary: This study used an instrumented vehicle with an eye tracking system to measure where drivers were looking when driving past digital and standard billboards. These billboards did not contain dynamic video or other dynamic elements, but changed content approximately every 8 to 10 seconds.

“In the present study, the presence of (digital billboards) did not appear to be related to a decrease in looking toward the road ahead.”

“The results did not provide evidence indicating that (digital billboards), as deployed and tested in the two selected cities, were associated with unacceptably long glances away from the road”

“When comparing the probability of a gaze at a (digital billboard) versus a standard billboard, the drivers in this study were generally more likely to gaze at (digital billboards) than at standard billboards.”

“The present data suggest that the drivers in this study directed the majority of their visual attention to areas of the roadway that were relevant to the task at hand (e.g., the driving task). Furthermore, it is possible, and likely, that in the time that the drivers looked away from the forward roadway, they may have elected to glance at other objects in the surrounding environment (in the absence of billboards) that were not relevant to the driving task. When billboards were present, the drivers in this study sometimes looked at them, but not such that overall attention to the forward roadway decreased”

Roberts, P., Boddington, K., & Rodwell, L. (2013). Impact of Roadside Advertising on Road Safety. Austroads Road Research Report: Publication No. AP-R420-13. City: Australia, ARRB Group.

Summary: This report is a review of other research.

“There is compelling evidence that distraction is a major contributor to crashes. However, studies providing direct evidence that roadside advertising plays a significant role in these distraction based crashes are currently not available. The studies that have been conducted show convincingly that roadside advertising is distracting and that it may lead to poorer vehicle control. However, the evidence is presently only suggestive of, although clearly consistent with, the notion that this in turn results in crashes.

It is also worth noting, on the basis of Klauer et al.’s (2006) results, that while looking at an external object increased the crash risk by nearly four times, less than 1% of all crashes and near crashes were from this source of distraction. A substantial proportion of these external objects would not have been advertising signs. Thus, while it is not possible to tell from the reported results, it is reasonable to conclude that far less than 1% of all crashes and near crashes involved distraction from roadside advertising.

While the Klauer et al. (2006) study may not be representative of all driving events, it does suggest that the contribution of roadside advertising to crashes is likely to be relatively minor”

Samsa, C., & Phillips, T. (2015). Digital Billboards ‘Down Under’. Are they Distracting to Drivers and can Industry and Regulators Work Together for a Successful Road Safety Outcome? Paper Presented at the 4th International Conference on Driver Distraction and Inattention, Sydney, Australia.

Summary: A total of 29 participants drove an instrumented vehicle along a 14.6 km route in Brisbane, Queensland passing a number of advertising signs, including digital and static billboards and on-premise signage. Number of fixations and dwell times towards advertising signs were measured, along with lateral deviation and vehicle headway.

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

Schieber, F., Limrick, K. McCall, R. & Beck, A. (2014). Evaluation of the Visual Demands of Digital Billboards Using a Hybrid Driving Simulator. *Proceedings of the Human Factors and Ergonomics Society 58th Annual Meeting*, 2214-2218.

Summary: The study used a specially-built simulator and a sample of 18 participants to assess driving performance in the presence of a simulated digital billboard at speeds of 40km/h and 80km/h. The participants were required to read aloud the message on the billboard which comprised of 4, 8 or 12 words selected at random, with the billboard simulating a 3.3m wide billboard.

“Video-based driving simulators are not well suited for studying a driver’s ability to extract information from signs at the same distances at which drivers can perform such tasks in the real world. These simulators lack sufficient display resolution to render sign stimuli that are readable at a distance. In the study reported here, we designed, built and evaluated a specialized hybrid simulator.”

“Little or no decrement in lane keeping or reading performance was observed at 40km/h on straight roads (but) performance was significantly degraded when participants were required to read digital billboards with 8 or more words at 80km/h.”

Sisiopiku, VP, Islam, M, Haleem, K, Alluri, P. & Gan, A. (2014). Investigation of the Potential Relationship between Crash Occurrence and the Presence of Digital Advertising Billboards in Alabama and Florida. *Proceedings of the Transportation Research Board (TRB) 94th Annual Meeting*.

Summary: This is a poster presentation showing the crash rates upstream and downstream of digital billboards in two USA states. When all sites are aggregated, it shows an *overall* increase in the number of crashes prior to the billboard (where it can be seen by the driver) compared to downstream (where it is not visible). However at 50% of the sites examined, the crash records showed that the road became *safer* after the billboard was installed than it was prior to installation. This is not the consistent pattern that would be expected is billboards presented a hazard.

Moreover, the crash rates in one state were five times higher than those at the other state (across all sites) suggesting that other road safety factors are involved.

Young, MS, Mahfoud, JM, Stanton, N. Salmon, PM, Jenkins, DP & Walker, GH. (2009). “Conflicts of Interest: The implications of roadside advertising for driver attention.” *Transportation Research Part F: Traffic Psychology and Behaviour*, Vol. 12(5), 381-388.

Summary: The study used a sample of 48 drivers using a vehicle simulator to travel urban, rural and motorway journeys of 4.8 to 9.1km in length (6 runs per participant). After each run, participants were asked to recall the last road sign and, in the case of billboards, the last billboard which they saw. Metrics including time spent out of lane, number of lane excursions, and average and minimum distance to the vehicle ahead were measured.

“On the basis of research so far, whilst it is clear that roadside advertising has potential effects on driver distraction, it remains difficult to be conclusive about the specific risks. Results from early field studies as well as more recent controlled experiments seem to conflict with each other, whilst concern about the risks is based on estimates and self-report data”.

“This study has found that roadside advertising can be detrimental to performance (in terms of lateral control) and pose a distraction for drivers (in terms of increased mental workload). This conclusion stands apart from previous field research, which has been inconclusive or has not found such an effect”

“Whilst the methodological particulars of such studies have already been discussed earlier in this paper, we must also consider the limitations of the laboratory method in interpreting the present results. For instance, the simulated image can never offer the resolution of the real world, and so there may have been some legibility issues with the billboards that could have affected viewing behaviour. Also, the instructions to recall road signs and/or billboards may have influenced performance on subsequent trials, and whilst there is always a trade-off between the benefits of naïve against informed participants in such circumstances, it is possible that this interfered with the attention data. Finally, the analysis of the eye-tracking data by sector was admittedly a coarse approach, an unfortunate consequence of the equipment used, and future studies would benefit from a more precise method of determining allocation of visual attention.”

Digital Billboard Installations

Assessment of Road Safety Records



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Table of Contents

Main Report		Page
1	Introduction	1
2	Stanley Street (State Highway 16) / Alten Road, Auckland	2
	2.1 Background	2
	2.2 Traffic Flows	3
	2.3 Road Safety Records	3
3	Queen Street / Wakefield Street, Auckland	4
	3.1 Background	4
	3.2 Traffic Flows	5
	3.3 Road Safety Records	6
4	Broadway / Remuera Road, Auckland	6
	4.1 Background	6
	4.2 Traffic Flows	7
	4.3 Road Safety Records	7
5	Karangahape Road / Ponsonby Road, Auckland	8
	5.1 Background	8
	5.2 Traffic Flows	9
	5.3 Road Safety Records	9
6	Khyber Pass Road / Symonds Street, Auckland	11
	6.1 Background	11
	6.2 Traffic Flows	12
	6.3 Road Safety Records	12
7	Khyber Pass Road / Southern Motorway, Auckland	13
	7.1 Background	13
	7.2 Traffic Flows	13
	7.3 Road Safety Records	14
8	Khyber Pass Road / Broadway, Auckland	15
	8.1 Background	15
	8.2 Traffic Flows	16
	8.3 Road Safety Records	16
9	Fanshawe Street / Nelson Street, Auckland	17
	9.1 Background	17
	9.2 Traffic Flows	18
	9.3 Road Safety Records	18
10	Victoria Street / Hobson Street, Auckland	19
	10.1 Background	19
	10.2 Traffic Flows	20
	10.3 Road Safety Records	20



11	Tom Pearce Drive / George Bolt Memorial Drive, Auckland	21
11.1	Background	21
11.2	Traffic Flows	22
11.3	Road Safety Records	22
12	Green Lane West / ASB Showgrounds, Auckland	23
12.1	Background	23
12.2	Traffic Flows	23
12.3	Road Safety Records	24
13	Colombo Street / Moorhouse Avenue, Christchurch	25
13.1	Background	25
13.2	Traffic Flows	26
13.3	Road Safety Records	26
14	Victoria Street / Bealey Avenue, Christchurch	27
14.1	Background	27
14.2	Traffic Flows	27
14.3	Road Safety Records	28
15	Main South Road (Sockburn Roundabout), Christchurch	29
15.1	Background	29
15.2	Traffic Flows	29
15.3	Road Safety Records	29
16	Discussion	31
17	Conclusions	33

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1. Introduction

- 1.1. Digital billboards are increasing in popularity within New Zealand, but in some cases, road controlling authorities (“RCAs”) have raised potential road safety concerns associated with driver distraction as a reason for declining resource consent. The particular concerns of RCAs appear to be in relation to the placement of billboards at locations where drivers are required to make a decision and determine an action in respect of their driving behaviour, such as in close proximity to an intersection.
- 1.2. One such example is set out in a report commissioned by Christchurch City Council and produced by consultants MWH. This notes that *“the location of signs relative to traffic signals and other decision points should be considered based on crash history and potential for crashes if the sign goes in...if a sign is installed close to a decision point it should ideally be situated outside the cone of visibility (COV) so that less drivers (sic) are likely to glance at the sign.”*
- 1.3. This report specifically addresses the matter of road safety at digital billboards through evaluating the prevailing conditions at existing installations within New Zealand. In each case, the location of the billboard is assessed in respect of whether it is close to a decision point and/or in the drivers’ cone of vision, and the prevailing traffic environment is also briefly described. The NZTA Crash Analysis System (“CAS”) has been used to identify the traffic flows on the frontage roads where drivers are able to see the signs, and then to assess whether any changes in the number of type of accidents have arisen since the billboard has been installed.



2. Stanley Street (State Highway 16) / Alten Road, Auckland

2.1. Background

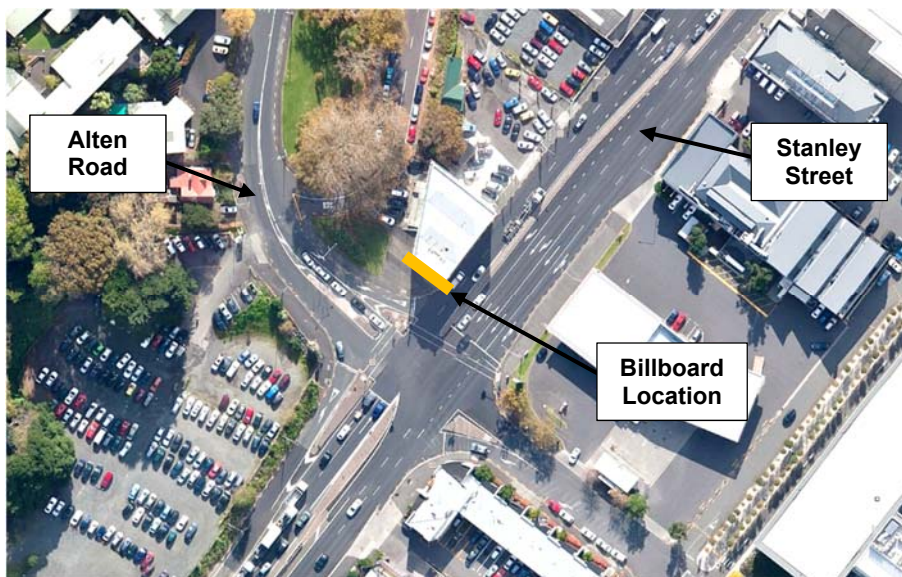


Figure 1: Aerial View of Billboard Location (Image ©2016 Google)

2.1.1. The billboard is affixed to the southern side of a three-storey building, at the first floor level, as shown below. It was installed in July 2014.

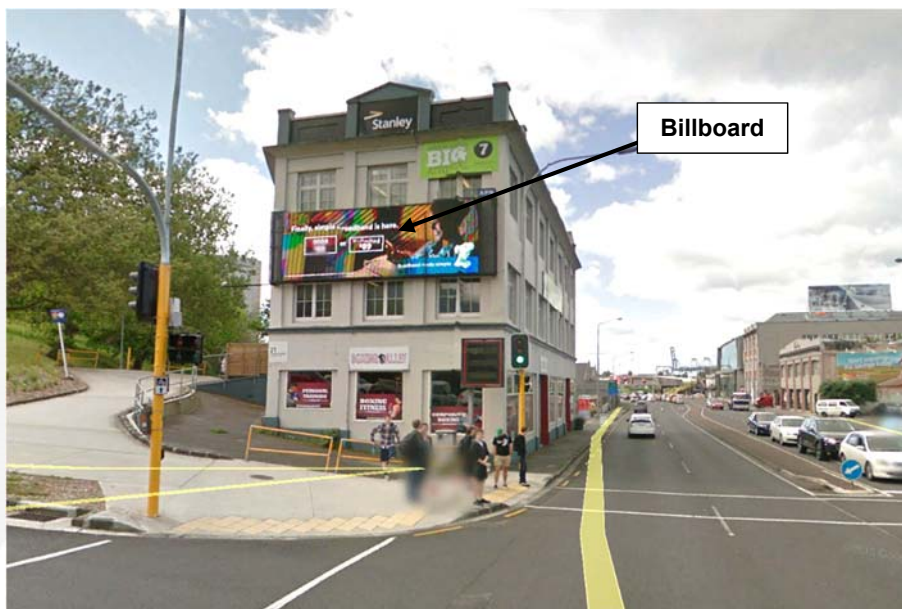


Figure 2: Billboard Location (Image ©2016 Google)

2.1.2. The billboard is directly within the cone of vision for northbound drivers on the state highway, and also forms a backdrop to the adjacent traffic signals. Since it is located immediately adjacent to an intersection, it is sited at a 'decision point'.



Figure 3: Billboard Forms Backdrop to Traffic Signals (Image ©2016 Google)

2.2. Traffic Flows

2.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Alten Road	12,000
Stanley Street (north)	43,300
Stanley Street (south)	43,650

Table 1: Traffic Flows on the Frontage Roads

2.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling northbound on Stanley Street, towards the billboard. This traffic flow is in the order of 18,550 vehicles per day.

2.3. Road Safety Records

2.3.1. CAS has been used to identify the road safety records at the intersection for the five-year period immediately prior to the installation of the billboard (that is, July 2009 to June 2014). In this period there were six accidents recorded on Stanley Street northbound involving vehicles travelling towards the billboard location (an average of 1.2 accidents per year).

2.3.2. CAS has also been used to identify the road safety records at the intersection for the period immediately following the installation of the billboard (that is, July 2014 to present). In this period there was one accident recorded on Stanley Street northbound, involving vehicles travelling towards the billboard (an average of 0.6 accidents per year).

2.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.

3. Queen Street / Wakefield Street, Auckland

3.1. Background

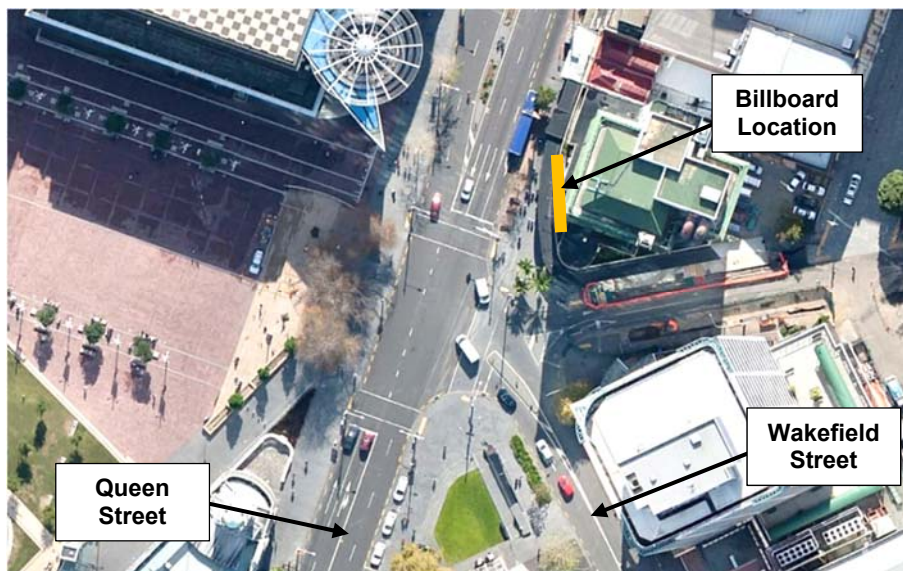


Figure 4: Aerial View of Billboard Location (Image ©2016 Google)

3.1.1. The billboard is affixed to the western side of a multi-storey building, at the first floor level, as shown below. It was installed in July 2013.

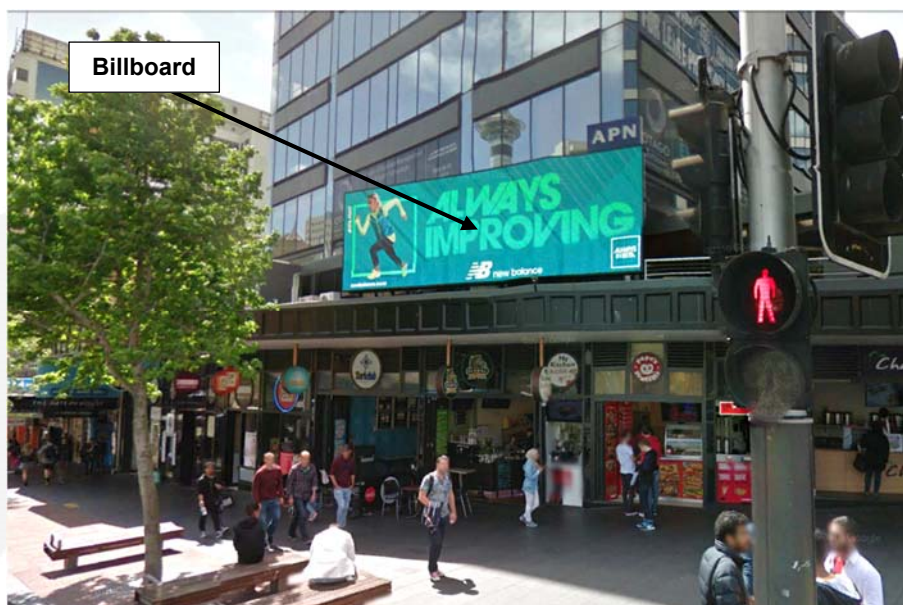


Figure 5: Billboard Location (Image ©2016 Google)

3.1.2. The billboard is within the cone of vision for northbound drivers on Queen Street. Since it is located immediately adjacent to an intersection, it is sited at a 'decision point'.

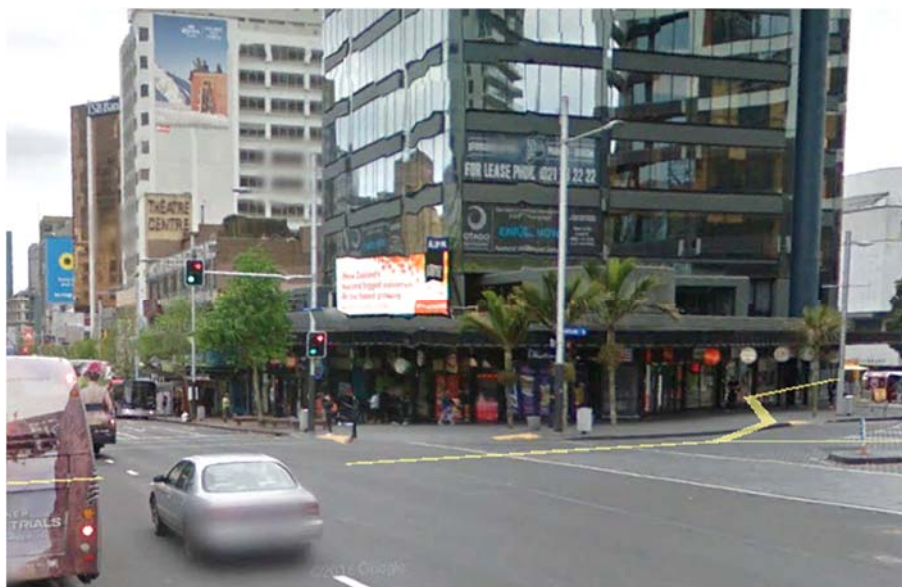


Figure 6: Billboard Within Driver Cone of Vision (Image ©2016 Google)

3.2. Traffic Flows

3.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Queen Street (south)	22,000
Queen Street (north)	22,000
Wakefield Street	12,000

Table 2: Traffic Flows on the Frontage Roads

3.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling northbound on Queen Street towards the billboard. This traffic flow is in the order of 11,000 vehicles per day.

3.3. Road Safety Records

3.3.1. CAS has been used to identify the road safety records at the intersection for the five-year period immediately prior to the installation of the billboard (that is, July 2008 to June 2013). In this period there were nine accidents recorded on Queen Street northbound involving vehicles travelling towards the billboard location (an average of 1.8 accidents per year).

3.3.2. CAS has also been used to identify the road safety records at the intersection for the period immediately following the installation of the billboard (that is, July 2013 to present). In this period there were four accidents recorded on Queen Street northbound involving vehicles travelling towards the billboard (an average of 1.5 accidents per year).

3.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.

4. Broadway / Remuera Road, Auckland

4.1. Background

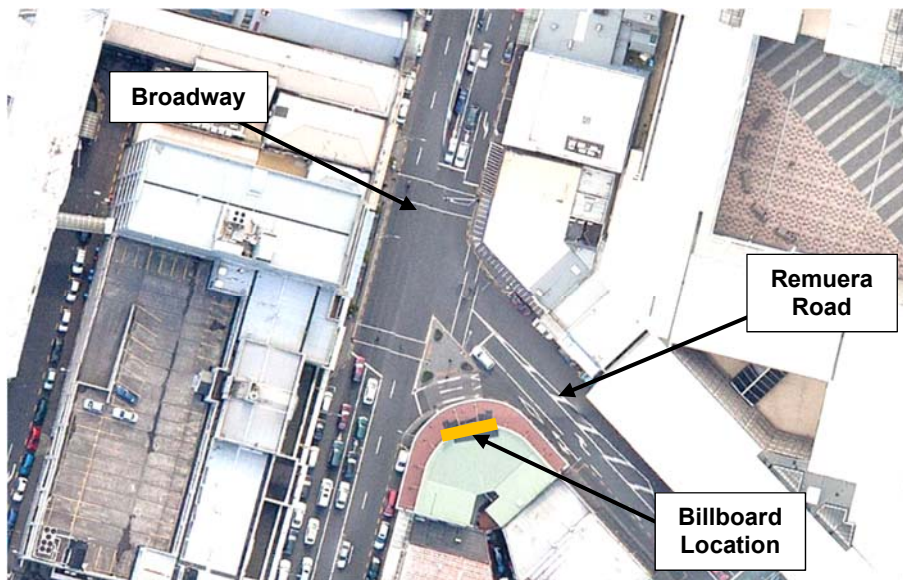


Figure 7: Aerial View of Billboard Location (Image ©2016 Google)

4.1.1. The billboard is mounted on the top of a two-storey building, as shown below, facing north. It was installed in December 2014.

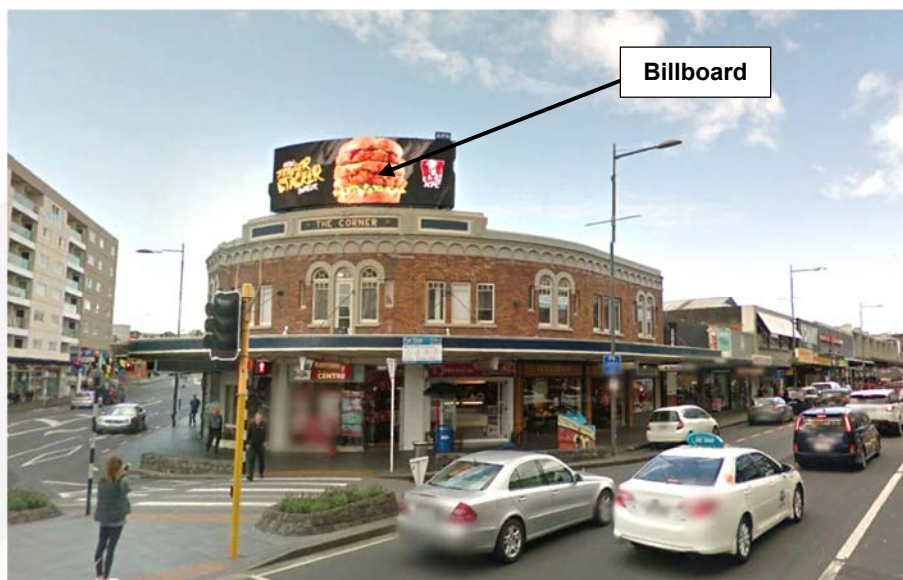


Figure 8: Billboard Location (Image ©2016 Google)

4.1.2. The billboard is directly within the cone of vision for southbound drivers on Broadway, and also forms a backdrop to the adjacent traffic signals. Since it is located immediately adjacent to an intersection, it is sited at a 'decision point'.

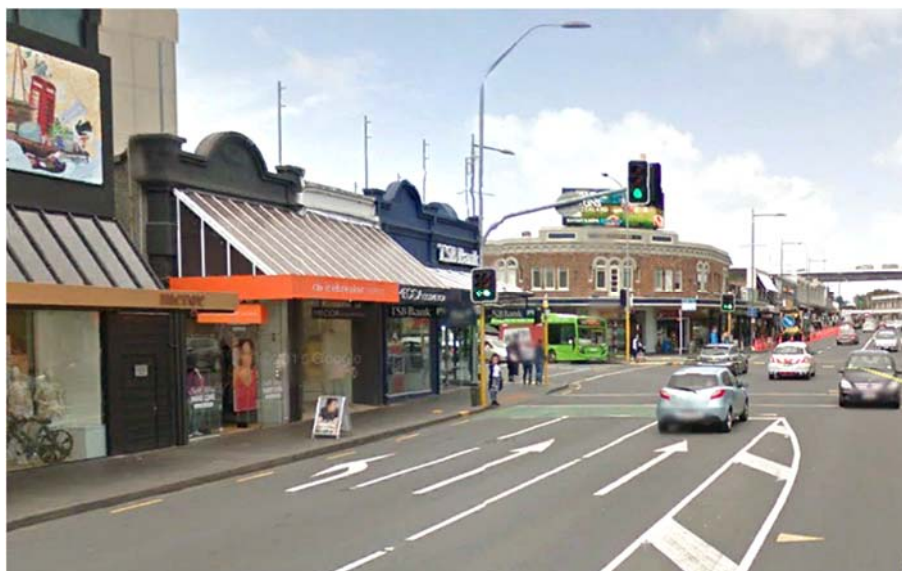


Figure 9: Billboard Forms Backdrop to Traffic Signals (Image ©2016 Google)

4.2. Traffic Flows

4.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Broadway (north)	25,000
Broadway (south)	25,000
Remuera Road	19,000

Table 3: Traffic Flows on the Frontage Roads

4.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling southbound on Broadway, towards the billboard. This traffic flow is in the order of 12,500 vehicles per day.

4.3. Road Safety Records

4.3.1. CAS has been used to identify the road safety records at the intersection for the five-year period immediately prior to the installation of the billboard (that is, December 2009 to November 2014). In this period there were nine accidents recorded on Broadway southbound involving vehicles travelling towards the billboard location (an average of 1.8 accidents per year).

4.3.2. CAS has also been used to identify the road safety records at the intersection for the period immediately following the installation of the billboard (that is, December 2014 to the present). In this period there was one accident recorded on Broadway southbound involving vehicles travelling towards the billboard (an average of 0.9 accidents per year).

4.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.

5. Karangahape Road / Ponsonby Road, Auckland

5.1. Background

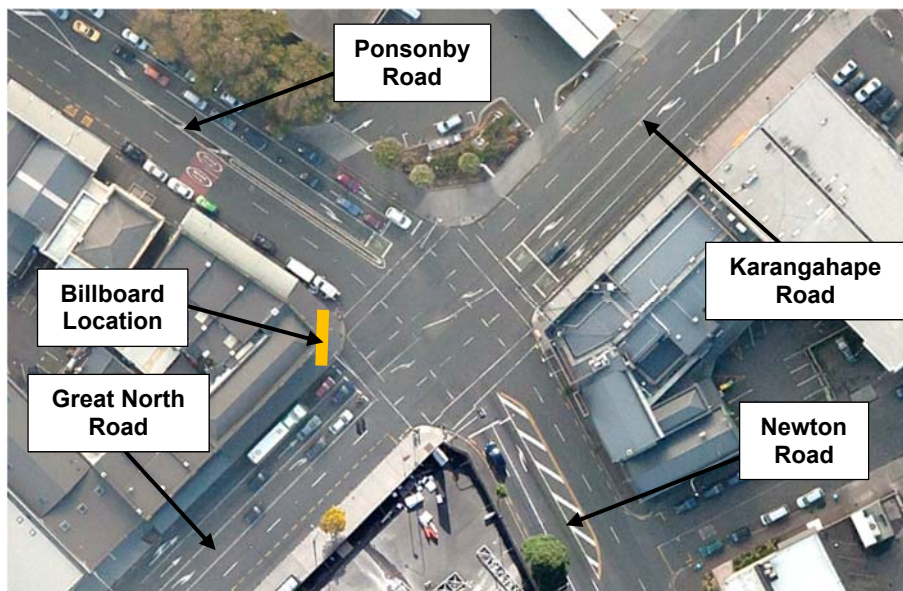


Figure 10: Aerial View of Billboard Location (Image ©2016 Google)

5.1.1. The billboard is mounted at the top of a two-storey building. The billboard is split into three parts (adjacent to one another), as shown below which wrap around the corner. It was installed in July 2014.



Figure 11: Billboard Location (Image ©2016 Google)

5.1.2. The billboard is directly within the cone of vision for northbound drivers on Newton Road and southbound drivers on Karangahape Road, and also forms a backdrop to the adjacent traffic signals for both traffic streams. Since it is located immediately adjacent to an intersection, it is sited at a 'decision point'.



Figure 12: Billboard Forms Backdrop to Traffic Signals (Image ©2016 Google)

5.2. Traffic Flows

5.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Ponsonby Road	25,000
Karangahape Road	25,000
Newton Road	19,000
Great North Road	22,000

Table 4: Traffic Flows on the Frontage Roads

5.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling southbound on Karangahape Road and westbound on Newton Road, towards the billboard. These traffic flows are in the order of 12,500 and 9,500 vehicles per day respectively.

5.3. Road Safety Records

5.3.1. CAS has been used to identify the road safety records at the intersection for the five-year period immediately prior to the installation of the billboard (that is, July 2009 to June 2014). In this period there were nine accidents recorded on Karangahape Road southbound and Newton Road westbound involving vehicles travelling towards the billboard location (an average of 1.8 accidents per year).

5.3.2. CAS has also been used to identify the road safety records at the intersection for the period immediately following the installation of the billboard (that is, July 2014 to present). In this period there were two accidents recorded on Karangahape Road southbound and Newton Road westbound involving vehicles travelling towards the billboard (an average of 1.2 accidents per year).

5.3.3. Two accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor. One accident occurred when a driver was distracted by a passing pedestrian and ran into the rear of a vehicle in front, and one occurred when a driver



was distracted by the flashing lights of a police car (which was attending an accident which had already occurred at the Karangahape Road / Ponsonby Road intersection).



6. Khyber Pass Road / Symonds Street, Auckland

6.1. Background

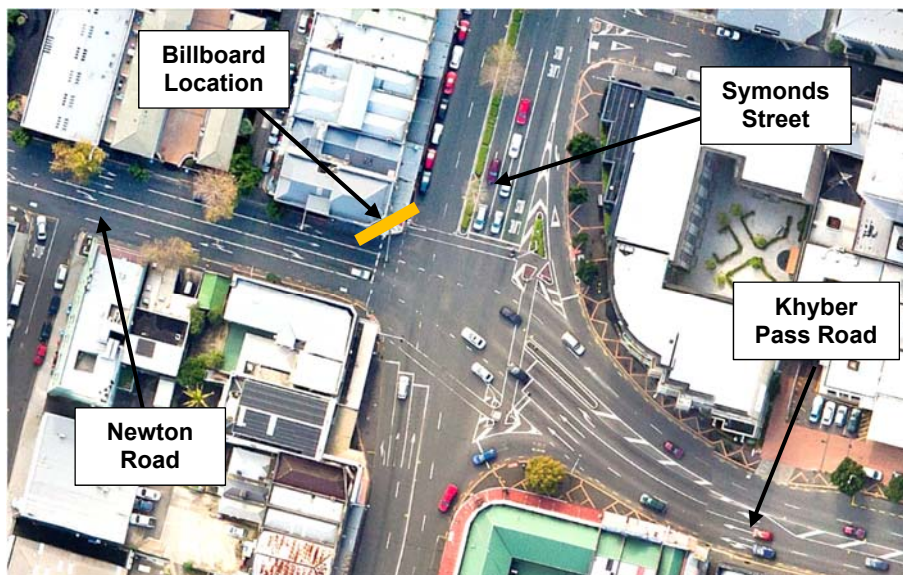


Figure 13: Aerial View of Billboard Location (Image ©2016 Google)

6.1.1. The billboard is affixed to the top of a three-storey building as shown below, and is in three parts that wrap around the corner. It was installed in July 2014.



Figure 14: Billboard Location (Image ©2016 Google)

6.1.2. The billboard is directly within the cone of vision for northbound drivers on Symonds Street and westbound vehicles on Khyber Pass Road. Since it is located immediately adjacent to an intersection, it is sited at a 'decision point'.



Figure 15: Billboard Within Driver Cone of Vision (Image ©2016 Google)

6.2. Traffic Flows

6.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Symonds Street (north)	45,000
Symonds Street (south)	30,000
Khyber Pass Road	25,000
Newton Road	13,000

Table 5: Traffic Flows on the Frontage Roads

6.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling northbound on Symonds Street and westbound on Khyber Pass Road, towards the billboard. These traffic flows are in the order of 15,000 and 12,500 vehicles per day respectively.

6.3. Road Safety Records

6.3.1. CAS has been used to identify the road safety records at the intersection for the five-year period immediately prior to the installation of the billboard (that is, July 2009 to June 2014). In this period there were seven accidents recorded on Symonds Street northbound and Khyber Pass Road westbound involving vehicles travelling towards the billboard location (an average of 1.4 accidents per year).

6.3.2. CAS has also been used to identify the road safety records at the intersection for the period immediately following the installation of the billboard (that is, July 2014 to the present). In this period there were two accidents recorded on Symonds Street northbound and Khyber Pass Road westbound involving vehicles travelling towards the billboard (an average of 1.2 accidents per year).

6.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.

7. Khyber Pass Road / Southern Motorway, Auckland

7.1. Background

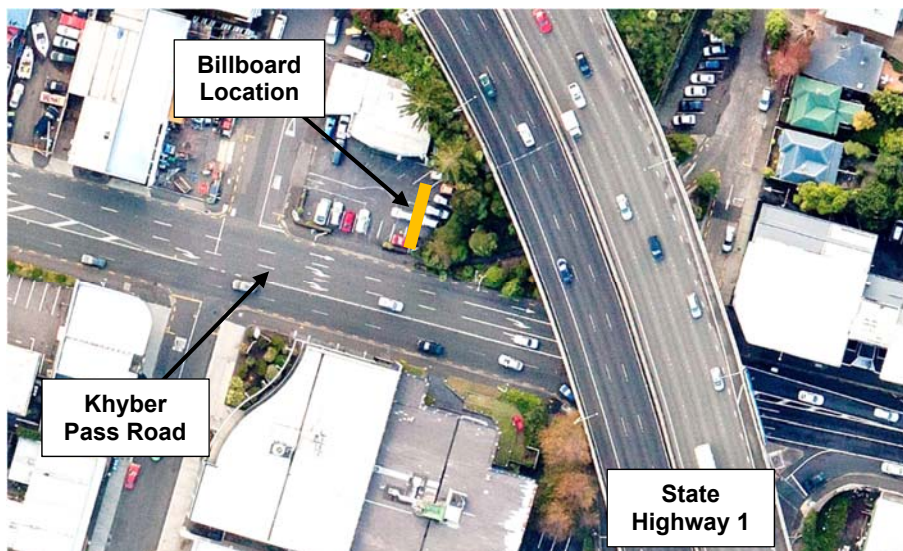


Figure 16: Aerial View of Billboard Location (Image ©2016 Google)

7.1.1. The billboard is free standing and faces west. It was installed in August 2015.



Figure 17: Billboard Location (Image ©2016 Google)

7.2. Traffic Flows

7.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Khyber Pass Road	30,000

Table 6: Traffic Flows on the Frontage Roads



7.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling eastbound on Khyber Pass Road, towards the billboard. This traffic flow is in the order of 15,000 vehicles per day.

7.3. Road Safety Records

7.3.1. CAS has been used to identify the road safety records in the vicinity of the billboard for the five-year period immediately prior to the installation of the billboard (that is, August 2010 to July 2015). In this period there was one accident recorded on Khyber Pass Road eastbound involving vehicles travelling towards the billboard location (an average of 0.2 accidents per year).

7.3.2. CAS has also been used to identify the road safety records in the vicinity of the billboard for the period immediately following its installation (that is, July 2015 to present). In this period, no accidents have been recorded on Khyber Pass Road eastbound involving vehicles travelling towards the billboard.

7.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.



8. Khyber Pass Road / Broadway, Auckland

8.1. Background

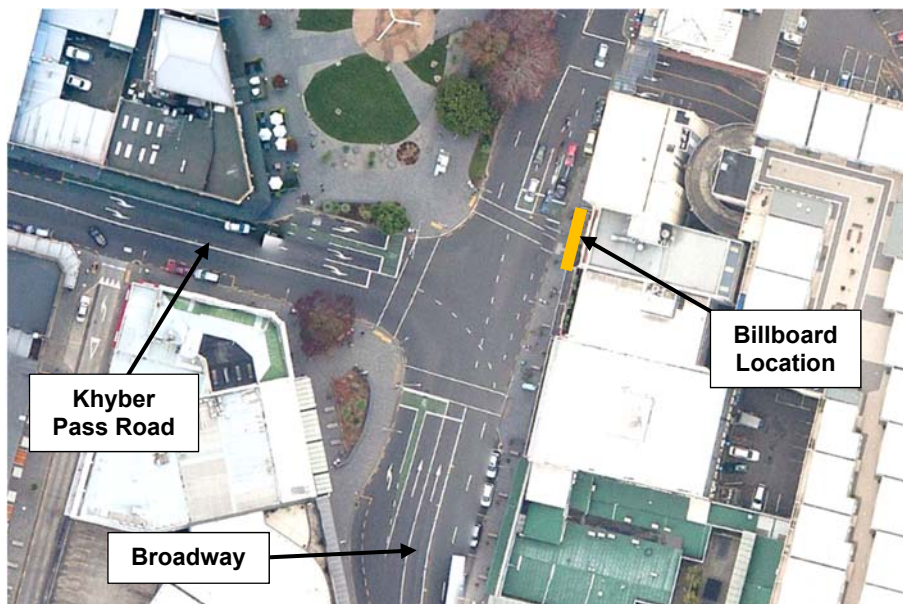


Figure 18: Aerial View of Billboard Location (Image ©2016 Google)

8.1.1. The billboard is affixed to the western side of a multi-storey building, at the first floor level, as shown below. It was installed in August 2015.

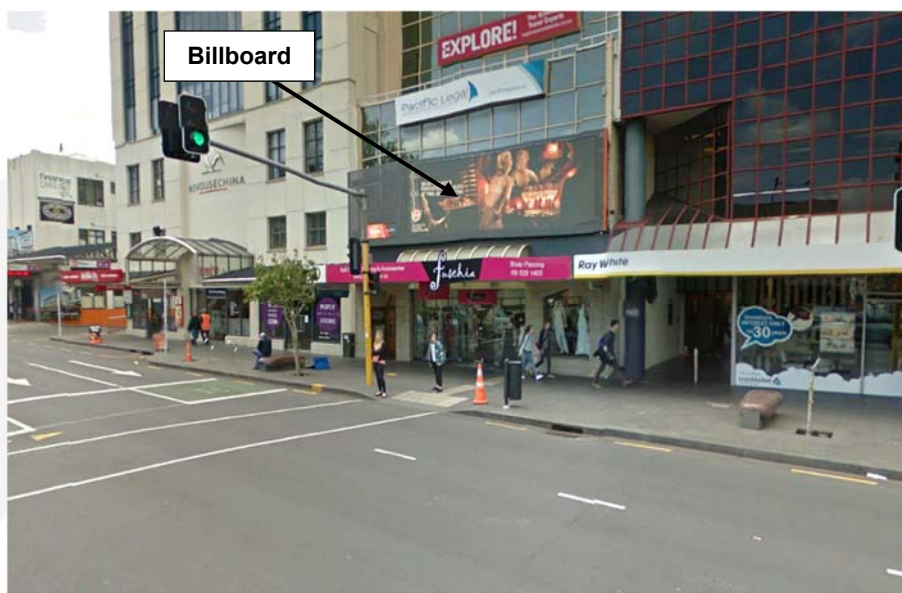


Figure 19: Billboard Location (Image ©2016 Google)

8.1.2. The billboard is directly within the cone of vision for eastbound drivers on Khyber Pass Road, and also forms a backdrop to the adjacent traffic signals. Since it is located immediately adjacent to an intersection, it is sited at a 'decision point'.

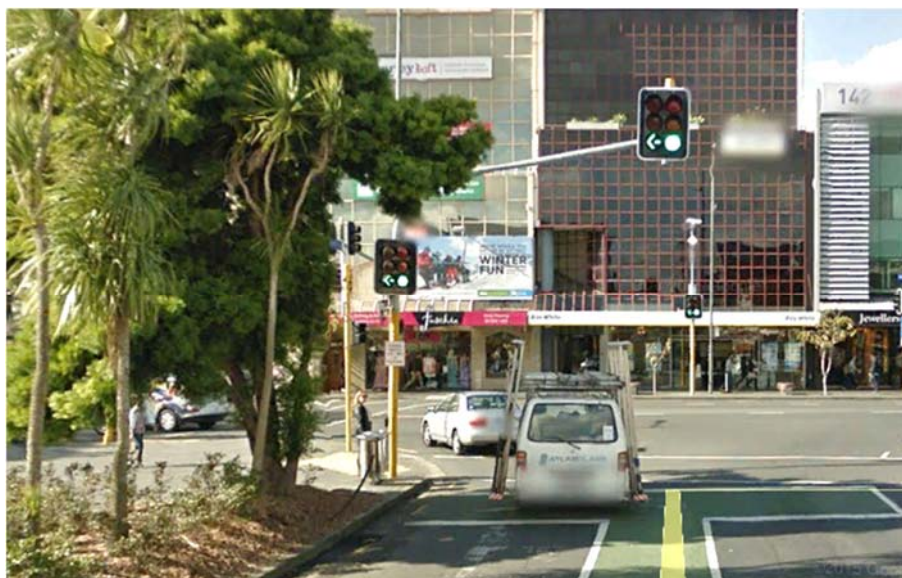


Figure 20: Billboard Forms Backdrop to Traffic Signals (Image ©2016 Google)

8.2. Traffic Flows

8.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Broadway (north)	6,850
Broadway (south)	25,000
Khyber Pass Road	25,000

Table 7: Traffic Flows on the Frontage Roads

8.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling eastbound on Khyber Pass Road, towards the billboard. This traffic flow is in the order of 12,500 vehicles per day.

8.3. Road Safety Records

8.3.1. CAS has been used to identify the road safety records at the intersection for the five-year period immediately prior to the installation of the billboard (that is, August 2010 to July 2015). In this period there were five accidents recorded on Khyber Pass Road eastbound involving vehicles travelling towards the billboard location (an average of 1.0 accidents per year).

8.3.2. CAS has also been used to identify the road safety records at the intersection for the period immediately following the installation of the billboard (that is, August 2015 to present). In this period there were no accidents recorded on Khyber Pass Road eastbound involving vehicles travelling towards the billboard.

8.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.

9. Fanshawe Street / Nelson Street, Auckland

9.1. Background



Figure 21: Aerial View of Billboard Location (Image ©2016 Google)

9.1.1. The billboard is affixed to the western side of a multi-storey building as shown below. It was installed in February 2016.

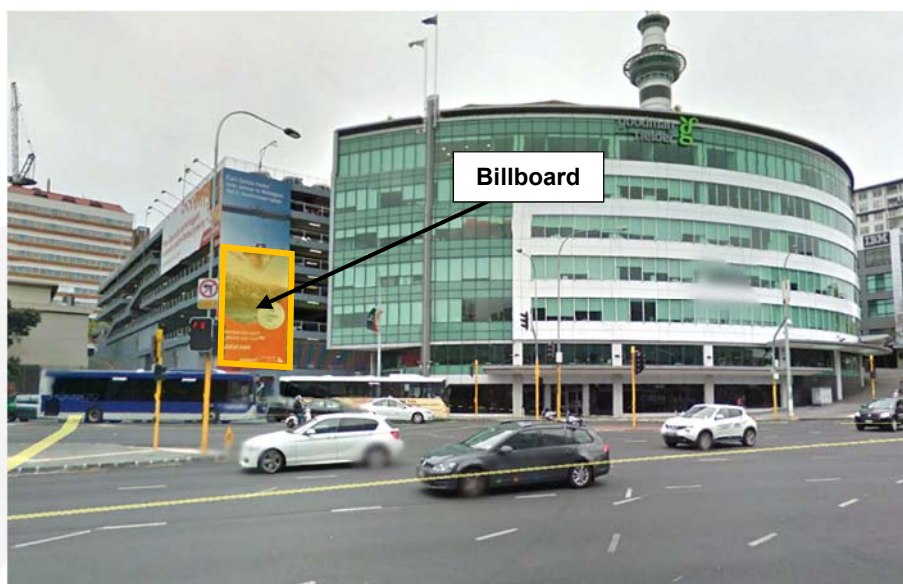


Figure 22: Approximate Billboard Location (Image ©2016 Google)

9.1.2. Of particular note is that the billboard is directly within the cone of vision for eastbound drivers on Fanshawe Street.

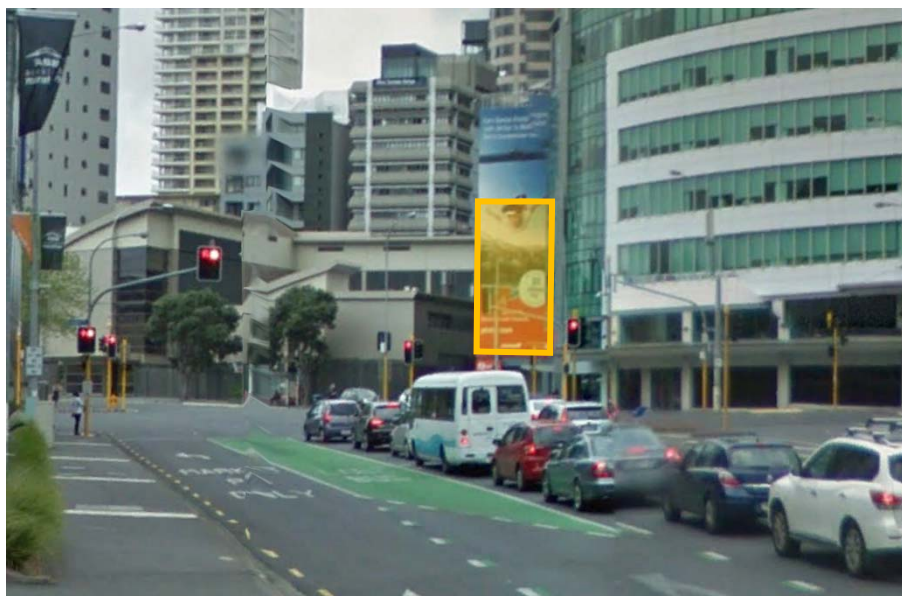


Figure 23: Billboard Within Driver Cone of Vision (Image ©2016 Google)

9.2. Traffic Flows

9.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Fanshawe Street (east)	38,700
Fanshawe Street (west)	35,000
Nelson Street	30,000
Market Square	1,000

Table 8: Traffic Flows on the Frontage Roads

9.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling eastbound on Fanshawe Street, towards the billboard. This traffic flow is in the order of 19,350 vehicles per day.

9.3. Road Safety Records

9.3.1. CAS has been used to identify the road safety records at the intersection for the five-year period immediately prior to the installation of the billboard (that is, February 2011 to January 2016). In this period there were five accidents recorded on Fanshawe Street eastbound involving vehicles travelling towards the billboard location (an average of 1.2 accidents per year).

9.3.2. CAS has also been used to identify the road safety records at the intersection for the period immediately following the installation of the billboard (that is, February 2016 to present). In this period there were no accidents recorded on Fanshawe Street eastbound involving vehicles travelling towards the billboard.

9.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.

10. Victoria Street / Hobson Street, Auckland

10.1. Background

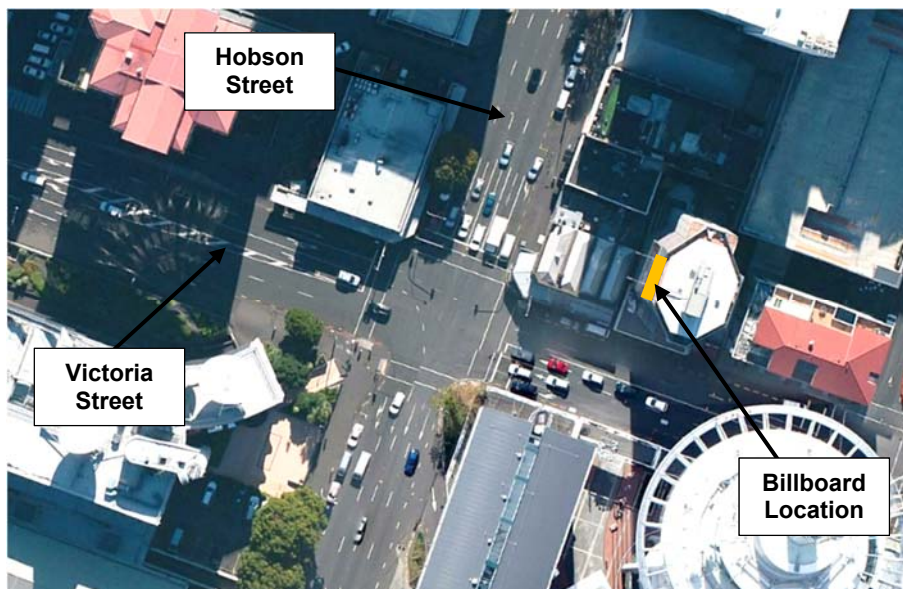


Figure 24: Aerial View of Billboard Location (Image ©2016 Google)

10.1.1. The billboard is affixed to the western side of a multi-storey building and is considerably elevated above the nearby roads. It was installed in September 2015.

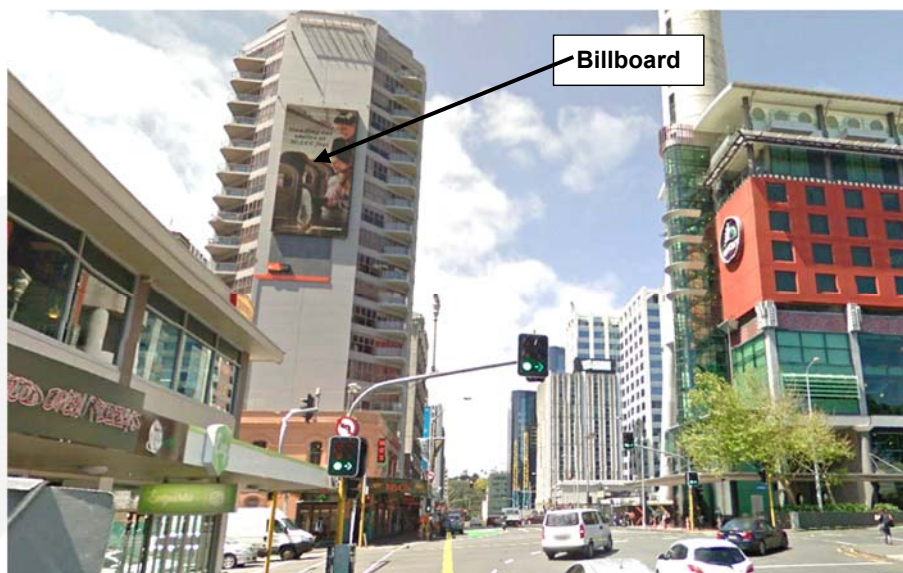


Figure 25: Billboard Location (Image ©2016 Google)

10.1.2. The billboard is directly within the cone of vision for eastbound drivers on Victoria Street. Since it is located in close proximity to an intersection, it is sited at a 'decision point'.

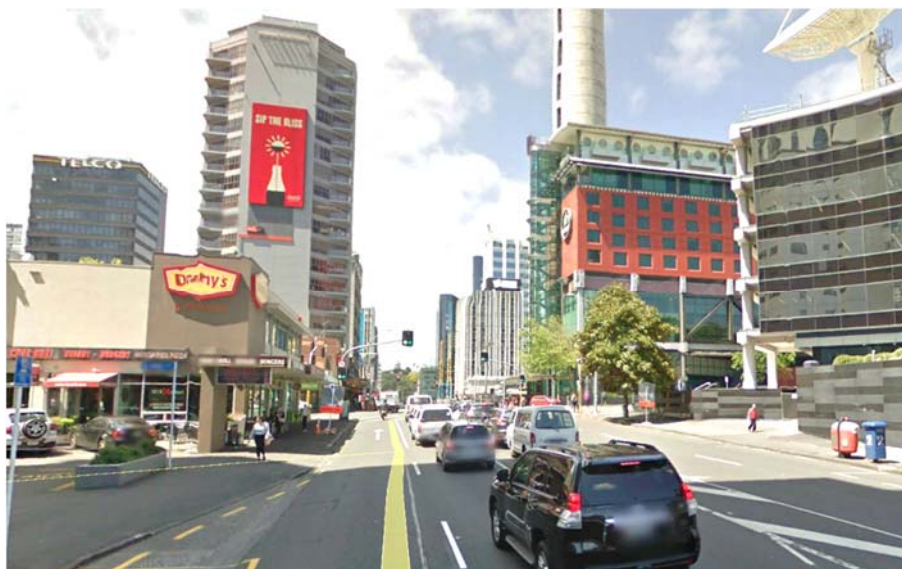


Figure 26: Billboard Within Driver Cone of Vision (Image ©2016 Google)

10.2. Traffic Flows

10.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Victoria Street (east)	25,000
Victoria Street (west)	25,000
Hobson Street (north)	25,000
Hobson Street (south)	25,000

Table 9: Traffic Flows on the Frontage Roads

10.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling eastbound on Victoria Street, towards the billboard. This traffic flow is in the order of 12,500 vehicles per day.

10.3. Road Safety Records

10.3.1. CAS has been used to identify the road safety records at the intersection for the five-year period immediately prior to the installation of the billboard (that is, September 2010 to August 2015). In this period there were three accidents recorded on Victoria Street eastbound involving vehicles travelling towards the billboard location (an average of 0.6 accidents per year).

10.3.2. CAS has also been used to identify the road safety records at the intersection for the period immediately following the installation of the billboard (that is, September 2015 to present). In this period there were no accidents recorded on Victoria Street eastbound, involving vehicles travelling towards the billboard.

10.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.

11. Tom Pearce Drive / George Bolt Memorial Drive, Auckland

11.1. Background

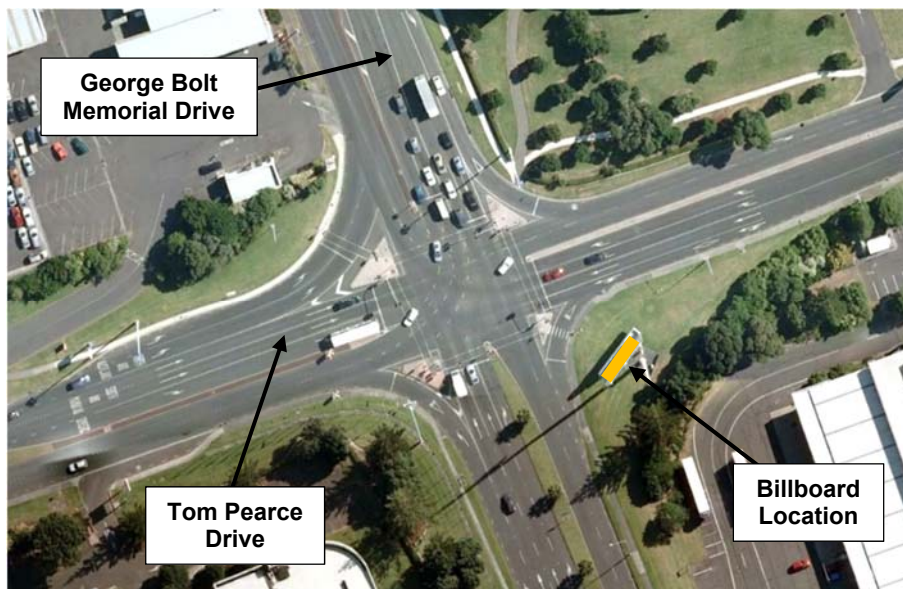


Figure 27: Aerial View of Billboard Location (Image ©2016 Google)

11.1.1. The billboard is free-standing, and was installed in December 2013.



Figure 28: Billboard Location (Image ©2016 Google)

11.1.2. The billboard is directly within the cone of vision for southbound drivers on George Bolt Memorial Drive and eastbound vehicles on Tom Pearce Drive. It also forms a backdrop to the adjacent traffic signals and as it is located immediately adjacent to an intersection, it is sited at a 'decision point'.



Figure 29: Billboard Forms Backdrop to Traffic Signals (Image ©2016 Google)

11.2. Traffic Flows

11.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
George Bolt Memorial Drive (north)	No traffic data available
George Bolt Memorial Drive (south)	
Tom Pearce Drive (east)	
Tom Pearce Drive (west)	

Table 10: Traffic Flows on the Frontage Roads

11.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling southbound on George Bolt Memorial Drive and eastbound on Tom Pearce Drive, towards the billboard.

11.3. Road Safety Records

11.3.1. CAS has been used to identify the road safety records at the intersection for the five-year period immediately prior to the installation of the billboard (that is, December 2008 to November 2013). In this period there were 19 accidents recorded on George Bolt Memorial Drive southbound and Tom Pearce Drive eastbound involving vehicles travelling towards the billboard location (an average of 3.8 accidents per year).

11.3.2. CAS has also been used to identify the road safety records at the intersection for the period immediately following the installation of the billboard (that is, December 2013 to present). In this period there were five accidents recorded on George Bolt Memorial Drive southbound and Tom Pearce Drive eastbound involving vehicles travelling towards the billboard (an average of 2.3 accidents per year).

11.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.

12. Green Lane West / ASB Showgrounds, Auckland

12.1. Background

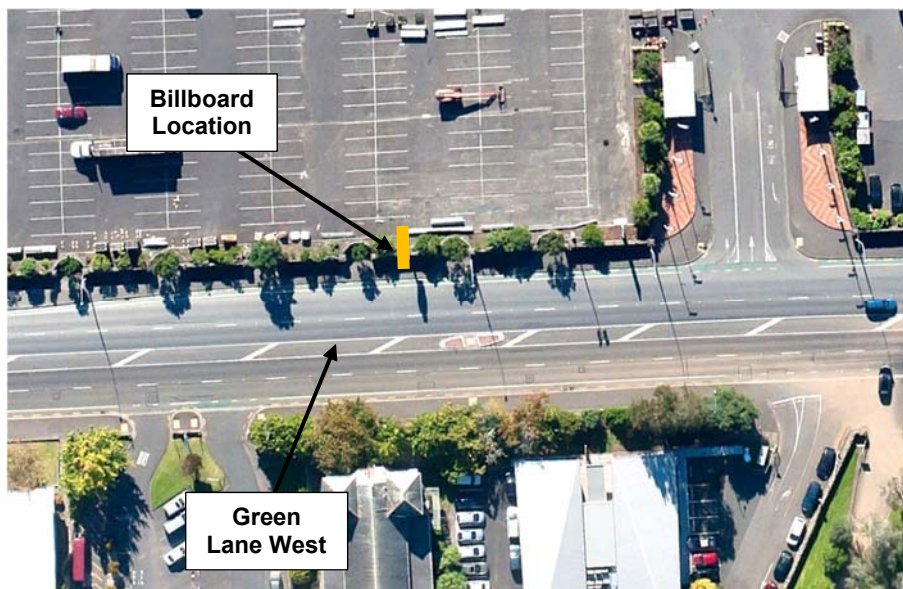


Figure 30: Aerial View of Billboard Location (Image ©2016 Google)

12.1.1. The billboard is free standing. The date of installation is not known, but is understood to be prior to 2014.



Figure 31: Billboard Location (Image ©2016 Google)

12.2. Traffic Flows

12.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Green Lane West	30,000

Table 11: Traffic Flows on the Frontage Roads



12.2.2. As the billboard is double-sided, all of these drivers travelling towards the billboard will be able to see it.

12.3. Road Safety Records

12.3.1. CAS has been used to identify the road safety records in the vicinity of the billboard for the five-year period immediately prior to the (assumed) installation of the billboard (that is, January 2009 to December 2013). In this period there were eight accidents recorded on Green Lane West involving vehicles travelling towards the billboard location (an average of 1.6 accidents per year).

12.3.2. CAS has also been used to identify the road safety records in the vicinity of the billboard for the period immediately following its installation (that is, January 2014 to present). In this period there were five accidents recorded on Green Lane West involving vehicles travelling towards the billboard (an average of 2.3 accidents per year).

12.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.



13. Colombo Street / Moorhouse Avenue, Christchurch

13.1. Background



Figure 32: Aerial View of Billboard Location (Image ©2016 Google)

13.1.1. The billboard free-standing, and is located in the same position at a previous (static) billboard, but elevated to a greater height, as indicatively shown below. It was installed in January 2016.

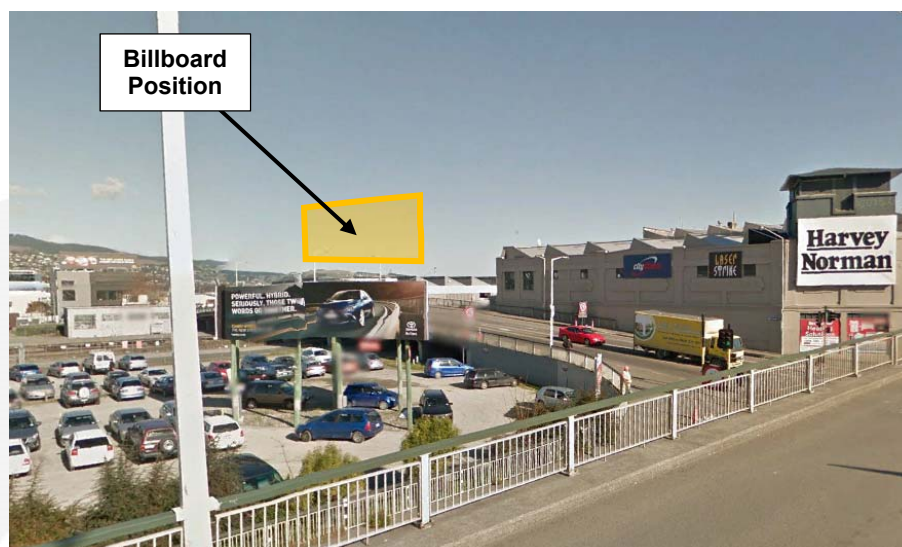


Figure 33: Approximate Billboard Location (Image ©2016 Google)

13.1.2. Of particular note is that the billboard is directly within the cone of vision for westbound drivers on Moorhouse Avenue and also turning onto Colombo Street.



Figure 34: Billboard Within Driver Cone of Vision (Image ©2016 Google)

13.2. Traffic Flows

13.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Moorhouse Avenue (east)	35,500
Moorhouse Avenue (westbound slip)	3,750
Colombo Street (north)	15,000
Colombo Street (south)	15,100

Table 12: Traffic Flows on the Frontage Roads

13.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling westbound on Moorhouse Avenue or the off-ramp, towards the billboard. These traffic flows are in the order of 17,500 and 3,750 vehicles per day respectively.

13.3. Road Safety Records

13.3.1. CAS has been used to identify the road safety records in the vicinity of the billboard for the five-year period immediately prior to the installation of the billboard (that is, January 2011 to December 2015). In this period there were no accidents recorded involving vehicles travelling towards the billboard location. However this may be due in part to the extensive repairs that have been underway on the Moorhouse Avenue overbridge over much of this period, and lower temporary speed limit that has been in place.

13.3.2. CAS also been used to identify the road safety records in the vicinity of the billboard for the period immediately following its installation (that is, January 2016 to present). In this period there were no accidents recorded involving vehicles travelling towards the billboard.

13.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.

14. Victoria Street / Bealey Avenue, Christchurch

14.1. Background

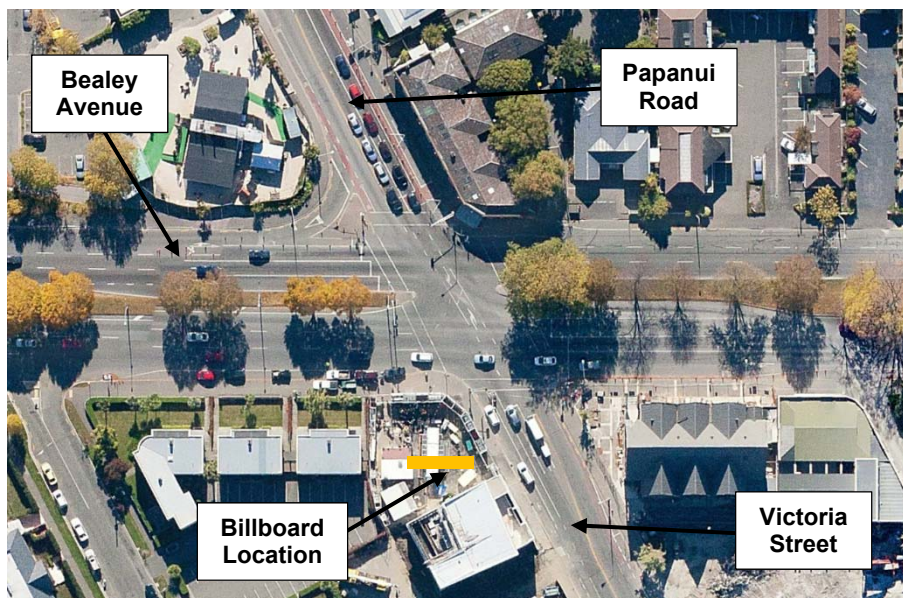


Figure 35: Aerial View of Billboard Location (Image ©2016 Google)

14.1.1. The billboard is free-standing is located just to the north of a large multi-storey building. It was installed in November 2015.

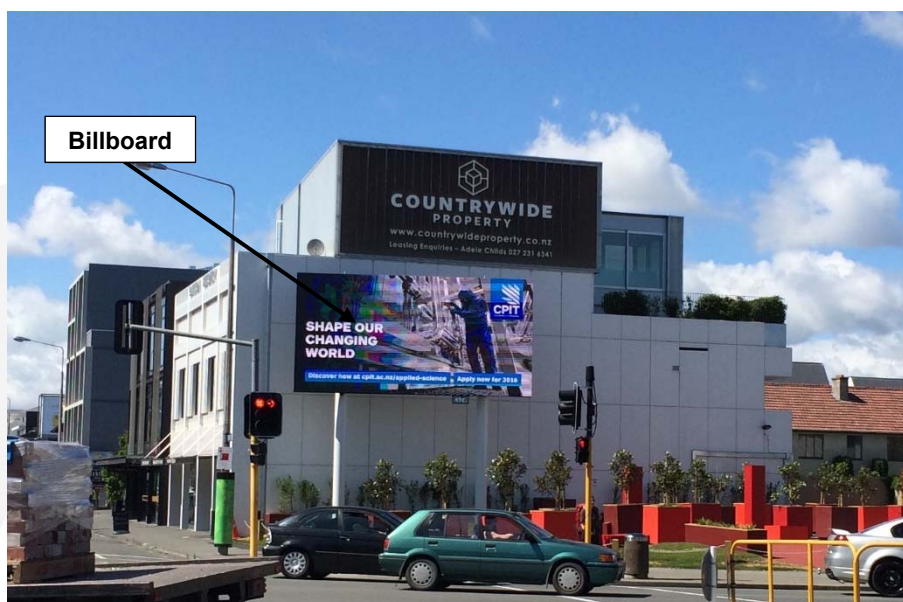


Figure 36: Billboard Location

14.1.2. The billboard is directly within the cone of vision for southbound drivers on Papanui Road, and as it is located immediately adjacent to an intersection, it is sited at a 'decision point'.

14.2. Traffic Flows

14.2.1. The traffic flows on the frontage roads are set out below.



Road	Traffic Volumes (Daily, Two-way)
Bealey Avenue (east)	37,800
Bealey Avenue (west)	35,100
Victoria Street	15,000
Papanui Road	24,200

Table 13: Traffic Flows on the Frontage Roads

14.2.2. Not all of these drivers will be able to see the billboard but rather, it is considered that it will be visible only to those drivers that are travelling southbound on Papanui Road, towards the billboard. This traffic flow is in the order of 12,100 vehicles per day.

14.3. Road Safety Records

14.3.1. CAS has been used to identify the road safety records at the intersection for the five-year period immediately prior to the installation of the billboard (that is, November 2010 to October 2015). In this period there were two accidents recorded on Papanui Road southbound involving vehicles travelling towards the billboard location (an average of 0.4 accidents per year).

14.3.2. CAS has also been used to identify the road safety records at the intersection for the period immediately following the installation of the billboard (that is, November 2015 to present). In this period there were no accidents recorded on Papanui Road southbound involving vehicles travelling towards the billboard.

14.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.



15. Main South Road (Sockburn Roundabout), Christchurch

15.1. Background

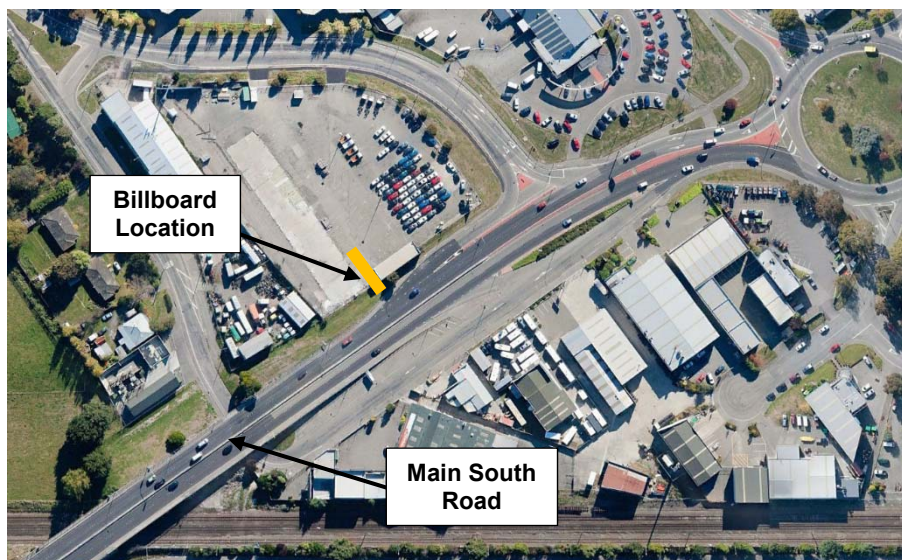


Figure 38: Aerial View of Billboard Location (Image ©2016 Google)

15.1.1. The billboard is free-standing and is located on the northern side of Main South Road. It is double-sided and therefore visible to traffic approaching from both directions. It was installed in October 2015.

15.1.2. The billboard is directly within the cone of vision for northbound drivers on Main South Road.

15.2. Traffic Flows

15.2.1. The traffic flows on the frontage roads are set out below.

Road	Traffic Volumes (Daily, Two-way)
Main South Road	27,700

Table 14: Traffic Flows on the Frontage Roads

15.2.2. All of these drivers travelling towards the billboard will be able to see it.

15.3. Road Safety Records

15.3.1. CAS has been used to identify the road safety records in the vicinity of the billboard for the five-year period immediately prior to the installation of the billboard (that is, October 2010 to September 2015). In this period there were five accidents recorded on Main South Road involving vehicles travelling towards the billboard location (an average of 1.0 accidents per year).

15.3.2. CAS has also been used to identify the road safety records in the vicinity of the billboard for the period immediately following its installation (that is, October 2015 to present). In this period there have been no accidents recorded on Main South Road involving vehicles travelling towards the billboard.



15.3.3. No accidents have been recorded where distraction due to objects outside the vehicle was noted as a contributing factor.





16. Discussion

16.1. Data Summary

16.1.1. The locational information, traffic volumes and accident information set out in each section above has been summarised, below.

Location	At Decision Point?	Within Cone of Vision?	Background to Signals?	Views Per Day (Traffic Volume)	Accident Rates	
					Before Billboard	After Billboard
Stanley Street (State Highway 16) / Alten Road, Auckland	Yes	Yes	Yes	18,550	1.2 (5-year avg)	0.6 (1.7-year avg)
Queen Street / Wakefield Street, Auckland	Yes	Yes	No	11,000	1.4 (5-year avg)	1.5 (2.7-year avg)
Broadway / Remuera Road, Auckland	Yes	Yes	Yes	12,500	1.8 (5-year avg)	0.9 (1.3-year avg)
Karangahape Road / Ponsonby Road, Auckland	Yes	Yes	Yes	22,000	1.8 (5-year avg)	1.2 (1.7-year avg)
Khyber Pass Road / Symonds Street, Auckland	Yes	Yes	No	27,500	1.4 (5-year avg)	1.2 (1.7-year avg)
Khyber Pass Road / Southern Motorway, Auckland	No	Yes	No	15,000	0.2 (5-year avg)	0.0 (0.6-year avg)
Khyber Pass Road / Broadway, Auckland	Yes	Yes	Yes	12,500	1.0 (5-year avg)	0.0 (0.6-year avg)
Fanshawe Street / Nelson Street, Auckland	Yes	Yes	No	19,350	1.2 (5-year avg)	0.0 (0.1-year avg)
Victoria Street / Hobson Street, Auckland	Yes	Yes	No	12,500	0.6 (5-year avg)	0.0 (0.5-year avg)
Tom Pearce Drive / George Bolt Memorial Drive, Auckland	Yes	Yes	Yes	unknown	3.8 (5-year avg)	2.3 (2.3-year avg)
Green Lane West / ASB Showgrounds, Auckland	No	Yes	No	30,000	1.6 (5-year avg)	2.3 (2.2-year avg)
Colombo Street / Moorhouse Avenue, Christchurch	No	Yes	No	21,250	0.0 (5-year avg)	0.0 (0.2-year avg)
Victoria Street / Bealey Avenue, Christchurch	Yes	Yes	No	12,100	0.4 (5-year avg)	0.0 (0.3-year avg)
Main South Road (Sockburn Roundabout), Christchurch	No	Yes	No	27,700	1.0 (5-year avg)	0.0 (0.3-year avg)

Table 15: Summary of Characteristics of Billboards

16.2. Discussion

16.2.1. It can be seen that of the 14 sites considered within this report, ten are located at driver 'decision points', that is, at intersections. All of these billboards are sited within the 'cone of vision' of the driver, and in five of these ten cases, the digital billboard forms a background to the traffic signals heads themselves. Being within the cone of vision and the billboard being a background to traffic signals are typically matters that are highlighted as road safety concerns/risks when an application for a new digital billboard is made. Accordingly, it would be expected that accident rates should increase with the billboard in place.

16.2.2. However the data for nine of these ten sites shows that there has been a *decrease* in the accident rates, subsequent to the billboard being installed.

16.2.3. Accidents are by their nature random and infrequent events, and the timeframes for which the post-construction accident analysis has been carried out are relatively short. Under the NZTA Economic Evaluation Manual, a five-year timeframe is required for the determination of an accident rate for any given site, but no digital billboards have been installed for this length of time which precludes such an assessment. Nevertheless, the aggregation of these ten sites means that a total of 152 months of data has been evaluated, which is considered to be a suitably robust data set, especially given that the sites each have particularly 'risky' factors.

16.2.4. A further assessment has been carried out to rebase the data in terms of the number of accidents per million 'views' by drivers (that is, the number of vehicles passing the site where a driver would have the potential to view the billboard).

Location	At Decision Point?	Within Cone of Vision?	Background to Signals?	Accidents Per Million Views	
				Before Billboard	After Billboard
Stanley Street (State Highway 16) / Alten Road, Auckland	Yes	Yes	Yes	0.24	0.09
Broadway / Remuera Road, Auckland				0.39	0.18
Karangahape Road / Ponsonby Road, Auckland				0.22	0.15
Khyber Pass Road / Broadway, Auckland				0.22	0.00
<i>Subtotal</i>				<i>0.26</i>	<i>0.12</i>
Queen Street / Wakefield Street, Auckland	Yes	Yes	No	0.35	0.37
Khyber Pass Road / Symonds Street, Auckland				0.14	0.12
Fanshawe Street / Nelson Street, Auckland				0.17	0.00
Victoria Street / Hobson Street, Auckland				0.13	0.00
Victoria Street / Bealey Avenue, Christchurch				0.09	0.00
<i>Subtotal</i>				<i>0.17</i>	<i>0.19</i>
Total				0.20	0.15

Table 16: Accident Rates at Each Site at a 'Decision Point'

16.2.5. The subtotals and total have been calculated by a weighted sum approach, meaning that there is a bias towards those sites where data has been collected over a longer period of time.

16.2.6. Overall, the rate of accidents per million view decreases post installation of the billboards, and a decrease is seen for those sites where the billboard forms a background to the traffic signal heads. There is a slight increase seen at the Queen Street / Wakefield Street site, and this skews the overall result for those sites where the billboard does not form a background to the traffic signals since the data from this site represents slightly more than half of the data set.

16.2.7. The review also identified that no accidents were recorded at any of the 14 sites assessed where distraction due to an external source (which includes, but is not limited to, digital billboards) was a factor.



17. Conclusions

- 17.1. This report has identified, evaluated and assessed the road safety records and traffic characteristics of 14 sites where digital billboards presently operate. Of the 14 sites, ten were at 'decision points' for drivers (that is, at intersections) and five of these were at locations where approaching drivers are able to see the billboard directly behind the traffic signal head. Both of these factors are commonly mentioned as presenting a particular road safety risk when resource consent applications are made for new digital billboards. As such, it would be expected that the accident rates increase once the billboard is in place.
- 17.2. However, the data shows that the accident rate observed after the billboard was operating is *lower* than the rate observed prior to the billboard being installed and commissioned.
- 17.3. Data is required for a five-year period at each site for a robust determination of an accident rate, but no digital billboards have been in place for this length of time. As a result, the analyses have been based on the aggregation of 152 months of data. While this is less than the ideal of five years of data per site, the data set is considered to be suitably robust, especially given that each of the sites have particular 'high risk' factors and so any adverse trends in safety should be more evident.
- 17.4. In view of the lack of any increase in accident rates after the digital billboards are installed, there is no evidence from the CAS data that the operation of digital billboards gives rise to an increase in the number of accidents.

Carriageway Consulting Limited
May 2016





CARRIAGEWAY
CONSULTING

traffic engineering | transport planning

A. PO Box 29623, Christchurch, 8540 P. 03 377 7010 E. office@carriageway.co.nz

From: Alex Booker
Sent: Mon, 25 Jan 2021 10:00:11 +1300 (NZDT)
To: Wendy Baker
Subject: RE: RM201003 - Bigavision follow up on information required to complete application

Hi Wendy,

Occupiers details:

- Omega Car Rentals. The tenant is Omega Rental Cars Limited. The company's registered office address is 24b Spring St, Ponsonby, Auckland 1011, New Zealand
- Recycle Boutique. The tenant is Recycle Boutique (2005) Limited. The company's address for service is 7 Burns Street, Grey Lynn, Auckland, 1021, New Zealand
- Ozone Retail 2 Limited (convenience store). The tenant is Ozone Retail 2 Limited. The company's registered office address is 1 Zenith Place, Conifer Grove, Takanini 2112, New Zealand

Please include this email as part of the application documents. Note that these occupiers are referred to in the AEE.

Thanks in advance
Alex

Alex Booker
Senior Associate

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From: Wendy Baker <wendy.baker@qldc.govt.nz>
Sent: Friday, 22 January 2021 12:27 PM
To: Alex Booker <alex.booker@al.nz>
Subject: RM201003 - Bigavision follow up on information required to complete application

Hi Alex,

Just following up on the details of the occupiers of the site which I advised are required to enable this application to be lodged?

Kind Regards

Wendy

Wendy Baker | Consultant Planner
Planning and Development
Queenstown Lakes District Council
Mobile 021 184 3309
wendy.baker@qldc.govt.nz

