Before Hearings Commissioners at the Christchurch City Council

under:	the Resource Management Act 1991
in the matter of:	an application by Calder Stewart Limited for the placement of a digital screen on the site located at 617-649 Colombo Street
between:	**Calder Stewart Development Limited** *Applicant*
and:	**Christchurch City Council** *Consent Authority*

Statement of Evidence of **Assoc Prof Clinton Arthur Bird** on behalf of Calder Stewart Development Limited

Dated: 7 May 2018

STATEMENT OF EVIDENCE OF ASSOC PROF CLINTON ARTHUR BIRD ON BEHALF OF CALDER STEWART DEVELOPMENT LIMITED

1.0 INTRODUCTION

1.1 My full name is Clinton Arthur Bird. I am an Urban Designer and an Architectural Design Consultant. I am the Director of Clinton Bird Urban Design Limited. Until early 2009, I was an Associate Professor of Architecture and Urban Design and Architecture at the University of Auckland for thirty years.

1.2 I have a Bachelor of Architecture (with Honours) from the University of Auckland, a Post-graduate Diploma in Urban Design (with Distinction) and a Master of Arts degree in Urban Design, both from Oxford Brookes University in the United Kingdom.

1.3 I was, until 2010, a New Zealand Institute of Architects' nominee appointed to the Auckland City Council Urban Design Panel since its inception in 2003. I am also a founding member of the Urban Issues Group of the Auckland Branch of the New Zealand Institute of Architects. Until 2011, I was, for six years, the 'lay' member of the judging panel for the Property Council of New Zealand's National Awards.

1.4 Particularly relevant projects with which I have been associated in my capacity as an urban design expert include commercial centres for Kiwi Income Property in Johnsonville, Sylvia Park and Westgate Auckland, and Westfield 277 Broadway Newmarket, Westfield St Lukes, Westfield Albany, the Viaduct Harbour, the Wynyard Quarter (Tank Farm), and Britomart, all in Auckland.

1.5 I have been asked to provide my advice on Calder Stewart Development Limited's (*Calder Stewart*) application to place a digital screen on the site at 617-649 Colombo Street, Christchurch (*Site*), Application Number RMA/2017/1354 (*Proposal*).

1.6 I have visited the Site and its surroundings.

1.7 I have reviewed the following documentation associated with the Proposal:

i. The resource consent application for the EntX building;

ii. The resource consent application for the proposed digital screen;

iii. The review of visual effects of the Hoyts EntX Billboard prepared by Eleccom Design Limited;

iv. The section 95 Assessment, prepared by Ms. Afifi, with the assistance of Mr. Lonink, dated 21 December 2017;

v. The Urban Design Report by Council's Urban Designer, Mr. Lonink emailed to Ms. Afifi;

vi. The submissions on the Proposal;

vii. The Council Planner's section 42A report; and

viii. The Council Urban Designer's Evidence.

2.0 CODE OF CONDUCT

2.1 Although these proceedings are not before the Environment Court, I have read the Environment Court's Code of Conduct for Expert Witnesses, and I agree to comply with it as if these proceedings were before the Court. My qualifications as an expert are set out above. I confirm that the issues addressed in this brief of evidence are within my area of expertise. I have not omitted to consider material facts known to me that might alter or detract from the opinions expressed.

3.0 METHODOLOGY FOR PREPARATION OF VISUAL SIMULATIONS

3.1 The visual simulations in this evidence consist of digital photographs taken by Mr. Coster, of Ignite Architects, who is experienced in the preparation of accurate visual simulations.

3.2 I visited the Site with Mr. Irvine and Mr. Coster, of Ignite Architects Limited, together with Mr. Ruyters and Mr. Laing, from the surveying company Davie Lovell-Smith Limited. Mr. Ruyters recorded the exact locations of the various viewpoints that I had identified and Mr. Coster took photographs from those viewpoints to comply with the angle of view indicated in the New Zealand Institute of Landscape Architects Best Practice Guide 10.2 (NZILA BPG10.2) (*Best Practice Guide*). It is the visual simulations based on Mr. Coster's photographs that are illustrated in Figures 78-82 of this evidence.

3.3 In selecting the viewpoints from which the visual simulations were produced, I identified key locations from which members of the public would have views of the Site. These included views from the north and south in Colombo Street, the east and west in Lichfield Street, the East Frame and from under the cantilevered

canopy of the main entrance to the Bus Interchange. These viewpoints are illustrated in Figure 77 of this evidence. I am satisfied that the visual simulations are a reasonably accurate representation of what I believe the proposed EntX digital screen will look like when completed.

4.0 SCOPE OF EVIDENCE

4.1 In my evidence I:

i. Provide a brief summary of my evidence;

ii. Describe the Site's existing environment;

iii. Describe the Proposal;

iv. Comment on the Urban Design Panel's review of the Proposal;

v. Assess the Proposal against the Christchurch District Plan (*Plan*) urban design-related Objectives and Policies applying to the Commercial Central City Business zone (*Zone*) (Chapter 15) and against those related to Signage (Chapter 6);

vi. Respond to the urban design issues raised in the submissions on the notified Proposal;

vii. Comment on the Council's section 42A report;

viii. Comment on the Council Urban Designer's statement of evidence;

ix. Discuss the architectural design strategy for the design and placement of the sign on the building;

x. Discuss urban design principles with regard to good street corners;

xi. Discuss the relationship of the screen to the architecture to which it is attached;

xii. Discuss aspects of the digital age;

xiii. Discuss digital screens in some internationally renowned central city spaces;

xiv. Assess the visual simulations prepared by Mr. Coster of Ignite Architects Limited; and

xv. Outline my conclusions.

5.0 SUMMARY OF EVIDENCE

5.1 From an urban design perspective, I consider the building at 617-649 Colombo Street, on the corner of Lichfield Street, is well suited to the placement of the proposed EntX digital screen (refer Figures 1 and 2).

5.2 The Site consists of the eastern end of the city block bounded by Colombo Street, Lichfield Street, Durham Street and Tuam Street (refer Figure 3).

5.3 As a consequence of the central city 's flat topography, and the generally rectilinear grid pattern of the street layout, the Site is only readily visible from Colombo and Lichfield Streets.

5.4 The central city neighbourhoods to the immediate north, south, east and west are characterised by relatively large buildings containing predominantly retail and commercial activities (refer Figures 4-12 inclusive). Residential activities are permitted in the Zone. However, with the exception of the building set back on the roof of 'The Crossing' building at 682-686 Colombo Street, where the owner of the building (AB Investments Limited) has constructed a space yet to be fitted out as an apartment, it is difficult to foresee any significant residential activity taking place in the vicinity of the EntX building in the foreseeable future.

5.5 My evidence describes the design changes that have been made to the proposed sign since the original application for resource consent was lodged. These changes include a curved screen on the corner to avoid the appearance of two separate images on two screens at 90 degrees to one another, and setting the screen closer (between 300mm and 664mm rather than 700mm) to the building to better integrate it into the architecture of the building. I consider these changes will further enhance the design and appearance of the screen and the building. The visibly apparent and/or perceived ('worst case') surface area of the screen, although *technically* 103.5m^2 will appear to be only 75.9m^2 when seen from the east and only 77.1m^2 when seen from the north-east. Even when the north-eastern 'worst case' surface area of 77.1m^2 is conservatively rounded up to 78m^2, it will still be well below the permitted maximum surface area of 95m^2.

5.6 The actual and potential effects of the Proposal are considered and, in all instances, considered to be less than minor.

5.7 Under the Christchurch District Plan, the Site is zoned Commercial Central City Business. Accordingly, my evidence considers the

objectives, policies and rules for that Zone. I also understand the Plan permits non-digital signage on this site. In my opinion, the Proposal is respectful of, responsive to and will integrate well into its immediate and greater central city commercial contexts, its public spaces, the one potentially existing example of nearby residential activity and the more distant future residential accommodation in the East Frame. I consider the Proposal to represent an opportunity to engage with a collective audience and to bring vibrancy, energy and life to an otherwise very quiet area of Colombo Street between Lichfield and Tuam Streets.

5.8 The sign will integrate well into the architecture of its host EntX building.

5.9 Because the size, digital make up, level of light emission and movement of the screens could be the same, I do not consider that it makes any difference whether the signage is 'on-site' or 'off-site'. The only difference would be due to the pattern and colour of the 'pixels' illuminated on the screen in any one image.

5.10 I have outlined my responses to the key submissions focussing on the urban design themes outlined above. I have found nothing in the submissions to change my views on the merits of the Proposal being constructed on this particular Site and in this particular part of Christchurch. On the contrary, I note that the majority of submissions are in support of the Proposal.

5.11 For the reasons outlined, I disagree with the conclusions of the Council Officer's s 42A report and most of the views expressed in the Council Urban Designer's statement of evidence.

5.12 My evidence illustrates examples of good corner-punctuating buildings, along with examples of building walls following their site boundaries. Examples of integrated and non-integrated architectural design relationships of screens to their host buildings, the digital age, and screens in internationally renowned central city spaces are also discussed. Many of these examples are found to have positive urban design effects.

5.13 Seven visual simulations were prepared to illustrate how the Proposal would modify its receiving environment. The viewpoint locations were selected according (a) to where the public would be likely to be most aware of the screen, such as while waiting to cross pedestrian crossings at key intersections and (b) from the two locations identified on The Crossing building by the owner who is a submitter (AB Investments Limited). All seven visual simulations are assessed in Section 18.0 of this evidence.

5.14 The locations from which the photographs for the visual simulations were taken are illustrated in Figure 77.

5.15 Factors I have taken into consideration when assessing the urban design effects of the proposal were:

- The distance between the viewpoint location and the site;
- The area of the overall scene that the sign occupies;
- The viewing audience and the numbers of people likely to make up that audience;
- The topography of the landform;
- Impacts on the skyline;
- Impacts on the sense of place;
- Visual dominance;
- Architectural articulation and modulation of the building on which the sign is proposed to be attached;
- Building size and scale;
- Variations in materials and colours;
- Relationship to existing character; and
- Permitted effects.

5.16 It is important to note that, when assessing changes in views, simply being able to see the sign does not necessarily give rise to an adverse effect. It is the nature and degree of any actual and/or potential adverse environmental effects that must be considered and assessed.

5.17 In my opinion, there is no logical reason why the effects of images related to off-site activities should be any different to those promoting on-site activities. The effects of the screen will be determined by its size, its location, its level of light emittance, and it lack of any associated sound. These effects will not change significantly with any change in the content of the image, whether it be on-site or off-site related (refer Figures 34, 35, 36, 37 and 38).

5.18 From an urban design perspective and when viewed from the viewpoints illustrated, I consider that the proposed digital sign, including its 'off-site' images, will have 'less than minor' adverse visual and dominance, on its various receiving environments. On the contrary, I am of the view that the proposed digital screen will result in very positive effects, including visually punctuating this central city corner, enhancing the vibrancy of the central city, and appropriately expressing the digital age in which we currently live. I also consider that the screen will enhance the intersection of Colombo and Lichfield Streets and the general character and amenity of the central city area.

5.19 For the reasons outlined, I am of the opinion that there are no urban design reasons to prevent the Proposal being granted a resource consent.

6.0 THE SITE'S EXISTING ENVIRONMENT

6.1 The Site is located in the Central City Inner Zone (refer Figures 1, 2 and 3).

6.2 The site itself is zoned Commercial Central City Business (Core).

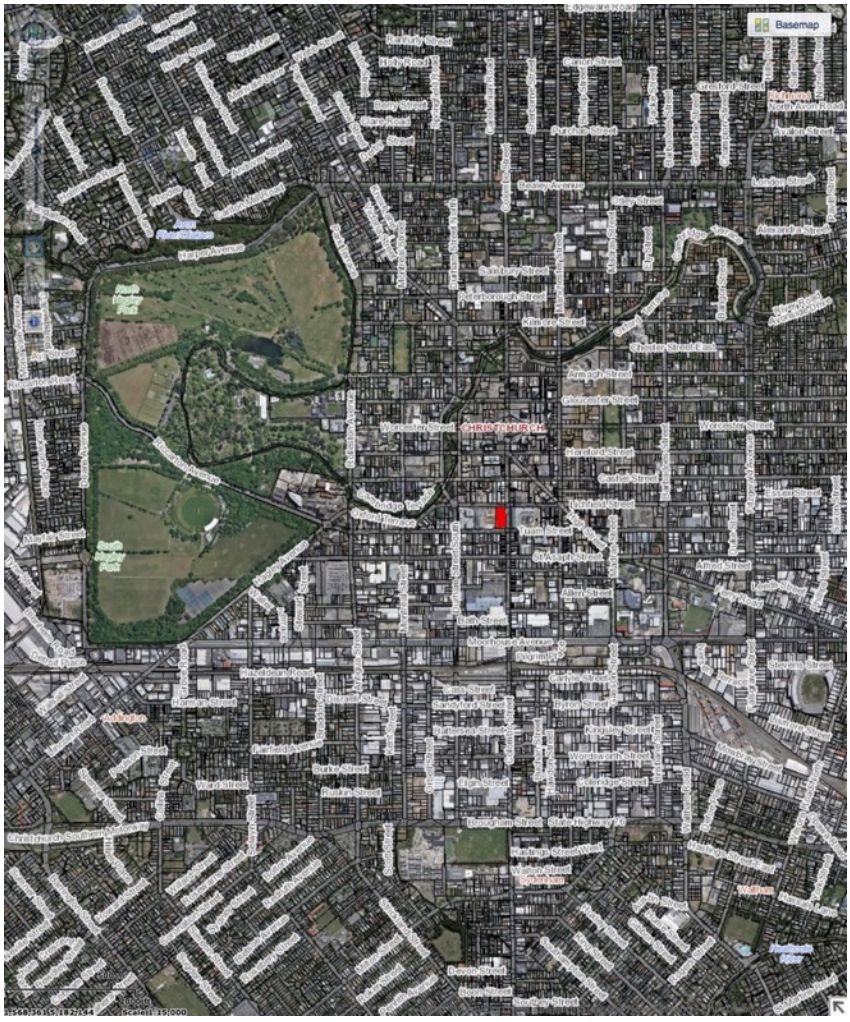

Figure 1: The site (shaded red) in its greater Christchurch context.

Figure 2: The site (shaded red) in its local Christchurch Central City context.

6.3 The site occupies the entire eastern end of the city block formed by Lichfield Street, Colombo Street, Tuan Street and Durham Street South (refer Figures 2 and 3).

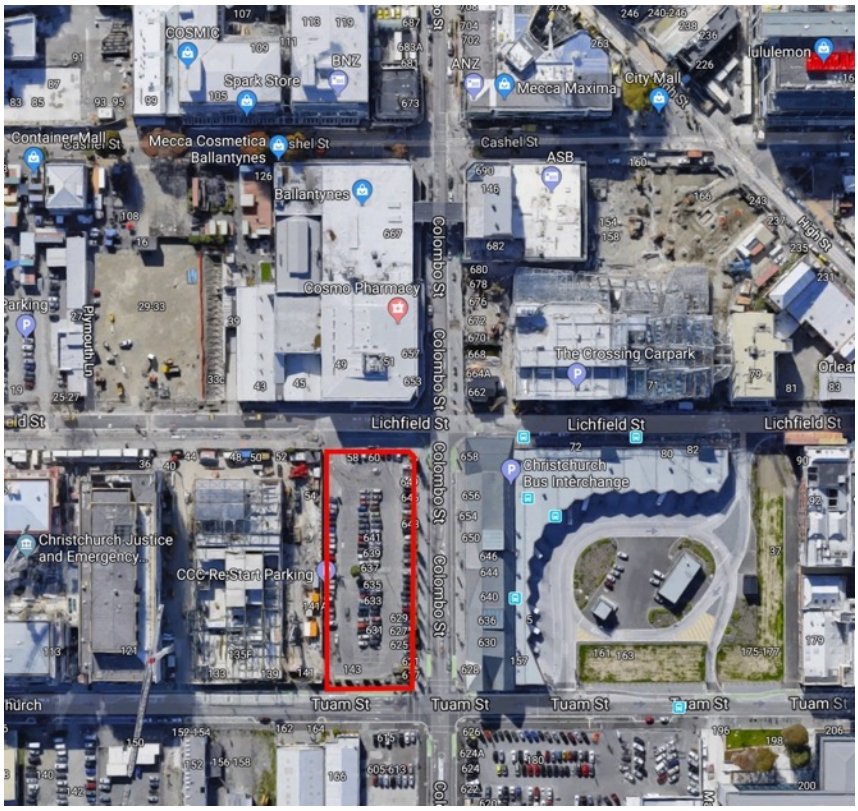

Figure 3: The site (outlined in red) in its immediate Christchurch City Centre context.

6.4 The Site is zoned Commercial Central City Business (**Zone**) in the Christchurch District Plan (**Plan**). This zone provides for the consolidation of business activities *while providing for a diverse mix of activities, and a vibrant place for residents, workers and visitors* (my emphasis).

6.5 Historically, the Site's surrounds comprised office and retail activities.

6.6 Recently, and to some extent currently, the majority of the Site's environs have been subject to renovations and rebuilding following the Christchurch earthquake. Buildings surrounding the *EntX building* (refer Figure 4) include the recently opened *Central Bus Interchange* located to the east across Colombo Street (refer Figure 5), *Ballantynes* Department Store on the western side of Colombo Street connected to The Crossing building on the eastern side by a *pedestrian overbridge* above it (refer Figures 6 and 7), the new four storey *ANZ Bank* Building on the corner of Colombo and Cashel Street (refer Figure 8), The large, seven storey *The Crossing* retail precinct and car parking building to the north-east of the Colombo Street intersection (refer Figures 9 and 10), the large five storey *Justice and Emergency Precinct* buildings to the

west (refer Figure 11), and a large seven storey *car parking building* on the opposite side of Lichfield Street (refer Figure 12).

6.7 The Site is now occupied by the EntX building, currently under construction (refer Figure 4). This building will accommodate two dining sub-precincts on the ground floor, four cinemas, food and beverage, and a cinema emporium facility on the first floor, and three cinemas with a 'lux lounge' on the second floor.

Figure 4: The EntX building, currently under construction on the corner of Colombo and Lichfield Streets, viewed from Colombo Street looking south.

Figure 5: The large *Christchurch Bus Interchange* Building, viewed from the north-west corner of Colombo (to the right of the image) and Lichfield Street (to the left of the image), looking south-east towards the main Interchange entry.

Figure 6: The renovated large, three storey *Ballantynes Building*, viewed from the east side Colombo Street to the north of the EntX building. Ballantynes occupies nearly half of the city block bounded by Lichfield Street, Colombo Street, and Cashel Street.

Figure 7: The bridge across Colombo Street, which connects the three storey *Ballantynes* store on its western side with The Crossing building on its eastern side. Viewed from the north, this bridge largely obscures views of the proposed digital screen on the EntX building.

Figure 8: The new four storey *ANZ Bank* building on the eastern side of Colombo Street, just to the north of Cashel Street

Figure 9: The large, seven storey '*The Crossing*' building with retail at ground level, and car parking above, in Lichfield Street, near its intersection with Colombo Street.

Figure 10: The recently completed three storey retail and office building on the eastern side of Colombo Street, immediately to the north (left) of the small vacant site visible in Figure 9 above.

Figure 11: The large, five-seven storey Justice and Emergency Precinct in Lichfield Street, to the immediate west of the EntX building.

Figure 12: The large, seven storey car parking building, with retail at street level, near the western end of the northern side of Lichfield Street, opposite the Justice and Emergency Building.

6.7 Figures 4-12 above demonstrate that, with the minor exception of the small vacant site on the north-eastern corner of the intersection of Colombo and Lichfield Streets, diagonally opposite the north-eastern corner of the EntX building (refer Figure 9), the buildings in the area around EntX building are large and typically three-seven storeys in height. They are all either very new or recently renovated.

6.8 This suggests that, with the exception of the small site on the north-eastern corner of Colombo and Lichfield Streets, and the proposal to extend Ballantynes building westwards by redeveloping the existing small building on the site directly opposite the Lichfield Street frontage of the EntX building with a 3-4 storey building, it is unlikely that the immediate context of the proposed digital sign on the EntX building will change for many years to come.

6.9 In my opinion, Figures 4-12 also demonstrate that there are no existing residential activities in the immediate vicinity of the site, notwithstanding that the zone enables such.

6.10 There is one existing, vacant, apartment space, which is on the third floor of the building at 682-686 Colombo Street, and which I understand is owned by AB Investments Limited. This space has not yet been fitted out (refer Paragraph 91.2 and Figure 21 on page 27).

6.11 The only other nearby vacant site where any further new apartments could be built is on the small site diagonally opposite the EntX building, which is owned by RVT Properties Limited. I understand that RVT Properties are promoting a 3-4 storey office development on this site, with a potential apartment on the roof.

6.12 However, my experience of apartments in highly urban settings suggests that residential activity in a commercial zone typically involves a trade-off between the advantages of proximity to a range of urban activities on the one hand and residential amenity on the other.

6.13 Overall, and based upon my analysis of the context of the site, I consider the size and scale of both the EntX building, and its proposed corner sign to be entirely appropriate to and in keeping with the size and scale of the neighbouring buildings and the predominantly urban and commercial character of the area generally.

7.0 THE PROPOSAL

7.1 Land use consent is sought to place a digital LED screen on the EntX building (currently under construction) on the corner of Colombo and Lichfield Streets in the Christchurch Central City (refer Figures 13 and 14).

7.2 The proposal is now different to that in the original application for resource consent. The sign dimensions have changed slightly. It now appears taller and narrower; a result of the sign's curved corner and reduced projection from the surface of the building's cladding.

7.3 The sign now proposed will have a sloping base along Colombo Street, following the slope of the inclined veranda/canopy. It will also have a curved corner instead of a right angle to avoid the appearance of two separate image on two screens. This will also enhance the viewing experience. To better integrate the screen into the form of the building, the screen now sits closer to the building envelope at each of its ends (300mm rather than the 700mm previously).

Figure 13: The proposed EntX building as it will appear from the intersection of Colombo and Lichfield Streets when completed. The screen is curved around the north-eastern corner of the building.

Figure 14: A view of the inclined steel frame for the veranda (under construction), illustrating how from various viewpoints it will obscure the lower portions of the proposed corner-mounted EntX digital screen above it.

7.4 The purpose of the screen is to provide general advertisement and information sharing. The sign will feature moving graphics and images which will advertise predominantly off-site activities,

although there may be some community notice and 'on-site' advertisements.

7.5 The technical aspects of the screen and an assessment of its visual effects during the day and at night is outlined in a report prepared by Stuart Pearson of Eleccom Design Limited, so I will not repeat that material here.

7.6 However, I note the report concludes that with the combination of existing ambient lighting, the existing street lighting and existing illuminated signage adjoining the intersection, there will be minimal environmental impact on the surrounding environment and it will be compliant with the Christchurch City Council requirements.

7.7 The screen, which wraps around the corner of the building, will have a flat length of 5.985m along the Colombo Street elevation and a flat length of 2.966m along the Lichfield Street elevation. The overall length of the screen, including both its flat and curved components will be 11.986m (refer Figures 15, 16, 17, 18, 19 and 20).

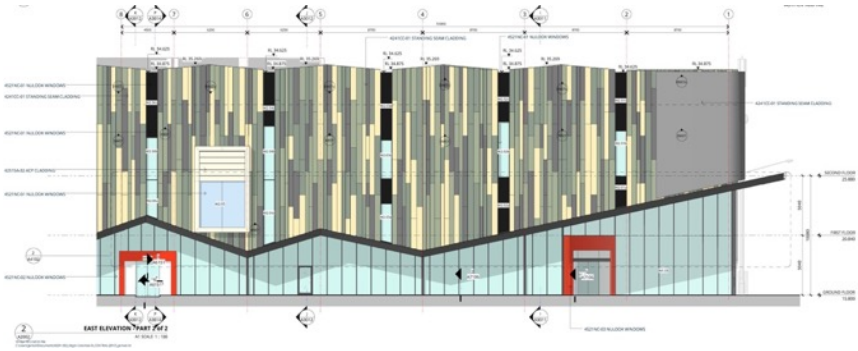

Figure 15: The northern portion of the east elevation of the EntX building, currently under construction. The size and corner location of the digital screen on this elevation is indicated by the grey panel in the top right-hand corner of the elevation, above the sloping veranda canopy.

Figure 16: The north elevation of the EntX building, currently under construction. The size and corner location of the digital screen on this elevation is indicated by the grey panel in the top left hand corner of the elevation.

7.8 The screen curves around the north-east corner of the building (refer Figure 17).

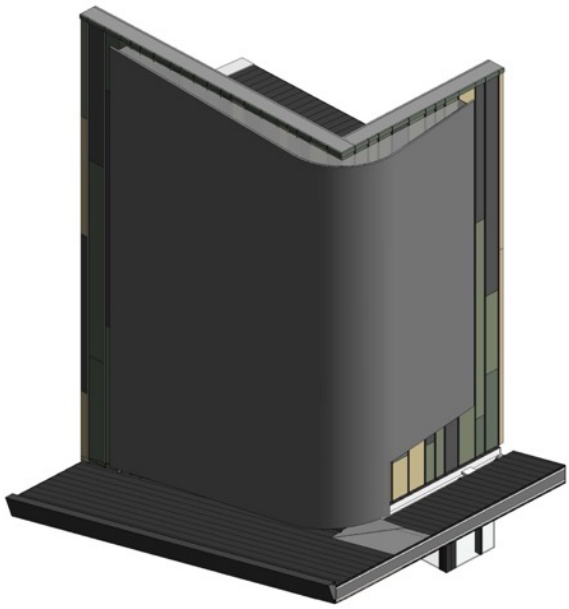

Figure 17: The curved screen around the north-eastern corner of the building.

7.9 The curved screen will project between 300mm and 646mm beyond the surrounding face of building, to allow for access for maintenance purposes (refer Figure 18).

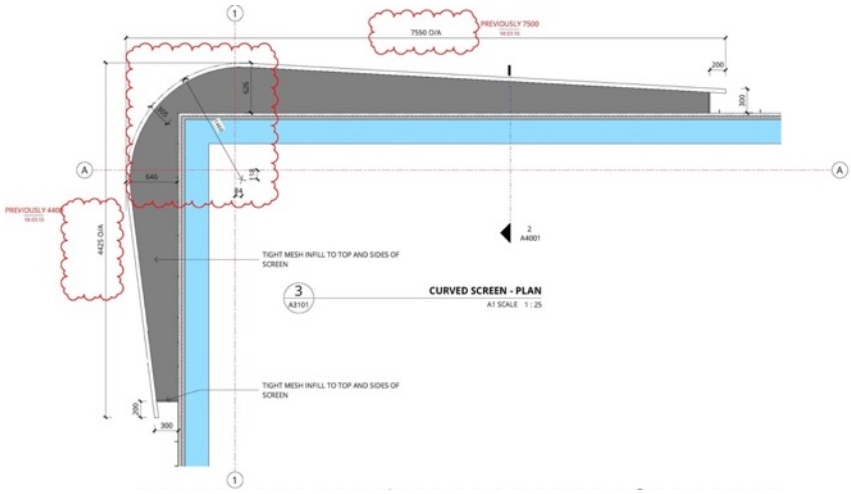

Figure 18: A plan of the curved screen, illustrating the various dimensions of its projections beyond the face of the building.

7.10 If the screen were laid completely flat it would *technically* have a total surface area of 103.5m^2, which is 8.5m^2 more than the permitted maximum surface area of 95m^2 (refer Figure 19) for the zone. However, because the screen will never be laid flat, either vertically or horizontally, no one will ever view the entire 103.5m^2 of its surface area. It will always be seen in perspective with either one or both of the flat portions of the screen either side of the curved corner seen in perspective, and with the visible area thereby reduced in surface extent to well below 95m^2. Ignite Architects have calculated that in the two 'worst case' viewing angle scenarios, the total visible/perceptible screen areas will be 77.1m^2 (when viewed from the north-east) and 75.9m^2 (when viewed from the east). Even when the larger of the two 'worst case' screen areas of 77.1m^2 is rounded up to 78m^2, the area is still well below the permitted maximum screen area of 95m^2 (refer Figures 19, 19a and 19b). The size of the screen's surface area appears to be a key concern to both the Council Planner and the Council Urban Designer. In response to those concerns, my evidence demonstrates under the heading 'permitted baseline comparison' at paragraphs 8.15-8.23 that the visible/perceived surface area of the screen, in the 'worst case' scenario rounded up to 78m^2, is well below the permitted maximum area of 95m^2 contemplated by and/or enabled by the District Plan.

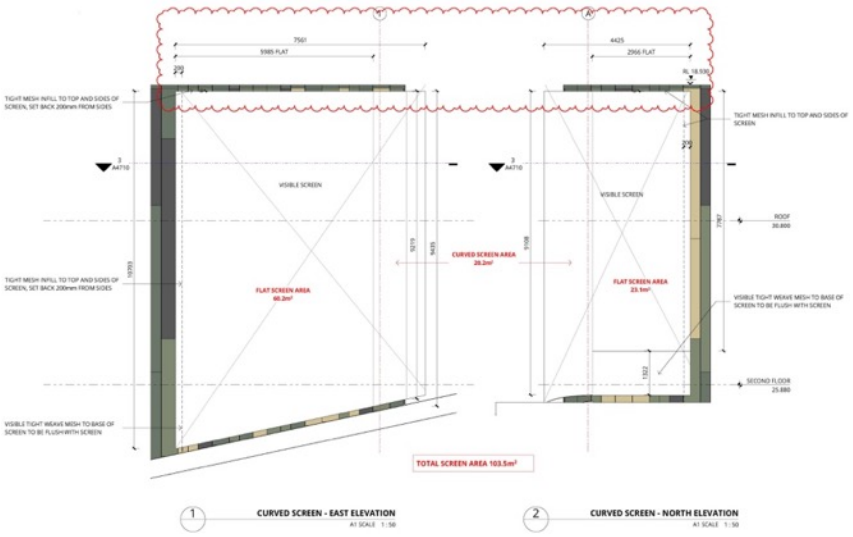

Figure 19: The total surface area of the corner, eastern and northern components of the screen, if the screen were laid flat.

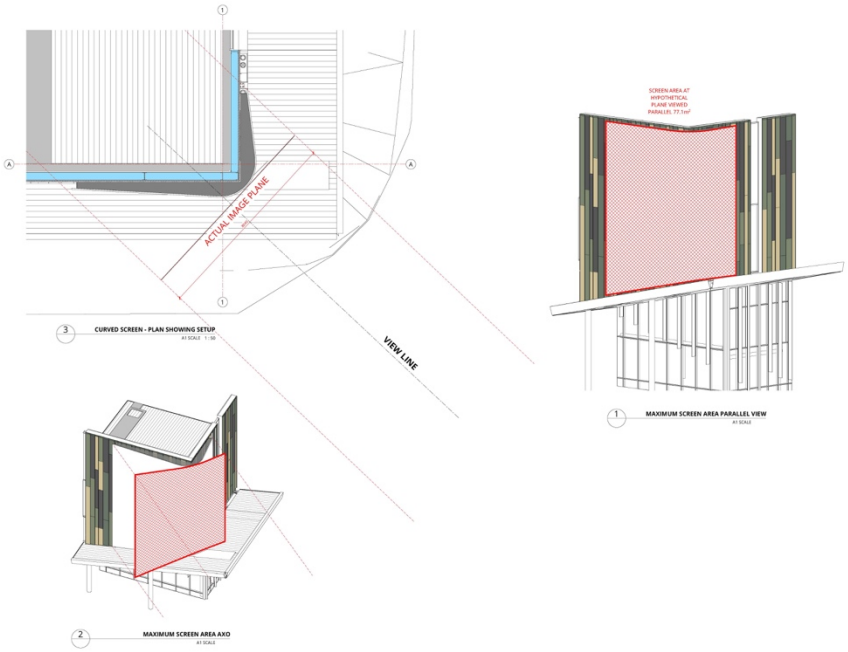

Figure 19a: The *'worst case'* scenario where the maximum screen area able to be seen is of 77.1m^2 (when viewed from the north-east). Even if the surface area of 77.1m^2 is conservatively rounded up to 78m^2, this is well below the permitted maximum visible screen area of 95m^2.

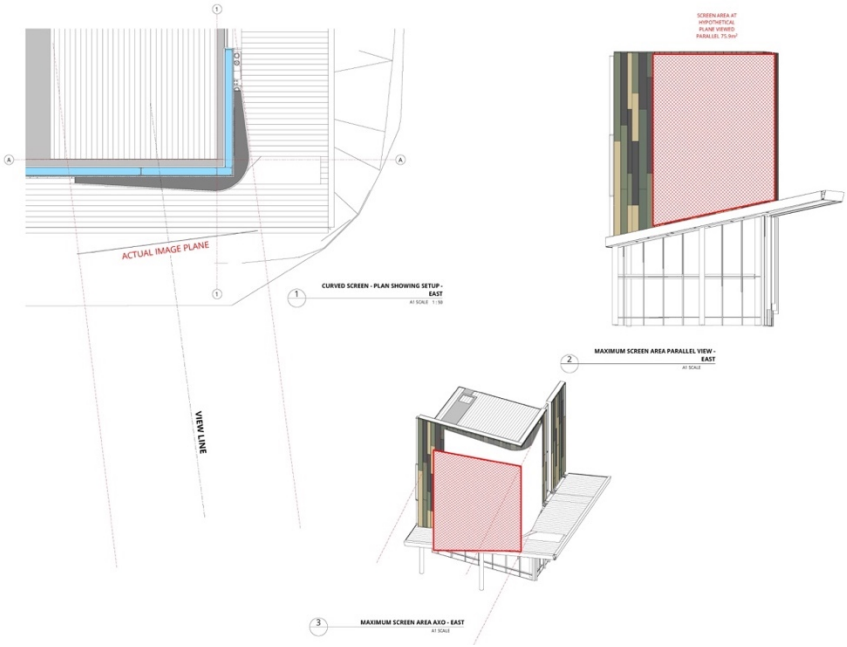

Figure 19b: The *'worst case'* scenario where the maximum screen area able to be seen is 75.9m^2 (when viewed from the east). This is well below the permitted maximum visible screen area of 95m^2.

7.11 The top of the screen will be 18.880m above pavement level. The base of the screen will be 8.178m and 9.780m above pavement level, at its lowest and highest points respectively (refer Figure 20).

7.12 The lowest point of the base of the screen will be mounted considerably higher than a standard traffic light (refer Figure 20).

7.13 These heights are necessary in order for the screen to be legible above the steeply inclined highest part of the veranda and for the screen to be legible as an integral part of the building (refer Figure 20).

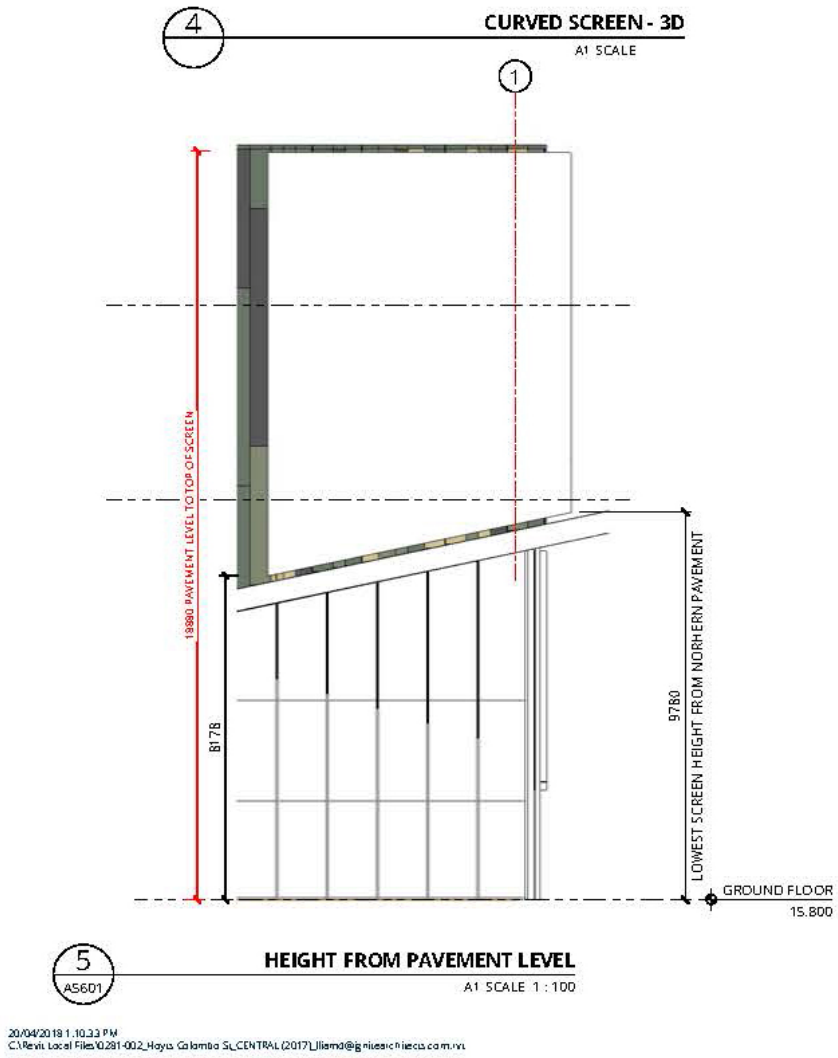

Figure 20: The eastern face of the screen (in elevation) illustrating its various heights above pavement level.

8.0 ACTUAL AND POTENTIAL EFFECTS

8.1 I understand that as a discretionary activity the Council's assessment is unrestricted and all actual and potential effects of this proposal must be considered and that Rule 6.8.5.1 provides guidance on the matters that may be relevant.

8.2 I agree with the Planning Officer's comment that the effects of the proposal fall broadly into the following categories:

i. Traffic effects;

ii. Effects on character and amenity (visibility, prominence and dominance);

iii. Visual coherence;

iv. Architectural integrity;

v. Health effects – light spill;

vi. Effects on heritage;

vii. Cumulative effects; and

viii. Positive effects.

8.3 I will comment in detail on these issues in the context of the relevant District Plan Objectives and Policies in the next section of my evidence. However, this section of my evidence comments *briefly* on these potential effects and, by implication, responds briefly to comments made in the Planning Officer's report and in Mr Lonink's statement. A more detailed response to the Planning Officer's Report and Mr Lonink's Statement is contained in Sections 11 and 12 of this evidence.

Traffic effects

8.4 These effects are outside my area of expertise. However, I note that:

8.4.1 The Council's consultant traffic expert, Dr Turner, is of the view that the Proposal can be supported on traffic and safety grounds, subject to monitoring of short video clips and robust conditions of consent, both of which the applicant has agreed to; and

8.4.2 The Planning Officer's report concludes that any potential of the billboard to cause distraction or confusion to motorists and/or adversely affect traffic safety can be appropriately managed by the volunteered conditions of consent.[1]

Effects on character and amenity (visibility, prominence and dominance)

8.5 In my opinion, the sign will be visible and its corner location will enhance its prominence.

8.6 However, simply being able to see the sign does not in my opinion, result in an adverse effect on the character and amenity of its receiving environment.

8.7 In my opinion, the visibility of the screen will communicate both on-site and off-site information to users of the public realm environs, and create a landmark by digitally punctuating the

[1] s 42A report, prepared by Council Planning Officer Ms. Afifi, paragraph 63.

corner, provide a vibrant and dynamic welcome to people exiting the bus interchange.

8.8 I note that the Council's Urban Designer considers the sign will create a sense of place, create a beneficial emphasis on the corner of Colombo and Lichfield Streets, and assist way-finding. I agree with these opinions.

Visual coherence

8.9 In my opinion, the size, location, digital nature and the high quality of the sign design will result in a visually coherent addition to its receiving environment because it will, together with the high quality of the EntX Building, form an appropriately scaled and unified whole.

Architectural integrity

8.10 In my opinion, the use of the sign to form an inextricable component of the corner element of the building form brings a high level of architectural integrity to both with the building and to the adjoining streetscape environments. This is because the sign will not be viewed as an isolated, free-standing object; thereby potentially adding to the visual clutter of dislocated elements within the streetscape. It will also bring a dynamic component to this important street intersection and to what could otherwise be a relatively blank, unlively and inactive wall enclosing the upper level cinemas in the north-eastern corner of the EntX building.

Health effects – light spill

8.11 These effects are outside my area of expertise (refer evidence of Mr. Stuart Pearson, Senior Engineer and Director of Eleccom Design Limited).

Effects on heritage

8.12 These effects are outside my area of expertise.

Cumulative effects

8.13 In understand that no other signs yet exist on the building and nor have any other additional signs been the subject of an application for resource consent. For this reason no cumulative effects can be assessed.

Positive effects

8.14 In my opinion, and among other things, the proposed sign will visually punctuate and reinforce the intersection of Colombo and Lichfield Streets, enliven and enhance the vitality, vibrancy and dynamic quality of the public realm in its immediate vicinity, and convey community information related to on-site and off-site activities.

The permitted baseline comparison

8.15 I agree with the Planning Officer's statement (paragraph 39) that the building could have up to 95m² of signage on this corner provided it was not digital and no higher than 9m above ground level.

8.16 Rule 6.8.4.2.4 permits a total signage area of 95m^2 based upon a 190m primary building frontage. Technically a flat sign of 103.5m^2 would exceed this permitted maximum, but ONLY if the 103.5m^2 sign were 'peeled' off the two walls of the building meeting at 90 degrees and laid out flat. The technical 8.5m^2 exceedance of equates to only 8.08% of the permitted area of the sign. However, in actual visible/experiential terms, the sign will never be seen laid out flat. Only parts of the two flats components of the sign, placed at 90 degrees to one another, will ever be seen together and even then their apparent horizontal lengths will be foreshortened by the effects of perspective as the horizontal dimensions of the signs are seen to recede way from the corner (refer Figures 19, 19 and 19b above). These Figures illustrate drawings prepared by Ignite Architects to demonstrate how the total visible, perceptible area of the screen will be experienced and how the actual visible experience of the corner screen will bring about a reduction in the screen's laid flat area of 103.5m^2. The 'worst case' visible surface area scenario of the curved screen (seen from the east) will reveal a total visible surface area of only 75.9m^2, and a next 'worst case' visible surface area of 77.1m^2 (seen from the north-east). The latter scenario, even when conservatively rounded up to 78m^2, will be well below the permitted maximum flat area of 95m^2.

8.17 Rule 6.8.4.2.4 permits the proposed signage to have a maximum height of approximately 9m above ground level. The top of the proposed digital sign will be 18.880m above ground level (refer paragraph 7.11 and Figure 20 above).

8.18 Rule 6.8.4.2.5 permits a maximum projection of a 200mm for a sign mounted to the face of a building. The proposed digital sign will project up to 646mm from the face of the building. This is necessary to allow access for maintenance of the sign.

8.19 However, I do not agree with the statement (paragraph 42) that "*the scale and nature of adverse effects of the non-fanciful permitted baseline in this case are not directly comparable to the proposed billboard due to the significance of its area, its height and the use of the sign being related to activities other than those to be established on the site, and its variable digital imagery.*"

8.20 In my opinion, the two 'worst case' sign size scenarios will be seen to have surface areas of 75.9m^2 (*which is 19.1m^2 below the*

permitted baseline area of 95m)^2 from one viewing angle and 77.1m^2 (which is 17.9m^2 below *the permitted baseline area of 95m*^{2}*)* from the second of the two 'worst case' viewing angles. In my opinion, it is the larger (77.1m^2) of the two surface visible/perceived areas dimensions (with the 77.1m^2 area conservatively rounded up to 78m^2) that should be focussed upon, not the technical area of 103.5m^2. The screen will never be laid out on one continuous flat surface. For this reason, the *technically* full 103.5m^2 surface area of the screen will never actually be seen.

8.21 Even if this reasoning were not accepted as being the reality and associated effects of the proposal, it is my opinion that any effects arising from the additional 8.5m^2 of sign area, over and above the permitted baseline area of 95m^2 will be barely perceptible to the human eye, if at all, and would therefore be insignificant. This is because the 103.5m^2 total area of the sign will be attached to two different building facades at 90 degrees to one another, at least one of which will always be either viewed in perspective or not visible at all.

8.22 In addition, there are two further differences between a permitted sign and that proposed. These are, firstly, the height of the proposed sign compared with the permitted maximum height of 9m and, secondly, the fact that the sign is digital rather than static.

8.23 So, in my opinion, the comparison should be between the size, height and non-digital aspects of a permitted sign and the same (*actually perceived/perceptible*) characteristics of the proposed sign, not between the *technical aspects only* of the proposed sign and no sign at all, which seems to be the basis for the Planning Officer's report.

9.0 THE CHRISTCHURCH DISTRICT PLAN OBJECTIVES AND POLICIES

9.1 This section of my evidence comments on the Proposal in light of the Chapter 15 Objectives and Policies for the Commercial Zones and the Chapter 6 Objectives and Policies for Signage.

The scale of the proposed signage relative to the scale of the building

9.2 The proposed digital sign will wrap around the north-eastern corner of the building and hence have frontage to both Colombo Street (7.5m length) and Lichfield Street (4m length).

9.3 The proposed digital sign will protrude from the face of the building by up to 646mm. In addition to providing access behind

the screen for maintenance purposes, this degree of protrusion will ensure that the degree and depth of the articulation and modulation of the building's large eastern elevation is both legible and in scale with the large size of the building.

9.4 Additionally, the screen will be lit and feature moving images for the purpose of advertising and information sharing.

9.5 The proposed sign will not utilise sound files to accompany any imagery.

9.6 I am advised that the sign will not emit much light (refer Eleccom report). Images will be legible to the human eye (in much the same way as they are on cell phone 'apps' or figures on a calculator), but the sign will not be so bright as to light up the opposite sides of its neighbouring streets.

9.7 The proposed sign does not extend above the height of the supporting building's façade, instead stopping 0.8m below.

9.8 I consider that signage of this scale is in keeping with the large size of the building on which it is to be mounted. Put another way, the size of the building *requires* a sign of this scale to enhance its key corner location. This will result in the signage making a visual statement which is complimentary to the size and scale of the EntX building. If the sign were any smaller it would, in my opinion, pale into insignificance relative to the size and scale of the building and appear diminutive and out of scale.

9.9 In my opinion, the Proposal will result in only positive streetscape character and amenity effects, not dissimilar to other public realms of the world which have become meccas for popular public gatherings amidst a plethora of digital screens. Examples of such places include Piccadilly Circus in London, Shibuya Crossing in Tokyo and Times Square in New York (refer Figures 69-76 later in this evidence).

The effects of the proposed signage on activity, especially residential activity, that could establish in the east frame to the east of the site

9.10 Policy 15.2.2.1 – Role of Centres, Table 15.1 – the Centre's Role is to:

i. Provide for high density residential activity, although I note that currently there is none in the close vicinity of the Site;

ii. Provide for recreational activities and community activities (including health and social services) as well as civic and cultural venues/facilities (including museums and art galleries);

iii. Serve the district's population and visitors; and

iv. Provide the focus for the district, sub-regional and wider transport services with a central public transport interchange, providing for access to large areas of the district and surrounding districts of Selwyn and Waimakariri.

9.11 High density residential development is anticipated by the Plan and, in my opinion, it must be considered as a non-fanciful future environment. However, for the reasons outlined in paragraph 9.12 and illustrated in Figure 21, I consider that the development of more than 2 or 3 new residential apartments in relatively close proximity to the EntX building site is unlikely in the foreseeable future.

9.12 I understand that currently there is only one 'potential' apartment in the vicinity of the Site and that is the vacant and not yet fitted out space owned by AB Investments Limited on the third floor (roof-top) level of The Crossing retail building at 682-686 Colombo Street (refer Figure 21). It is the southern end of the external west and south-facing deck (the latter of which faces towards the viewer in Figure 21) that forms the position of Camera 6 in the assessment of the visual simulations (refer Figure 77 and Figure 83). One or two additional apartments could be built above retail and/or office space on the very small, currently vacant site on the north-eastern corner of Colombo and Lichfield Streets, owned by RVT Properties Limited. However, I am not aware of any specific plans for such a development at present.

Figure 21: The upper of the two green dots near the centre of the image, indicates the set-back roof-top space at 682-686 Colombo Street that the owner, AB Investments Limited, proposes to be fit out as an apartment.

9.13 I acknowledge that residential activity in the East Frame is highly likely. However, considering the surface area of the screen, the very low level of its light emittance, the approximately 200m distance from the Site of the anticipated residential activity in the East Frame, I consider that any effects of the proposed signage on residential activity that could establish in the closest part of the East Frame, some 200m away, will be less than minor (refer Figure 21).

Figure 21a: A plan of the Christchurch city centre, illustrating the relationship between the Site (shaded red), and the East Frame (coloured green, white and brown). The nearest (south-west) corner of the East Frame to the Site is the corner of Lichfield and Manchester Streets.

9.14 I have visited the East Frame and note that the sign can barely be seen from the closest part of the footpath on the north-western corner of the East Frame. It is largely screened by the cantilevered canopy over the entrance to the Bus Interchange (refer Figure 22). Even if a greater area of the sign could be seen

I consider the sign would be so far away and there would be so many competing visual stimuli between the viewer and the sign as to render any adverse effects of the sign less than minor.

Figure 22: The view of the EntX building corner from the footpath on the north-western corner of the East Frame. The sign on the corner will be barely visible because it will be largely obscured by the cantilevered canopy over the entry to the Bus Interchange. It should also be noted that currently the Lichfield Street frontage is not activated because of the state of the buildings on its southern side. Once these buildings are redeveloped or refurbished, there will be more visual interest to reduce any visual impact the screen may initially have.

9.15 To get an appreciation of what the view westwards down Lichfield Street might be like from a future southern-most dwelling on the corner of Lichfield and Manchester Streets, a viewer would only have to move approximately 4m-6m to the north of what would be the exterior wall of a southern-most future dwelling defining the southern-most part of the East Frame. Having stood at this location during my site visit, I found that the three storey Leighs Construction building moved into view and, combined with the Bus Interchange, largely obscured any views of the proposed screen when looking along Lichfield Street from the south-west corner-most dwelling in the East Frame (refer Figure 23).

Figure 23: The view from what would be the ground floor level of the southern-western-most corner dwelling om privately owned land in the East Frame.

The effects of the proposed signage on potential activities that could establish in the immediate vicinity of the site

9.16 *15.2.4.2 Policy – Design of new development requires new development to be well designed and laid out by providing a principal street facing facade of visual interest that contributes to the character and coherence of a centre*.

9.17 In my opinion, the proposed screen on the corner of the EntX building will provide on Colombo Street, a principal north-south city centre street, with a visually interesting street façade. The screen will enhance and vary the character of the visual interest as images morph one after another.

9.18 The screen will provide the centre with a digital landmark that will contribute to its unique character, legibility and coherence.

9.19 Rule 6.3.6 requires that light spill from the proposed screen be no greater than 20 lux measured 22 metres away from the sign.

9.20 The proposed daytime illumination of 5000 candela/m² level would provide a lux reading of only 2.5 measured 22m away from the source.

9.21 The originally proposed night-time illumination of 250 candela/m² level would have provided a lux reading of only 0.51 measured 22m away from the source. The volunteered conditions have reduced the night-time illumination to a maximum of 175 candela/m^2 which will result in a reduced illuminance of just 0.36 lux on the façade of a building 22m from the billboard/screen.

9.22 The sites adjacent to the proposed digital sign are all occupied by either retail or transportation facilities, neither of which are activities that are sensitive to night time light and glare.

9.23 Central city locations typically experience reasonably high levels of ambient lighting due to the nature of the activities occurring within them.

9.24 Good levels of lighting in city centres help to deter crime and make them safer, thereby encouraging more people to use these environments.

9.25 Even if both foreseeable and unforeseeable residential activities were to establish in the vicinity of the sign, as enabled by the Plan, residents could control the admission of any light emitted from the sign into their dwelling by the use of blinds and/or curtains. These devices are typically used to achieve residential privacy and to prevent people in the street from looking into an

artificially lit living rooms during the hours of darkness or to keep out street lights and/or motor vehicle headlights when sleeping in bedrooms.

The effects of the proposed signage on the pedestrian environment

9.26 *Policy 15.2.6.5 - Pedestrian Focus, seeks to ensure compactness, convenience and an enhanced pedestrian environment that is accessible, pleasant, safe and attractive to the public, by:*

i. identifying a primary area within which pedestrian orientated activity must front the street;

ii. requiring development to support a pedestrian focus through controls over building location and continuity, weather protection, height, sunlight admission, and the location of parking areas;

iii. establishing a slow street traffic environment; and

iv. ensuring high quality public space design and amenity.

9.27 In my opinion, the proposed digital screen will result in an enhanced pedestrian environment because it will:

i. Be readily visible from the public realm;

ii. Provide a unique, dynamic landmark on the corner of two key central city streets (Colombo and Lichfield);

iii. Punctuate the corner and nodal character arising from the intersection of Colombo and Lichfield Streets;

iv. Provide a vibrant welcome to those members of the public (resident and visitors alike) arriving in the area via the transport interchange on the opposite side of Colombo Street;

v. Communicate, entertain and exchange information of interest to the community;

vi. Communicate the entertainment, food and beverage activities and facilities occurring within the building;

vii. Reinforce and strengthen the legibility of the corner entrance into the EntX building;

viii. Add to the vibrancy and attractiveness of the public realm;

ix. Enhance the convenience and pedestrian environment because it will denote/promote entertainment facilities directly opposite the central bus interchange; and

x. Attract people to the area throughout the day and night and make the area safer as a result.

9.28 The sign's inextricable integration with the architectural design of the EntX building will punctuate and celebrate the Colombo Street/Lichfield Street corner and the entrance to the entertainment complex, thereby contributing to a high quality of adjoining public space design and amenity.

Is this signage an appropriate development given the urban environment anticipated by the District Plan?

9.29 The application site is zoned Commercial Central City Business and is located within the Central City Inner Zone. The area surrounding the application site was traditionally characterised by office and retail activities.

9.30 Policy 15.2.2.1 – Role of centres, Table 15.1- Centre's role – provides for high density residential activity, recreation activities and community activities and community facilities (including health and social services) as well as civic and cultural venues/facilities (including museums and art galleries). The Centre serves the district's population and visitors and provides the focus for the district, sub-regional and wider transport services with a central public transport interchange, providing access to large areas of the district and the surrounding districts of Selwyn and Waimakariri.

9.31 In my opinion, the proposal will be supportive of Policy 15.2.2.1 outlined above. In particular, I consider that the proposed EntX screen will be consistent with a Centres-based framework for commercial centres. It will focus commercial activity on a prominent Central City corner, express the area's primacy within the overall hierarchy and network of city centres, and enhance the area's intensity, vitality and urban character.

9.32 The variety of imagery that the EntX screen will display will visually integrate commercial activity with community, residential and recreational activities in a location made readily accessible via a range of modes of transport, including buses arriving at and departing from the new bus station on the opposite side of Colombo Street.

9.33 If the digital screen were permitted to promote off-site activities, information and news items, it would be able to support the

neighbouring transport interchange in its role of providing a focus for the district, sub-regional and wider transport services.

9.34 The Proposal will help promote the recovery of the Central City by virtue of its size, scale, vitality and dynamic character. It will bring new life, dynamism and energy to this part of the city.

15.2.12 Objective – Recovery of commercial activity

1. The critical importance of commercial activity to the recovery of and long term growth of the City is recognised and facilitated in a framework that supports commercial centres.

15.2.4 Objective - Urban form, scale and design outcomes

1. A scale, form and design of development that is consistent with the role of a centre, and which:

    a. recognises the Central City and District Centres as strategically important focal points for community and commercial investment;

    b. contributes to an urban environment that is visually attractive, safe, easy to orientate, conveniently accessible, and responds positively to local character and context;

    c. recognises the functional and operational requirements of activities and the existing built form;

    d. manages adverse effects on the surrounding environment; and

    e. recognises Ngāi Tahu/ mana whenua values through landscaping and the use of low impact urban design, where appropriate.

9.35 In my opinion, the objectives outlined above anticipate a visually attractive urban environment containing a variety of activities which collectively form a legible, dynamic and vibrant focus for the community and commercial investment. This is regarded as critical to the recovery and long term growth of the City.

9.36 Signs are, in my opinion, an essential part of a commercial environment and, in this day and age, digital screens reflect the popular and everyday communication media of our age.

9.37 The size and prominent corner location of the proposed screen will contribute to an urban environment that is visually attractive,

safe, easy to orientate within and navigate through and responds positively to the newly emerging city centre's urban character and context.

15.2.4.1 Policy - Scale and form of development

1. Provide for development of a significant scale and form in the core of District Centres and Neighbourhood Centres, and of a lesser scale and form on the fringe of these centres.

2. The scale and form of development in centres shall:

    a. reflect the context, character and the anticipated scale of the zone and centre's function;

    b. increase the prominence of buildings on street corners;

9.38 This policy anticipates big buildings in the core of the City Centre. The EntX building is a big building and is appropriately located within the core of the City Centre. In my opinion, big buildings require big signs in order to be in scale with one another. Small signs on big buildings look out of place and are too diminutive to successfully convey their commercial and community messages at a scale appropriate to both the building and the city centre.

9.39 The main entrance to the Bus Interchange, on the corner of Colombo and Lichfield Streets, is signalled by a large scale, steeply sloping, folded, cantilevered roof form which appears to hover over the small public space on the corner (refer Figure 24).

Figure 24: A view of the Christchurch Bus Interchange, which occupies the entire length of Colombo Street between Lichfield Street and Tuam Street, directly opposite the EntX building.

9.40 When looking westwards along Lichfield Street towards Colombo Street, this cantilevered roof form provides a dramatic juxtaposition against the sloping veranda form on the Colombo Street Façade of the EntX building (refer Figures 25 and 26).

Figure 25: A view looking west along the southern side of Lichfield Street towards Colombo Street, illustrating the juxtaposition of the Bus Interchange's large scale sloping entrance canopy, read against the steel framing for the Entx Building veranda beyond.

9.41 Between them, these two architectural elements create a bold, large scale and cohesive punctuation of the southern two corners of the intersection of Colombo and Lichfield Streets. In this context, it is my opinion that the size and scale of the proposed digital screen will not be at all out of place. On the contrary, it will reinforce and further enhance the character of this

intersection and the already well established 'dialogue' between the large scale Bus Interchange entrance canopy and the large scale EntX building (refer Figures 25, 26 and 27).

Figure 26: A view looking west along the northern side of Lichfield Street towards Colombo Street, illustrating the juxtaposition of the Bus Interchange's large scale sloping entrance canopy, read against the background of the EntX building.

Figure 27: A view, from Lichfield Street to the west of Colombo Street, of the Entx Building's steel veranda framing and the Bus Interchange's dramatically large scale entrance canopy.

9.42 In my opinion the proposed digital screen is appropriately scaled in relation to that of the building to which it is attached and to the scale and importance of the city corner on which it is located.

9.43 The combination of the highly glazed lower two floors on the corner, together with the screen directly above, will coalesce to punctuate and reinforce the corner, thereby increasing the

prominence of the EntX building on this key city centre street corner.

15.2.4.2 Policy - Design of new development

1. Require new development to be well-designed and laid out by:

    a. encouraging pedestrian activity and amenity along streets and in adjoining public spaces, to a degree that is appropriate to the location and function of the road;

    b. providing a principal street facing façade of visual interest that contributes to the character and coherence of a centre;

    c. facilitating movement within a site and with the surrounding area for people of all mobilities and ages, by a range of modes of transport through well-defined, convenient and safe routes;

    d. enabling visitors to a centre to orientate themselves and find their way with strong visual and physical connections with the surrounding area;

    e. promoting a safe environment for people and reflecting principles of Crime Prevention through Environmental Design (CPTED).

    f. enabling the re-use of buildings and sites while recognising the use for which the building is designed;

    g. incorporating principles of low impact design including energy efficiency, water conservation, the reuse of storm water, on-site treatment of storm water and/or integration with the wider catchment based approach to storm water management, where practicable;

    h. achieving a visually attractive setting when viewed from the street and other public spaces, while managing effects on adjoining environments; and

    i. providing adequate and convenient space for storage while ensuring it is screened to not detract from the site's visual amenity values.

2. Recognise the scale, form and design of the existing built form within a site and the immediately surrounding area and the functional and operational requirements of activities.

3. Require residential development to be well-designed and laid out by ensuring a high quality healthy living environment through:

    a. the provision of sufficient and conveniently located internal and outdoor living spaces;

    b. good accessibility within a development and with adjoining areas; and

    c. minimising disturbance from noise and activity in a centre (and the potential for reverse sensitivity issues to arise).

9.44 In my opinion, the proposed screen will accord with this policy for new development because it will:

i. Encourage pedestrian movement along Colombo Street and into the EntX building's main entrance;

ii. Contribute to the pedestrian interest and amenity, particularly given the low speeds at which pedestrians typically move along city streets;

iii. Provide principal street facing facades of visual interest, because the corner sign will be visible from both Lichfield Street and Colombo Street;

iv. Provide visitors to the Centre with strong visual connections between the surrounding area, the bus interchange and the EntX building in particular. These visual connections will make it easier for people to orientate themselves and to navigate their way around;

v. Promote the entertainment, food and beverage facilities within the EntX building. This will likely attract significant numbers of people to the area. From a 'crime prevention through environmental design' (*CEPTD*) perspective, the greater the numbers of people using the neighbouring streets, the safer they will tend to be;

vi. Recognise the relatively large scale form and design of buildings in the immediately surrounding area and the functional and operational requirements of activities such

as the bus interchange and users of the footpaths and the carriageways; and

vii. Not result in any additional street noise from the screen, but the greater the numbers of people that are attracted to the sign, the noisier the street may become, especially at night. However, if the anticipated residential activities in the zone were to establish near the screen, they would most likely utilize double glazing to enhance their interior acoustic and thermal environments in any event.

15.2.6 Objective - Role of the Commercial Central City Business Zone

1. A Commercial Central City Business Zone that re-develops as the principal commercial centre for Christchurch District and is attractive for businesses, residents, workers and visitors, consistent with the Strategic Direction outcomes for the built environment.

15.2.6.1 Policy - Diversity of activities and concentration of built development

1. Ensure the Commercial Central City Business Zone provides for the widest range of commercial activities, community activities, cultural activities, residential activities and guest accommodation and the greatest concentration and overall scale of built development in Christchurch.

9.45 In my opinion, the proposed screen will accord with this policy for new development because it will:

i. Enhance the variety and diversity of activities taking place in the public realm of the Commercial Central City Business Zone, including digital sign advertising; and

ii. Contribute to the identification and location of commercial activities.

iii. Accord with the New Zealand culture of erecting signs on buildings and in public places.

15.2.6.2 Policy - Usability and adaptability

1. Encourage a built form where the usability and adaptability of buildings are enhanced by:

a. enabling taller buildings than in other areas of the Central City;

b. setting minimum ground floor heights;

c. setting a minimum number of floors; and

d. prescribing minimum residential unit sizes.

9.46 In my opinion, the proposed screen will accord with this policy for new development because the building (at three storeys in height) is not 'tall', but it is large in plan footprint and overall bulk.

9.47 Because the screen will project imagery related to both the interior uses of the building and off-site activities, should the use of the building change in the future, the screen will be able to have the type of imagery it projects adapted accordingly.

15.2.6.3 Policy – Amenity

1. Promote a high standard of amenity and discourage activities from establishing where they will have an adverse effect on the amenity values of the Central City by:

   a. requiring an urban design assessment within the Core of the Commercial Central City Business Zone;

   b. setting height limits to support the provision of sunlight, reduction in wind, avoidance of overly dominant buildings on the street and an intensity of commercial activity distributed across the zone;

   c. prescribing setback requirements at the boundary with any adjoining residential zone;

   d. ensuring protection of sunlight and outlook for adjoining residential zones;

   e. setting fencing and screening requirements;

   f. identifying entertainment and hospitality precincts and associated noise controls for these and adjacent areas, and encouraging entertainment and hospitality activities to locate in these precincts;

   g. protecting the efficiency and safety of the adjacent transport networks; and

h. recognising the values of Ngāi Tūāhuriri/Ngāi Tahu in the built form, and the expression of their narrative.

9.48 In my opinion, the proposed screen will, together with its associated EntX building, provide a high standard of amenity along both the Colombo and Lichfield Street boundaries of the Site and to the extent that the screen is visible beyond these areas. This will be achieved through highly glazed 'active edges' along the Colombo Street and Lichfield Street elevations and the punctuation by the digital screen of their meeting at the corner.

9.49 This evidence provides the *urban design assessment* that this policy requires for the Core of the Commercial Central City Business Zone.

9.50 The entertainment facilities accommodated within the EntX building and, from time to time, promoted on the external digital screen, are expressly sought in the Central City.

15.2.6.4 Policy - Residential intensification

1. Encourage the intensification of residential activity within the Commercial Central City Business Zone by enabling a range of types of residential development with an appropriate level of amenity by including:

    a. provision for outdoor living space and service areas;

    b. screening of outdoor storage areas and outdoor service space;

    c. separation of balconies or habitable spaces from internal site boundaries;

    d. prescribed minimum unit sizes; and

    e. internal noise protection standards.

9.51 This policy confirms that the Plan anticipates intensive residential activities within the Commercial Central City Business Zone. However, as discussed earlier in this evidence, I cannot envisage any insurmountable conflict between the digital screen and any residential activities that have yet to locate in close proximity to the screen.

15.2.6.5 Policy - Pedestrian focus

1. Ensure compactness, convenience and an enhanced pedestrian environment that is accessible, pleasant, safe and attractive to the public, by:

    a. identifying a primary area within which pedestrian orientated activity must front the street;

    b. requiring development to support a pedestrian focus through controls over building location and continuity, weather protection, height, sunlight admission, and the location of parking areas;

    c. establishing a slow street traffic environment; and

    d. ensuring high quality public space design and amenity

9.52 In my opinion, the screen will contribute to an enhanced and more vibrant pedestrian environment that is pleasant, safe and attractive to the public. It will also be vibrant, stimulating and entertaining, just as a city centre should be.

9.53 The screen will focus commercial activity on a prominent Central City corner, express the area's primacy within the overall hierarchy and network of city centres, and enhance the area's intensity, vitality and urban character.

9.54 The variety of imagery that the EntX screen will display will visually integrate commercial activity with community, residential and recreational activities in a location made readily accessible via a range of modes of transport, including buses arriving at and departing from the new bus interchange on the opposite side of Colombo Street.

9.55 The Proposal will help promote the recovery of the Central City by virtue of its size, scale, vitality and dynamic character. It will bring new life, dynamism and energy to this part of the city.

6.8.2.1 Objective – Signage

1. Signage collectively contributes to Christchurch's vitality and recovery by:

    a. supporting the needs of business, infrastructure and community activities;

    b. maintaining public safety; and

c. enhancing the visual amenity values and character of the surrounding area, buildings or structures.

9.56 In my opinion, the sign with or without any additional signage (for which I understand a separate resource consent will be required) will support the commercial needs of business and enhance the amenity and character values of the EntX building and its surrounding area because it will:

i. Be located on a prominent corner;

ii. Provide constantly changing imagery appropriate to the character of this important corner and area generally;

iii. Make visibly legible the activities of public/commercial interest occurring both inside the EntX building and further afield;

iv. Be inextricably integrated with the architecture of the EntX building rather than being just an 'add-on screen' not properly engaged with the composition and proportions of the building's elevations; and

v. Provide a distinctive landmark that will help to orientate people emerging from the bus interchange on the directly opposite (south-eastern) side of Colombo Street (refer Figures 28 and 29).

Figure 28: A view of the main entry/exit of the bus interchange on Colombo Street (right) and Lichfield Street (left).

Figure 29: A view of the main entry/exit of the EntX building that is currently under construction on the corner of Colombo Street (left) and Lichfield Street (right), opposite the bus interchange.

9.57 The slope on the underside of the bus interchange's cantilevered roof will enable emerging bus passengers to see the screen on the corner of the EntX building much sooner and more easily than would be the case if the bus interchange roof were not inclined (refer Figure 30). This will create a dramatic and stimulating entrance into the Central City.

Figure 30: A view of that part of the EntX building to which the screen will be fixed (on the corner above the sloping veranda canopy), when exiting the Bus Interchange.

9.58 The generous verandas covering the main entrance areas on both the bus interchange and the EntX building will set up a spatial dialogue between the two large but architecturally differentiated and appropriately scaled buildings on opposite sides of Colombo Street.

6.8.2.1.1 Policy - Enabling signage in appropriate locations

1. Enable signage:

    a. as an integral component of commercial and industrial environments, strategic infrastructure and community activities throughout the Christchurch District; and

    b. that is necessary for public health and safety and to provide direction to the public.

9.59 The Plan anticipates signage as an integral component of commercial and industrial environments.

9.60 In my opinion, the proposed sign has been conceived of as an integral component of its commercial environment, at two key scales.

9.61 At the scale of the EntX building alone, it has been conceived of as an integral part of the architecture of a large building and made large accordingly.

9.62 At the scale of the surrounding commercial environment, the sign has both a boldness of scale and a dynamic entirely appropriate to the commercial nature of business.

9.63 Because of its close proximity to the large cantilevered roof over the main entrance to the bus interchange directly across Colombo Street, the sign will also be viewed as an integral component of strategic infrastructure associated with the bus interchange.

9.64 The signage will also be an integral component of the community recreational, leisure and entertainment activities accommodated within the EntX building.

9.65 Because the signage is in an appropriate location, for the reasons outlined above, the Policy 6.8.2.1.1 expressly calls for it to be 'enabled'.

6.8.2.1.2 Policy - Controlling signage in sensitive locations

1. Ensure the character and amenity values of residential, open space and rural zones are protected from adverse visual and amenity effects from large areas or numbers of signs, or off-site signs within these zones.

9.66 For the reasons already outlined in this evidence, I am satisfied that character and amenity values of sensitive locations such as residential zones (or residential activities in commercial zones) can be adequately protected from adverse visual and amenity effects from large areas or numbers of signs. I am also of the view that the same levels of protection should apply to open space and rural zones.

9.67 However, I note that the Plan does not afford commercial zones the same protection.

6.8.2.1.3 Policy - Managing the potential effects of signage

1. In considering Policies 6.8.2.1.1 and 6.8.2.1.2, ensure that the size, number, height, location, design, appearance and standard of maintenance of signs:

a. do not detract from, and where possible contribute to, the character and visual amenity of the surrounding area and public realm;

b. integrate within the façade of the building, do not detract from the integrity of the building design, and maintain the building as the primary visual element;

c. are in proportion to the scale of buildings and the size of the site; and

d. enhance the Central City.

9.68 In my opinion, the sign needs to be of the size proposed because it needs to be in scale with the two storey high glass walls and the large inclined generous veranda below it. Any smaller sign in this architectural and urban context on the corner of Colombo and Lichfield Streets would appear diminutive and out of scale.

9.69 As indicated earlier in this evidence, I consider the sign will not detract from the character and visual amenity of the surrounding area and public ream. On the contrary, I consider it will contribute to the enhancement of the public realm by creating an attractive, engaging and memorable landmark on this important central city street corner.

9.70 The cinemas and foyers on the upper two levels are notoriously challenging elements (in any setting) to express on the exterior of a building because they need to be largely enclosed. For this reason the use of a digital sign on the corner will add interest and vibrancy to what could otherwise be a potentially large area of blank exterior wall. This is one of the main reasons that entertainment buildings containing cinemas have a history of signage attached to their exterior walls.

8.71 The sign will be integral with the facade of the building. An analysis of the EntX building's composition reveals two main sub-component forms when viewed from the intersection of Colombo and Lichfield Streets (refer Figure 31).

Figure 31: The two main components of the EntX building form. The highly glazed lower level (shaded yellow) is visually distinct from the largely enclosed upper two floors (shaded green). The variously sloping veranda mediates between these two main components of the building form.

9.72 The sign forms an integral part of the two level upper sub-component (shaded green) which is largely enclosed. In my opinion, the proposed screen will bring a welcome, much needed and appropriately urban level of street space activation to the upper levels of the building. Without the screen the upper, largely enclosed, levels of the building and its associated street space would appear somewhat lifeless.

9.73 The sign fully integrates with the building in that its vertical edges relate to the plan footprint of the lower level glazed form beneath the veranda.

9.74 On the Lichfield Street elevation the vertical edges of the sign also align with the eastern-most narrow glazed slots in the veranda. As a result the sign does not detract from the visual integrity of the building design.

9.75 The size and proportions of the sign wrapping around the junction of the building's north and east elevations sit very comfortably within and alongside the size, scale and proportions of the individual panels cladding the upper floors of the building (refer Figures 32 and 33).

Figure 32: The north elevation, illustrating how the size (height and width), scale and proportions of the sign(in the top left hand corner of the elevation) has been tailored to match the size, scale and proportions of the upper level cladding panels on the elevation.

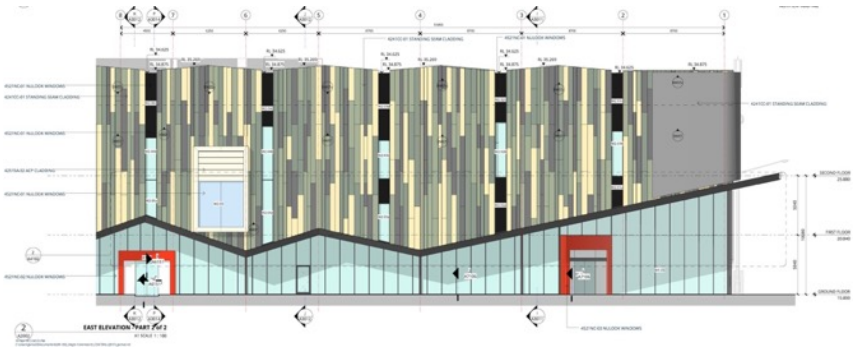

Figure 33: The east elevation, illustrating how the size (height and width), scale and proportions of the sign has been tailored to match as closely as possible the size, scale and proportions of the upper level cladding panels on the elevation.

9.76 Also, the sign needs to be at the height proposed to ensure that it clears and is visible above the highest part of the inclined veranda canopy on the corner.

9.77 In my opinion, the proposed screen will appear inextricably integrated into the design of the building facade and will maintain the building as the primary visual element. The screen will be in proportion with the size of both the building and the Site. In assisting the EntX building to visually punctuate and reinforce the intersection of Colombo and Lichfield Streets, the screen will enhance the Central City.

9.78 For the reasons outlined, I consider the Proposal will be very much in accordance with the policy for managing the potential effects of signage.

6.8.2.1.6 Policy - Managing off-site signage

1. Limit off-site signs in the sensitive zones specified in Policy 6.8.2.1.2 and to enable such signage where it:

    a. is compatible with the surrounding environment and is located within a commercial or industrial context;

    b. is appropriately maintained;

    c. will not cause or contribute to visual clutter and other cumulative adverse effects; and

    d. is consistent with the outcomes sought in Policy 6.8.2.1.3.

9.79 In my opinion, the Site is not in a 'sensitive zone'. On the contrary, it is in a commercial zone that can reasonably be expected to be vital, dynamic and stimulating. That is the nature of commerce, in my opinion. There is therefore no need to limit off-site signs. On the contrary, the policy expressly anticipates off-site signage to be enabled '*where it is compatible with the surrounding environment and is located in a commercial or industrial context*.'

9.80 In my opinion, and because the sign forms an integral part of the EntX building design, the sign will not give rise to visual clutter or other cumulative adverse effects. Furthermore, it will avoid contributing to visual clutter because it will be bold, of a scale in keeping with that of the building on which it will be mounted and because it will be set against a relatively low key and neutral upper building wall cladding material.

9.81 In my opinion, the proposed sign will support this policy and will be consistent with the outcomes sought in policy 6.8.2.1.3 'Managing the potential effects of signage' which has already been discussed.

DOES IT MATTER WHETHER OR NOT THE SCREEN DISPLAYS ONLY SITE RELATED CONTENT?

9.82 Policy 6.8.2.1.6 clearly anticipates off-site signs in non-sensitive zones, such as the commercial zone in which the proposed EntX sign will be located. Off-site signs are required to be 'limited' only in sensitive zones, which I do not consider this particular part of the Commercial Central City Business zone to be.

9.83 The proposed EntX building (not solely the digital screen) was presented to the Christchurch Urban Design Panel on 5 October 2016.

9.84 Under item 11 of "*B. Secondary Recommendations: Further improvements and value added recommendations*," the Panel commented:

> "(The Panel) *Recognises that the signage needs to be developed in more detail and integrated with the scheme – the Panel is not opposed to the LED signage provided its use is associated with the entertainment complex and technical matters including traffic safety can be resolved*."

9.85 While I agree with the Panel's support for the digital screen, I disagree with its assertion that the use of the screen should be limited to matters associated with the entertainment complex only.

9.86 In my opinion, any actual and/or potential environmental effects of the screen will occur, irrespective of the content of the screen's imagery. It makes little difference from an urban design perspective as to whether such effects arise as a result of the screen's promotion of activities inside the building or activities in some other part of Christchurch, New Zealand or the world.

9.87 Further, I do not consider that images which are intended to enhance the amenity of the streetscape or wider area should be limited solely to the promotion/illustration of commercial and recreational activities occurring within the EntX building. This would unnecessarily constrain the potential role of the screen as forming a focus and communication conduit for the Christchurch city centre and the wider community.

9.88 In my opinion, limiting the screen to display only site-related content will result in the *exclusive* use of public space to commercially promote private on-site merchandise and activities.

9.89 I do not consider that it is inappropriate to use the screen for on-site purposes, but I believe that its use for a mixture of both public and private purposes would result in a better urban design outcome.

9.90 So, while I consider the screen should be permitted to promote retail and cinema activities occurring on the Site, I am also of the view that off-site activities, such as community recreational and cultural events, celebrations and activities occurring elsewhere in the Christchurch should also be permitted to be promoted on the screen. This would have the effect of intensifying the city by

'short-circuiting' distances between various events and activities onto one sign in a location remote from where the event is to occur. Off-site screen images would also bring the community of Christchurch together by enabling people to become aware of events happening beyond their normal stamping ground.

9.91 Off-site screen images would contribute to Christchurch's vitality and recovery by supporting the needs of business, infrastructure and community activities in areas beyond the Site.

9.92 The screen will be associated with public space but be controlled and maintained privately. In my opinion, limiting the screen use to on-site activities utilises public space for private, commercial purposes and benefits only. However, if off-site activities were allowed, then the use of public space could have public benefits, such as the promotion of cultural, educational, or recreational events anywhere in the city.

9.93 What should be being considered is the environmental *effects* of the screen and to my mind there is no logical reason why the effects of images related to off-site activities should be any different to those promoting on-site activities. The effects of the screen will be determined by its size, its location, its level of light emittance, and it lack of any associated sound. These effects will not change significantly with any change in the content of the image, whether it be on-site or off-site related (refer Figures 34, 35, 36, 37 and 38).

Figure 34: A 'patchwork' pattern and other advertising on the screen in Piccadilly Circus, London.

Figure 35: Dancers on the screen in Piccadilly Circus London.

Figure 36: Advertisements for a variety of products on the screen in Piccadilly Circus London .

Figure 37: The proposed 'EntX building' screen promoting a film showing in an on-site cinema.

Figure 38: The proposed 'EntX building' screen promoting the Crusaders playing in an off-site Super Rugby Quarter Final.

9.94 In my opinion, and notwithstanding that the screen images differ, there is no significant difference in terms of *environmental effects* between the screen depicted in Figure 37, illustrating an on-site activity and that depicted in Figure 38, illustrating an off-site activity.

9.95 Having considered all the relevant objective and policies, I consider that overall, and on balance, the proposed EntX digital screen is not only *not* contrary to the objectives and policies of the Plan; it is also highly responsive to and supportive of many of its objectives and policies.

10.0 SUBMISSIONS ON THE PROPOSAL

10.1 The public notification status of the application resulted in nineteen submissions, all of which I have read. Four submissions were in opposition to the Proposal, one was neutral and fourteen were in support.

10.2 Rather than respond to each of the submissions, I will discuss my response to each of the key urban design issues they raised.

10.3 The key urban design–related concerns of submitters in *opposition* to the Proposal appear to relate to:

i. The potential adverse amenity and character effects of the Proposal on permitted residential activities, guest accommodation, offices and art studios.

My response

10.4 In my opinion and experience, residential activities in city centre locations cannot reasonably expect suburban standards of amenity.

10.5 Noise is likely to be experienced for longer periods of the day, while lights in surrounding office buildings are frequently left on overnight for cleaners and the like.

10.6 The traditional means of mitigating these noise, light and loss of privacy effects are double glazing (for noise and thermal insulation purposes) and curtains or blinds (for light and privacy control purposes). Even if there were no sign like that being proposed, people inside residential accommodation at night, with the lights on, would be visible to late night workers or cleaners in office buildings in their vicinity and/or people on the footpath across the street. Their likely response to these not unusual 'urban' impacts on their amenity would be to install double glazing in new buildings and to draw their blinds for privacy and to prevent overlooking.

ii. The proposed sign is contrary to the objectives and policies of the Christchurch District Plan, in that the Proposal alone exceeds the permitted area of signage on a

building's primary frontage in the Commercial Central City Business zone.

My response

10.7 I accept that, technically, the proposed digital screen exceeds the permitted area of signage on the EntX building.

10.8 However, the '*technical*' area of signage is 103.5m^2, which is only 8.5m^2 (or 8.07%) more than the permitted maximum of 95m^2, based upon a 190m long primary building frontage.

10.9 However, in my opinion, it would be very difficult to see the full area of the sign from any one location (refer paragraphs 7.10-7.18 of this evidence, together with Figures 19, 19a and 19b). Even from a location directly opposite the corner of the sign (folding around the corner of the building) it would be difficult to see the entire 103.5m^2 surface area of the sign. This is because of the foreshortening effects of perspective which would reduce the apparent length of each of the sign's northern and eastern faces.

10.10 In my opinion, and for the reasons already outlined in paragraphs 17.10-17.13, it would also be very difficult indeed for a pedestrian, cyclist or motorist to actually see from any one location or perceive the (technically) 103.5m^2 of signage, especially when the total area of the screen is 'folded' around the street corner and only part of the sign's total area visually relates to each of the two different but coherent northern and eastern building elevations at right angles to one another.

10.11 In any event I understand that any non-compliance with the size and/or surface area standards for signs simply triggers a different activity status and requires an assessment of the environmental effects of any such non-compliance. In my opinion, this should include the visual and perceived effects rather than the literally technical effects of the size of the screen.

10.12 Although some parts of the proposed sign exceed the permitted height, location relative to ground level, and surface area standards, it is important to remember that it is not the 'fact' or 'magnitude' of any District Plan control non-compliance *per se*, nor the degree to which the control is infringed, that is of significance. Rather, it is the resulting nature, extent and degree of severity of any consequential adverse effects arising from any non-compliance that is of relevance in respect of RMA legislation.

10.13 It follows, therefore, that the focus should be on whether or not any breaches of the permitted sign dimensions, location relative to ground level, and surface area will result in any actual and/or

potential adverse environmental effects that would be more than minor.

10.14 In my opinion, the assessment of the effects of the proposed sign should be based on the *environmental effects* of the sign, and not on the fact that it can be 'seen' and/or that it exceeds a 'permitted maximum surface area'.

10.15 In my opinion, strict compliance with the permitted surface area standards is not always desirable for a sign, especially on a large building or on a significant corner site. Furthermore, strict compliance with surface area standards is not necessary to manage urban design effects, for reasons already discussed earlier and yet to be discussed in this evidence. In my opinion, even if the full 103.5m^2 of sign could all be seen at the same time, the extra 8.5m^2 in the sign area in excess of the permitted maximum of 95m^2 on a building of the size and scale being constructed, will have an insignificant effect on the quality of its surrounding streetscape and/or the amenity of the pedestrians using that streetscape.

10.16 With regard to the submission that the proposed sign will, in itself, exceed the total permitted area of signage before consent for any additional signage is sought, I note that this application is for one sign only and, in my opinion, speculating about the number and/or size of any additional signs for which a resource consent may or may not be sought in the future, is not appropriate to the consideration of this particular resource consent application. The application is for one sign and one sign only.

10.17 In my opinion, any actual and/or potential adverse effects of the proposed size of the digital screen, in the context of both the EntX building and its environs, will be less than minor.

iii. The visual amenity of neighbouring properties, including residential properties in the Eastern Frame.

My response

10.18 The effects on immediate neighbours has been discussed in paragraphs 10.4 – 10.6 inclusive above.

10.19 The residential activities in the Eastern Frame are a minimum of 200m to the east of the intersection of Colombo and Lichfield Streets. I consider these activities to be too far away from the sign to be subject to any adverse effects.

10.20 In my opinion, any actual and/or potential adverse effects of the proposed sign on residential activities in the Eastern Frame will be less than minor.

iv. Advertising is everywhere and screens are very bright.

My response

10.21 In my opinion and experience, general advertising and information sharing is an inescapable experience of the typically highly urban environments constituting city centres. Designed well, as I consider the proposal has been, advertising signage forms part of the nature, character, stimulation and entertainment of city centres. Information sharing screens link people together, both within a city and beyond, not unlike the internet, email, television, Facebook and Instagram. The technical aspects of the light emitted from the screen are discussed in the Eleccom report.

v. Some other cities in the world have banned all public advertising.

My response

10.22 It may well be true that some cities have banned all public advertising but, in my opinion, this is not a sufficient reason to not consider the actual and/or potential beneficial effects of the proposal in relation to the re-building, re-energizing and revitalizing of this particular part of the Christchurch city centre.

vi. The Proposal will give rise to an 'unattractive' streetscape that is 'visually dominated' by the sign.

My response

10.23 There are many other recently completed buildings in the vicinity of the Site whose architecture is, in my opinion, far from unattractive (Justice Precinct, Bus Interchange and The Crossing Retail Precinct).

10.24 The Site is zoned 'Commercial Central City Business' which, in my opinion, signals that the Council anticipates the use of the Central City Site to be 'commercial' and 'urban' in character.

10.25 For all of the reasons expressed in this evidence, it is my opinion that any adverse visual dominance effects arising as a result of the Proposal, will be less than minor. On the contrary, I consider that the proposed screen will contribute to the emerging dynamic, vital and highly attractive Colombo and Lichfield streetscapes.

10.26 The key urban design–related concerns of the submitter *neutral* to the Proposal appear to relate to the Proposal's potential

moving/flashing light effects on one or possibly two third floor level residential apartments that could possibly, at some time in the future, be constructed on top of a retail/office development on the small corner site at 662-664 Colombo Street, diagonally opposite the EntX building site. I understand that this property is owned by RVT Properties Limited.

10.27 The effects on residential amenity that can typically be expected in city centres have already been discussed in paragraphs 10.4 – 10.6 above.

10.28 Virtually all those in *support* of Proposal cite the potential for the sign to add to the vibrancy and attractiveness of the area to residents and visitors alike. Some refer to other great cities of the world where digital screens have been erected in key locations within entertainment precincts. Submissions include phrases such as:

- The digital screen "will be engaging to a collective audience.";
- "A positive impact on the overall 'street scene' for this area.";
- "Bringing vibrancy to the City Centre";
- "Activation of Colombo between Lichfield and Tuam (currently a 'very quiet area')";
- "Bring vibrancy, energy and life to the City Centre, particularly appealing to younger people (something which is lacking in the current CBD landscape)";
- "Enhance an otherwise dead area between Lichfield and Tuam Sts in Colombo St.";
- "Provide an energetic, dynamic and fun vehicle for advertisers to communicate with young people in a positive setting. This could be particularly attractive to advertisers from Tertiary Sectors, Mental Health organisations, events (including council events), concert promoters etc.";
- "I believe the Council needs to be more supportive of businesses within the CBD. To be consistent with that, the Council should allow building owners to make revenue through digital advertising. There is little evidence that existing digital billboards within the central city have caused issues to pedestrians or traffic passing by. There is already a significant number of regulations and complexities imposed on investors or potential investors in the city, and if the Council wants to continue supporting the CBD's recovery, it

needs to be flexible and supportive of applications such as this one."

- "We believe the proposed billboard would have a very positive impact on the overall 'street scene' around the new Hoyts complex";

- "It would also bring much needed vibrancy to the City Centre and provide activation of what is currently a 'dead area' between Lichfield and Tuam Streets.";

- "It would also be an ideal vehicle to promote key events like Cup and Show Week for Christchurch NZ and major CCC Events like Sparks in the park.";

- "This is a fantastic opportunity for the city, and should have been given the green light last year.";

- "Christchurch needs more life in the CBD, and this digital billboard will add another piece to bringing it alive. (Think Times Square). Christchurch CBD also has a dearth of advertising options, and this new site will be a welcome addition to the advertising community (and businesses who may advertise on it)";

- Many city's (sic) around the world have such zones and they make for a safe bright vibrant area that will encourage tourists and locals alike into the city.";

- "It's common place around the world."; and

- "I support the public interaction this display will create. This will add to the modern environment we are creating in the city, and contribute towards showcasing Christchurch as progressive."

10.29 In my opinion, these *supportive* submissions exhibit a relatively sophisticated, contemporary, and realistic understanding of the positive contribution that the proposed digital screen will bring to this key intersection within the currently emerging Christchurch city centre and it wider environs. I agree with these submissions.

11.0 URBAN DESIGN MATTERS DISCUSSED IN THE COUNCIL'S SECTION 42A REPORT

11.1 I have read Council's Officer's Section 42A report, noting in particular her comments in relation to *urban design effects* of the screen[2].

11.2 Among other things, the report addresses:

11.2.1 Effects on character and amenity (visibility, prominence and dominance);

11.2.2 Visual coherence;

11.2.3 Architectural integrity; and

11.2.4 Positive effects.

Amenity and Character

11.3 The report relies on the urban design content and images of the screen contained within Mr Lonink's evidence. In my opinion, there are a number of errors and misrepresentations in these images which I describe at paragraphs 12.18 – 12.21 below.

11.3 The Council Officer's report states that the sign will be highly visible from the residential environment of the East Frame[3].

11.4 I disagree with this statement. Having visited the intersection of Lichfield and Manchester Streets, I agree that the site screen will be visible from the street space, but I disagree that it will be '*highly visible*' from any residential development at the southern end of the East Frame (refer paragraph 9.15 and Figure 22 of this evidence).

11.5 The Council Planner's report also states that the size of the sign cannot be feasibly absorbed into the Colombo/Lichfield Street intersection without creating unacceptable adverse effects due to its dominance and prominence, particularly when buildings are completed on all four corners of the intersection. I am not sure what particular buildings are being referred to because the south-eastern corner has recently been built out by the new bus interchange, the Ballantynes Building on the north-western corner has recently been renovated and the only corner site yet to be

[2] RMA20171354 Section 42A report, Actual and Potential Effects on the Environment (S.104 (1)(a)), pages 7, 8 and 9.

[3] RMA20171354 Section 42A report, Amenity and Character (S.104 (1)(a)), para 71, page 14.

built upon is the very small one on the north-eastern corner of the intersection.

11.6 With the possible exception of the building yet to be constructed on the vacant corner site, it's my opinion that all corner buildings are large enough to comfortably accommodate a screen of the size proposed. The Planner's report reads as if the very visually prominent large cantilevered roof on the bus interchange doesn't exist. The report barely mentions it as a scale-setting building and one which, in my opinion, is more than capable of rendering the proposed screen contextually suitable in both size and prominence.

11.7 With regard to the issue of on-site and off-site advertising, I do not accept the implication that off-site signage has greater effects than signage that relates to on-site activities. In the past, the distinction was made because it was thought that there may be differences in effects on the environment (as opposed to people's likes/dislikes). However, more recently, I think it has been recognised that there are no significant differences in effects between the two types of signs. That is why I was surprised at the comment made by the Urban Design Panel when considering the building itself.

Visual coherence

11.8 Paragraph 81 of the Planner's report agrees with Mr Lonink and provides support for the screen's potential *"to promote the movie theatre activity through a dynamic digital screen and as a major entertainment complex. The building is a distinct landmark for the city and an LED screen showing movie clips, for instance, would relate the activities taking place in the building to the street and could be part of the urban experience."*[4]

11.9 No mention is made here of the sign being of a size that '*could (not) be feasibly absorbed into the Colombo/Lichfield Street intersection without creating unacceptable adverse effects due to its dominance and prominence, particularly when buildings are completed on all four corners of the intersection.*' [5]

Integration with architectural features of the building

11.10 In summary, The Council Officer agrees with the views of Council's Urban Designer, particularly the overall view that

[4] RMA20171354 Section 42A report, Visual coherence (S.104 (1)(a)), para 81, page 16.

[5] RMA20171354 Section 42A report, Amenity and character (S.104 (1)(a)), para 73, page 15.

'*adverse effects of the sign in respect to integration with the architectural features of the building are not significant but could be avoided or reduced by Mr Lonink's recommendation to reduce the area and the height of the sign.'*[6]

11.11 I disagree with the suggestion that the integration of the screen with the building would be improved if it were smaller in size. In my opinion, a smaller sign would have the effect of rendering the sign as being *hung/applied* to the building's exterior wall surface in much the same way as a picture is seen against the larger interior wall surface it hangs upon.

11.12 In my opinion, having the screen cover the entire surface of the exterior walls of the building at northern end of Colombo Street and the eastern end of Lichfield Street, will render the screen much more of an integrated component of the building than would a smaller sign where wall cladding surrounds the screen.

Integration with architectural features of the building

11.13 The Council Planner agrees that *'the sign is complimentary to the building design.'* [7]

11.14 However, Mr Lonink's views are contradictory. On the one hand he is referred to in the Council Planner's s 42A report as considering that the sign is reasonably well integrated with the design of the building, so far as it contributes to the corner definition of the (large) building, but on the other hand he considers it would be better if the screen were smaller. I am further confused by Mr Lonink's view that the building is large enough to not be dominated by the sign, but it would be better if the size of the sign were reduced.[8]

Positive effects

11.15 The reporting planner is of the view that the digital screen which, in such a prominent location and of a large size, will provide activation with street users and contribute to the vibrancy of the area. However, this is seen by the Planner as *'being in the context of the receiving environment which is currently progressing with the construction and establishment of a high*

[6] RMA20171354 Section 42A report, Integration with architectural features of the building (S.104 (1)(a)), paras 85 and 88, pages 16 and 17.

[7] RMA20171354 Section 42A report, Integration with architectural features of the building (S.104 (1)(a)), para 84, page 16.

[8] RMA20171354 Section 42A report, Integration with architectural features of the building (S.104 (1)(a)), para 85, page 16.

quality urban city centre environment as opposed to being a 'dead' area that is in need of 'enlivening'.[9]

11.16 The Council Planner expresses the view that using the screen to display movie/entertainment clips would provide a greater potential to contribute to enlivening the area, when compared to the general advertising goods and services such as supermarket specials, motor vehicles or insurance. For the reasons already discussed[10], I do not agree that the type of advertising (on-site or off-site) would have any significant difference in effect on the amenity of surrounding area.

11.17 However, I would favour any off-site activities shown on the screen including the promotion of community activities and/or activities which have a widely based social/cultural/recreational interest, although I acknowledge that this would be difficult to require in an enforceable condition.

11.18 Overall, I disagree with the conclusions and recommendation of the s 42A report. There is nothing in that report that would change my views on the urban design merits of the screen as proposed.

12.0 THE COUNCIL URBAN DESIGNER'S STATEMENT OF EVIDENCE

12.1 I have read Council's Urban Designer's statement of evidence which '*is focussed on the visual effects of the billboard upon the general and visual amenity of the receiving environment.*' [11]

12.2 In summary, Mr Lonink considers the key urban design matters to be as follows:

12.2.1 The off-site nature of the advertising[12];

12.2.2 The size of the sign is incompatible with the human scale of the pedestrian focussed environment it will be located within[13];

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[9] RMA20171354 Section 42A report, Positive effects (S.104 (1)(a)), para 99, page 18.

[10] Refer Statement of Evidence of Clinton Arthur Bird, paragraphs 9.82-9.95 on pages 49-53.

[11] Statement of evidence of John Lonink, paragraph 2.2, page 1.

[12] Statement of evidence of John Lonink, paragraph 5.2, page not numbered.

[13] Statement of evidence of John Lonink, paragraph 5.2, page 2 not numbered.

12.2.3 The sign is not well-integrated with the architecture of the building[14]; and

12.2.4 The sign could set a precedent for similar signage occurring within the area[15].

12.3 Mr Lonink goes on to state that should the application be granted he recommends the following amendments to the application[16]:

12.3.1 Content displayed on the screen needs to be site related[17];

12.3.2 The size of the sign needs to be significantly reduced[18];

12.3.3 The height of the screen needs to be lowered[19]; and

12.3.4 The integration of the screen with the architecture of the building needs to be improved[20].

12.4 I disagree with all of Mr Lonink's views outlined in paragraphs 12.2 and 12.3 above, for the reasons which I discuss below.

Off-site advertising (refer 12.2.1 above)

12.5 Mr Lonink provides very little evidence as to why he considers that on-site advertising will be acceptable but off-site advertising not. The main rationale appears to be contained in paragraph 31.2 of his evidence where he states:

12.5.1 *'The sign will in some way be of benefit to the business of the cinema and food and beverage retail on (sic) ground floor of the building as the sign will continuously draw attention and potentially create some additional footfall. However, there will be a lot more benefit for the businesses inside the building if the content on the sign would directly relate to the businesses.'*

12.6 For the reasons already outlined in paragraphs 9.82-9.95 of this evidence, I do not agree with Mr. Lonink's views on the effects off-site signs.

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[14] Statement of evidence of John Lonink, paragraph 5.3, page not numbered.

[15] Statement of evidence of John Lonink, paragraph 5.4, page not numbered.

[16] Statement of evidence of John Lonink, paragraph 5.5, page not numbered.

[17] Statement of evidence of John Lonink, paragraph 5.5, page not numbered.

[18] Statement of evidence of John Lonink, paragraph 5.5, page not numbered.

[19] Statement of evidence of John Lonink, paragraph 5.5, page not numbered.

[20] Statement of evidence of John Lonink, paragraph 5.5, page not numbered.

12.7 As far as I have been able to determine, there is nothing in the District Plan that actively discourages off-site signage in *commercial zones*.

12.8 I also consider that is for the applicant to determine what is considered to be a suitable and acceptable balance between the time that the images on the screen are devoted to on-site and off-site advertising in a commercial zone.

12.9 For all the reasons outlined (including those in paragraphs 9.82-9.95 of my evidence above), I do not consider that there will be any significant difference in the *environment effects* arising from any differences in 'on-site' and 'off-site' sign imagery.

The size of the sign is incompatible with the human scale of the pedestrian focussed environment it will be located within (refer 13.2.2 above)

12.10 Mr Lonink considers that 'the cinema building is of a size and scale similar to the bus interchange building. As such it is not easily dominated by the LED billboard, even of such a size as is being proposed.'[21] I agree with this observation.

12.11 However, I disagree with Mr Lonink's view that the sign is of a size:

12.11.1 That is not compatible with the human scale of the pedestrian focussed environment it will sit in; and

12.11.2 That it will most likely dominate the surrounding environment and as such negatively impact on the amenity of the area.

12.12 In my opinion, the scale of the environment is the result of some quite large buildings, including the EntX building, the Bus Interchange building, the Justice and Emergency building, the Ballantynes building and The Crossing building, all of which are in close proximity to the proposed screen.

12.13 The bus interchange has a large scale cantilevered roof form which exceeds the size of the proposed screen and the Justice and Emergency building have large, relatively unadorned concrete wall panels which also exceed the size of the screen (refer Figures 39 and 40 which have been sourced from Mr Lonink's evidence).

[21] Statement of evidence of John Lonink, paragraph 10.2a.i., page not numbered.

Figure 39: The Bus Interchange building, viewed for the north -west corner of Colombo and Lichfield Streets (source: John Lonink's evidence).

Figure 40: The Justice and Emergency building, viewed from the western end of Lichfield Street (source: John Lonink's evidence).

12.14 In my opinion, and given the scale and character of the surrounding commercial environment, the proposed size of the screen will have no significant adverse effects on its receiving environment.

12.15 In my opinion, the receiving environment is the collective product of the various building forms, proportions, ornamentation, materials, colours, activities and streetscape dimensions, materials and fittings that constitute that environment. I do not believe the proposed size of the sign (which Mr Lonink acknowledges will not dominate the EntX Building) will make any

significant difference to the effects of that building on the receiving environment.

Visual catchment area

12.16 Generally, I do not disagree with Mr Lonink's description of the screen's visual catchment area.

Photo representations of the screen

12.17 At section 11 of his evidence Mr Lonink assesses a series of visual simulations of the proposed sign in relation to the EntX building and in the context of its wider receiving environment (refer Figures 40a, 40b, 40c, 40d, 40e, 40f and 40g below).

12.18 In my opinion, the use of a solid block of bright high visibility (*hi-viz*) yellow in all of the simulations provides an unrealistic and distorted impression of the visual effects of the proposed screen. It appears to be a highly dominant and unrealistically prominent element in its receiving environment. I note that 'hi-viz' yellow and orange are used on road safety signage and on safety clothing worn by people working in potentially dangerous situations in order to maximize their visibility and to make them clearly stand out against their surroundings.

12.19 In my opinion, more realistic and representative depictions of the screen image would contain text and be more varied and fragmented in their composition and colour range.

12.20 In my opinion, there is also an error in the depiction of the bright yellow screen in the images immediately following paragraphs 11.6, 11.7, 11.8 and 11.9 of Mr Lonink's evidence (refer Figures 40e, 40f and 40g below). The northern face of the screen sits well forward of the building's northern elevation, reaching at least as far as the northern-most edge of the inclined canopy. The northern and eastern faces of the screen have no building directly behind them to which they could be fixed (see Figure 40a, 40b, 40c and 40d).

12.21 The overall effect of 'pulling' the sign off the building and closer to the viewer conveys the impression of a larger screen size than would be the case if it were correctly placed in relation to the corner of the building.

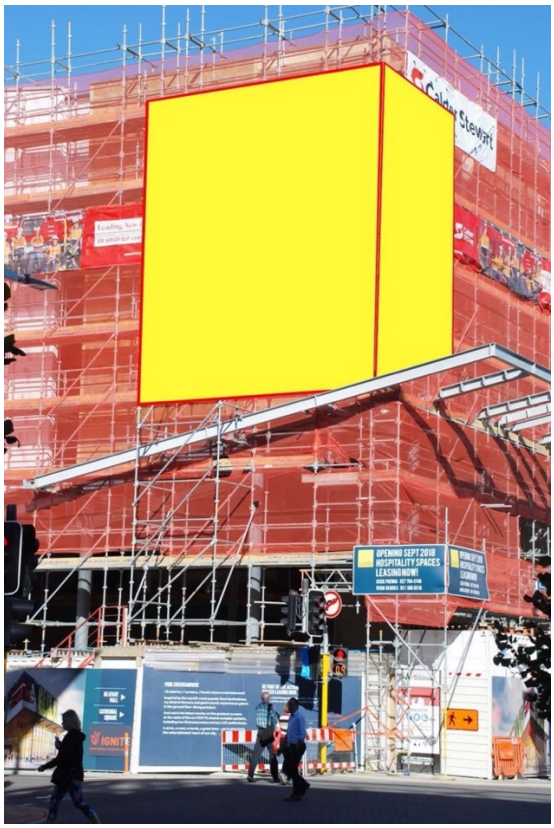

Figure 40a: Photograph described in paragraph 11.2 of John Lonink's Statement of Evidence.

Figure 40b: Photograph described in paragraph 11.3 of John Lonink's Statement of Evidence.

Figure 40c: Photograph described in paragraph 11.4 of John Lonink's Statement of Evidence.

Figure 40d: Photograph described in paragraph 11.5 of John Lonink's Statement of Evidence.

Figure 40e: Photograph described in paragraph 11.6 of John Lonink's Statement of Evidence.

Figure 40f: Photograph described in paragraph 11.7 of John Lonink's Statement of Evidence.

Figure 40g: Photograph described in paragraph 11.9 of John Lonink's Statement of Evidence.

Risk of precedent being set

12.22 This is an issue which is one of the matters listed in Rule 6.8.5.1. I consider this proposal to have unique characteristics. It is the first sign of this nature in Christchurch. In my opinion, the issue of precedent is unlikely to arise because the environmental effects of a specific sign proposal are the result of a unique set of (at least) physical, spatial, social, economic and cultural circumstances and these are unlikely to coalesce on an identical site in the same unique mix. I also disagree with the underlying implication that any precedent established would be adverse.

Integration of the sign within the architecture of the building

12.23 Mr Lonink expresses his view that the screen should be better integrated with the architecture of the building and suggests reducing its size so that it can be articulated in a similar manner to other volumes that protrude from the façade of the building.

12.24 Since lodging the application, further work on the design, size and projection of the sign from the building has been carried out (refer Figure 41, which illustrates the current sign proposal).

12.25 As explained earlier in this evidence, I consider the sign to be better integrated into the architecture of the building if it appears to be an integral component of the overall bulk and form of the building. If it were to be smaller, it would appear somewhat of an ' add-on', which would reduce its integration with the architecture of the building to little more than that of a picture hanging on a wall.

12.26 Designed as it is, the screen literally forms the corner of the upper part of the building while its western and southern vertical edges align with the rhythm of the glazing bars at street level. In my opinion, the sign creates an attractive, turret-like, 'radiance' to reinforce and punctuate the street corner. This dynamic element attractively juxtaposes the static and relatively enclosed upper level cladding interspersed with narrow, vertical 'slots' of glazing. The sign also reads as one of the upper level cladding panels, but one which, appropriately for its corner location, differs for the other upper level panels.

Conclusions with regard to Mr Lonink's statement of evidence

12.27 For all of the reasons outlined, I agree with many of Mr Lonink's views on the benefits and positive effects of the proposal, but I do not agree with his criticisms of it.

12.28 I do not agree that the size of the sign is not compatible with the human scale of the pedestrian environment it will sit within, nor do I consider that it will most likely dominate the surrounding environment and, as a result, negatively impact on the amenity of the area.

12.29 I do not consider that there is a significant risk that the sign will set a precedent for similar signage to occur within the area.

12.30 I do not agree that the sign is not well integrated within the architecture of the building.

12.31 Having considered Mr Lonink's evidence very carefully, there is nothing I have read that would change my views on the suitability of the proposed screen either in relation to the EntX building to which it will be attached or in relation to its receiving environment, from an urban design perspective.

13.0 ARCHITECTURAL DESIGN STRATEGY FOR THE SPECIFIC DESIGN AND PLACEMENT OF THE SCREEN ON THE BUILDING

13.1 The architectural design strategy for the specific design and placement of the screen was as follows (refer Figure 41):

Figure 41: A view of the proposed digital screen on the south-western corner of Colombo and Lichfield Streets.

13.1.1 To reinforce and celebrate the north-western corner of the Site that is formed by the intersection of Colombo and Lichfield Streets;

13.1.2 To signify the recessed main entrance into the three storey high glazed lobby on the street corner;

13.1.3 To wrap around the corner of the building in synch with the wrap around glazing on the lower two floors beneath the sign;

13.1.4 To make legible the widened and sheltered pedestrian gathering area on the footpath beneath the sign that is created by the building setback from the site boundary;

13.1.5 To provide the corner with visual interest in a thoroughly contemporary and societally relevant digital manner;

13.1.6 To contain the screen within the bulk and location of the building form;

13.1.7 To inextricably link the size and location of the screen with the north and east elevations of the building;

13.1.8 To index the vertical edges of the screen to the vertical edges of the glazing to the three storey high entrance atrium below; and

13.1.9 To locate the corner screen between the relatively neutral and static architectural 'brackets' formed by the vertical green striped cladding either side of the sign.

13.2 In my opinion, the combination of all nine components of the design strategy for the screen has been very successful. The strategy has inextricably embedded the screen within the architecture of the EntX building and will provide a well resolved, architecturally harmonious, coherent and non-dominant building on the corner of Colombo and Lichfield Streets.

14.0 URBAN DESIGN PRINCIPLES WITH REGARD TO GOOD STREET CORNERS

14.1 Significant street corners in the central areas of cities are frequently given added emphasis and prominence by the massing and design of the buildings on these corners.

14.2 Colombo Street is a very significant street in the urban design structure of Christchurch. It is the arguably the most important central, north-south aligned street axis and its continuity from north to south is interrupted only by its "detour" around the edges of Cathedral Square which forms the spatial heart of the city (see Figure 42).

14.3 Lichfield Street also plays a significant role in the underlying structure of the Christchurch city centre because it is one of the longest and most prominent east-west streets in this part of the city (refer Figure 42). Lichfield Street also connects Colombo Street to with the River Avon, which is the natural force of the broader Christchurch region.

14.4 The site on the corner of Colombo Street and Lichfield Street derives its significance and importance from the fact that it lies at the intersection of these two key central city streets.

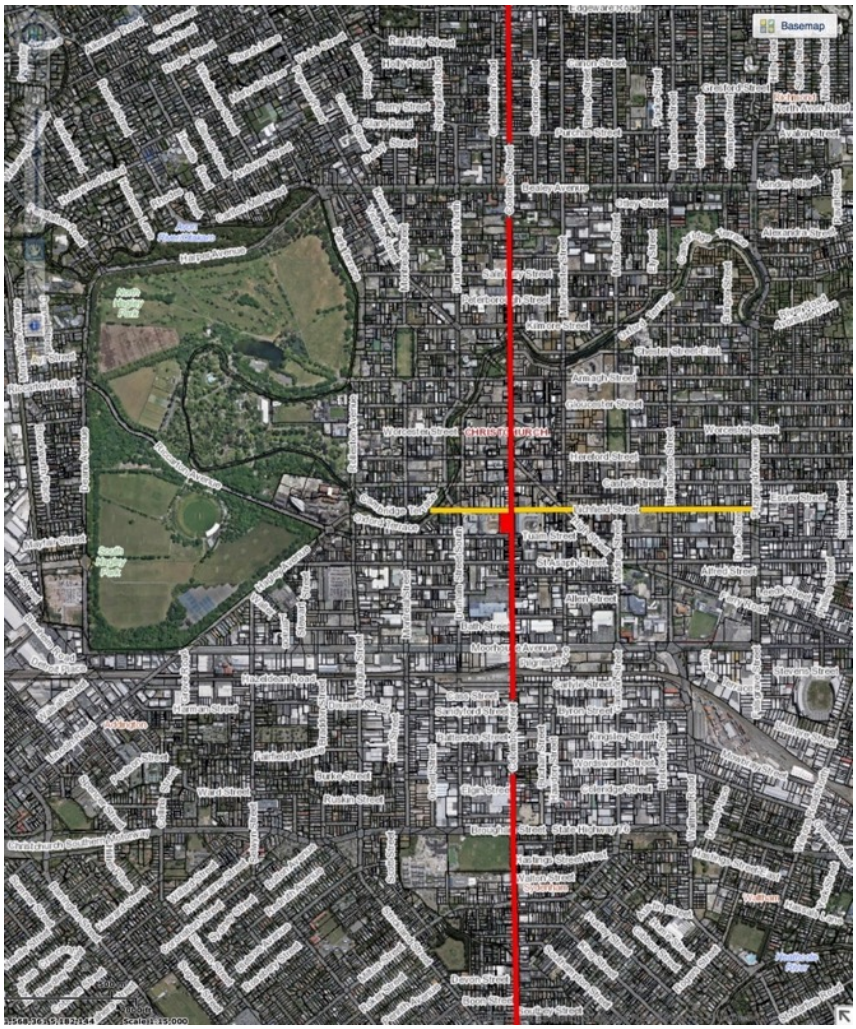

Figure 42: A Google Earth map of Christchurch illustrating Colombo Street aligned north-south through the centre of the map (in red), and its intersection with the east-west aligned Lichfield Street (in yellow) lying to the south of Cathedral Square and connecting Colombo Street to the River Avon.

14.5 For these reasons I consider that the proposed digital screen will bring a visual prominence to the intersection of Colombo and Lichfield Streets entirely commensurate with the significance of this intersection in the city street hierarchy.

14.6 There are many internationally recognized ways in which buildings on significant street corners can serve to enhance the visual legibility of their site's urban importance and prominence. These are outlined below.

Building walls following their site's street boundaries

14.7 Buildings with walls literally following their street boundaries to reinforce and literally express the shape of the plot in built form. This gives the building a distinctively responsive form and identity which is directly indexed to the plan footprint of its site. This design strategy also maximizes the building's internal floor space (refer Figures 43-48).

Figure 43: The historic 'tapered' Flatiron Building at 175 Fifth Avenue, New York.

Figure 44: A contemporary building at 1180 Fourth Street, New York.

Figure 45: Delmonicos Building, New York.

Figure 46: The Vodafone Building, Fanshawe Street, Auckland.

Figure 47: St Botolph Building, London.

Figure 48: A building in Japan, with a digital screen giving added visual emphasis and prominence to the corner.

Buildings with towers, clocktowers, and other architectural embellishments to punctuate and emphasize the significance of the corner.

14.8 Such devices help to visually 'punctuate' the corner and peg/anchor the building to its site (refer Figures 49-51).

Figure 49: Maritime Square, Viaduct Harbour, Auckland.

Figure 50: a glazed 'tower' on a corner building in Philadelphia.

Figure 51: A truncated tower form on the Museum of Contemporary Art, Tokyo.

Buildings which create recesses on their corners by the 'subtraction' of built form.

14.9 This design approach is often linked to an entrance on the street corner (refer Figures 52-56).

Figure 52: A 'recessed' corner building in London.

Figure 53: A 'recessed' corner building in the USA.

Figure 54: An artist's impression of a 'recessed' corner building currently under construction in St Georges Bay Road, Parnell, Auckland.

Figure 55: The recessed corner of the Iranian Embassy, London, with a three storey museum block partially re-occupying the space created by the original recession.

Figure 56: The EntX Building, currently under construction in Christchurch.

14.10 The EntX building is a good example of a building which both creates a (two storey) recess on the corner of its Site and punctuates and reinforces the street corner with a digital screen on the third level. In my opinion, the EntX building is a good amalgam of responses to its corner Site, which collectively result in a very harmonious, enticing and welcoming corner entrance.

15.0 THE RELATIONSHIP OF THE SCREEN TO THE ARCHITECTURE TO WHICH IT IS ATTACHED

15.1 There are a two main ways in which a digital screen can be related to the architecture to which it is attached.

15.2 The first is to treat the screen as a picture "hung" on the exterior wall of a building, rather like a picture on an interior wall, and in a manner which renders the screen somewhat independent of the architecture (refer Figures 57-62).

Figure 57: A Coca-Cola sign on a corner building in Tokyo.

Figure 58: A sign advertising a market, wrapped around the corner of a building in Tokyo.

Figure 59: A sign on the Grand Mercure Hotel, on the corner of Queen and Customs Street East, Auckland.

Figure 60: A screen on an office building in Berlin.

Figure 61: A screen on a wall of a building in the USA.

Figure 62: A giant outdoor television entertainment screen in Federation Square, Melbourne.

15.3 The second and, in my opinion, the more preferable method is to design the screen to be an integral component of the building elevation, thereby inextricably embedding it within the architecture to which it is attached. That is the approach adopted with the EntX screen (refer Figures 63-68).

Figure 63: A large digital screen on two elevations of the upper levels of a corner building in Tokyo.

Figure 64: A digital screen, in the USA, wrapped around a 'floating' rectangular form which is expressed as a distinct component within the overall composition of the building.

Figure 65: A large screen wrapped around the upper levels of the curved corner component of a building in New York.

Figure 66: A digital screen forming an inextricable component of the form of a building (location unknown).

Figure 67: A cube-shaped building clad in a digital screen illustrating the skyline of New York.

Figure 68: The proposed digital screen acting as cladding to the corner element of the EntX building. The screen is not unlike a smaller version of the cube form illustrated in Figure 67 above.

16.0 THE DIGITAL AGE

16.1 In my opinion, it is an inescapable fact that most members of contemporary Western societies live in a digital age (refer Figures 1-6 in Appendix 1 to this evidence). I am also of the view that the buildings making up a city should be expressive of their time. A building which embraces the digital age is therefore expressive of its time.

16.2 The ubiquity of digital media and its effects on society suggest that we are at the start of a new era in industrial history, sometimes referred to as the 'Information Age', and perhaps leading to a paperless society in which all media are produced and consumed on the screens of various devices.

16.3 However, I am not suggesting that all buildings should have digital screens forming part of their external appearance.

16.4 A recent article on "7 Key Trends in Urban Design" listed Digitalisation as Number 3.[22]

3. Digitalisation

16.5 With technology integrated into new buildings as a rule rather than an exception, the digital age does indeed seem to be upon us. The major driver for innovation in this sector has been energy and sustainability with "IoT" intelligent buildings monitoring resource consumption, boosting efficiency and reducing energy costs.

Related reading:
How IoT Technologies Are Adding Value to Commercial Buildings

16.6 More and more digital technologies are integrated into urban design, reaching from basic elements *such as LCD screens instead of traditional billboards* to embedded technology leading to smart buildings and computer automation. (my emphasis)

16.7 Urban connectivity is rapidly growing in importance for urban design. By digitally connecting public transport, social services, health and public spaces to increase accessibility and create higher efficiency, the face of our cities will continue to visibly evolve towards a more digital world.

[22] The Urban Developer, Tuesday March 13, 2018, Australia. https://theurbandeveloper.com/articles/undefined

17.0 SCREENS IN INTERNATIONALLY RENOWNED CENTRAL CITY SPACES

17.1 Some of the world's best known central city intersections and public spaces are characterised by their digital screen imagery (refer Figures 69-76). These include Piccadilly Circus in London, Shibuya Crossing in Tokyo and Times Square in New York.

17.2 While I would not suggest that Christchurch should imitate or aspire to the aesthetics of the public spaces illustrated below, the presence of large numbers of people in the majority of the images does suggest that people are not intimated and/or adversely visually dominated by digital screens on buildings fronting onto major public spaces and/or forming the corners of key street intersections.

17.3 I would also assume that there would very likely be residential uses nearby that would be able to see these screens at least as prominently as any residential use would see the screen on the EntX Building/

Figure 69: Piccadilly Circus in London by day.

Figure 70: Piccadilly Circus in London at night.

Figure 71: Shibuya Crossing in Tokyo during daylight.

Figure 72: Shibuya Crossing in Tokyo at night.

Figure 73: Shibuya Crossing, Tokyo, during daylight. This image illustrates the digital screen fully integrated into the building in the centre of the photograph.

Figure 74: Shibuya Crossing, Tokyo, at night. This image also illustrates the digital screen fully integrated into the building in the centre of the photograph.

Figure 75: Times Square, New York, during daylight.

Figure 76: Times Square, New York, at night.

18.0 ASSESSMENT OF VISUAL SIMULATIONS

18.1 All visual simulations prepared for the proposed digital sign were produced in accordance with the New Zealand Institute of Landscape Architects Best Practice Guide 10.2 (NZILA BPG10.2) (*Best Practice Guide*).

18.2 I am advised by Ignite Architects that the preparation of the visual simulations involved the following steps:

- Key viewpoint locations around the Site were identified;
- Survey markers were placed around the site and GPS coordinates logged and marked accurately on the plan;

- Photographs of the proposed building were taken with a Sony NEX5 camera, noting the focal length and lens angle to enable matching in Revit software;
- Height was standardised to 1.7m;
- GPS coordinates were taken into Revit and the camera placed in exact survey points and heights;
- Virtual camera settings were set to match the physical camera settings;
- The exact camera views were taken into Enscape, rendered and saved;
- Photographs from the Site were taken into Photoshop and clutter deleted from the photograph by cutting out as required;
- Rendered images from Revit were overlaid and checked for accuracy against built set-out points; foreground bottom corners and foreground top corners;
  For two point perspectives, 4 corners were also checked for accuracy;
  For 1 point perspectives, only one direction top and bottom corners were checked;
- The blended images were saved as JPEGs; and
- The on-site accuracy of focal length and the reading distance from the face (as per the Best Practice NZILA Guidelines), were checked.

18.3 It is acknowledged that the visual simulations depicted in Figures 77-84 in this evidence may be too small to be clearly legible so reference should be made to the set of images tabled at the Hearing.

18.4 The drawings illustrating the 'existing' and 'proposed' views are to be printed and viewed in accordance with the NZILA Best Practice Guide.

18.5 I have assessed the effects of non-compliances with the permitted sign height, location relative to ground level, and surface area, as illustrated in Visual Simulation Numbers 1 to 7 (refer Figure 77). I note that, without exception, all images provide evidence of how the folded/curved screen combine with the effects of perspective to reduce the total *visible* surface area of the screen from its total *technical* surface area of 103.5m^2 to as low as between 75.9m^2 and 77.1m^2. Even if the second worst case area of 77.1m^2 were to be conservatively rounded up to 78m^2, the screen area would comfortably comply with the District Plan's permitted maximum surface area of 95m^2 for a sign in this location.

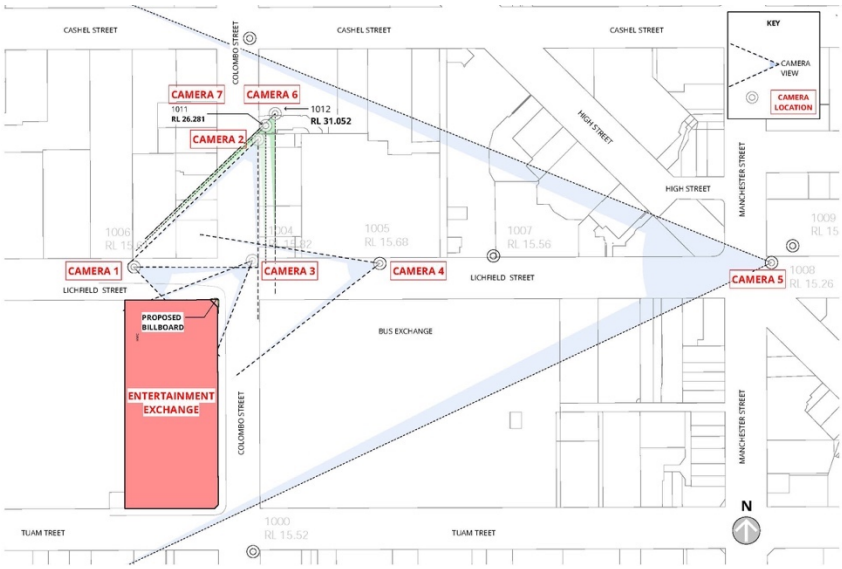

Figure 77: The camera locations 1-7, from which the various visual simulations of the proposed screen have been prepared. The areas shaded blue (camera locations 1-5) relate to views from public space and those shaded green (camera locations 6 and 7) relate to views from private space.

18.6 The screen is visible to varying degrees in all seven simulations. However, simply being able to see the screen and/or that part of the building to which it is attached does not necessarily, of itself, result in adverse environmental effects (refer Figures 77-84).

18.7 The architects who produced the visual simulations have advised that, should anyone wish to compare these simulations with the actual views experienced from the camera location viewpoints on site, it is recommended that the simulations be used in the field as follows:

18.7.1 Print all images at A3 size, with no scaling in the print, mount on rigid card and remove all of the white boundary;

18.7.2 Once on site, locate the survey nails in the foot path,

a. Note: all of the positions are still in the pavement but can be difficult to find;

18.7.3 It is recommended that the comparison be undertaken in the morning at about mid-morning to recreate the same contrasts and shadows that are portrayed in the images;

18.7.4 Hold the image out at arm's length and bring into the face until the prescribed measurement from the eye is as noted in directive '7' below;

18.7.5 Try to align the image with known points at the perimeter of the image such as kerb lines, tops of buildings or other notable features;

18.7.6 Once the image is about correct, try to tilt about until the image is correct on all sides making sure all features are aligned, this is best done with only one eye open,

a. Note: the image may need to be raised up for the closer viewpoint location images, such as capture in the Camera 3 location.

18.7.7 Once everything is aligned, keep the image stationary and keep focused on the centre of the image in the same position for about 10-15 seconds. The border will then disappear into the periphery and provide an accurate rendition of the screen mounted on the facade.

18.7.8 The image lengths that work best for the images are outlined below:

- Camera 1 - 300 to 330mm
- Camera 2 - 280 to 300mm
- Camera 3 - 300 to 330mm
- Camera 4 - 500 to 520mm
- Camera 5 - 290 to 310mm
- Camera 6 - approximately 500mm
- Camera 7 - approximately 560mm

18.8 **Camera Position 1:** From the opposite side of the road midway along that part of Lichfield Street to the west of Colombo Street (refer Figure 77).

Figure 78: A view of the screen on the top left hand corner of the northern elevation of the EntX Building, as seen from the opposite side of the road near the western end of Lichfield Street.

18.9 In this image, only part of the full vertical height of the screen is visible because the lower part is obscured by the steeply angled veranda. The horizontal length of the screen is foreshortened by the effects of perspective.

18.10 Although the screen can be seen, its surface area is so small relative to the other ingredients of its setting that it cannot, in my opinion, be described as visually intrusive and/or dominant. Due to the effects of perspective, the screen appears approximately the same size and area as the pair of doors alongside the pavement in the lower right corner of the image.

18.11 In my opinion, the screen's changing images will provide an attractive complement to, but not detract from, the cantilevered bus interchange roof. It will also add to the vibrancy, vitality and urbanity of the Central City Business area.

Camera Position 2: From the opposite side of the Road in Colombo Street north of Lichfield Street. Views of the screen from locations any further north along this part of Colombo Street are obscured by the first floor level pedestrian bridge over the street (refer Figure 77).

Figure 79: A view of the screen on the top left hand and top right hand corners of the northern and eastern elevations of the EntX Building respectively, as seen from the opposite side of the road just south of the first floor level pedestrian bridge over Colombo Street.

18.12 In this image, that part of the screen on the northern elevation of the EntX Building will be more readily visible than will that part of the screen on the eastern elevation, which is considerably foreshortened in width by the effects of perspective.

18.13 Although the screen can be seen, its size and scale is such that it blends into the characteristically urban grain and texture of the overall street scene. In my opinion, it will not visually dominate the streetscape.

18.14 In my opinion, the screen's changing images will not detract from the quality and/or amenity of the commercial street scene. On the contrary, it will provide an attractively dynamic landmark denoting the commercial nature of the EntX Building and its surroundings, analogous with manner in which the cantilevered roof signifies the entrance to the bus station.

Camera Position 3: From the north-eastern corner of the intersection of Colombo and Lichfield Streets (refer Figure 77).

Figure 80: A view of the screen wrapping around the north-eastern corner of the EntX Building, as seen from the diagonally opposite north-eastern corner at the intersection of Colombo and Lichfield Streets.

18.15 It is from this viewpoint that the curved bend in the screen is most visually apparent. It is also the location from which the full extent of the screen's surface area is most apparent.

18.16 Because the vertical edges of the screen align with the largely transparent glazing below the inclined canopy, the screen appears to continue the ground level glazing up into the upper floors. In doing so the screen creates a welcome break in the largely enclosed upper floor levels.

18.17 In my opinion, neither the screen itself nor the screen's changing images will detract from the quality and/or amenity of the commercial street scene. On the contrary, the screen will provide an attractively vital, vibrant and dynamic landmark that creates a highly appropriate sense of place, immediately alongside this important commercial and transportation nexus.

Camera Position 4: From the opposite side of the Lichfield Street, directly outside the entrance to The Crossing 'laneway' in Lichfield Street East (refer Figure 77).

Figure 81: A view of the screen wrapping around the north-eastern corner of the EntX Building, as seen from the opposite side of Lichfield Street East, immediately outside the entrance to The Crossing 'laneway'.

18.18 In this image the eastern face of the screen becomes visually more prominent than its northern face to Lichfield Street West. However, that is not to say that the screen facing Colombo Street is overly visually prominent or dominant.

18.19 The screen provides a means by which the building 'turns the corner' in a highly satisfactory and effective manner. The screen provides a modern day substitute for the traditional, but somewhat outdated, deployment of turrets and clock towers etc., on key corners within the city's central business street network.

18.20 The juxtaposition and visual interplay of the large scale, cantilevered roof over the corner entrance to the bus interchange with the digital screen's changing images, will contribute to the enhancement of the varied and vibrant character of this key central city intersection.

18.21 In my opinion, when viewed from this location the proposed screen will not be overly visually prominent or dominant.

Camera Position 5: From the north-eastern corner of the intersection of Lichfield Street, Manchester Street and High Street, looking westwards along Lichfield Street (refer Figure 77).

Figure 82: A very distant view of the screen wrapping around the corner of the EntX Building, as seen from the opposite side of the road near the intersection of Lichfield Street East and High Street.

18.22 In this image the screen is only just visible detectable near the far end of Lichfield Street.

18.23 Not only is the screen some considerable distance (approximately 200m) from the intersection of Lichfield and Manchester Streets, but also its overall eastern face is partially visually truncated and eclipsed by the boldly scaled cantilevered roof over the entrance to the bus interchange.

18.24 In my opinion, the location of the proposed screen on the EntX Building is appropriate to the significance of this central business district street intersection and to the nature of the activities occurring within the building of which it will form a component.

18.25 This image depicts a situation where the screen is so far removed from the proposed residential activities of the Eastern Frame, that any actual and/or potential adverse effects on the Frame will be less than minor.

18.26 In my opinion, any actual and/or potential adverse environmental effects, arising as a result of the sign's infringing the District Plan's permitted sign size, location relative to ground level, and/or surface area, will be less than minor.

Camera Position 6: From the outdoor balcony just to the south of the large external doors opening onto the balcony a couple of metres back from the southern parapet of the heritage building (refer Figure 77). The roof closest to the camera in Figure 83 is that of the new small annex building comprising part of The Crossing. I understand that the owner of the building specified the camera location and is satisfied that the image is an accurate representation of the view from the deck.

Figure 83: A view of the screen wrapping around the north-eastern corner of the EntX Building, as seen from the roof-top terrace of the proposed but yet to be fitted out single apartment on the roof of The Crossing building.

18.27 The elevated roof on building immediately to the south, together with those of the next southern building and the one on the north-western corner of Colombo and Lichfield Streets, provide a rather bland and prominent/dominant lower foreground occupying approximately 30% of the entire view southwards.

18.28 The eye tends to rise up the sloping roof of the new annex building in the immediate foreground from left to right, then slide along the vertically modulated upper (cinema) cladding on the eastern EntX building façade, before arriving at the most iconic component of the entire view; the Cashmere Hills.

18.29 The perspective-foreshortening effect of the diagonal view of the combined horizontal width of the eastern and northern components of the proposed EntX screen ensue it blends unobtrusively into the overall scene and does not visually dominate the view. The overall height of the screen, like that of the building, does not project above the existing natural skyline.

18.30 My assessment is the same for times of low light/dusk, and the sign would be no more visually dominant in low levels of light/dusk than it would during the day/in good light.

Camera Position 7: From inside the south facing window of the office space in The Crossing building, one floor below the apartment space (refer Figure 77).

Figure 84: A view of approximately only the upper half of the screen wrapping around the north-eastern corner of the EntX Building, as seen when looking south from the office space in The Crossing building, one floor below the apartment space.

18.31 Just over approximately 25% of the view is of the northern wall of the neighbouring building immediately to the south.

18.32 Approximately only the upper 50% of the surface area of the EntX sign is visible. The remainder is screened by the foreground building.

18.33 The variegated top of the eastern façade of the EntX building (facing Colombo Street) produces a natural looking rippled skyline silhouette in the central portion of the view.

18.34 The image also reveals how well the EntX sign is integrated into the architecture of the building corner.

18.35 The image on the screen, whether on-site or off-site, provides a good example of how well it will blend unobtrusively into the overall urban scene. The apparent width of the screen is very

similar to that of the total width of the gold panels on the building immediately outside the office space.

18.36 In my opinion, this view provides yet another example of how well the screen sits unobtrusively in its setting and how it does not visually dominate in anyway the overall scene.

19.0 CONCLUSIONS

19.1 Overall, I consider that the proposal will have very positive and beneficial environmental effects as a marker of the intersection of Colombo and Lichfield Streets. The digital screen will assist the EntX building to better define, articulate and punctuate this key Central Christchurch corner.

19.2 The size and scale of the Entx building and most of neighbouring new and renovated buildings, are such that a screen of the size proposed is not only necessary but also it will sit comfortably within its immediate and greater built context.

19.3 In my opinion, there is no logical reason why the effects of images related to off-site activities should be any different to those promoting on-site activities. The effects of the screen will be determined by its size, its location, its level of light emittance, and it lack of any associated sound. These effects will not change significantly with any change in the content of the image, whether it be on-site or off-site related (refer Figures 34, 35, 36, 37 and 38).

19.4 Because, in my opinion, there will be no discernible difference in visual effects between on-site and off-site effects, I consider the screen should be able to project both types of image. On-site images would enable the promotion of activities and merchandise available within the EntX building, while off-site images would enable promotion of community events elsewhere in Christchurch and provide information sharing among the wider Christchurch community.

19.5 In my opinion, the proposed screen will not dominate either the EntX building or the amenity of the public space context within which it is located.

19.6 lgnite Architects have calculated that in the two 'worst case' viewing angle scenarios, the total visible/perceptible screen areas will be 77.1m^2 (when viewed from the north-east) and 75.9m^2 (when viewed from the east). Even when the larger of the two 'worst case' screen areas of 77.1m^2 is rounded up to 78m^2, the area is still well below the permitted maximum screen area of 95m^2 (refer Figures 19, 19a and 19b). In my opinion, it is the

effects of the 78m^2 maximum visible sign area and its compliance with the permitted maximum sign area of 95m^2 that should be assessed, not the hypothetical but never-experienced effects of the sign's total *technical* surface area of 103.5m^2.

19.7 I am also of the opinion that any actual and/or potential adverse effects arising as a result of the proposed digital screen, will be less than minor. On the contrary, I consider the screen will significantly enhance the vibrancy, energy, dynamism and attractiveness of this key intersection in the underlying urban design structure of the City Centre.

19.8 I do not agree with the conclusion of the s 42A report, nor with much of the evidence of Council's urban designer.

19.9 Overall, and on balance, I am of the opinion that there is no urban design reason why the application should not be granted a resource consent.

Clinton Arthur Bird

7 May 2018

APPENDIX 1: IMAGES DEMONSTRATING THE DIGITAL AGE IN WHICH PEOPLE TYPICALLY LIVE.

Figure 1: People using digital screen devices and watching a movie on an outdoor digital screen.

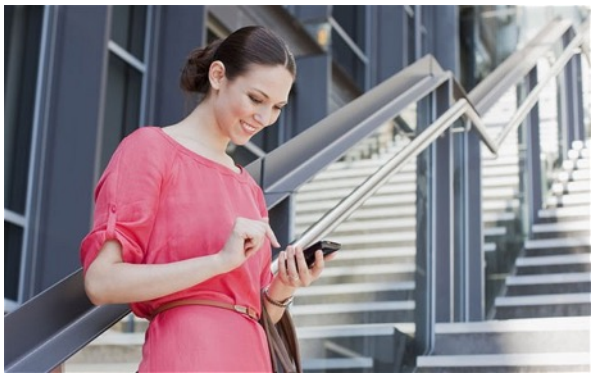

Figure 2: People using digital scree mobile phone and lap top devices.

Figure 3: Top to bottom: a digital screen being used in a supermarket and digital screens in a motor vehicle and at an airport.

Figure 4: Top to bottom: A large screen in a public space and on a building on a street corner.

Figure 5: Pokemon Go - a digital game involving a virtual 'pokemon' occupying real space and time.

Figure 6: In Sydney, the Festival of Dangerous Ideas (FODI) and Vivid bring people together through public initiatives driven by digitisation.