

General Conditions

1. The development shall proceed in accordance with the information and plans submitted within the application, including further information submitted on the **insert date**. The Approved Consent Documentation has been entered into Council records as RMA/2017/1365 (xxx pages).
2. Any content displayed on the screen shall comply with the Advertising Standards Authority Advertising Code of Practice and the Broadcasting Act 1989.
3. Any content displayed on the screen should not contain any New Zealand road signs that are specified in the Traffic Control Devices (TCD) Manual or the Manual of Traffic Sign and Marking (MOTSAM).
4. Multiple consecutive adverts for the same products is prohibited.
5. There shall be no sound equipment associated with the screen and no sound equipment is to be installed as part of the screen.
6. The screen shall not be made of a material that is reflective to other light sources such as vehicle headlights.
7. The condition and appearance of the screen will be maintained at all times. In the event of screen failure, the screen shall default to either black or white.

Screen Illumination

8. The screen shall not exceed 20 lux of light when measured 22 metres away from the screen.
9. The brightness of the screen shall be adjusted in response to changes in ambient light levels so that the images are not unreasonably bright for the safety of motorists. The maximum luminance (brightness) levels are:
 - a) 5000ch/m² during the day-time,
 - b) 600cd/m² at one hour either side of dawn and dusk, and;
 - c) 250cd/m² at night.
10. The luminance of the screen shall be audited by an appropriately qualified lighting engineer/designer within 7 days of installation and operation of the screen to confirm maximum luminance levels in Conditions 8 and 9 are not being exceeded. Confirmation of this is to be forwarded to the Head of Resource Consents, Christchurch City Council within 48 hours of the audit being completed.

Static Screen Content

11. Any images or messages displayed on the screen shall contain no movement of any type (i.e. no animation, flashing, scrolling, intermittent or full-motion video shall be displayed).
12. Any static images or messages that are displayed on the screen shall have a minimum duration of 8 seconds.
13. There shall be no transitions between static images, apart from either:
 - a) An immediate change;
 - b) A maximum cross-dissolve period between images of 0.5 seconds.
14. Between transitions there will be no flashing or blinking.
15. No more than one advert shall be displayed on the screen at any one time.

Animated Screen Content

16. Any moving images that are displayed on the screen shall be limited to a minimum of 8 seconds and a maximum of 20 seconds duration for the first two years of operation.
17. Any content on the screen shall be consistent with the guidelines contained in Section 3 "*Animated, flashing and variable message signs*" of the NZTA Traffic Control Devices Manual, Part 3 Advertising Signs.

Monitoring Programme

18. Prior to the proposed screen become operational, the Applicant shall undertake a 'baseline' traffic safety analysis of the Colombo/Lichfield intersection including up 50 metres on each of the four approaches to the intersection. The analysis shall be undertaken by an appropriately qualified transport engineer and include (but not be limited to) information on the following matters:
 - a) An inventory of land use signage and potential other distractions to road users within 50m of the intersection.
 - b) Available traffic count data for all four approaches to the intersection. This should include information on daily and hourly traffic volumes and identify the busiest hourly periods across the week.

- c) Based on the data in b) above, peak hourly traffic counts for the two busiest one-hour periods identified across a given week. The peak hour counts are to include data collection of cyclists and pedestrian movements (including direction) at the intersection.
- d) The Crash Analysis System (CAS) managed by the New Zealand Transport Agency shall be reviewed to identify any injury crashes that have occurred where distraction from the sign and/or surrounding sign equipment is assessed to be a directly contributory factor. That either the Police crash report, including the officers comments or that of the witnesses or victims, needs to refer to the sign as a contributing factor, or that discussions with the Police officer who attended the crash needs to have identified the sign as a contributing factor. The area of interrogation shall cover at least 50m back from the Lichfield Street / Colombo Street intersection.
- e) The Council's closed-circuit television (CCTV) surveillance of the intersection shall be recorded for a 24-hour period that includes the two daily peak hours, and during a typical weekday period (ie not during school holidays). The same period to be used for all subsequent surveys. The footage shall then be reviewed to identify traffic conflicts (being collisions and near-misses between vehicles, cyclists and/or pedestrians). The methodology (survey and analysis) to be used for the traffic conflict analysis is to be in accordance with, or similar to, the British Traffic Conflict Technique (reference - http://www.ictct.org/wp-content/uploads/LIB_Kraay_1982.pdf and paper by CJ Baguley (TRRL) titled The British Traffic Conflict Technique: State of the Art Report). This video footage is to be retained until the end of the monitoring programme.

12 and 24 Month Traffic Surveys (Data Collection)

- 19. 12 and 24 months after the screen becomes operational, the Applicant shall repeat the traffic safety analysis as specified in Condition 18 for the purposes of evaluating any changes in road safety performance and road user behaviour at the intersection. These additional studies shall evaluate the following additional matters:
 - a) Any changes to the layout of the intersection following installation of the screen;

- b) Changes in traffic, pedestrian and bicycle flow conditions, and;
- c) Whether or not the number of serious and/or slight (moderate) traffic conflicts increases by more than 30% above the baseline level.

12 and 24 Month Traffic Surveys (Analysis)

20. If the number of traffic conflicts after the 12 and 24 month surveys have been completed are:
 - a) Both less than 30% above the baseline number of traffic conflicts adjusted for changes in traffic flow, then the applicant is able to increase the maximum duration of moving images that are displayed on the screen to 60 seconds.
 - b) More than 30% above the baseline number of traffic conflicts adjusted for changes in traffic flow for either survey, then the applicant shall continue to operate the screen in accordance with conditions 16 and 17 above (i.e. operating a maximum video clip of 20 seconds).

36 Month Traffic Survey (Data Collection and Analysis)

21. 36 months after the screen becomes operational, the Applicant shall repeat the traffic safety analysis as specified in Condition 18 for the purposes of further evaluating any changes in road safety performance and road user behaviour at the intersection.
22. If the screen has been operating at a maximum clip length of 60 seconds in accordance with Condition 20a), and the number of traffic conflicts after the 36-month survey is:
 - a) Less than 30% above the baseline number of traffic conflicts adjusted for changes in traffic flow, then the applicant is able to retain the maximum duration of moving images that are displayed on the screen at 60 seconds.
 - b) More than 30% above the baseline number of traffic conflicts adjusted for changes in traffic flow, then the applicant shall continue to permanently operate the screen in accordance with conditions 16 and 17 above (i.e. operating a maximum video clip of 20 seconds) and this monitoring programme will cease.
23. If the screen has been operating at a maximum clip length of 20 seconds in accordance with Condition 20b), and the number of traffic conflicts after the 36-month survey is:
 - a) Less than 30% above the baseline number of traffic conflicts adjusted for changes in traffic flow, then the applicant is able to retain the maximum duration of moving images that are displayed on the screen at 20 seconds.
 - b) More than 30% above the baseline number of traffic conflicts adjusted for changes in traffic flow, then the applicant shall continue to permanently

operate the screen in accordance with conditions 11 to 15 inclusive (i.e. static images) and this monitoring programme will cease.

48 Month Traffic Survey (Data Collection and Analysis)

24. 48 months after the screen becomes operational, the Applicant shall repeat the traffic safety analysis as specified in Condition 18 for the purposes of further evaluating any changes in road safety performance and road user behaviour at the intersection
25. If the number of traffic conflicts following implementation of Condition 222a) (i.e. a maximum clip length of 60 seconds) after the 48-month survey is:
 - a) Less than 30% above the baseline number of traffic conflicts adjusted for changes in traffic flow, then the applicant is able to permanently retain the maximum duration of moving images that are displayed on the screen at 60 seconds and this monitoring programme will cease.
 - b) More than 30% above the baseline number of traffic conflicts adjusted for changes in traffic flow, then the applicant shall continue to permanently operate the screen in accordance with conditions 16 and 17 above (i.e. operating a maximum video clip of 20 seconds) and this monitoring programme will cease.
26. If the number of traffic conflicts following implementation of Condition 23a) (i.e. a maximum clip length of 20 seconds) after the 48-month survey is:
 - a) Less than 30% above the baseline number of traffic conflicts adjusted for changes in traffic flow, then the applicant is able to permanently increase the maximum duration of moving images that are displayed on the screen to 60 seconds in accordance with condition 20a) and this monitoring programme will cease.
 - b) More than 30% above the baseline number of traffic conflicts adjusted for changes in traffic flow, then the applicant shall continue to permanently operate the screen in accordance with conditions 11 to 135 inclusive (i.e. static images) and this monitoring programme will cease.
27. Irrespective of the outcome of the 12, 24, 36 and 48-month surveys, if there is one or more fatal crash or two or more serious crashes or five or more minor injury crashes that can be directly attributed to distraction caused by the operation of the screen over

the first 48 months, then the applicant shall be restricted to static images on the screen as soon as any of these crash totals are reached, in accordance with conditions 11 to 135 inclusive. In making such an assessment a crash may be disregarded, even if the operation of the sign was considered a key factor, if there are contributing factors, such as alcohol and drug levels above the legal limits that may have influenced the victim's behaviour such that the crash is likely to have happened irrespective of the operation of the sign.

Section 128 Review of Consent Conditions

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