

## Summary of application document for public notification

The applicant seeks resource consent to establish two 29.2m<sup>2</sup> digital screen billboards at 399 Lincoln Road, Addington.

The proposal is described in brief in paragraphs 14-18 of the updated application document dated August 2020, included below. Further specifics of the development are described in greater detail in the full application document, discussed below.

14. Resource consent is sought for the installation of two 9.9m (w) x 2.95m (h) curved digital display billboards. One billboard will be orientated to be visible east along Moorhouse Avenue, and the other orientated west. Both billboards will be connected at the northern point, creating a general 'V' shape.
15. The billboards will be erected upon two 700mm deep triangle platforms. Each triangle will be offset by 140° creating a general 'star' configuration as illustrated on the application plans<sup>1</sup>.
16. The billboard will be located within the grassed area on the eastern most portion of the site. Landscape areas have been identified within the grassed area as part of the application. While specific species have not been identified, they will consist of low native species endemic to the wider Christchurch area. A landscaping plan will be submitted to Council for certification should consent be granted.
17. The billboards will display a range of changeable advertisements, the nature of which will be dependent upon individual clients. Each billboard will be operated within the following parameters:
  - (a) spill of light will not exceed 10 lux when measured 2 metres within the boundary of any adjacent site or arterial road (in this case applying to both Moorhouse Avenue and Lincoln Road);
  - (b) only still images (without movement, animation or flashing) will be displayed, for a minimum duration of 16 seconds;
  - (c) the billboard will not contain any retro-reflective material;
  - (d) each image will transition to the next via a 0.5 second 'dissolve'; and
  - (e) each billboard will incorporate control systems to enable the adjustment of brightness dependent upon ambient light levels.

The proposal requires resource consent as a restricted discretionary activity under Rule 6.8.4.1.3 RD3 in the District Plan. This is because the proposal does not comply with two of the activity specific standards associated with Rule 6.8.4.1.1 P15. These include:

- a. Each digital display exceeds 18m<sup>2</sup> (29.2m<sup>2</sup>); and
- f. The location of the billboards will be within 50m of the Moorhouse Avenue/Lincoln Road signalised intersection.

The full application document which has been made available to the public to make submissions is an amended version of the application document originally submitted. It includes further information received in response to requests made by Council.

NOTE:  
BOUNDARY IS INDICATIVE ONLY.  
SURVEYOR TO CONFIRM.



LEVEL 1, 328 DURHAM STREET NTH  
CBD, CHRISTCHURCH  
NEW ZEALAND 8013  
(T) +64 3 379 2804  
WWW.BCN.NET.NZ

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RESOURCE  
CONSENT

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PROJECT TITLE  
LUMO DIGITAL BILLBOARD  
399 LINCOLN ROAD, ADDINGTON  
CHRISTCHURCH

CLIENT  
LUMO DIGITAL

DRAWING TITLE  
PROPOSED SITE PLAN

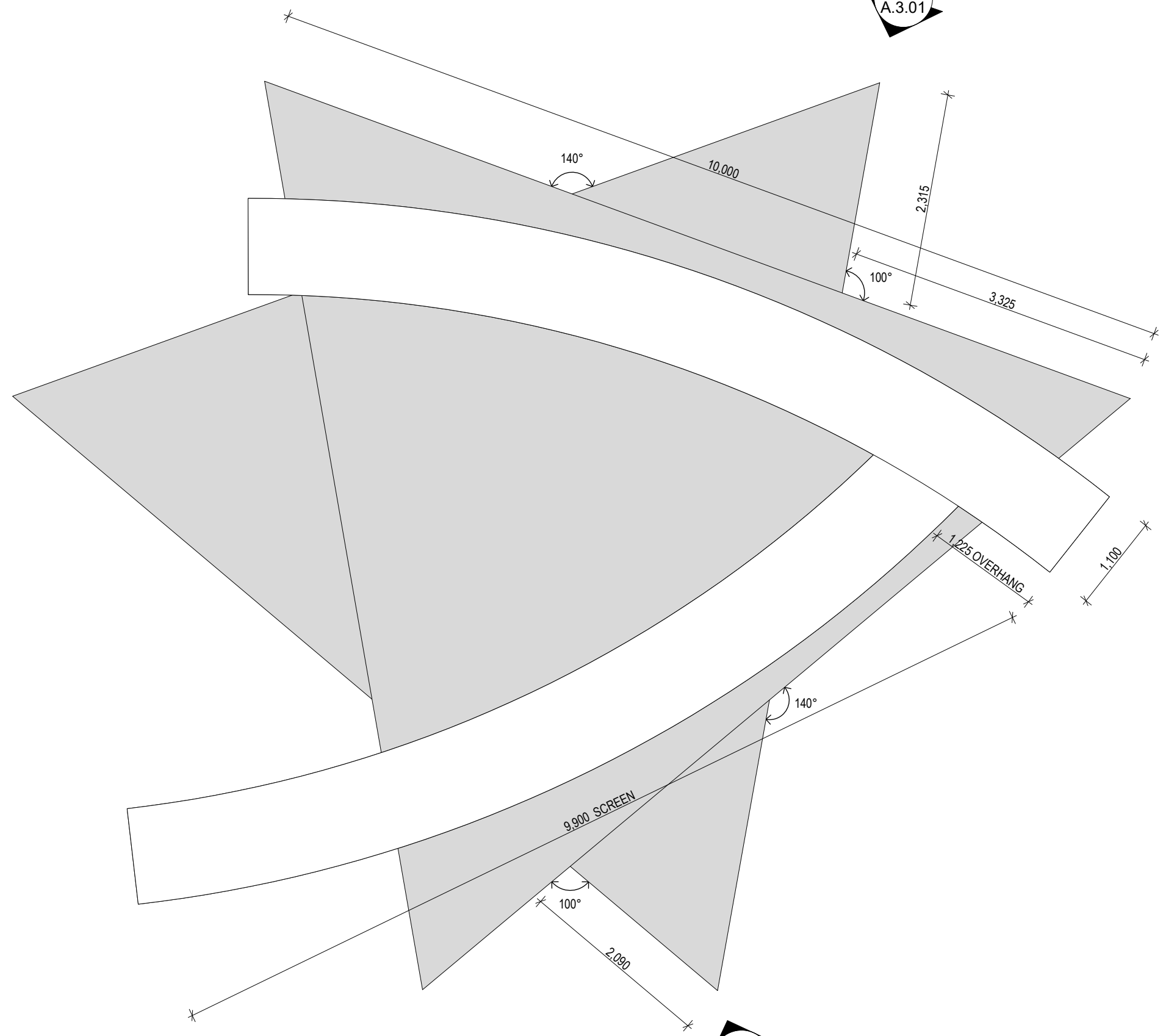
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NORTH N	DATE	PROJECT NO
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3  
A.3.01

2  
A.3.01

1  
A.3.01



LEVEL 1, 328 DURHAM STREET NTH  
CBD, CHRISTCHURCH  
NEW ZEALAND 8013  
(T) +64 3 379 2804  
WWW.BCN.NET.NZ

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**LUMO**

PROJECT TITLE  
LUMO DIGITAL BILLBOARD  
399 LINCOLN ROAD, ADDINGTON  
CHRISTCHURCH

CLIENT  
LUMO DIGITAL

DRAWING TITLE  
SET-OUT PLAN

FILE NO  
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CAD\LUMO Resource Consent.rvt

NORTH DATE PROJECT NO  
12/08/2020 20190009

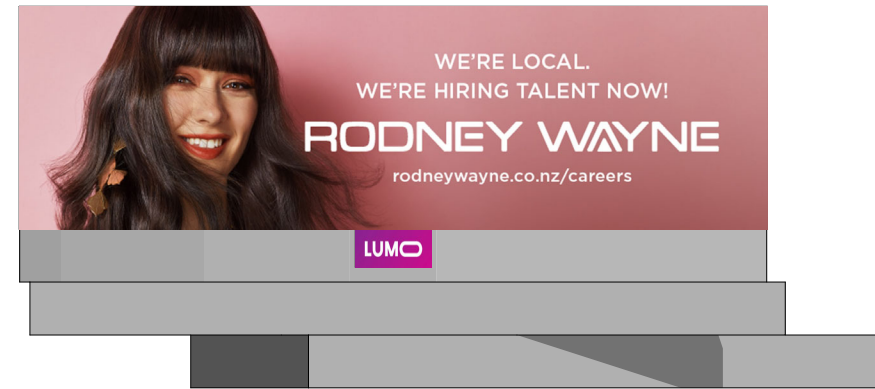
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REVISION  
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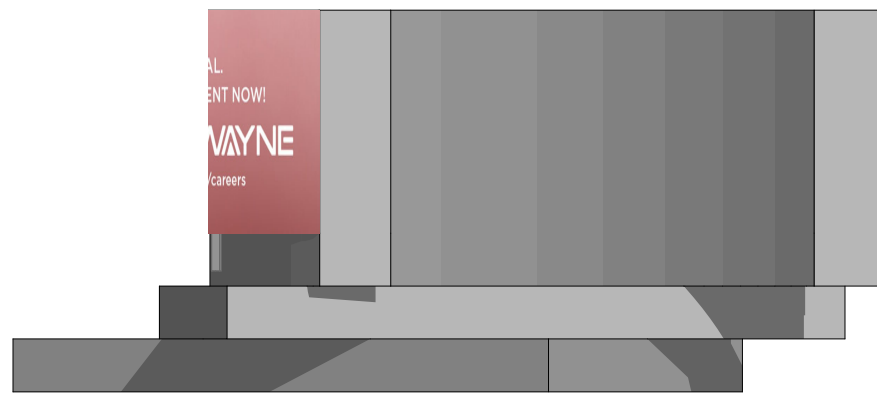
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1:50@A3



**1 ELEVATION MOORHOUSE / LINCOLN CORNER**  
 - Scale 1:100



**2 ELEVATION MOORHOUSE AVE**  
 - Scale 1:100



**3 ELEVATION LINCOLN RD**  
 - Scale 1:100