

From: [Karen Long](#)
To: [Frank Costello](#)
Cc: [Cooper, Nick](#)
Subject: Consent Granted: LUC60410337 - 27 Union Street
Date: Friday, 24 February 2023 3:51:38 pm
Attachments: [LUC60410337 Decision.pdf](#)
[LUC60410337 Approved Plans.pdf](#)

Kia ora,

Following an assessment of your application under the Resource Management Act 1991 (the RMA), a decision has been made to grant your application, subject to conditions of consent. Please refer to the Decision and stamped plans attached.

Please take the time to read and understand the conditions of consent. Council officers will undertake inspections of your project to check compliance with this resource consent. For your reference, a copy of the decision is attached. It outlines the basis for the decision and the conditions.

If you disagree with the decision, or parts of it, you can lodge an objection with us within 15 working days of receiving this decision. You can find further information about how to make an objection on our website at www.aucklandcouncil.govt.nz (select "Consents, building and renovation projects", then "Resource consents", then "Receive our decision on your resource consent application" and finally "Resource consent appeals and objections").

You can also file an appeal with the Environment Court within 15 working days of receiving this decision.

Information on the appeal process can be found on the Environment Court website <https://www.environmentcourt.govt.nz/>.

In terms of processing fees incurred to date, these will be calculated taking into account your deposit and any interim invoices paid. Any additional fees generated from processing to date will be invoiced in due course.

If you have any queries, please contact me and quote the application number above.

Regards

Karen Long

Team Leader - City Centre

Central Resource Consenting | Resource Consents

DDI 021 0217 9851

Auckland Council, Level 6, 135 Albert Street

Visit our website: www.aucklandcouncil.govt.nz

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Decision on an application for resource consent(s) under the Resource Management Act 1991



Restricted discretionary activity Landuse Consent (s9)

Application number: LUC604100337
Applicant: Go Media Ltd
Site address: 27 Union Street, Auckland Central
Legal description: Lot 1 DP465131

Proposal:

To replace the existing static horizontal advertising billboard that has a 10m x 5m display to a vertical 10m x 6m digital billboard, capable of displaying variable, illuminated images.

Resource consent is required for the following reasons:

Land use consents (s9) LUC60364463

Auckland Unitary Plan (Operative in part)

District land use (operative plan provisions)

E23 Signage

- To establish a new digital billboard on a street facing building façade within Business Mixed Use zone is a Restricted Discretionary under Table E23.4.1.(A19)
- To change an existing lawfully established static billboard to a changeable message (digital) billboard in a zone where billboards are not provided for as a permitted activity is a Restricted Discretionary activity under rule E23.4.2(A52).

H8 Business – City Centre Zone

- To establish a digital billboard on the building as alterations and additions to a building not otherwise provided for is a Restricted Discretionary under Table H8.4.1.(A36)

Decision

I have read the application, supporting documents, and the recommendation on the application for resource consent(s). I am satisfied that I have sufficient information to consider the matters required by the Resource Management Act 1991 (RMA) and make a decision under delegated authority on the application.

Acting under delegated authority, under sections 104, 104C and Part 2 of the RMA, the resource consent is **GRANTED**.

Reasons

The reasons for this decision are:

1. In accordance with an assessment under ss104(1)(a) and (ab) of the RMA, the actual and potential effects from the proposal will be acceptable as:
 - a. The receiving environment includes the existing static billboard approved under R/BEX/2014/2086 and as outlined in section 3 of the Landscape and Visual Assessment Report by Greenwood Associates. In this context, the advertising function of the structure will remain, and the scale and location of the proposed digital board will be similar to the existing billboard with its overall structure still within the building outline, and no adverse cumulative effects will arise.
 - b. The landscape and visual assessment for the applicant has been relied on to conclude that the proposal in terms of visual amenity is acceptable because:
 - The billboard is in an elevated location and will not be visually intrusive in this part of the City Centre taking into account the receiving environment and consent conditions.
 - Consent conditions, particularly relating to dwell time and illuminance, will manage visual amenity effects in respect to the site and the wider neighbourhood.
 - c. The change in orientation of the billboard (from landscape to portrait) and the increase in size to 6m by 10m will not decrease road safety and is supported by Auckland Council and Auckland Transport (AT) Traffic Engineers.
 - d. The installation of the digital billboard is not supported by Waka Kotahi NZTA relating to adverse effects on traffic safety for a limited section of State Highway 1 and the Northwest motorway that is able to view the proposed digital billboard. Waka Kotahi NZTA have not however provided alternative road safety data or other empirical or research-based information about the safety risks of digital Billboards which contradicts the information provided within the applicant's Traffic Engineering Report dated 6/10/2022 and further information response dated 21/12/2022. As (c) above, support has been received from Council and AT traffic engineers. Further, consent conditions, relating to an image display time of 16 seconds and monitoring and review of conditions, will adequately manage the potential effects of the proposed billboard upon road safety (including for the state highway network.)
 - e. A range of mitigation measures will be used to control the functionality of the billboard, including restrictions on what information is presented, duration of display, and overall luminance. Notably the billboard will not be operated between the hours of 1 am to 5 am, and a lower luminance of 175 cd/m² will apply during other night-time periods. In addition, there will be ongoing monitoring and a condition where the billboard can be reduced in size or shut down, should monitoring identify significant adverse effects. This will ensure potential adverse effects relating to traffic safety and amenity of the site and neighbouring sites is adequately managed.
 - f. The overall road safety records are to be reviewed at year 1, 2, and 5 starting from the operation of the digital billboard, which will ensure the long-term safety of road users in relation to the information displayed by the digital billboard. This will ensure the operation of the billboard is continued at a high safety standard and any effects generated from the changing information presented by the digital billboard stay within the limitations of this assessment. A review condition has been included to this effect.

- g. In terms of positive effects, the billboard in general will contribute to economic activity within the Business City Centre zone.
 - h. With reference to s104(1)(ab), there are no specific offsetting or environmental compensation measures proposed or agreed to by the applicant to ensure positive effects on the environment and/or within the relevant matters of discretion
2. In accordance with an assessment under s104(1)(b) of the RMA the proposal is consistent with the relevant statutory documents, insofar as they relate to the matters over which discretion is restricted. In particular, the proposal is consistent with the relevant objectives and policies of the Auckland Unitary Plan as set out below.

E23 Signs - E23.2. Objectives, E23.3 Polices, E23.8.2 Assessment Criteria

H8 Business – City Centre Zone – H8.2 Objectives, H8.3 Policies, H8.8.2(1). Assessment criteria

- a. The proposed development is consistent with the relevant objective and policies and integrates well within the existing environment, with the lighting being adjusted automatically during its operation, and with various monitoring processes in place, will not unacceptably impact on pedestrian and traffic safety.
 - b. The billboard would not create clutter as the placement of the proposed digital board is in the same location as the existing static board, and any cumulative effect of the billboard being indiscernible.
 - c. In respect to PC78, the outcomes under both the operative and proposed plans are similar and accordingly no weighting assessment is required
3. As a restricted discretionary activity, the other matters that can be considered under s104(1)(c) of the RMA must relate to the matters of discretion restricted under the plan. In this case, there are no other matters that should be considered under s104(1)(c).
 4. In the context of this restricted discretionary activity land use consent, where the relevant objectives and policies and other relevant provisions in the relevant statutory documents were prepared having regard to Part 2 of the RMA, they capture all relevant planning considerations and contain a coherent set of policies designed to achieve clear environmental outcomes. They also provide a clear framework for assessing all relevant potential effects and there is no need to go beyond these provisions and look to Part 2 in making this decision as an assessment against Part 2 would not add anything to the evaluative exercise.
 5. Overall, the proposal is consistent with the relevant statutory documents and will result in sufficiently mitigated and acceptable effects.

Conditions

Under section 108 and 108AA of the RMA, this consent is subject to the following conditions:

1. This consent must be carried out in accordance with the description in the application and assessment of environmental effects prepared by Go Media Ltd and must be carried out in accordance with the plans stamped and referenced by the council as resource consent number LUC60410037.

The consent must also be carried out in accordance with all other reports and information as detailed below and all referenced by the council as consent number LUC60410037.

<i>Report title and reference</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
Traffic Engineering Report	Stantec		10/2022
Landscape and Visual Assessment report	Greenwood	1	6/10/22

<i>Drawing title and reference</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
East Elevation Plan titled "Existing billboard and placement on the building to be removed when the digital is built"	Babbage / Go Media	F	
Elevation Plan A1 titled "Overlay of new sign over the existing Plan A1 24/11/22"	Go Media		24/11/22
Elevation Plan A2 titled "Without the existing board Plan A2 24/11/22"	Go Media		24/11/22
Site and Location Plan View A100	Babbage / Go Media		24/11/22

<i>Other additional information</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
Mock Up Proposed and Existing Side by Side Views	Go Media		24/11/22
Information as S92 response attached under an email from Frank Costello	Go Media		24/11/22
Information as S92 response attached under an email from Frank Costello	Go Media		25/11/22
Memo as S92 response attached under an email from Frank Costello	Stantec		21/12/22
Memo "Revision of rating of visual effects....."	Greenwood Associates		31/01/23
Memo "LUC60410337- 4A/27 Union Street Auckland Central - Go Media Ltd Proposed Digital Billboard- Response to Conditions"	Harries		4/02/23

Lapse period

2. Under section 125 of the RMA, this consent lapses five years after the date it is granted unless:
 - a. The consent is given effect to; or
 - b. The council extends the period after which the consent lapses.

Monitoring charge

3. The consent holder must pay the council an initial consent compliance monitoring charge of \$348 (inclusive of GST), plus any further monitoring charge or charges to recover the actual and reasonable costs that have been incurred to ensure compliance with the conditions attached to this consent/s.

Advice Note:

- *The initial monitoring deposit is to cover the cost of inspecting the site, carrying out tests, reviewing conditions, updating files, etc., all being work to ensure compliance with the resource consent. In order to recover actual and reasonable costs, monitoring of conditions, in excess of those covered by the deposit, shall be charged at the relevant hourly rate applicable at the time. The consent holder will be advised of the further monitoring charge(s). Only after all conditions of the resource consent have been met, will the council issue a letter confirming compliance on request of the consent holder.*

Billboard size

4. The billboard's total size including display must not exceed the maximum dimensions of 6m (wide) and 10m (high).

Advice note:

For the avoidance of doubt this consent does not authorise any associated operator logo signs.

Removal of existing overhead light

5. The existing overhead lighting for the static billboard must be removed prior to or at the same time the static billboard is removed and the consent holder must provide written evidence to the council that this lighting has been removed within 20-working days of its removal.

Malfunction of LEDs

6. The consent holder must ensure that in the event of any malfunction of the LEDs or the control system the display is switched off until the malfunction is repaired.

Billboard message display

7. Image content must be static, and must not incorporate flashes, movement, animation, or other dynamic effects.
8. The display time for each image must be a minimum of **sixteen (16) seconds**.
9. The transition from one image to the next must be via a 0.5 second dissolve.
10. Images must not invite or direct a driver to take some sort of driving action.
11. Images on the billboard must not be linked to "tell a story" across two or more sequential images, (i.e., where the meaning of an image is dependent upon or encourages viewing of the immediately following image).
12. A split display (that is two adverts) must not be displayed at any one time on the billboard display.
13. Images must not use graphics, colours (red, green, orange, white or yellow), text or shapes in isolation or in combinations such that they can be reasonably considered to resemble, cause confusion with, or distract from a traffic control device; nor invite or direct a driver to do something, when viewed by approaching motorists.

Advice Note:

- *The purpose of Conditions 7 to 13 is to manage the content on the billboard where it forms the background or foreground of, or appears alongside a traffic control device that could be found in the road environment. The content of the billboard is to be managed to ensure that any individual element or combinations of elements do not resemble, confuse or distract from traffic control devices in these locations. The purpose of the condition is not to prohibit the use of a particular colour, but to manage the use of those colours to avoid confusion with traffic control devices.*

Luminance during daylight

14. The luminance level of the LED display during daylight hours must vary to be consistent with the level of ambient light and ensure that the LED display is not significantly brighter than the ambient light level and is only illuminated to the extent necessary to ensure that it is legible. To achieve this, the brightness of the LEDs must be automatically controlled with an in-built detector/sensor. The method of automation must be to the satisfaction of the Council.
15. During daylight hours (dawn to dusk) the maximum luminance of any part of the sign must not exceed 5,000cd/m².

Night-time operation

16. The digital LED display must not operate between the hours of 1 am to 5 am during any day of the week (Monday to Sunday)

Night-time luminance

17. Subject to condition 16, at any other time outside of daylight hours (dusk to dawn) the maximum luminance of any part of the sign must not exceed 175cd/m².

Monitoring

18. The consent holder must monitor and record the maximum 'intensity' of the LED produced as a result of the automation required by Condition 14 over a period of six months following the commencement of the display of images. The levels recorded over this period must be submitted to the council for review. The method of recording the levels must be to the satisfaction of the council.
 - a) To undertake the work required by this condition, the consent holder must engage an independent lighting practitioner to record and confirm luminance readings of the billboard at three times, including:
 - i) one recording at midday;
 - ii) one recording during the hours of darkness, and;
 - iii) one recording during morning or early evening.
 - b) The consent holder must submit a luminance certification report to the council within thirty working days following the commencement of the display of images.
19. The consent holder must monitor the digital billboard to ensure that its presence does not contribute to an increase in the crash rate or risk. Monitoring should include a review of reported crashes at the location as shown by Figures 2.5 and 2.6 of the Stantec Traffic Engineering Report dated October 2022, at one (1) year from the date the billboard became operational, then again after two (2) years and again after five (5) years, from the

date the billboard became operational. All monitoring reports must be submitted to the council for review within 20-working days of its completion. If either the monitoring report or a review by the Council identifies a crash pattern or other complaints related to the billboard, appropriate mitigation is to be proposed by the consent holder and agreed in writing with the Council.

20. In the event that the results of the monitoring required by condition 18 are such that unacceptable adverse traffic, road safety and/or visual amenity effects are generated, which cannot be mitigated by an adjustment to the display time, transition (or a combination of both), then Council may impose such conditions as are considered necessary in respect of these matters and monitoring must occur for a further six months.

Review condition

21. Under section 128 of the RMA, the conditions of this consent may be reviewed by the Council at the consent holder's cost on an annual basis following the date the billboard became operational in order to deal with any adverse effect on the environment which may arise or potentially arise from the exercise of this consent and which it is appropriate to deal with at a later stage, in particular adverse effects in relation to neighbour complaints, adverse luminance effects and traffic safety on roads and the state highway network.

Advice Notes:

- *Under section 128 of the RMA the conditions of this consent may be reviewed by the Council at the consent holder's cost at any time, if it is found that the information made available to the Council in the application contained inaccuracies which materially influenced the decision and the effects of the exercise of the consent are such that it is necessary to apply more appropriate conditions.*
- *In the event that the results of any monitoring undertaken by Council indicate that adverse traffic safety effects have been generated by the billboard, mitigation measures such as reducing the luminance of the billboard, reducing the number of images, increasing the dwell time, increasing the transition time (or a combination of these measures) may be applied.*

Advice notes

1. *Any reference to number of days within this decision refers to working days as defined in s2 of the RMA.*
2. *For the purpose of compliance with the conditions of consent, "the council" refers to the council's monitoring inspector unless otherwise specified. Please contact monitoring@aucklandcouncil.govt.nz to identify your allocated officer.*
3. *If you disagree with any of the above conditions, or disagree with the additional charges relating to the processing of the application, you have a right of objection pursuant to sections 357A or 357B of the Resource Management Act 1991. Any objection must be made in writing to the council within 15 working days of notification of the decision.*
4. *The consent holder is responsible for obtaining all other necessary consents, permits, and licences, including those under the Building Act 2004, and the Heritage New Zealand Pouhere Taonga Act 2014. This consent does not remove the need to comply with all other applicable Acts (including the Property Law Act 2007 and the Health and Safety at Work Act 2015), regulations, relevant Bylaws, and rules of law. This consent does not constitute*

building consent approval. Please check whether a building consent is required under the Building Act 2004.

5. *All applications for temporary use of the road reserve during construction must be submitted to Auckland Transport as a Corridor Access Request (CAR). Applications are to be submitted electronically via <https://www.myworksites.co.nz> and 15 working days should be allowed for approval. It will be the responsibility of the applicant to determine the presence of any underground services that may be affected by the applicants work in the road reserve. Should any services exist, the applicant shall contact the owners of those and agree on the service owners' future access for maintenance and upgrades.*

6. *Explanation of terms used:*

i) *Display Time: The duration of the display of a single image*

ii) *Dissolve: A mode of message transition on an LED display accomplished by varying the light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneously with the gradual appearance and legibility of the second message.*

iii) *Image: The advertising image displayed*

iv) *Transition: A visual effect used on an LED display to change from one image to another.*

Delegated decision maker:

Name: Karen Long

Title: Team Leader, Resource Consents

Signed:



Date: 24 February 2023

Resource Consent Notice of Works Starting

Please email this form to monitoring@aucklandcouncil.govt.nz at least 5 days prior to work starting on your development or post it to the address at the bottom of the page.

Site address:				
AREA (please tick the box)	Auckland CBD <input type="checkbox"/>	Auckland Isthmus <input type="checkbox"/>	Hauraki Gulf Islands <input type="checkbox"/>	Waitakere <input type="checkbox"/>
Manukau <input type="checkbox"/>	Rodney <input type="checkbox"/>	North Shore <input type="checkbox"/>	Papakura <input type="checkbox"/>	Franklin <input type="checkbox"/>
Resource consent number:			Associated building consent:	
Expected start date of work:			Expected duration of work:	

Primary contact	Name	Mobile / Landline	Address	Email address
Owner				
Project manager				
Builder				
Earthmover				
Arborist				
Other (specify)				

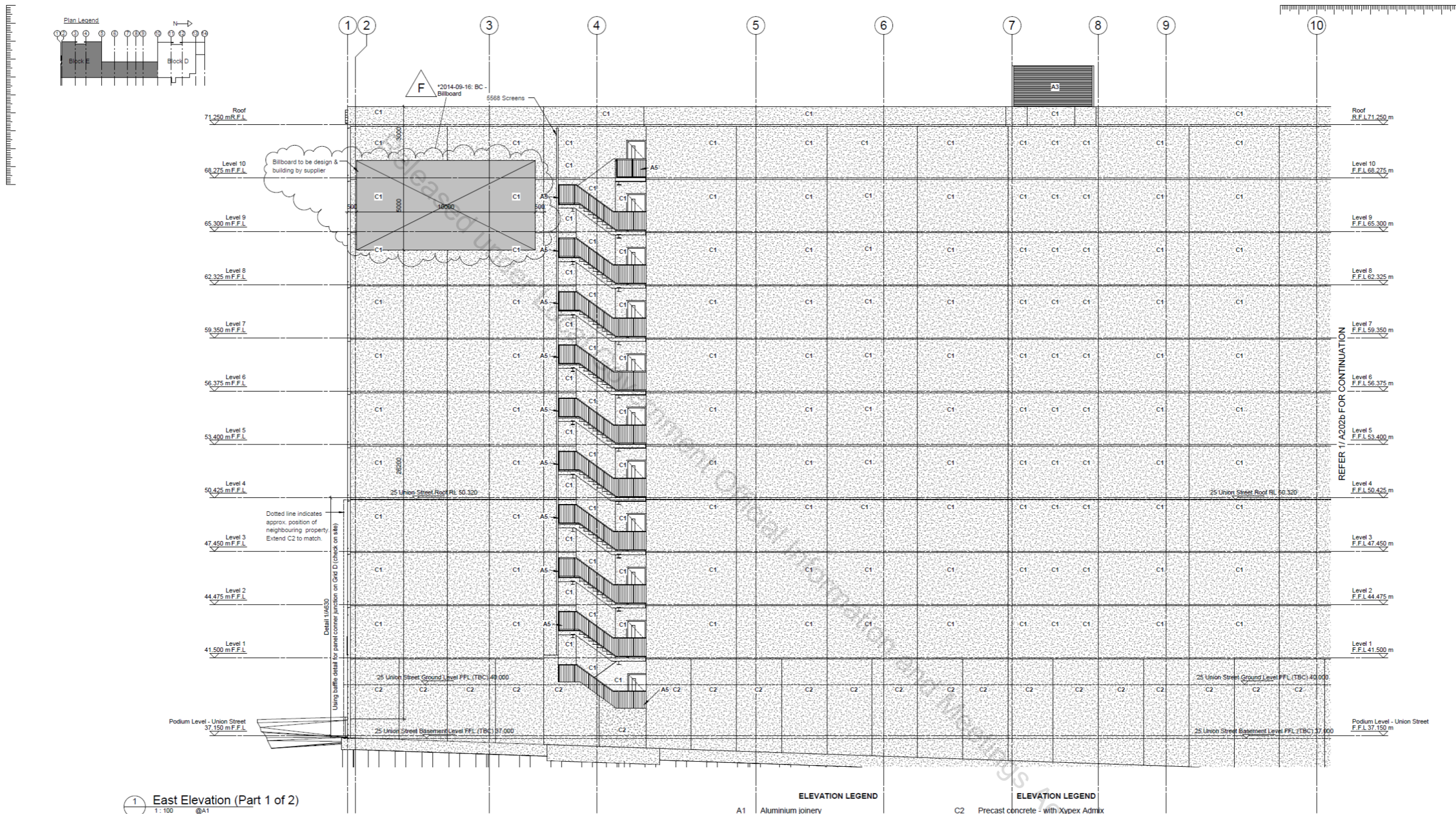
Signature: Owner / Project Manager (indicate which)	Date:
--	--------------

Once you have been contacted by the Monitoring Officer, all correspondence should be sent directly to them.

SAVE \$\$\$ minimise monitoring costs!

The council will review your property for start of works every three months from the date of issue of the resource consent and charge for the time spent. You can contact your Resource Consent Monitoring Officer on 09 301 0101 or via monitoring@aucklandcouncil.govt.nz to discuss a likely timetable of works before the inspection is carried out and to avoid incurring this cost.

Existing billboard and placement on the building-to be removed when the digital is built



1 East Elevation (Part 1 of 2)
1:100 @A1

ELEVATION LEGEND		ELEVATION LEGEND	
A1	Aluminium joinery	C2	Precast concrete - with Xypex Admix
A2	Proprietary privacy screen	C3	Light weight cavity cladding system, painted
A3	Aluminium louvre for mechanical	F1	Temporary Fence 1.8m high
A4	Frameless glazing bridge	P1	Plant penthouse, finish to be confirmed
A5	Aluminium Handrail & Balustrade, powder coated	S1	9mm fibre cement soffit with butt joint, paint finish
B1	Glass balustrade - bottom terminate on balcony top	S2	7.5mm grooved fibre cement soffit sheet with butt joint, paint finish
C1	Precast concrete - paint finish with 15mm deep grooves, ref. A250 Typical Concrete Cladding Panel for set out. Podium level TBC		

DRAWING REVISIONS			DATE	INITIAL	CLIENT / PROJECT / ADDRESS	DRAWING TITLE	SCALE @ A1
REV	DATE	DESCRIPTION	DESIGNED	MARCH 2013	MO	Sugartree	As indicated
F	16.09.2014	For Building Consent	DRAWN	OCTOBER 2013	CS DS EC		
E	05.09.2014	For L8-L10 Fitout Consent	CHECKED	-	-		
D	05.09.2014	For Fitout Consent Amendment	APPROVED	-	-		
5	14.05.2014	For Information					
C	30.04.2014	For Construction					
B	14.10.2013	For Building Envelope Consent					
A	01.10.2013	For Fitout Consent					
4	09.09.2013	For Coordination					

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Stage 1 Buildings D & E
145-147 Nelson Street, Auckland

East Elevation (Part 1 of 2)

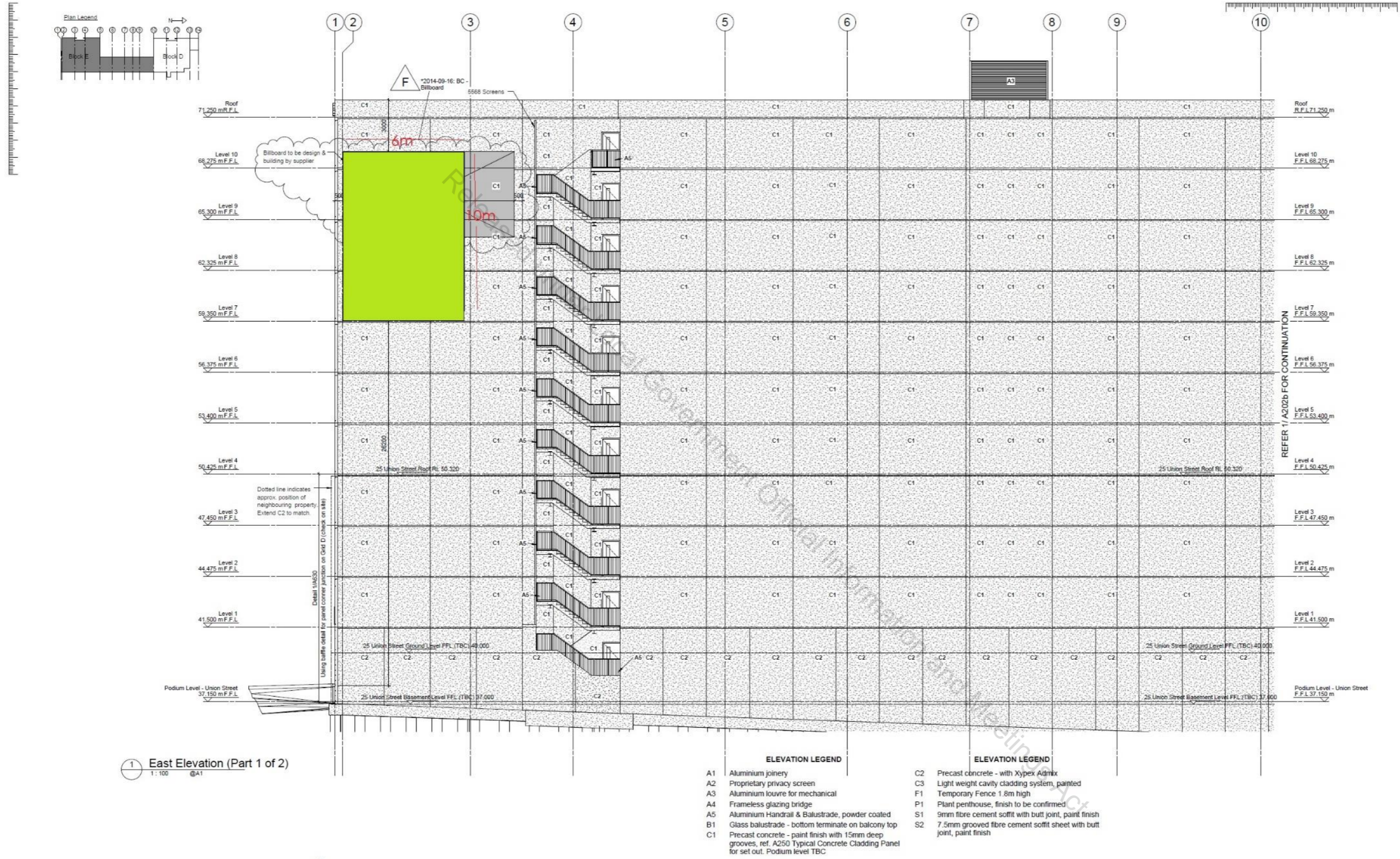
JOB NO. 45338
DRAWING NO. A202a
REVISION F

Babbage

Babbage Consultants Limited
Level 4, 68 Beach Road, Auckland 1010
PO Box 2027, Shortland Street
Auckland 1140, New Zealand
T 09 379 9980 F 09 377 1170
E admin@babbage.co.nz www.babbage.co.nz

For Building Consent
16.09.2014

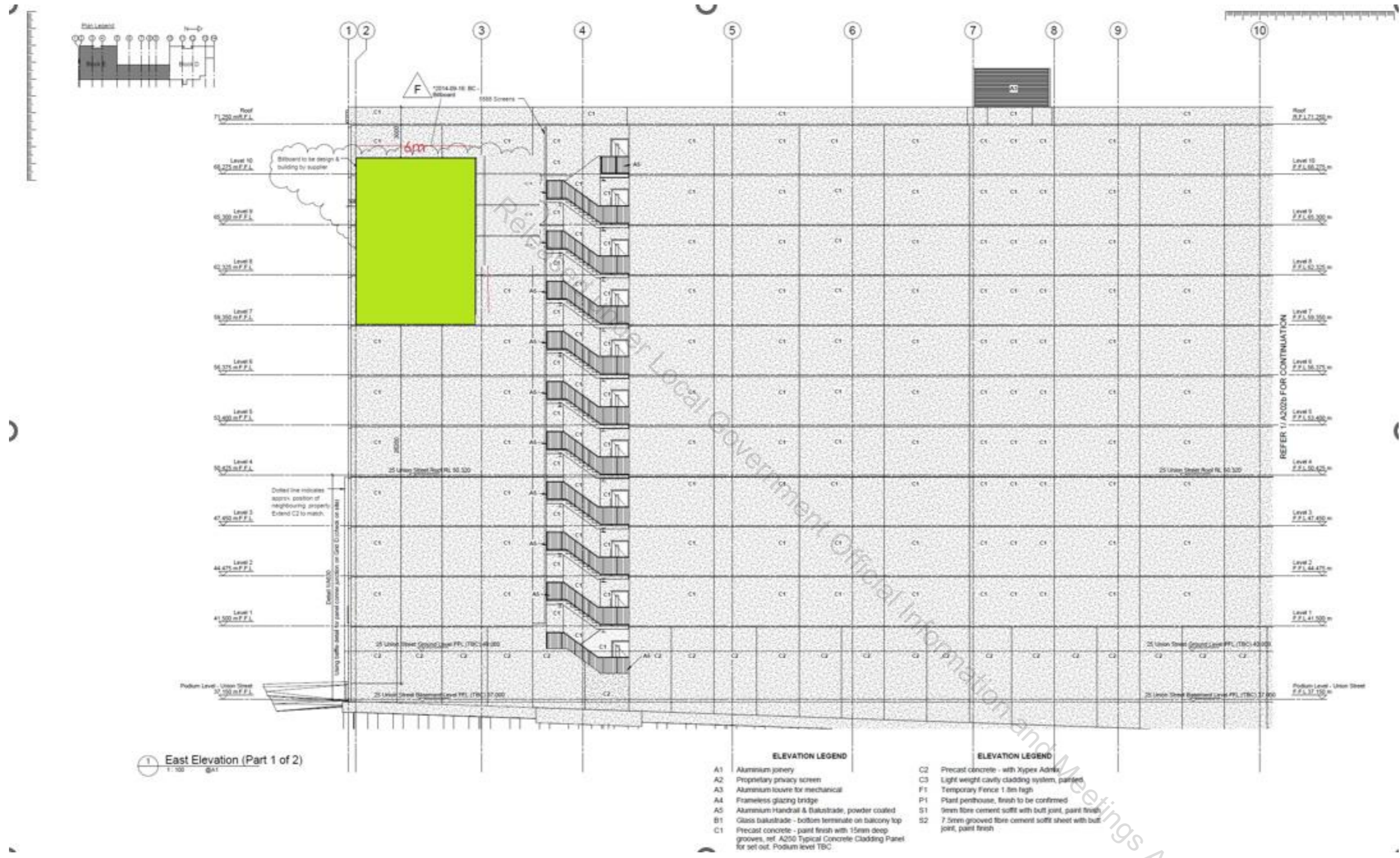
Overlay of new sign over the existing Plan A1 24/11/22



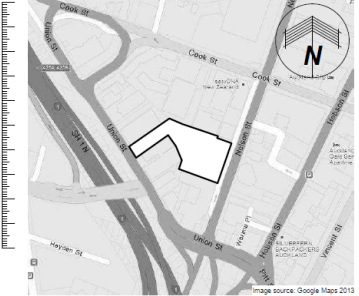
1 East Elevation (Part 1 of 2)
1:100 @A1

Existing billboard in grey to be removed

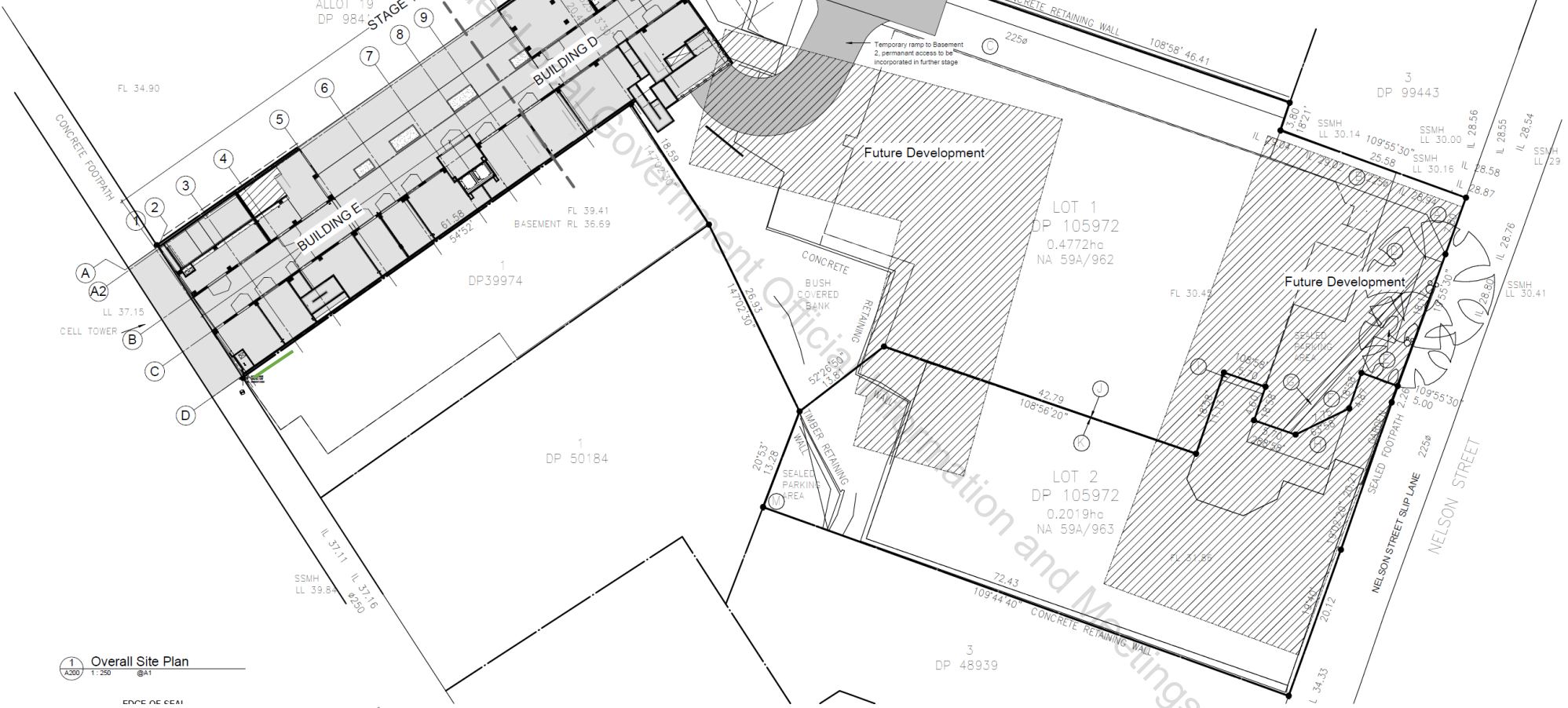
Without the existing board Plan A2 24/11/22



Released under the Official Information and Meetings Act



2 Location Plan
NTS @A1



1 Overall Site Plan
A200 1:250 @A1

Legal Description: Lot 1 & 2 DP105972, Lot 5 DP99443
 Address: 145-147 Nelson Street & 27 Union Street
 Auckland CBD
 Wind Zone: Refer Wind Map in Architectural Specifications
 Exposure Zone: Zone C (From NZS 3604:2011)
 Earthquake Zone: Zone 1 (From NZS 3604:2011)
 Rainfall Intensity: 100mm/hr for 10 year period (From E1(A)S1)
 Climate Zone: Zone 1 (From NZS 4218:2009)
 Ground Condition: Refer Geotechnical Report

OTHER INFORMATION
 Architectural drawings and specification shall be read in conjunction with other consultant's documents.



Babbage Consultants Limited
 Level 4, 68 Beach Road, Auckland 1010
 PO Box 2027, Shortland Street
 Auckland 1140, New Zealand
 T 09 379 9980 F 09 377 1170
 E admin@babbage.co.nz www.babbage.co.nz

For Approval
 10.04.2013

DRAWING REVISIONS	
REV	DESCRIPTION
10.04.2013	Development Design - sign off

	DATE	INITIAL
DESIGNED	MARCH 2013	MO
DRAWN	-	CS DS EC
CHECKED	N/A	-
APPROVED	N/A	-

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CLIENT / PROJECT / ADDRESS
 Sugartree

Stage 1 Buildings D & E

145-147 Nelson Street, Auckland

DRAWING TITLE

Site and Location Plans

SCALE @ A1

As indicated

JOB NO.	DRAWING NO.	REVISION
45338	A100	-

Decision on an application for resource consent(s) under the Resource Management Act 1991

Restricted discretionary activity Landuse Consent (s9)

1. Application description

Application number: LUC60410337
Applicant: Go Media Ltd
Site address: 27 Union Street, Auckland Central
Legal description: Lot 1 DP465131
Site area: 1,703m²

Auckland Unitary Plan (Operative in part)

Zoning and precinct: Business City Centre Zone

Overlays, controls, designations, special features, etc.: N/a

Proposed plan change(s): PPC78 Intensification

Zoning: Business City Centre Zone

Qualifying matters
Spatially Identified Qualifying Matters
- Regional Maunga Viewshafts
- Height and Building Sensitive Areas Overlay - City Centre

Note: Qualifying Matters will not have immediate legal effect, but, conversely, the MDRS permitted activity will not have immediate legal effect where a Qualifying Matter is relevant.

2. Locality Plan



Figure 1: Locality Plan (Source: Auckland Council GIS)

3. The proposal, site and locality description

The applicant has provided a description of the proposal and subject site on pages 1 to 2 of the Assessment of Environmental Effects (AEE) titled: *Sn [SIC] 88 Resource Consent...* dated 18/10/2022. In addition, the applicant, in response to requests for information under RMA Section 92 has provided further information by email on the 24th and 25th November 2022, 21st December 2022, 31 January 2023, and 7 February 2023, which also form part of the application.

I have not visited the site, but given the proposal and review of both council records and application documentation and having seen photos of the site taken by Jacobs Auckland office I am satisfied that I have sufficient information to undertake an assessment. I concur with that description of the proposal and the site.

Proposal

The applicant proposes to replace the existing static horizontal advertising billboard measuring 5m by 10m with a vertical LED digital billboard that will measure 10m by 6m. The building structure itself is up to street front, and the billboard inset approximately 500mm. The billboard is proposed to be set between the frontage and the eastern stairwell (refer figure 2 below).



Figure 2: Visualisation of proposed digital signboard looking north along Union Street (Source: Applicant)

The billboard will be located entirely within the property on the building. The wall is set back from the boundary. The proposed billboard will be directly affixed to the building's concrete cladding surface by either expansion bolts or chemical set fixings and specified by a CPENG in compliance with best practice standards and the Building Act 2004.

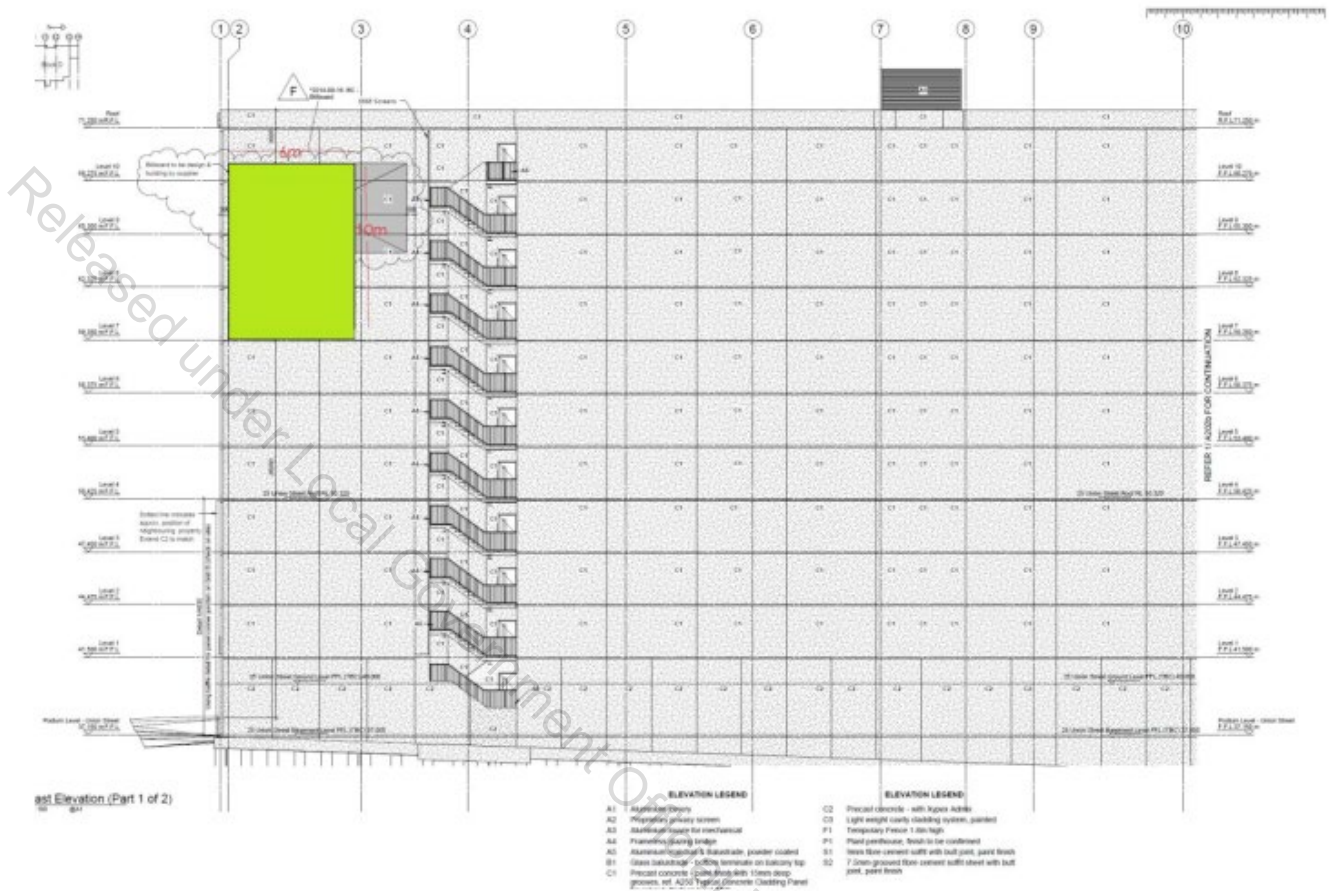


Figure 3: Cross section view of position of the proposed digital signboard on the south facing façade of the building at 27 Union Street (Source: Applicant).

The billboard itself is attached to the face of the building and will have a maximum depth of 250mm, the wall itself being inset from the boundary.

As per the applicant's description the billboard would display up to 10 slots of 8 seconds each per rotation, the advertisements being a mixture on sponsorship, charity and third party advertisements.

4. Background

Site Interpretation

The proposed new digital billboard is considered to be located on a side façade of the building at 27 Union Street and meets the restricted discretionary criteria per table E23.4.1,

Specialist Input

The proposal has been reviewed and assessed by the following specialists:

- Sayed Omar – Transport Engineer, Harrison Grierson Ltd (on behalf of Auckland Council)

- Paul Schischka – Transport Engineer, PTM Consultants (on behalf of Auckland Transport)

Council's Urban Design team were invited to review the application but advised they had no capacity and would have not much to 'add for a replacement of existing'. I have therefore relied on the applicant's assessments.

Due to the position of the proposal digital billboard being visible to the adjacent State Highway network the consent application was identified to Waka Kotahi / the New Zealand Transport Agency (WK/NZTA). WK have stated that they do not support the application, however if consent is granted WK have provided a set of preferred conditions. I have also relied on Council's traffic engineers comments in this regard.

Previously Granted Consents

The existing static billboard is lawfully established via the Billboard permit R/BEX/2014/2086. As of the date of this assessment the billboard was in place in accordance with this consent. Hence the static sign is considered to form part of the receiving environment and is taken into consideration in my assessment below.

Acceptance of Conditions

The applicant has reviewed and accepted all recommended consent conditions, and as such they are considered to form part of the application and assessment of effects. The application has been assessed accordingly.

Further Information dated 7/02/23

The applicant provided a specialist Transportation Engineer memo dated 4/02/2023 that reviewed the proposed conditions. The applicant's specialist specifically assessed the proposed condition 8; setting the billboard image dwell time at 16 seconds; and the proposed conditions 14-16 relating to the billboard loop cycles. The applicant's specialist considered that the image dwell time condition should be reduced to 8 second based upon the visibility of the billboard to drivers proceeding through viewshed. The applicant's specialist considered that the proposed conditions relating to the loop cycle should be deleted as the wording relates to the historical evaluation of the effects of digital billboards, and the current proposal is not relevant to the conditions. Council's external Transportation Engineer (TE), Mr. Sayed Omar has reviewed the applicant's memo. Mr Sayed does not support the reduction in the image dwell time to 8 seconds and cites the potential effect of the transition of a bright image during night-time as a concern in terms of a cause of driver distraction. Mr. Sayed agrees with the removal of the conditions relating to the billboard image loop cycle. In consideration of this information, I adopt the recommendation of the Council external TE. The applicant is satisfied with these changes as per their email dated 20/02/23 that acknowledges the outcome of the review.

5. Reasons for the application

Land use consent (s9) – LUC604100337

Auckland Unitary Plan (Operative in part)

District land use (operative plan provisions)

E23 Signage

- To establish a New Digital Billboard on a side or rear facing building façade within the Business City Centre zone is a Restricted Discretionary under Table E23.4.1.(A28)
- To change an existing lawfully established static billboard to a changeable message billboard in a zone where billboards are not provided for as a permitted activity is a Restricted Discretionary activity under Table Rule E23.4.2(A52).

H8 Business – City Centre Zone

- To establish a new digital billboard on the building as *an alterations and additions to a building not otherwise provided for* is a Restricted Discretionary under Table H8.4.1.(A36)

The reasons for consent are such that consent is required for a **restricted discretionary** activity overall.

6. Public notification assessment (sections 95A, 95C-95D)

Section 95A specifies the steps the council is to follow to determine whether an application is to be publicly notified. These steps are addressed in the statutory order below.

Step 1: mandatory public notification in certain circumstances

No mandatory notification is required as:

- the applicant has not requested that the application is publicly notified (s95A(3)(a));
- there are no outstanding or refused requests for further information (s95C and s95A(3)(b)); and
- the application does not involve any exchange of recreation reserve land under s15AA of the Reserves Act 1977 (s95A(3)(c)).

Step 2: if not required by step 1, public notification precluded in certain circumstances

The application is not precluded from public notification as:

- the activities are not subject to a rule or national environmental standard (NES) which precludes public notification (s95A(5)(a)); and
- the application does not exclusively involve one or more of the activities described in s95A(5)(b).

Step 3: if not precluded by step 2, public notification required in certain circumstances

The application is not required to be publicly notified as the activities are not subject to any rule or a NES that requires public notification (s95A(8)(a)).

The following assessment addresses the adverse effects of the activities on the environment, as public notification is required if the activities will have or are likely to have adverse effects on the environment that are more than minor (s95A(8)(b)).

Only those effects that relate to matters that are within the council's discretion under the rules are considered in this assessment. These matters are:

E23.8.1. Matters of discretion

- (1) visual amenity;*
- (2) scale and location;*
- (3) lighting and traffic and pedestrian safety;*
- (4) duration of consent; and*
- (5) cumulative effects.*

H8.8.1. Matters of discretion

- (1) new buildings and external alterations and additions to buildings not otherwise provided for:*
- (a) building design and external appearance;*
 - (e) functional requirements;*

No other effects have been taken into account in this assessment.

Adverse effects assessment (sections 95A(8)(b) and 95D)

The applicant has provided, in accordance with schedule 4 of the RMA, an assessment of adverse environmental effects in such detail as corresponds with the scale and significance of the effects that the activities may have on the environment.

I generally concur with this assessment and taking into account the assessment of the Council and Applicant's specialists, make the following comments:

- Any billboards placed on a side building facade within the Business City Centre zone are a Restricted Discretionary Activity, as such there is no applicable permitted baseline for the proposed activity.
- I agree the receiving environment is as outlined in section 3 of the Landscape and Visual Assessment Report by Greenwood Associates.
- The proposed digital billboard is to replace the existing static billboard (but with a change in dimensions and orientation from horizontal to vertical). However, the advertising function of the board remains the same, and the proposed structure is entirely contained within the building profile of 27 Union Street. Despite the change to LED advertising, I consider that the conversion of a static board to a digital board will not have a more than minor adverse effect on the overall character and amenity of the area, or on the visual amenity of the public realm.
- The increase in size from 5m by 10m (50m²) to 10m by 6m (60m²) will not be noticeable to the average road user given the elevation of the board and would not create additional adverse effects in this regard.
- Lighting levels will be adjusted automatically to suit the conditions and would remain consistent with AUP(OP) permitted standards at all times and therefore would not generate adverse effects beyond what is anticipated.

- The information to be displayed by the digital billboard is to be regulated and monitored by the applicant, in accordance with the agreed conditions. Potential adverse effects on traffic safety generated by the information displayed by the digital billboard is deemed to be less than minor.
- The installation of the billboard and any visual distraction generated by operation of the proposed digital billboard on motorists and pedestrians and any impact on overall traffic safety is deemed to be less than minor.
- The impact of the digital billboard on visual amenity is limited. There is a 250mm portion of the billboard that extends beyond the western façade for the structure of the digital display. However, the extension is still within the framing of the background building, and compared to the existing static billboard, is not considered to have any discernible visual difference despite the increased area of the billboard and a change from static to a digital. Any adverse amenity effect is considered to be less than minor.
- The billboard will be monitored on a 24-hour basis and contingency plans will be in place in case of the billboard malfunctioning in order to avoid distracting road users.

Overall, it is considered that the operation of the digital billboard, as proposed by GoMedia in this application, and as per the proffered consent conditions, will have less than minor effects.

Landscape and visual effects

The public realm in terms of public notification is identified as Union Street, Pitt Street, Wellington Street and the Auckland Southern motorway. The Applicant considers that there are no physical effects to the existing ground plane as the proposed digital billboard will be fixed to the side of the existing building, 22m above the prevailing ground level.

I rely upon the specialist Landscape and Visual assessment report by Greenwood Associates provided by the applicant. The actual or potential adverse landscape or visual effects are identified by the applicant's specialist landscape and visual assessor as being very low in respect to the public realm and wider environment and hence consider it can be concluded that effects on the environment will not be more than minor. There is further discussion about the proposal's potential for adverse effects upon visual amenity under the limited notification assessment below.

Traffic

The applicant's transportation assessment has identified that in terms of the visibility of the digital billboard, any actual or potential adverse effects upon the State Highway are less than minor.

The application was reviewed by Sayed Omar (Auckland Council Consultant Traffic Engineer) and Paul Schischka (Auckland Transport external consultant) who are both able to support the proposed new digital billboard subject to the conditions of consent proffered by the applicant. The Auckland Council Consultant Traffic Engineer specifically recommended that the image dwell time be set at 16 seconds as that is the likely period for which the billboard would be in view by vehicle drivers on the local and state highway network.

Waka Kotahi / New Zealand Transport Agency (WK) were consulted and provided comments in relation to the proposal and its potential for adverse safety effects upon the State Highway network adjacent the site as per an email dated 16/01/2023. The assessment by WK sought

that the proposal be rejected but also stated that should consent be granted, the conditions proposed were acceptable, with the exception that the condition for image dwell time should be a minimum of 30 seconds to lessen the potential for the billboard to cause driver distraction. However as per the assessment provided by the Council's consultant transportation engineer, a dwell time of 30 seconds is not assessed as necessary for mitigating distraction / vehicle safety. Based upon the average speed of vehicles travelling through the viewing area, an image dwell time of 16 seconds is considered acceptable.

The digital board is a sufficient distance from adjoining billboards. The installation and operation of the proposed digital billboard on the facade of the building at 27 Union Street will not adversely impact road safety or the efficient operation of the adjoining road sections. Provided the information displayed accords with the conditions proffered by the applicant, any adverse safety effect of the new digital billboard on the wider road and highway safety environment will be less than minor.

I adopt the findings of both the Council and AT transportation specialists and the applicant's specialist and conclude that any adverse to traffic in terms of efficiency or safety effects are less than minor.

Adverse effects conclusions

Overall, I conclude that adverse effects on the environment will be no more than minor.

7. Limited notification assessment (sections 95B, 95E-95G)

If the application is not publicly notified under s95A, the council must follow the steps set out in s95B to determine whether to limited notify the application. These steps are addressed in the statutory order below.

Step 1: certain affected protected customary rights groups must be notified

There are no protected customary rights groups or customary marine title groups affected by the proposed activities (s95B(2)).

In addition, the council must determine whether the proposed activities are on or adjacent to, or may affect, land that is subject of a statutory acknowledgement under schedule 11, and whether the person to whom the statutory acknowledgement is made is an affected person (s95B(3)). Within the Auckland region the following statutory acknowledgements are relevant:

- Te Uri o Hau Claims Settlement Act 2002
- Ngāti Manuhiri Claims Settlement Act 2012
- Ngāti Whātua Ōrākei Claims Settlement Act 2012
- Ngāti Whātua o Kaipara Claims Settlement Act 2013
- Te Kawerau ā Maki Claims Settlement Act 2015
- Ngāti Tamaoho Claims Settlement Act 2018
- Ngāi Tai Ki Tāmaki Claims Settlement Act 2018

In this instance, the proposal is not on or adjacent to and will not affect land that is subject to a statutory acknowledgement and will not result in adversely affected persons in this regard.

Step 2: if not required by step 1, limited notification precluded in certain circumstances

The application is not precluded from limited notification as:

- the application is not for one or more activities that are exclusively subject to a rule or NES which preclude limited notification (s95B(6)(a)); and
- the application is not exclusively for a controlled activity, other than a subdivision, that requires consent under a district plan (s95B(6)(b)).

Step 3: if not precluded by step 2, certain other affected persons must be notified

As this application is not for a boundary activity, there are no affected persons related to that type of activity (s95B(7)).

The following assessment addresses whether there are any affected persons that the application is required to be limited notified to (s95B(8)).

In determining whether a person is an affected person:

- a person is affected if adverse effects on that person are minor or more than minor (but not less than minor);
- adverse effects permitted by a rule in a plan or NES (the permitted baseline) may be disregarded;
- the adverse effects on those persons who have provided their written approval must be disregarded; and,
- as a restricted discretionary activity, only those effects that fall within the matters of discretion restricted under the plan can be considered. These matters are listed in the public notification assessment section of this report.

Adversely affected persons assessment (sections 95B(8) and 95E)

The consultant has provided, in accordance with schedule 4 of the RMA, an assessment of adversely affected persons in such detail as corresponds with the scale and significance of the effects that the activities may have on persons in the surrounding environment as discussed under sections 3 to 6 of the *Landscape and Visual Assessment Report* by Greenwood dated 6/10/2022. A further memo dated 31/01/2023 was provided from the applicant's LVA assessor which has clarified the overall level of actual or potential adverse effects as less than minor on the basis of mitigation measures adopted by the applicant. I adopt the findings of the applicant's specialist for their AEE report, which concludes that:

- The site of 27 Union Street is situated within a highly developed commercial district where there is a visual expectation that advertising media is intertwined within the built form of the Business – City Centre Zone.
- The presence of the approved current static billboard suggests that the visual expectation of illuminating advertising media is established at this juncture on the façade of the building.

- The illumination is highly likely to be of a lower level and more consistent with a digital board than that experienced from the lighting of the currently installed static billboard despite the greater surface area of the proposed digital billboard.
- As the proposed digital billboard will face southeast towards the intersection of Union Street and Nelson Street, the primary viewing audience will be vehicular based and highly transitional. This vehicular viewing audience may experience direct and prolonged views towards the proposed billboard when stationary at the controlled intersection.
- The occupants of the upper level of adjacent apartments (identified below) orientated northwest towards the proposed digital billboard comprise the main private viewing audience who may be affected (from a visual perspective) by the erection of the proposed digital billboard, particularly during night times when the proposed digital billboard illuminates which may deliver a higher visual impact than the contemporary static billboard.
- The following northwest-facing apartments or buildings with the potential for direct or partial views of the site have been assessed with a level of potential adverse effects in brackets are:
 - 15-17 Union Street (very low)
 - 145 Nelson Street (very low)
 - 36 Beresford Square (C-VU Apartments) (very low)
 - 2 Day Street (Park Hotel) (very low)
 - 11C Howe Street (Meridian Apartments) (very low)
 - 5 Howe Street (Urba Residences) (very low)
 - 21 Pitt Street (Beca Building) (very low)
- The northwest-facing apartments at 15-17 Union Street and 145 Nelson Street are the most affected audiences being close to the site. The proposed billboard will be fixed at 22m above the ground, therefore, with other multi-storey building complexes located farther away as identified below have the potential for direct or partial views of the site. To reduce the actual or potential visual effects upon occupants at this property the applicant has agreed to reduce illumination levels of the billboard at night to no more than 175 cdm, and that the billboard would not operate between the hours of 1 am to 5 am on any day. Therefore, it is considered that the adverse effects on the persons at these properties, and the other properties/buildings identified are very low and less than minor.
- There are no cumulative effects in terms of existing advertising media located near the site, due to the arrangement of existing built form. The proposed digital billboard will not be viewed in concert with other existing signage.
- These factors being given due consideration and balancing the potential for adverse landscape effects as perceived from both the public and private realms it is considered that the level of landscape effects generated by the proposal are considered to be Low/Minor. A further memo dated 31/01/2023 was provided from the applicant's LVA assessor which has clarified the overall level of actual or potential adverse effects as less than minor on the basis of mitigation measures adopted by the applicant.

- In addition, the applicant has provided a written agreement from the representative of the building that provides for the establishment of the proposed digital billboard.

Overall, I agree with the AEE and conclude that no persons, including those on adjoining sites, are adversely affected by the proposed digital billboard as the adverse effect on persons are considered to be less than minor

Step 4: further notification in special circumstances

In addition to the findings of the previous steps, the council is also required to determine whether special circumstances exist in relation to the application that warrants it being notified to any other persons not already determined as eligible for limited notification (excluding persons assessed under section 95E as not being affected persons).

Special circumstances are those that are:

- Exceptional, abnormal or unusual, but something less than extraordinary or unique;
- outside of the common run of applications of this nature; or
- circumstances which make limited notification to any other person desirable, notwithstanding the conclusion that no other person has been considered eligible.

In this instance I have turned my mind specifically to the existence of any special circumstances under s95B(10) and conclude that there is nothing exceptional or unusual about the application, and that the proposal has nothing out of the ordinary run of things to suggest that notification to any other persons should occur.

Limited notification conclusion

Having undertaken the s95B limited notification tests, the following conclusions are reached:

- Under step 1, limited notification is not mandatory.
- Under step 2, there is no rule or NES that specifically precludes limited notification of the activities, and the application is for activities other than those specified in s95B(6)(b).
- Under step 3, limited notification is not required as it is considered that the activities will not result in any adversely affected persons.
- Under step 4, there are no special circumstances that warrant the application being limited notified to any other persons.

It is therefore recommended that this application be processed without limited notification.

8. Notification recommendation

Non-notification

For the above reasons under section 95A this application may be processed without public notification.

In addition, under section 95B, limited notification is not required.

Accordingly, I recommend that this application is processed non-notified.



Nick Cooper
Consultant Planner
Date: 21 February 2023

9. Notification determination

Acting under delegated authority, and for the reasons set out in the above assessment and recommendation, under sections 95A and 95C to 95D, and 95B and 95E to 95G of the RMA this application shall be processed non-notified.



Karen Long
Team Leader,
Resource Consents
Date: 24 February 2023

Decision on an application for resource consent(s) under the Resource Management Act 1991



Restricted discretionary activity Landuse Consent (s9)

Application number: LUC604100337
Applicant: Go Media Ltd
Site address: 27 Union Street, Auckland Central
Legal description: Lot 1 DP465131

Proposal:

To replace the existing static horizontal advertising billboard that has a 10m x 5m display to a vertical 10m x 6m digital billboard, capable of displaying variable, illuminated images.

Resource consent is required for the following reasons:

Land use consents (s9) LUC60364463

Auckland Unitary Plan (Operative in part)

District land use (operative plan provisions)

E23 Signage

- To establish a new digital billboard on a street facing building façade within Business Mixed Use zone is a Restricted Discretionary under Table E23.4.1.(A19)
- To change an existing lawfully established static billboard to a changeable message (digital) billboard in a zone where billboards are not provided for as a permitted activity is a Restricted Discretionary activity under rule E23.4.2(A52).

H8 Business – City Centre Zone

- To establish a digital billboard on the building as alterations and additions to a building not otherwise provided for is a Restricted Discretionary under Table H8.4.1.(A36)

Decision

I have read the application, supporting documents, and the recommendation on the application for resource consent(s). I am satisfied that I have sufficient information to consider the matters required by the Resource Management Act 1991 (RMA) and make a decision under delegated authority on the application.

Acting under delegated authority, under sections 104, 104C and Part 2 of the RMA, the resource consent is **GRANTED**.

Reasons

The reasons for this decision are:

1. In accordance with an assessment under ss104(1)(a) and (ab) of the RMA, the actual and potential effects from the proposal will be acceptable as:
 - a. The receiving environment includes the existing static billboard approved under R/BEX/2014/2086 and as outlined in section 3 of the Landscape and Visual Assessment Report by Greenwood Associates. In this context, the advertising function of the structure will remain, and the scale and location of the proposed digital board will be similar to the existing billboard with its overall structure still within the building outline, and no adverse cumulative effects will arise.
 - b. The landscape and visual assessment for the applicant has been relied on to conclude that the proposal in terms of visual amenity is acceptable because:
 - The billboard is in an elevated location and will not be visually intrusive in this part of the City Centre taking into account the receiving environment and consent conditions.
 - Consent conditions, particularly relating to dwell time and illuminance, will manage visual amenity effects in respect to the site and the wider neighbourhood.
 - c. The change in orientation of the billboard (from landscape to portrait) and the increase in size to 6m by 10m will not decrease road safety and is supported by Auckland Council and Auckland Transport (AT) Traffic Engineers.
 - d. The installation of the digital billboard is not supported by Waka Kotahi NZTA relating to adverse effects on traffic safety for a limited section of State Highway 1 and the Northwest motorway that is able to view the proposed digital billboard. Waka Kotahi NZTA have not however provided alternative road safety data or other empirical or research-based information about the safety risks of digital Billboards which contradicts the information provided within the applicant's Traffic Engineering Report dated 6/10/2022 and further information response dated 21/12/2022. As (c) above, support has been received from Council and AT traffic engineers. Further, consent conditions, relating to an image display time of 16 seconds and monitoring and review of conditions, will adequately manage the potential effects of the proposed billboard upon road safety (including for the state highway network.)
 - e. A range of mitigation measures will be used to control the functionality of the billboard, including restrictions on what information is presented, duration of display, and overall luminance. Notably the billboard will not be operated between the hours of 1 am to 5 am, and a lower luminance of 175 cd/m² will apply during other night-time periods. In addition, there will be ongoing monitoring and a condition where the billboard can be reduced in size or shut down, should monitoring identify significant adverse effects. This will ensure potential adverse effects relating to traffic safety and amenity of the site and neighbouring sites is adequately managed.
 - f. The overall road safety records are to be reviewed at year 1, 2, and 5 starting from the operation of the digital billboard, which will ensure the long-term safety of road users in relation to the information displayed by the digital billboard. This will ensure the operation of the billboard is continued at a high safety standard and any effects generated from the changing information presented by the digital billboard stay within the limitations of this assessment. A review condition has been included to this effect.

- g. In terms of positive effects, the billboard in general will contribute to economic activity within the Business City Centre zone.
 - h. With reference to s104(1)(ab), there are no specific offsetting or environmental compensation measures proposed or agreed to by the applicant to ensure positive effects on the environment and/or within the relevant matters of discretion
2. In accordance with an assessment under s104(1)(b) of the RMA the proposal is consistent with the relevant statutory documents, insofar as they relate to the matters over which discretion is restricted. In particular, the proposal is consistent with the relevant objectives and policies of the Auckland Unitary Plan as set out below.

E23 Signs - E23.2. Objectives, E23.3 Polices, E23.8.2 Assessment Criteria

H8 Business – City Centre Zone – H8.2 Objectives, H8.3 Policies, H8.8.2(1). Assessment criteria

- a. The proposed development is consistent with the relevant objective and policies and integrates well within the existing environment, with the lighting being adjusted automatically during its operation, and with various monitoring processes in place, will not unacceptably impact on pedestrian and traffic safety.
 - b. The billboard would not create clutter as the placement of the proposed digital board is in the same location as the existing static board, and any cumulative effect of the billboard being indiscernible.
 - c. In respect to PC78, the outcomes under both the operative and proposed plans are similar and accordingly no weighting assessment is required
3. As a restricted discretionary activity, the other matters that can be considered under s104(1)(c) of the RMA must relate to the matters of discretion restricted under the plan. In this case, there are no other matters that should be considered under s104(1)(c).
 4. In the context of this restricted discretionary activity land use consent, where the relevant objectives and policies and other relevant provisions in the relevant statutory documents were prepared having regard to Part 2 of the RMA, they capture all relevant planning considerations and contain a coherent set of policies designed to achieve clear environmental outcomes. They also provide a clear framework for assessing all relevant potential effects and there is no need to go beyond these provisions and look to Part 2 in making this decision as an assessment against Part 2 would not add anything to the evaluative exercise.
 5. Overall, the proposal is consistent with the relevant statutory documents and will result in sufficiently mitigated and acceptable effects.

Conditions

Under section 108 and 108AA of the RMA, this consent is subject to the following conditions:

1. This consent must be carried out in accordance with the description in the application and assessment of environmental effects prepared by Go Media Ltd and must be carried out in accordance with the plans stamped and referenced by the council as resource consent number LUC60410037.

The consent must also be carried out in accordance with all other reports and information as detailed below and all referenced by the council as consent number LUC60410037.

<i>Report title and reference</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
Traffic Engineering Report	Stantec		10/2022
Landscape and Visual Assessment report	Greenwood	1	6/10/22

<i>Drawing title and reference</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
East Elevation Plan titled "Existing billboard and placement on the building to be removed when the digital is built"	Babbage / Go Media	F	
Elevation Plan A1 titled "Overlay of new sign over the existing Plan A1 24/11/22"	Go Media		24/11/22
Elevation Plan A2 titled "Without the existing board Plan A2 24/11/22"	Go Media		24/11/22
Site and Location Plan View A100	Babbage / Go Media		24/11/22

<i>Other additional information</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
Mock Up Proposed and Existing Side by Side Views	Go Media		24/11/22
Information as S92 response attached under an email from Frank Costello	Go Media		24/11/22
Information as S92 response attached under an email from Frank Costello	Go Media		25/11/22
Memo as S92 response attached under an email from Frank Costello	Stantec		21/12/22
Memo "Revision of rating of visual effects....."	Greenwood Associates		31/01/23
Memo "LUC60410337- 4A/27 Union Street Auckland Central - Go Media Ltd Proposed Digital Billboard- Response to Conditions"	Harries		4/02/23

Lapse period

2. Under section 125 of the RMA, this consent lapses five years after the date it is granted unless:
 - a. The consent is given effect to; or
 - b. The council extends the period after which the consent lapses.

Monitoring charge

3. The consent holder must pay the council an initial consent compliance monitoring charge of \$348 (inclusive of GST), plus any further monitoring charge or charges to recover the actual and reasonable costs that have been incurred to ensure compliance with the conditions attached to this consent/s.

Advice Note:

- *The initial monitoring deposit is to cover the cost of inspecting the site, carrying out tests, reviewing conditions, updating files, etc., all being work to ensure compliance with the resource consent. In order to recover actual and reasonable costs, monitoring of conditions, in excess of those covered by the deposit, shall be charged at the relevant hourly rate applicable at the time. The consent holder will be advised of the further monitoring charge(s). Only after all conditions of the resource consent have been met, will the council issue a letter confirming compliance on request of the consent holder.*

Billboard size

4. The billboard's total size including display must not exceed the maximum dimensions of 6m (wide) and 10m (high).

Advice note:

For the avoidance of doubt this consent does not authorise any associated operator logo signs.

Removal of existing overhead light

5. The existing overhead lighting for the static billboard must be removed prior to or at the same time the static billboard is removed and the consent holder must provide written evidence to the council that this lighting has been removed within 20-working days of its removal.

Malfunction of LEDs

6. The consent holder must ensure that in the event of any malfunction of the LEDs or the control system the display is switched off until the malfunction is repaired.

Billboard message display

7. Image content must be static, and must not incorporate flashes, movement, animation, or other dynamic effects.
8. The display time for each image must be a minimum of **sixteen (16) seconds**.
9. The transition from one image to the next must be via a 0.5 second dissolve.
10. Images must not invite or direct a driver to take some sort of driving action.
11. Images on the billboard must not be linked to "tell a story" across two or more sequential images, (i.e., where the meaning of an image is dependent upon or encourages viewing of the immediately following image).
12. A split display (that is two adverts) must not be displayed at any one time on the billboard display.
13. Images must not use graphics, colours (red, green, orange, white or yellow), text or shapes in isolation or in combinations such that they can be reasonably considered to resemble, cause confusion with, or distract from a traffic control device; nor invite or direct a driver to do something, when viewed by approaching motorists.

Advice Note:

- *The purpose of Conditions 7 to 13 is to manage the content on the billboard where it forms the background or foreground of, or appears alongside a traffic control device that could be found in the road environment. The content of the billboard is to be managed to ensure that any individual element or combinations of elements do not resemble, confuse or distract from traffic control devices in these locations. The purpose of the condition is not to prohibit the use of a particular colour, but to manage the use of those colours to avoid confusion with traffic control devices.*

Luminance during daylight

14. The luminance level of the LED display during daylight hours must vary to be consistent with the level of ambient light and ensure that the LED display is not significantly brighter than the ambient light level and is only illuminated to the extent necessary to ensure that it is legible. To achieve this, the brightness of the LEDs must be automatically controlled with an in-built detector/sensor. The method of automation must be to the satisfaction of the Council.
15. During daylight hours (dawn to dusk) the maximum luminance of any part of the sign must not exceed 5,000cd/m².

Night-time operation

16. The digital LED display must not operate between the hours of 1 am to 5 am during any day of the week (Monday to Sunday)

Night-time luminance

17. Subject to condition 16, at any other time outside of daylight hours (dusk to dawn) the maximum luminance of any part of the sign must not exceed 175cd/m².

Monitoring

18. The consent holder must monitor and record the maximum 'intensity' of the LED produced as a result of the automation required by Condition 14 over a period of six months following the commencement of the display of images. The levels recorded over this period must be submitted to the council for review. The method of recording the levels must be to the satisfaction of the council.
 - a) To undertake the work required by this condition, the consent holder must engage an independent lighting practitioner to record and confirm luminance readings of the billboard at three times, including:
 - i) one recording at midday;
 - ii) one recording during the hours of darkness, and;
 - iii) one recording during morning or early evening.
 - b) The consent holder must submit a luminance certification report to the council within thirty working days following the commencement of the display of images.
19. The consent holder must monitor the digital billboard to ensure that its presence does not contribute to an increase in the crash rate or risk. Monitoring should include a review of reported crashes at the location as shown by Figures 2.5 and 2.6 of the Stantec Traffic Engineering Report dated October 2022, at one (1) year from the date the billboard became operational, then again after two (2) years and again after five (5) years, from the

date the billboard became operational. All monitoring reports must be submitted to the council for review within 20-working days of its completion. If either the monitoring report or a review by the Council identifies a crash pattern or other complaints related to the billboard, appropriate mitigation is to be proposed by the consent holder and agreed in writing with the Council.

20. In the event that the results of the monitoring required by condition 18 are such that unacceptable adverse traffic, road safety and/or visual amenity effects are generated, which cannot be mitigated by an adjustment to the display time, transition (or a combination of both), then Council may impose such conditions as are considered necessary in respect of these matters and monitoring must occur for a further six months.

Review condition

21. Under section 128 of the RMA, the conditions of this consent may be reviewed by the Council at the consent holder's cost on an annual basis following the date the billboard became operational in order to deal with any adverse effect on the environment which may arise or potentially arise from the exercise of this consent and which it is appropriate to deal with at a later stage, in particular adverse effects in relation to neighbour complaints, adverse luminance effects and traffic safety on roads and the state highway network.

Advice Notes:

- *Under section 128 of the RMA the conditions of this consent may be reviewed by the Council at the consent holder's cost at any time, if it is found that the information made available to the Council in the application contained inaccuracies which materially influenced the decision and the effects of the exercise of the consent are such that it is necessary to apply more appropriate conditions.*
- *In the event that the results of any monitoring undertaken by Council indicate that adverse traffic safety effects have been generated by the billboard, mitigation measures such as reducing the luminance of the billboard, reducing the number of images, increasing the dwell time, increasing the transition time (or a combination of these measures) may be applied.*

Advice notes

1. *Any reference to number of days within this decision refers to working days as defined in s2 of the RMA.*
2. *For the purpose of compliance with the conditions of consent, "the council" refers to the council's monitoring inspector unless otherwise specified. Please contact monitoring@aucklandcouncil.govt.nz to identify your allocated officer.*
3. *If you disagree with any of the above conditions, or disagree with the additional charges relating to the processing of the application, you have a right of objection pursuant to sections 357A or 357B of the Resource Management Act 1991. Any objection must be made in writing to the council within 15 working days of notification of the decision.*
4. *The consent holder is responsible for obtaining all other necessary consents, permits, and licences, including those under the Building Act 2004, and the Heritage New Zealand Pouhere Taonga Act 2014. This consent does not remove the need to comply with all other applicable Acts (including the Property Law Act 2007 and the Health and Safety at Work Act 2015), regulations, relevant Bylaws, and rules of law. This consent does not constitute*

building consent approval. Please check whether a building consent is required under the Building Act 2004.

5. *All applications for temporary use of the road reserve during construction must be submitted to Auckland Transport as a Corridor Access Request (CAR). Applications are to be submitted electronically via <https://www.myworksites.co.nz> and 15 working days should be allowed for approval. It will be the responsibility of the applicant to determine the presence of any underground services that may be affected by the applicants work in the road reserve. Should any services exist, the applicant shall contact the owners of those and agree on the service owners' future access for maintenance and upgrades.*

6. *Explanation of terms used:*

i) *Display Time: The duration of the display of a single image*

ii) *Dissolve: A mode of message transition on an LED display accomplished by varying the light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneously with the gradual appearance and legibility of the second message.*

iii) *Image: The advertising image displayed*

iv) *Transition: A visual effect used on an LED display to change from one image to another.*

Delegated decision maker:

Name: Karen Long

Title: Team Leader, Resource Consents

Signed:



Date: 24 February 2023

Resource Consent Notice of Works Starting

Please email this form to monitoring@aucklandcouncil.govt.nz at least 5 days prior to work starting on your development or post it to the address at the bottom of the page.

Site address:				
AREA (please tick the box)	Auckland CBD <input type="checkbox"/>	Auckland Isthmus <input type="checkbox"/>	Hauraki Gulf Islands <input type="checkbox"/>	Waitakere <input type="checkbox"/>
Manukau <input type="checkbox"/>	Rodney <input type="checkbox"/>	North Shore <input type="checkbox"/>	Papakura <input type="checkbox"/>	Franklin <input type="checkbox"/>
Resource consent number:			Associated building consent:	
Expected start date of work:			Expected duration of work:	

Primary contact	Name	Mobile / Landline	Address	Email address
Owner				
Project manager				
Builder				
Earthmover				
Arborist				
Other (specify)				

Signature: Owner / Project Manager (indicate which)	Date:
--	--------------

Once you have been contacted by the Monitoring Officer, all correspondence should be sent directly to them.

SAVE \$\$\$ minimise monitoring costs!

The council will review your property for start of works every three months from the date of issue of the resource consent and charge for the time spent. You can contact your Resource Consent Monitoring Officer on 09 301 0101 or via monitoring@aucklandcouncil.govt.nz to discuss a likely timetable of works before the inspection is carried out and to avoid incurring this cost.

4 February 2023

Frank Costello
Commercial Director
Go Media

By email: frank@gomedia.co.nz

Dear Frank,

**LUC60410337 – 4A/27 Union Street Auckland Central – Go Media Ltd
Proposed Digital Billboard – Response to Conditions**

Further to your recent request, I have now had an opportunity to review the proposed traffic-related conditions of consent in relation to your proposal to establish a wall-mounted digital billboard on the building at 4A/27 Union Street in central Auckland. The proposed conditions were provided in an email from Nick Cooper from Jacobs in an email dated 24 January 2023.

On the whole, I consider that the traffic-related conditions are reasonable and appropriate to address any potential adverse road safety effects associated with the billboard. Nevertheless, I do wish to comment on the following:

- a) proposed condition 8 relating to dwell time; and
- b) proposed conditions 14 to 16 regarding the nature of the loop cycles.

I address both of these points as follows:

1. Proposed Condition 8 – Dwell Time

Proposed Condition 8 seeks a dwell time of 16 seconds, noting that the application was for a dwell time of 8-seconds.

The basis for the longer 16 second dwell time is provided in Section 7 of the 20 January 2022 Harrison Grierson peer review report. That report described that for the extent of visibility of the billboard from northbound SH1 lanes, which is referred to as being 350m, a driver travelling at 80km/h would traverse that distance in 16 seconds. Hence the adoption of a 16-second dwell time which would ensure that no driver would see any more than one image change.

However, this justification does not take into consideration some important points as follows:

- a) From distances as far as 350m, a road user would have little interest in looking toward the billboard because at that distance, nothing about the content of the image will be visible, and the billboard does not sit directly ahead in forward vision;
- b) The proposed adoption of a 0.5-second cross-dissolve transition will ensure a subtle change in image that, especially from a distance, would unlikely catch the involuntary attention of a driver.

- c) The billboard screen will not actually be visible for the full 320m distance from the point that the billboard becomes potentially discernible. This is because, as explained in Section 5.1.2 of the Traffic Engineering Report (**TER**) that accompanied the application¹ once within 130m to 140m from the billboard, it will fall completely from a driver's visibility as it falls outside of a driver's 65° field of view.

Even if it is assumed that a northbound road user looks toward the billboard from the instant that it first becomes potentially visible at a distance of 320m, and then remains looking toward the billboard until the last possible instant before falling from view at 130m to 140m from the billboard, then the corresponding travel times that apply to the 180m to 190m travel distances involved correspond to between 8.1 and 8.5 seconds, and not 16 seconds. These results accord with the originally proposed 8-second dwell time, and do not support the longer 16-second dwell time as proposed in the conditions.

Further justifications for the 8-second dwell time have been comprehensively addressed in Section 4.2 of the TER. As noted therein:

- a) A dwell time of 8-seconds is the industry accepted dwell time that is typically applied to the successful operations of the vast majority of the 700+ existing digital advertising screens that operate in New Zealand. There is no known example where any of these existing digital billboards has produced any demonstrable adverse traffic safety effects. In other words, there is no probative evidence at all to suggest that the commonly adopted 8-second dwell time is in any way 'broken'.
- b) The adoption of the 8-second dwell time as an industry standard did not occur by accident or as a value that was plucked out of the air without any technical foundation. Rather, it was the outcome of both international research, and practical trials of various dwell times that was undertaken jointly between billboard operators, their consultants, Auckland Council and Auckland Transport in 2012.
- c) Section 4.2.2 of the TER describes the only known empirical research into the safety effects of a range of dwell times. This research was undertaken by Goodsell *et al* (2018) of the Australian Road Research Board (**ARRB**).² Goodsell examined the road safety performance of drivers (in terms of both driver behaviours, driver performances and incidents), at two signalised intersections, both before and after the establishment of a digital billboard at each. The study also examined the road safety performances associated with dwell times of 8, 10, 16, 20, 24 and 30 seconds. Extracts from the findings of that study are as follows:

"Contrary to a hypothesis that digital billboards at demanding locations will inevitably create enough distraction to negatively affect vehicle control performance, the current evaluation found that, at all dwell times, vehicle lateral control performance either improved or was unaffected by the digital billboard's presence".

[underlining added]

¹ Stantec, October 2022 "Proposed Digital Billboard – 27 Union Street, Auckland Central – Traffic Engineering Report" (**TER**)

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"In conclusion, the current evaluation investigated the impact of the presence of digital billboards on vehicle control performance. The sites evaluated were relatively complex signalised intersections. Because of the cognitive demands associated with negotiating a signalised intersection, these are the kinds of sites where it might be expected that drivers would display impairment from distraction. However, there was almost no evidence that the digital billboards at these locations impaired driving performance. Clearly, in real-world situations the impact from the visual distraction from digital billboards is complex, and in some situations such as the installations evaluated here, there can be an apparent positive impact on driving performance from the presence of a digital billboard. If the parameters of how and when this positive impact occurs can be precisely specified, this would prove enormously valuable for all stakeholders."

[underlining added]

- d) What this ARRB research is in effect saying, is that digital billboards are not inherently hazardous to safety performance even in complex traffic environments, and that there is no road safety benefit achieved through the application of longer dwell times. This is an important and particularly relevant finding as it is the only empirically-based research that has measured and assessed the relative road safety performances of digital billboards across a range of dwell times.
- e) As noted in the TER, the proposition exists that drivers should see no more than one image change, on the perceived basis that it would reduce safety if a driver was exposed to more than one image change. This is despite that in practice digital billboards (most of which change images every 8-seconds) are actually not contributing to crashes as evidenced by the lack of any probative evidence of such from either the CAS database or from monitoring studies. Where views regarding the potentially distractive effects of image changes are expressed, it is almost exclusively associated with an image transition that is instantaneous, which may have the potential to be 'distractive' by virtue of the visual flick it creates. It is possible to imagine that these visual flicks will have the potential to catch in peripheral vision and thereby involuntarily catch the attention of a driver. However, the reality is that with transitions that involve a 0.5-second cross-dissolve transition (regardless of dwell time duration), a subtle transition is achieved that does not materially catch the involuntary attention of drivers, and therefore does not give cause for drivers to be distracted by an image change.

In summary, with the benefits now available from observation and experience of the large database of over 700 digital advertising screens that have been established in New Zealand over the past 11-years, along with support from recent and relevant international research, it is apparent that the use of an 8-second minimum dwell time as proposed within this particular traffic environment is entirely appropriate and acceptable from both traffic operations and road safety perspectives. It is fully supported by research and practical trials; it is consistent with industry best practice in New Zealand; and it will ensure that appropriate levels of road safety are maintained.

In this case, it is considered that there is no technical basis for the 16 second dwell time as proposed in the draft conditions, either in terms of the Auckland Unitary Plan standards; or the Traffic Control Devices Manual Part 3 (TCDM3) recommendations; or any other relevant source or study; or from the analysis of the travel times that northbound drivers on the Southern Motorway will experience when on the visible approach to the billboard.

Accordingly, it is recommended that proposed condition 8 should revert to the originally proposed 8-second dwell time, rather than the 16-second dwell time as currently proposed in the conditions.

2. Proposed Conditions 14-16 – Loop Cycles

Proposed conditions 14-16 are as follows:

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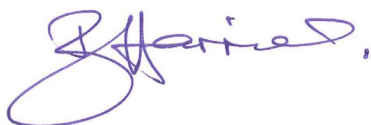
These are very old conditions that were applied to one of the first digital billboards to be established in Auckland, because that is how that operator at that time anticipated that he would operate the billboard. As far as is known, the conditions were not proposed to mitigate any known effect. This point has been well traversed over the years, (including at hearings – the last being the Lumo hearing for the digital billboard at 790 Great North Road), and as a consequence they have been appearing much less frequently. It is somewhat surprising therefore, that they have appeared again in this case, presumably as a result of being cut and pasted from a previous consent without too much thought given as to their meaning or intent.

Unless it is thought that there are actual traffic safety effects that require to be mitigated by the conditions, it is recommended they be deleted as being both meaningless and unnecessary.

I would be happy to further elaborate on any of the above as required.

Yours sincerely

Harries Transportation Engineers



Brett Harries

Director

4 Input from Auckland Transport – Subject Matter Expert and/or Asset Owner

4.1 Planning triggers /Engineering triggers (led by the Development Engineer - Traffic)

Topic	Triggers for Asset Owner Input for consents and EPA	Thresholds	Examples	
1.	Traffic	All proposals which exceed the trip generation rates specified in the Unitary Plan or 100v/hr for activities not specified (not including permitted activities)	As per table E27.6.1.1 of the Unitary Plan	
2.	Billboards	<u>Any Billboard that requires consent under Activity Tables E23.4.1 and E234.2</u>	As per Unitary Plan	
2.	Damage to Roads	All proposals which will increase the existing number of heavy vehicles on any road through either construction or operation	An increase in heavy vehicle by more than 5%_(determined by the development engineer) Earthwork imbalance greater than 1000m3	Cleanfills, construction work, earthwork removal/importation, quarries.
3.4.	Access	All new or alterations to existing vehicle crossings on Arterials	As per Unitary Plan. Arterial Layer on AC GeoMaps available. Excludes single dwellings	Practice note to be developed by AT with AC
		All new vehicle crossings on Limited Access Road	As per LAR list (list coming from AT) Layer on Geomaps to be created with AC and AT	Hibiscus Coast Highway, requires AT approval for new access on LAR.
4.5.	Parking	Bulk off street parking and non-Accessory Parking not managed by AT	As per Unitary Plan	
5.6.	Cycle parking and end-trip facilities	Shortfalls or deviations from requirements	As per Unitary Plan	
6.7.	Assets	All proposal which will create or modify AT assets	All applications	All roads to vest, SW (including discharge to kerb, Wharves, Streetlights, Realignments and bus shelters. and any application proposing roads with a width below 14m (boundary to boundary).
		All subdivisions	More than 10 Lots or 10 Dwellings with no road to vest As per unitary Plan, Subdivisions 38.8.1.2(1)	Subdivision proposing 11 lots with no road to vest. Likely to result in future issues where land owners cannot agree to maintain private road and seek AT handover of sub-standard private road.
		All proposals which will create or change Traffic and Parking controls.	All applications	Bus stops, Bus lanes, NSAAT lines, Giveways,

7-8.	Encroachments	All proposals which will utilise AT Land and/or will require AT land owner approval. Including works within AT designations	All applications	Grazing Licences on Unformed Roads, Canopies, Verandas, Overhead Signage, Building Structures, Surface level encroachments by building improvements, Parking Platforms, Retaining walls, Subsoil (pipes, cables), Billboards
	Topic	Triggers for sharing information with AT	Thresholds	Examples
8-9.	Projects	All proposals adjacent to AT projects and AT designations	AT projects listed as per www.forwardworks.co.nz AT designations as per Geomaps	
9-10.	OPW's	All OPW's with transport impacts	All	MoE, Police, NZTA, Corrections, DHB's

4 February 2023

Frank Costello
Commercial Director
Go Media

By email: frank@gomedia.co.nz

Dear Frank,

**LUC60410337 – 4A/27 Union Street Auckland Central – Go Media Ltd
Proposed Digital Billboard – Response to Conditions**

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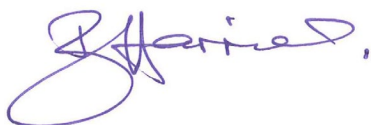
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Yours sincerely

Harries Transportation Engineers



Brett Harries

Director

Proposed Digital Billboard 27 Union Street, Auckland Central Traffic Engineering Report

PREPARED FOR GO MEDIA | OCTOBER 2022



Released under Local Government Official Information and Meetings Act



Revision Schedule

Rev No	Date	Description	Prepared by	Checked by	Reviewed by	Approved by
1	29/09/22	Draft for review	NL	BH	BH	
2	10/10/22	Final				BH

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Quality Statement

PROJECT MANAGER	PROJECT TECHNICAL LEAD
Brett Harries	Brett Harries

PREPARED BY

Nathan Lowe
Transportation Engineer



21 / 09 / 2022

REVIEWED BY

Brett Harries
Market Leader - Transport



29 / 09 / 2022

APPROVED FOR ISSUE BY

Brett Harries
Market Leader - Transport



10 / 10 / 2022

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STATUS: Final | Project No: 310204443.100.107

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1 Introduction

This report provides an assessment of a proposal by Go Media Ltd to establish a wall-mounted portrait-oriented digital billboard with maximum dimensions of 6m width by 10m height on the southern façade of the building at 27 Union Street in Auckland Central. The proposed digital billboard will replace an existing static billboard¹ that is in the same position on the building, but which is landscape oriented with dimensions of approximately 10m width by 5m height. The existing static billboard is illuminated by four down-ward-facing floodlights.

The proposed digital billboard will continue to display general commercial graphics for third-party advertisers.

The Auckland Unitary Plan - Operative in Part (**Unitary Plan**) requires a restricted discretionary activity consent to establish and operate a billboard on the side façade of a building within the Business – City Centre zone. Accordingly, this assessment addresses the following matters:

- The characteristics of the traffic environment within which the billboard is located.
- General road safety matters relating to advertising signage.
- A description of the proposed design and operational characteristics of the digital billboard, and a traffic safety assessment of the proposal within the context of the surrounding traffic environment.
- An assessment of the extent that the design and operation of the billboard is in accordance with the relevant provisions of the Unitary Plan.
- An assessment of the extent that the design and operation of the billboards is consistent with the guidance provided by Waka Kotahi New Zealand Transport Agency (**Waka Kotahi**) in its “*Traffic control devices manual, 2011, Part 3 Advertising signs*” (**TCDM3**)².

These and other relevant matters are discussed in the detail of this report to follow. By way of a summary of the analyses that will be described, it is concluded that the establishment of the proposed digital billboard can be achieved in a manner that ensures less than minor adverse effects to the performance and safety of the local traffic environment.

¹ The existing static billboard was consented under the signs bylaw on 19 June 2014 – Reference R/BEX/2014/2086

² For a period between 24 March and 23 June 2022, Waka Kotahi had released an addendum to TCDM3 that was specific to digital billboards. However, as a consequence of issues identified with preparation of the TCDM3 Addendum, Waka Kotahi has agreed to withdraw it to enable further consultation to take place. The “Digital Billboard Guidance Review Note” on the Waka Kotahi website (<https://www.nzta.govt.nz/resources/traffic-control-devices-manual/>) states in this regard:

“Waka Kotahi received feedback from industry on the Digital Billboard Guidance previously appended to the Traffic Control Devices Manual. We have decided to withdraw this guide to enable further consultation to take place. So that Waka Kotahi can complete this process in good faith, we request that the guide is not relied upon as representing the Waka Kotahi position. There may be changes to the guide as a result of this consultation.”

2 The Site

2.1 Billboard location

The location of the existing and proposed billboards within the context of their surrounding traffic environment is indicated in Figure 2-1 below. The address of the building upon which the digital billboard will be located is 27 Union Street. This site is just to the north of the Union Street / Wellington Street intersection.

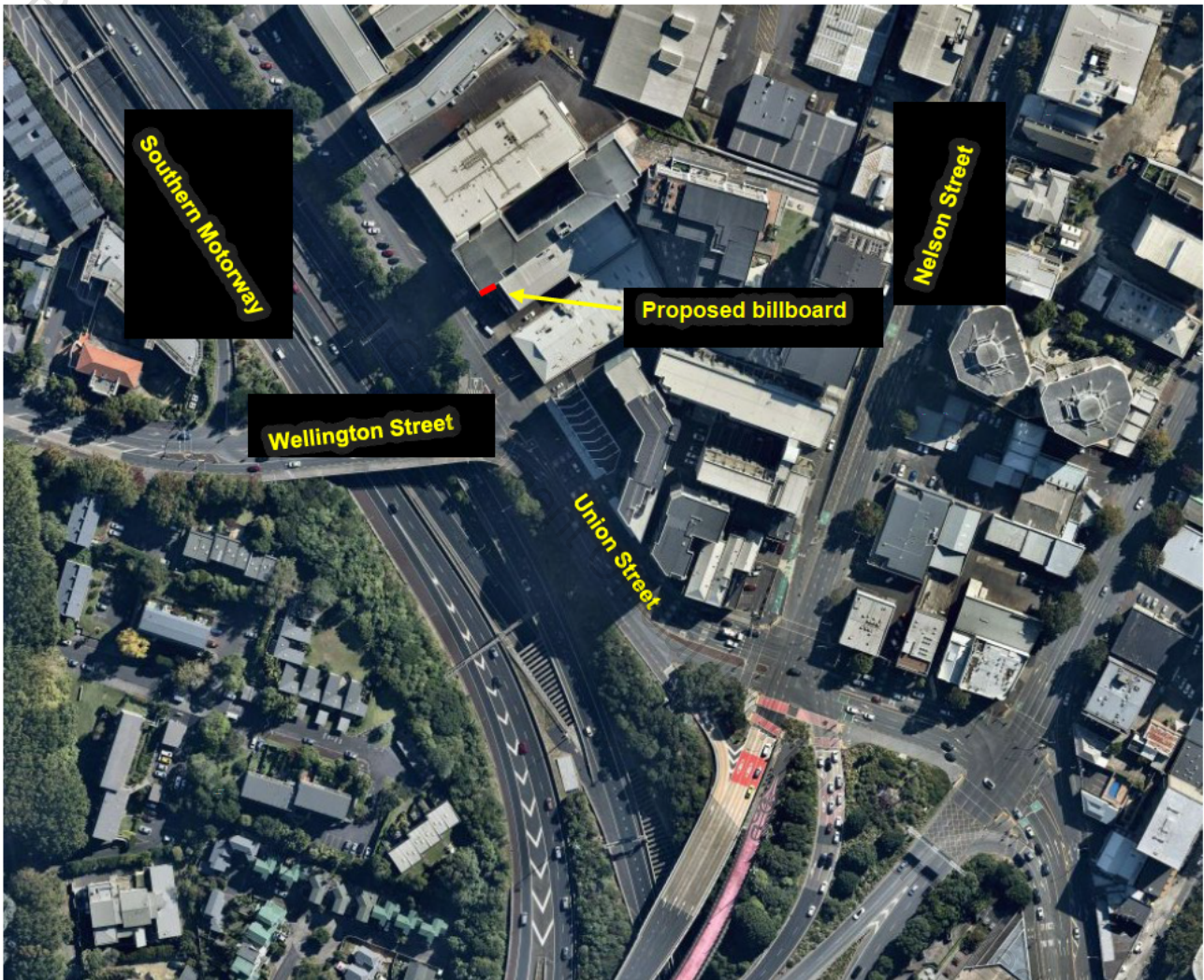


Figure 2-1: Billboard location

Union Street is aligned in a generally northwest-southeast direction. For the purposes of this report however, Union Street will be referred to as having a north-south alignment, and Wellington Street as having an east-west alignment.

As previously noted, there is an existing externally illuminated static billboard that operates from the building. As with the existing static billboard, the proposed digital billboard will be primarily directed towards northbound traffic on Union Street, and will also be incidentally visible to northbound traffic on the Northwestern Motorway Link and the Southern Motorway. The billboard will not be practically visible to eastbound traffic on Wellington Street.

Union Street is classified in the AUP as an Arterial Road. It is also classified in the Auckland Transport (AT) Future Connect strategic network³ as a Secondary Arterial.

³

<https://mahere.at.govt.nz/futureconnect/>

2.2 The traffic environment

2.2.1 Union Street

South of the subject site, Union Street accommodates three lanes in each direction. Figure 2-2 below shows the road features and traffic layout of Union Street as viewed from the northbound lane 2 adjacent to the subject site and near the southern approach of the Union Street / Wellington Street intersection.



Figure 2-2: Union Street layout (viewed northbound)

The separation distance between the centre of the intersection and the horizontal position of the proposed billboard is approximately 45m. The intersection is traffic signal controlled with a give-way slip lane for the western approach left-turn on Wellington Street.

In the northbound direction, Union Street (south) accommodates two left turning lanes that turn onto Wellington Street, (with one of these lanes intended for vehicles proposing to access the Southern Motorway northbound on-ramp), and a short through-lane into Union Street (north).

In the southbound direction there are three lanes at the approach to the Wellington Street intersection consisting of a short right turn lane into Wellington Street, and two through lanes which proceed toward Pitt Street.

While no pedestrian counts were undertaken at the intersection, pedestrian volumes in the area were observed to be of a low to moderate level with most pedestrians using the eastern footpath on Union Street.

Union Street is classified as a Collector Cycle Route in the Future Connect strategic network as it connects to the regional cycle network on Nelson Street and the Light Path. However, there are no specific on-road or off-road cycle facilities in the immediate vicinity of the site, except for advance stop boxes at all approaches to the Union Street / Wellington Street intersection.

The section of Union Street south of the Wellington Street intersection carries an estimated 7-day average daily traffic flow of about 8,000⁴ vehicles per day.

Both Union Street and Wellington Street operate with 30km/h speed limits.

There are no other existing billboards in the immediate vicinity of the site in the frontal view of the billboard. The closest static and digital advertising billboards are located on the north-western corner of the Union Street / Nelson Street intersection south of the site.

⁴ Mobile roads estimate 2020

2.2.2 Southern Motorway and Northwestern Link

As previously noted, the proposed billboard will continue to be discernible to northbound traffic using the Southern Motorway, and northbound traffic on the Northwestern Link toward the Southern Motorway. Any views of the billboard that are available on each of these approaches cease prior to the point that the Northwestern Link and the Southern Motorway merges, in both cases because the billboard will fall to the right and above a driver's view. The point at which the billboard will be lost from view for both approaches is about 80m south of the Wellington Street overbridge. These views are discussed further in Section 5.1.2 below.

The Northwestern Link has dual lanes that merge to a single lane beyond the ramp meter control located about 330m from the billboard. The Southern Motorway northbound is dual lane. At the point that the two links come together, they each feed into their own downstream lanes, i.e. the Northwestern Link becomes Lane 1 of the downstream Southern Motorway, and the two upstream Southern Motorway lanes become Lanes 2 and 3 of the downstream Southern Motorway.

Following the point that the two motorways merge, there is a higher than typical amount of lane changing that occurs prior to entry into the Victoria Park tunnel. However, these lane change manoeuvres were observed to occur after the point that the two motorways merge, mostly occurring north of the Wellington Street overbridge. From the areas where these merge manoeuvres occur, there will be no visibility of the proposed billboard.

All these sections of motorway operate within an 80km/h speed area.

The general characteristics of the Southern Motorway and the Northwestern Link northbound approaches are evident in Figures 2-3 and 2-4 respectively.

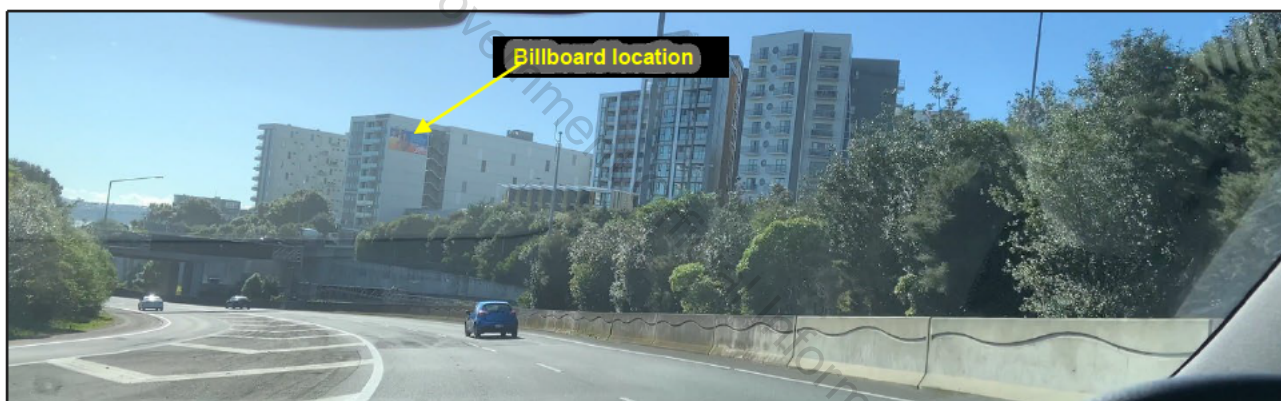


Figure 2-3: View from Southern Motorway (northbound)

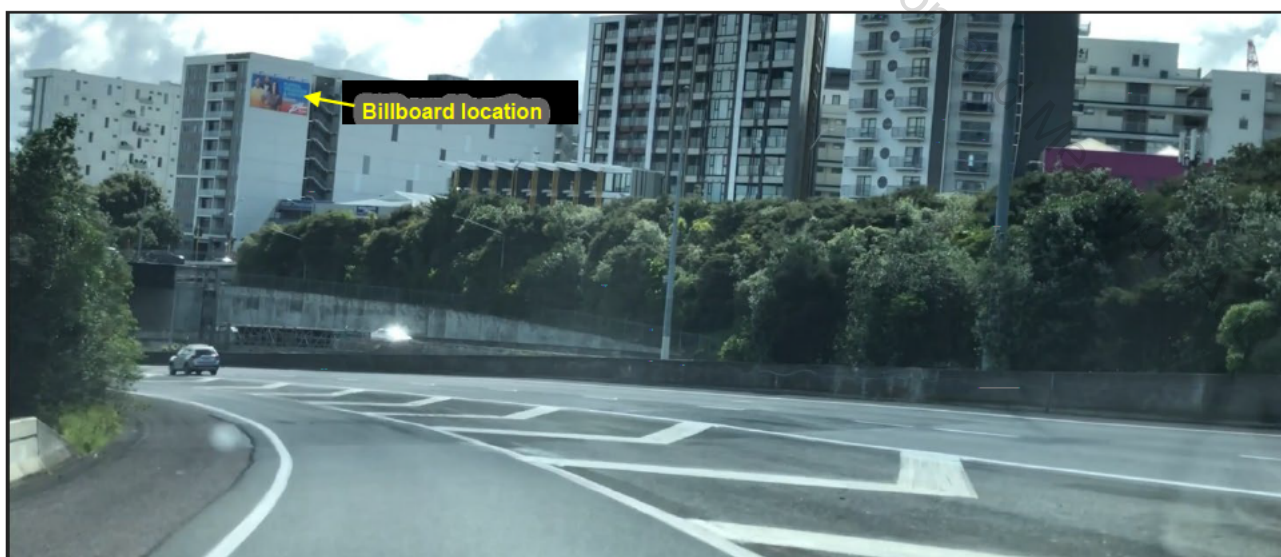


Figure 2-4: View from Northwestern link (northbound)

As will be explained further in Section 5.1.2 below, while the proposed billboard will be discernible to motorists on each of the above approaches, it will be of comparatively little interest to drivers on those approaches because it will, at all

times on the approach, sit well outside of foveal vision, and/or will only be visible from distances that do not enable ready legibility of screen content.

2.3 Road safety

2.3.1 Union Street

A search of the Waka Kotahi Crash Analysis System (CAS) was undertaken for the five-year period 1 September 2017 to 31 August 2022⁵, for all reported crashes that occurred on Union Street within the area between the billboard location and a point 100m south of the billboard.

A total of eight crashes were recorded. This search area, and the grouped locations of the crashes that have been identified by CAS, are shown in Figure 2-3.



Figure 2-5: Crash search area Union Street

A plain English listing of each individual crash is attached to this report as Appendix A.

Of the eight recorded crashes on Union Street, one resulted in a minor injury, and the remaining seven were all non-injury. None of the crashes involved either cyclists or pedestrians. None of the crashes referred in any way to the existing illuminated static billboard.

The single injury crash involved a learner driver who was driving without a supervisor, and who attempted to turn right from Union Street into a construction site on the eastern side of Union Street. The turning driver assumed that oncoming traffic was facing a red signal when in fact the oncoming traffic was facing a green signal, and initiated the turn without giving way.

Of the remaining seven non-injury crashes:

- Two involved a southbound driver changing lanes
- One involved a southbound rear-end incident
- One involved a southbound driver losing control

⁵

Search date 29 September 2022

- One involved a southbound vehicle reversing
- One involved an eastbound driver on Wellington Street not stopping for a red signal
- One involved an eastbound driver on Wellington Street changing lanes

The only one of the eight recorded crashes where the driver at fault could potentially have had visibility of the billboard was the one described above which involved a northbound driver right turning from Union Street into a driveway on the eastern side of the road. Even then, it is likely that the elevated position of the billboard would have practically precluded its visibility. The other seven crashes all involved the at-fault drivers either travelling southbound on Union Street or eastbound on Wellington Street where the billboard would not have been visible.

Overall, there is nothing particularly remarkable or concerning about the road safety record in the vicinity as examined. There is nothing to indicate any apparent road safety problem in the area, and nothing to indicate that the existing static sign has had any impact on road safety. There is certainly nothing about the crashes to suggest any inherent adverse road safety issue that could potentially be exacerbated by the establishment of the proposed digital billboard.

2.3.2 Southern Motorway and Northwestern Link

A crash search was also undertaken on the sections of the Southern Motorway (northbound) and the Northwestern Motorway Link (northbound) from which the proposed billboard will be discernible. This includes the crash search areas as shown in Figure 2-6 below, noting that the diagram appears to show crash locations that are beyond the search area, but they are in fact included within the search area. A total of nine crashes were recorded on this section of the motorways, a list of which is provided in Appendix A.

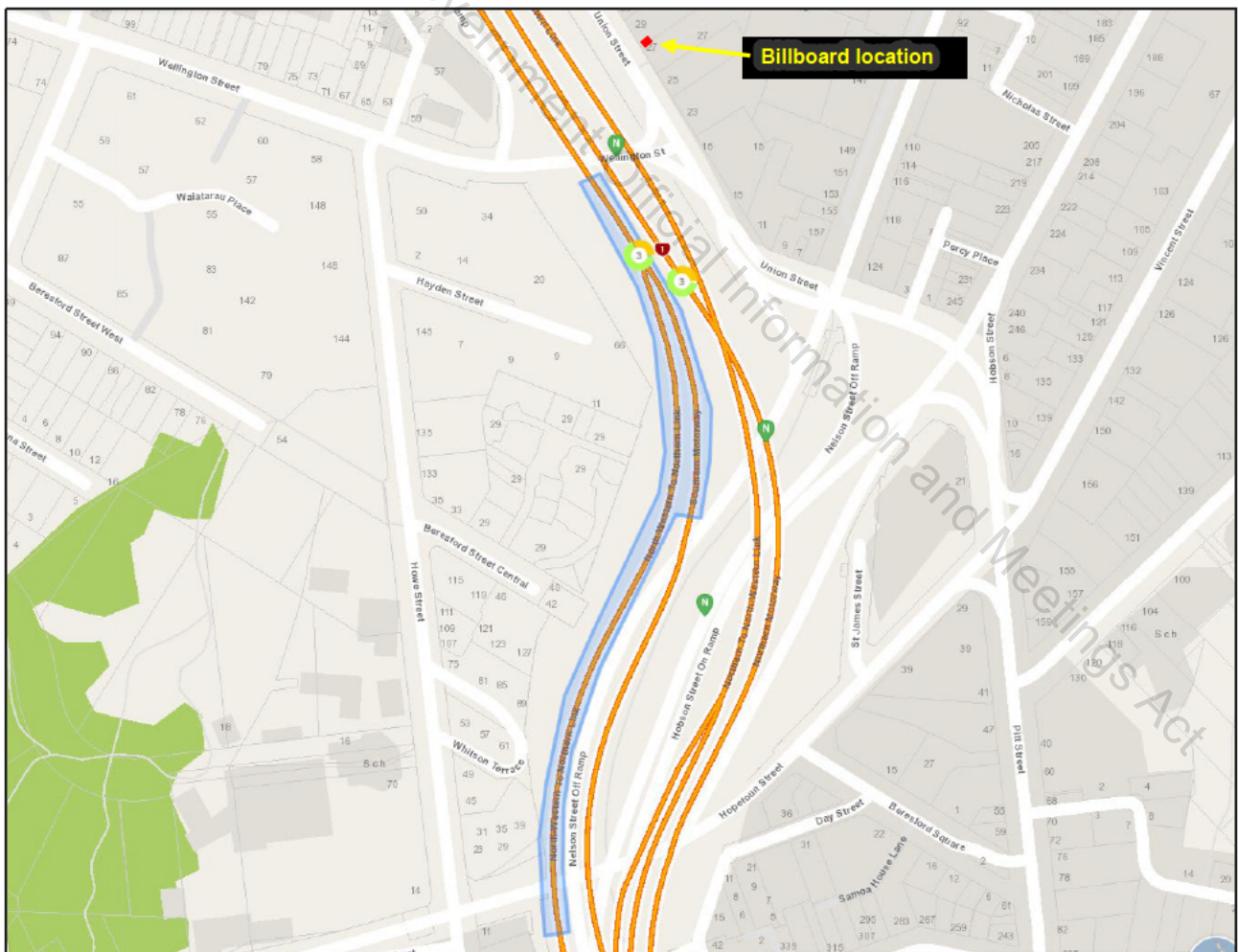


Figure 2-6: Crash search area Southern Motorway and Northwestern Link

Of the nine recorded crashes, two involved a minor injury, and the remaining seven were all non-injury. None of the crashes referred in any way to the existing illuminated static billboard, or to any other sign or billboard.

Of the two minor injury crashes:

- One involved a rear-end impact as a result of a car having to suddenly stop in response to a car bonnet that came off the car in front. The car that stopped suddenly was shunted from behind.
- The other involved a lane change manoeuvre following vehicles coming together from the Northwestern Link and the Southern Motorway. It is noted that the incident occurred just beyond (i.e. north of) the point that any view of the billboard would be blocked by the Wellington Street overbridge.

Of the remaining seven non-injury crashes:

- Three involved lane changing
- Three involved a loss of control
- One involved a rear-end impact.

There is nothing about the road safety records on either of the Southern Motorway or Northwestern Link northbound approaches that causes concern regarding the digital billboard proposal.

Further, the proposed billboard will unlikely have any adverse impact to the safety of motorway users since:

- it will only be evident from large distances, so will be of little practical interest to motorway users, (as screen content will not be readily legible from the distances involved); and
- the merging of the two motorways occurs downstream of the point where visibility of the billboard will be lost.

Overall, the pattern of crashes that has been reported suggests that there will unlikely be any measurable deterioration to road safety due to the presence of the proposed billboard.

3 Billboard Safety Assessment Considerations

The traffic safety considerations as they relate to digital billboards can be broadly considered in four categories:

- *The potential creation of a visibility obstruction or a direct roadside hazard:*
This relates to the physical presence of the billboard structure, rather than what is displayed on the screen. The important aspects here are that the billboard structure should not physically impact on driver visibility of the road, or other road users, or any traffic control device; and nor should it create a physical impediment or obstruction to the movement of people.
- *The potential creation of driver confusion through image effects such as the mimicking of an official road sign or instructing drivers to do something:*
This concerns the design of image content to ensure that it does not mimic official traffic signs or direct drivers to undertake particular manoeuvres. This is consistently applicable to all billboards, whether they utilise static or digital methods of display. In this regard, section 6 of this report provides a recommended condition of consent to ensure that image content does not cause confusion with traffic control devices
- *The potential creation of driver distraction where a driver looking at the billboard may fail to notice real or potential hazards on the road:*
Image content is largely self-managed by the advertisers through an industry code of practice, and more significantly by the need for advertisers to keep messages simple and easily legible. This enables the image displays to effectively get a message across within the brief time that drivers are willing to allow advertising to become a component of their normal driving task.
- *The potential creation of direct driver distraction through display effects such as glare, or as a result of the transitions between images:*
A digital image can change while a driver is looking at the message, potentially encouraging a driver's glance to be extended, or to potentially catch a driver's attention due to the transition itself. Controlling the frequency and method of image change is important for managing and minimising any potential for distraction during image changes. These points are addressed by way of recommended conditions relating to the operation of the billboard that are described in section 6 of this report, and which have the objective of ensuring that digital billboard operations avoid any potential for hazardous driver distraction.

Each of these categories have been assessed for the proposed digital billboard as described in Section 5 below. It is noted that the first three categories above apply to any sort of advertising sign, while the fourth category is largely specific to digital billboards as they operate with variable messages.

In considering each of the four categories above, reference has been made to standards and guidelines that apply in New Zealand, along with guidance from international reports and research papers. In this regard, recent empirically based research papers, (including those that have been cited in Appendix B to this report), along with the practical experience now available from the growth of digital billboard operations in New Zealand and internationally, are together confirming that digital billboards are not inherently hazardous to road safety, and are not producing any identifiable adverse safety effects.

In regard to the latter point above, Appendix C describes a crash search for all of New Zealand for the past ten years of data, with a specific search for the crash factor that relates to distraction by signs. That search found no evidence to indicate any degradation of road safety due to the presence of digital billboards since their inception in Auckland in 2012, despite the presence now of some 700 roadside digital advertising screens throughout the country.

4 The Proposal

4.1 Design and operation

As previously described, the digital billboard will have a display panel of not more than 6m width by 10m height, and will replace the existing 10m width by 5m height static billboard on the southern side façade of the building at 27 Union Street.

Figure 4-1 shows an elevation diagram of the building showing in green the proposed position of the digital billboard.



Figure 4-1: Billboard position on southern face of 27 Union St (source: Go Media)

An approximate view of the proposed billboard superimposed over the existing static billboard, as viewed from a northbound driver's perspective is indicated in Figure 4-2 below:

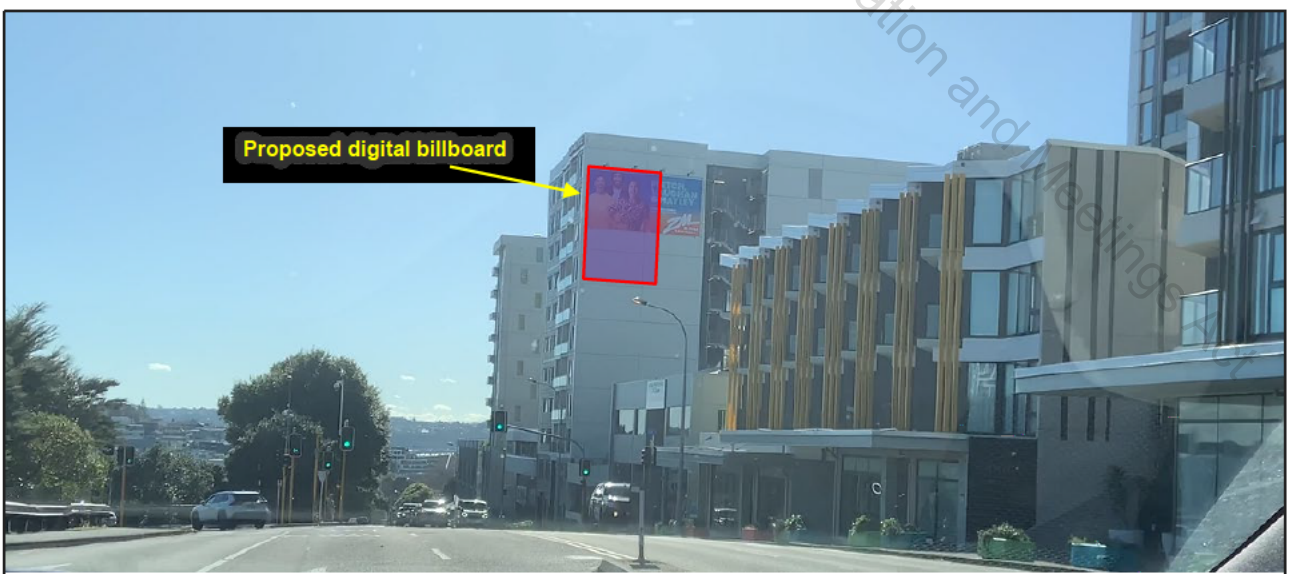


Figure 4-2: Billboard position view from Union Street

It is proposed that the billboard will operate with a minimum image display time of 8-seconds, and with 0.5-second dissolve transitions between images. Further discussion on the proposed 8-second dwell time is provided in Section 4.3 below.

The LED screen will operate with lumination levels that will be within the maxima as prescribed by the Unitary Plan⁶, and will be automatically managed so that lumination will be responsive to changes in ambient lighting conditions, i.e. lumination will increase in brighter daytime conditions and decrease in duller nighttime conditions. New Zealand experience has now shown that the managed lumination of the LED screens as proposed enables the displays to largely emulate what would be seen with static image billboards, and ensures that they will not create unnecessary glare that could otherwise potentially create distraction or dazzle drivers.

The proposed operational characteristics for the digital display have largely become industry standards in New Zealand; they have been well proven to enable safe operations; and they are consistent with Unitary Plan requirements and TCDM3 recommendations.

4.2 Dwell time

4.2.1 New Zealand dwell time experience

A minimum image dwell time of 8 seconds is proposed in this case, this being the industry-accepted dwell time that is typically applied in New Zealand.

This proposed dwell time has been determined by reference to practical trials (as described further below); the accumulated observations and monitoring of the operations of many of the some 700 digital advertising screens that have been established throughout New Zealand over the past ten years; the knowledge gained from New Zealand and overseas research related to the road safety effects of dwell times; and the practical experience gained from New Zealand industry best practice for digital billboards in urban environments. Through this accumulated knowledge and experience, it has become readily apparent that image dwell times of 8 seconds can be safely applied in this location.

In the New Zealand context, the 8-second image dwell time as is now typically applied originated from 2012 practical trials that were undertaken jointly by billboard operators, Auckland Council, Auckland Transport, and consultants. This involved a group of specialists from a wide range of disciplines, (including road safety specialists), who together tested, measured, and assessed various display characteristics in both day and night-time conditions. The outcome of those trials was the identification of practicable and appropriate operational characteristics that would be acceptable both to billboard operators and potentially to consenting authorities throughout New Zealand. Based on those trials, which were informed by international experience, the now generally adopted minimum image dwell time of at least 8-seconds was identified, along with related operational characteristics of 0.5-second dissolve transitions, and controls on lumination including responsiveness to ambient lighting conditions.

Since the first-ever digital billboard was established in New Zealand, the operational characteristics described above have been widely utilised, observed and evaluated; and in general, accepted and/or required as conditions of consent, for the vast majority of digital billboards in New Zealand.

4.2.2 Dwell time research

As will be described in Appendix B, a recent study published by Goodsell *et al* from the Australian Road Research Board (ARRB)⁷ involved an evaluation of the impact on driving performance of new digital billboard installations at two traffic signalised intersections in Queensland. The study is relevant to this assessment of dwell time because at each of the two digital billboard sites that were evaluated in detail, three different dwell times were examined at each (being 8-seconds, 16-seconds and 24-seconds at one; and 10-seconds, 20-seconds and 30-seconds at the other).

Extracts from its findings are provided as follows:

“Contrary to a hypothesis that digital billboards at demanding locations will inevitably create enough distraction to negatively affect vehicle control performance, the current evaluation found that, at all dwell times, vehicle lateral control performance either improved or was unaffected by the digital billboard’s presence”.

“In conclusion, the current evaluation investigated the impact of the presence of digital billboards on vehicle control performance. The sites evaluated were relatively complex signalised intersections. Because of the cognitive demands associated with negotiating a signalised intersection, these are the

⁶ Standard E23.6.1(3) specifies 5,000cd/m² during daytime, and 250 cd/m² during night and twilight.

⁷ Goodsell R, Dr Roberts. P “On-Road evaluation of the driving performance impact of digital billboards at Intersections” Project No. PRS17074 - ARRB

kinds of sites where it might be expected that drivers would display impairment from distraction. However, there was almost no evidence that the digital billboards at these locations impaired driving performance. Clearly, in real-world situations the impact from the visual distraction from digital billboards is complex, and in some situations such as the installations evaluated here, there can be an apparent positive impact on driving performance from the presence of a digital billboard. If the parameters of how and when this positive impact occurs can be precisely specified, this would prove enormously valuable for all stakeholders."

[underlining added]

What this ARRB research is in effect saying, is that digital billboards are not inherently hazardous to safety performance and that no road safety benefit (in terms of driver safety performance), is achieved through longer dwell times. This is an important and particularly relevant finding as it is the only empirically-based research that has assessed the relative road safety performances of different dwell times.

An occasionally posited perception regarding dwell times is that drivers should see no more than one image change, as it would reduce safety if a driver was exposed to more than one image change. The reality, however, is that there is no evidential basis for that perception. The current use of 0.5-second dissolve transitions (regardless of dwell time duration) ensures subtle transitions that do not catch the involuntary attention of drivers, and therefore do not give cause for drivers to be distracted by an image change. Empirically based research⁸ is that those drivers who might choose to look at an advertising sign will only glance at that sign for a momentary period of less than 0.75 seconds. Drivers simply do not intently hold their stare at a billboard in anticipation of seeing an image change.

With the benefits now available from observation and experience of a large database of digital billboards and signs in New Zealand, with support from recent and relevant international research, it is apparent that the use of an 8-second minimum dwell time as proposed within the particular traffic environment within which the subject billboard sits, is entirely appropriate and acceptable from both traffic operations and road safety perspectives. It is fully supported by research and practical trials; it is consistent with industry best practise in New Zealand; and it will ensure that appropriate levels of road safety are maintained.

⁸ Samsa, C. (2015) "Digital billboards 'down under': are they distracting to drivers and can industry and regulators work together for a successful road safety outcome?" Proceedings of the 2015 Australasian Road Safety Conference 14 – 16 October 2015, Gold Coast, Australia

5 Billboard Assessments

5.1 Advance visibility

5.1.1 Northbound on Union Street

On the Union Street northbound approach, the presence of the billboard screen will initially become visible from a distance up to about 165m (northbound Lane 1m) and 157m (Lane 2).

Figure 5-1 below shows a driver's view of the proposed billboard from Union Street northbound Lane 2 at the point that it first becomes visible at 157m, while Figure 5-2 shows a view from about 65m which is at the northbound limit line of the Wellington Street intersection. In each view, the approximate position and size of the billboard is shown, noting that these are not photo simulations, but are best estimate approximations of what will be seen.



Figure 5-1: Initial Union Street visibility from ~157m (Lane 2)



Figure 5-2: Union Street limit line visibility from ~65m

Once a driver moves into and through the intersection, the billboard will quickly fall out of sight as it becomes concealed by the vehicle roof.

As is apparent from the above diagrams, the elevated position of the billboard means that there will be no visual conflict with the traffic signals or any other traffic control device at any time on the approach.

5.1.2 Southern Motorway northbound

On the Southern Motorway northbound approach, the presence of the billboard screen will begin to become potentially discernible from a distance of about 320m, although as previously noted, image content on a screen the size proposed will not become readily legible until within about 150m or closer.

Figure 5-3 below shows the initial possible point of visibility from the Southern Motorway northbound lanes, although from this distance the billboard will sit to the left of normal forward vision, and due to its distance will be of little interest to an approaching driver. As with the existing static billboard that the proposed digital billboard will replace, drivers will likely be more focussed on negotiating the left curving road alignment than they will be in attempting to view a billboard that is too far distant to be practically legible.



Figure 5-3: Initial Southern Motorway visibility from ~ 320m

The initial potential legibility distance of about 150m is shown in Figure 5-4 below. As is apparent from the diagram, by this point the billboard has 'moved' to be right of central vision. By about a further 10-20m beyond this point the billboard becomes lost from a driver's view as it falls outside of the 65° field of view for a driver travelling at 75 km/h⁹. In practice therefore, the proposed billboard will be of little practical relevance to Southern Motorway drivers.



Figure 5-4: Initial potential image legibility from Southern Motorway at ~ 150m

⁹ Refer field of vision diagram, Figure 5.1 of TCDM3

5.1.3 Northwestern Link

On the Northwestern Link approach, the presence of the billboard screen will begin to become potentially discernible from a distance of over 500m, although as previously noted, image content on a screen of the size proposed will not become readily legible until within about 150m or closer.

Figure 5-5 below shows the initial possible point of visibility from the Northwestern Motorway Link, although from this distance the billboard will be of little or no interest to an approaching driver. Drivers will likely be more focussed on negotiating the right curving road alignment than they will be in attempting to view a billboard that is too far distant to be practically legible.



Figure 5-5: Initial Northwestern Link visibility from ~ 500m

The nature of the S-curved alignment of the Northwestern Link toward the Southern Motorway is such that there is a period on the approach when the billboard will fall out of view being beyond the field of driver vision on the left side. This occurs between about 390m and 270m from the billboard, which includes that part of the link through the ramp metering control. This is illustrated in Figure 5-6 below which is a driver view from about 355m from the billboard, wherein it can be seen that the billboard location has fallen well out of view.



Figure 5-6: Northwestern Link visibility from ~ 355m

The initial potential legibility distance of about 150m is shown in Figure 5-7 below. As is apparent from the diagram, by this point the billboard has 'moved' to be so far to the right of central vision that it has already all but fallen out of view. As can also be seen, this point occurs about 60m in advance of the point that the Northwestern Link and the Southern Motorway fully merge.



Figure 5-7: Initial potential image legibility from Northwestern Link at ~ 150m

As with the Southern Motorway approach, the Northwestern Link approach will provide some visibility of the billboard. However, the effects of the long distances from which the billboard will be viewed, combined with the fact that from most potential viewing positions the billboard will not be within foveal vision (being either within or beyond peripheral vision), the ability for the billboard to potentially adversely affect the behaviours or performance of drivers is remote, if not nil. It is certainly relevant that the existing externally illuminated static billboard located on the building has had a nil apparent effect on road safety.

Given the elevation of the billboard, it is inevitable that there will be other locations where it will be possible to have glimpses of the billboard (such as on the Nelson Street off-ramp). However, these other locations will be similarly at great distances, and/or at oblique angles of view, (if not more so in one or both respects), and in these regards are likely to experience negligible if not nil potential effects due to the proposed digital billboard.

5.2 Vulnerable road users

As the proposed digital billboard will be within private property, it will not extend into the road reserve. There is then, no potential at all for the creation of any sort of physical pedestrian obstruction or impediment, nor will it create any visibility restrictions for any road users.

As previously noted, there have been no recorded pedestrian or cyclist crashes in the vicinity of the billboard over the five-year search period as undertaken.

Having examined the likely impact of the proposed digital billboards on this traffic environment, it is considered that there is nothing about the particulars of this billboard that will likely have any adverse impact on the movement or safety of pedestrians or cyclists. This is certainly not a situation where there is a potential risk (either perceived or actual) that the presence of the billboards could cause a driver not to notice a pedestrian or cyclist.

5.3 Alignment with Vision Zero

Vision Zero has as its aim the elimination of all death and serious injury crashes on Auckland's roads. This is relevant to this digital billboard application insofar that, as with every other element of a driver's internal and external driving environment, it is important that the billboard does not contribute to death or serious injury crashes.

This then requires consideration of the existing operational and road safety characteristics of the traffic environment within which the billboard will be located; the physical characteristics and placement of the billboard; and the potential for the billboard to distract drivers from the driving task to the extent that it causes death or serious injury crashes.

Having already considered in detail the inherent road safety characteristics of the adjacent traffic environment, the proposed physical and locational attributes of the billboard, the manner in which the proposed digital screen is intended to operate, (particularly in relation to luminance, image transitions and dwell time), it can in this case be confirmed that careful consideration of all these various attributes results in the conclusion that the current proposal is unlikely to result in any identifiable compromise to the welfare or safety of any road user.

Confidence in this conclusion can be gained by the fact that there has never in New Zealand's history been a recorded crash where the presence of a digital advertising screen has been identified as a potential factor. This in turn means that since digital billboards were first established in New Zealand in 2012, there have been no injuries or deaths caused to any road user as a result of a driver distraction crash due to digital billboards. In other words, there is no baseline of recorded death or serious injury crashes due to billboards that requires consideration; and with the design and operational attributes that are proposed for the subject billboard, there is no credible basis to suggest that there is some unique element of this particular proposal that will cause it to generate death and serious injury crashes when no other digital billboard in New Zealand has.

For all these reasons, it can therefore be confidently concluded that this proposal will be neither contrary to, nor likely to compromise, the Vision Zero road safety strategy.

5.4 Unitary Plan requirements

The subject site is located within a Business–City Centre Zone wherein the establishment of billboards on a side building façade is a Restricted Discretionary Activity.

While the standards of E23.6. are only applicable to permitted activities, as a guide to the assessment of potential traffic effects, the standards within E23.6.1 that are relevant to this traffic safety assessment are addressed in Table 5-1 as follows:

Table 5-1: Unitary Plan E23.6.1 Signs – traffic safety requirements

Criterion	Comment
<i>E23.6.1. Billboards</i>	
3) A digital billboard must include controls to ensure luminance does not exceed: (a) 5000cd/m ² between sunrise and sunset; (daytime) (b) 250 cd/m ² between sunset and sunrise; (night time) (c) 250 cd/m ² during twilight.	Can Comply. It is understood that the proposed billboard will operate within the E23.6.1(3) Unitary Plan standards, and will be operated with automatically managed luminance that will be responsive to ambient light conditions.
4) A billboard shall not emit noise, smoke, steam or other matter.	Complies The digital billboard will simply display images with no emission effects.
13) A billboard must not display any image that: (a) resembles or is likely to be confused with any traffic sign or signal; (b) contains reflective, fluorescent or phosphorescent materials that will reflect headlights, or distract or interfere with a road user's vision; or (c) uses flashing or revolving lights or lasers or any other method of illumination that will dazzle or distract drivers.	Can comply. Recommended conditions are proposed to address image content, as will be described in Section 6 of this report. Complies. The screen will be a standard LED screen that is neither reflective nor fluorescent. Complies. Screen content will be static while each image is displayed.
(14) A changeable message billboard must not use images that could be mistaken by an approaching motorist for a traffic control device by its colour, shape or appearance.	Can comply. A recommended condition of consent particularly addresses this issue as will be detailed in Section 6 of this report.

Criterion	Comment
(15) A billboard must not be placed on any traffic control devices or their supporting poles, posts or structures	Complies. The billboard will be on the side façade of the building and fully contained within private property.
(16) A billboard must not be displayed on any median strip, kerb projection, roundabout, or any other traffic separation structures on any road	Complies. The billboard will be on the side façade of the building and fully contained within private property.
(17) A billboard must not be displayed on any power pole, lighting pole, bollard, rubbish bin, plant box, pylon, public sign or other similar structures in a public place.	Complies. The billboard will be on the side façade of the building and fully contained within private property.
(18) A billboard must have lettering of at least 120mm high in areas where the billboard is directed at a road where the speed limit is 60km/h or less.	Can comply: Where such images contain words that are fundamental to the viewer, (i.e. primary text content, e.g. a product name), then advertisers will want that text to be legible, which invariably means that letter heights for the primary message will be greater than 120mm.

As is apparent from the above summary table, all relevant traffic engineering standards in E23.6.1 are either compliant, or can be compliant in practice, and are therefore consistent with the traffic safety intents of the Unitary Plan as prescribed by the permitted activity standards.

Clause E23.8.1 lists the restricted discretionary activity assessment criteria as follows:

1. *Visual amenity;*
2. *Scale and location;*
3. *Lighting and traffic and pedestrian safety;*
4. *Duration of consent; and*
5. *Cumulative effects.*

Of these matters, "lighting and traffic and pedestrian safety" (3) is relevant to this traffic engineering assessment.

Clause E23.8.2(2) provides the restricted discretionary activity assessment criteria in relation to lighting and traffic and pedestrian safety. There are four components (a) to (d) of E23.8.2(2). The first two relate to lighting issues (which are addressed elsewhere in the Application documents). The third relates to amenity values (which are also addressed elsewhere in the Application documents), and to traffic safety associated with variable images that display more than once every eight seconds (which does not apply in this case).

This leaves the final criterion (d) of E23.8.2(2) which is applicable to this traffic engineering assessment. Criterion (d) is as follows:

"the extent to which the location, operation, lighting or design of the signs or billboard will have adverse effects on traffic or pedestrian safety"

This criterion has been addressed in detail throughout this report including its appendices. The conclusion reached based on the analyses that have been undertaken, is that the proposal is unlikely to have any discernible adverse impact on the safety of the local traffic environment. It is therefore considered that the assessment criteria within E23.8.2(2)(d) are fully satisfied by this proposal

Accordingly, it is concluded that there is nothing about this proposal that causes any conflict with the intent of the Unitary Plan.

5.5 TCDM3 guideline

The relevant traffic-related recommendations from the TCDM3 guideline, and the extents of consistency that the proposal has with those recommendations, are summarised as follows:

Table 5-2: TCDM3 Assessment against relevant guidelines

Guideline	Comment
5.0 Placement Considerations	
<p>5.3 Visibility of Signs</p> <ul style="list-style-type: none"> Field of Vision: <i>signs are to be located within a driver's field of vision as per Figure 5.1.</i> Sight Distances: <i>80m visibility required in 50km/h areas</i> <i>175m visibility required in 80km/h areas</i> Visibility Obstruction: <i>Clear views through driveways and intersections</i> 	<p>Consistent with guidance. As described in Section 5.1.1 above, the billboard will be located well within a driver's forward field of vision for the intended target audience of northbound traffic on Union Street. There will be no change from the existing static billboard in this regard.</p> <p>Consistent with guidance. As described in Section 5.1.1 above, the billboard will be visible from about 157m from its primary traffic audience of northbound traffic on Union Street. There will be no change from the existing static billboard in this regard.</p> <p>Consistent with guidance. The position of the billboard being elevated on the side façade of a building ensures that it will not obstruct visibility at any driveway or intersection. There will be no change from the existing static billboard in this regard.</p>
<p>5.4 Sign Position</p> <ul style="list-style-type: none"> Lateral clearance: <i>Minimum lateral clearance between a sign and the edge of the carriageway for a speed limit of 60km/h or less is 1.5 m</i> <i>Signs within or over the state highway are not to be located closer than 5 m to the carriageway</i> Sign height: <i>Minimum vertical clearance of 2.5 m if installed above footpaths</i> Minimum longitudinal distance between adjacent roadside advertising signs: <i>Minimum 50 m</i> 	<p>Consistent with guidance. The billboard will be about 12m from the carriageway. There will be no change from the existing static billboard in this regard.</p> <p>Not relevant. The billboard is not within or over a state highway.</p> <p>Not relevant. The billboard is not installed over a footpath.</p> <p>Consistent with guidance. There are no adjacent roadside advertising signs within 50m of the proposed billboard.</p>
<p>5.5 Location in relation to other road features</p> <ul style="list-style-type: none"> Location & orientation relative to the road: <i>Sign legible without slowing</i> Proximity to traffic control devices: <i>Recommended 100 m separation from intersections & traffic control devices</i> 	<p>Consistent with guidance. The billboard will be readily legible without slowing. There will be no change from the existing static billboard in this regard.</p> <p>Inconsistent with guidance. The billboard will be approximately 45m from the Union Street / Wellington Street intersection. There will be no change from the existing static billboard in this regard.</p>

<p>5.6 Sign Supports</p> <ul style="list-style-type: none"> • Clearance of sign support from through traffic lanes 	<p>Consistent with guidance.</p> <p>The billboard will be on the side façade of the building and fully contained within private property, so will be well clear of through traffic lanes. There will be no change from the existing static billboard in this regard.</p>
<p>6.0 Sign Design</p>	
<p>6.1 Sign Legibility</p> <ul style="list-style-type: none"> • Signs legible in circumstances in which they are seen 	<p>Consistent with guidance.</p> <p>The billboard will be readily legible within the context of its traffic environment.</p>
<p>6.2 Sign Message</p> <ul style="list-style-type: none"> • Not imitate traffic signs or traffic control devices; nor give instructions to motorists; nor compete with existing directional signs 	<p>Consistent with guidance.</p> <p>Recommendations are provided in Section 6 of this report to ensure that the images displayed do not conflict with traffic control devices.</p>
<p>6.3 Sign Style</p> <ul style="list-style-type: none"> • Colour of Advertising Signs: Colours not to create a conflict with traffic control devices 	<p>Consistent with guidance.</p> <p>Recommendations are provided in Section 6 of this report to ensure that the images displayed do not conflict with traffic control devices.</p>
<p>6.4 Sign Layout</p> <ul style="list-style-type: none"> • Minimum letter heights (main message) 50km/h: 150mm 	<p>Consistent with guidance.</p> <p>As is apparent from the operation of the static billboard over the past 8 years, images that are displayed on the billboard routinely incorporate main messages that are intended to be legible, and therefore typically involve letter heights to ensure this.</p>

The analyses set out above indicate only one material inconsistency with the recommendations of the guideline, this being in relation to the separation distance of the proposed billboard from the adjacent intersection. In all other respects, the proposed billboard either satisfies the relevant guidelines provided by TCDM3, or can readily do so in practice, particularly with the conditions of consent that are recommended in Section 6.

While the relationship of the proposed billboard to the adjacent intersection will be the same as exists with the existing static billboard, and has been addressed in the assessments as described in Sections 2 and 5.1 above, further consideration of the implications of the billboard's relationship to the nearby intersection is provided in Section 5.6 as follows.

5.6 Proximity to the intersection

While the Unitary Plan does not contain any rules relating to the separation distances of signs from an intersection, as noted above, the proposed billboard will be 45m from the Union Street / Wellington Street intersection and is therefore inconsistent with the TCDM3 recommendation for 100m separation of all advertising signs from any intersection.

In this regard it is important to note that the stated intention for the recommendation is to ensure that advertising signs do not create driver confusion or distraction due to the spatial relationship between the advertising sign and any proximate traffic control devices (i.e. traffic signs, traffic signals, etc.). As has been described above, in this case the billboard's location, orientation and operation will enable it to completely avoid any such adverse interactions, with no potential at all any conflict with or detracting from the traffic signal controls at the upstream intersection.

Given the above points, and especially when considered alongside the recommended conditions of consent for the billboard that are outlined in the next section of this report, it can be concluded that the reasons that have led to the TCDM3 recommendation for 100m separation of signs from intersections are inherently met with the design, placement and operation of the billboard as proposed, and in this regard will not be at issue in this case.

In any event, it is noted that the TCDM3 100m separation recommendation is effectively impossible to achieve in practice in any urban environment, as block lengths are such that there are very few locations where this separation can physically be achieved. If the TCDM3 recommendation was applied literally, there would be effectively no signs of any kind anywhere within urban Auckland, nor indeed in any urban environment throughout New Zealand.

Accordingly, this report has assessed the likely implications of the presence of the billboard in relation to the adjacent intersection, taking into consideration the actual likely effects to be generated, based both on current research, and on the experiences of a growing database of billboards (including digital billboards), that are located proximate to intersections. The outcome of this analysis has been that there is little likelihood of any practical adverse impact on the safety of the Union Street / Wellington Street intersection as a result of this proposal.

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6 Recommended Conditions

The conditions of consent relating to traffic engineering and road safety matters that are recommended for this digital billboard are as follows:

1. Images must have a minimum dwell time of at least 8 seconds.
2. Images must transition from one to the next via a 0.5-second dissolve.
3. Image content must:
 - be static, and not incorporate flashes, video, emissions, or other dynamic effects.
 - not use graphics, colours, or shapes either individually or in combination, in such a way that they would resemble or cause confusion with any adjacent traffic control device.
 - not invite or direct a driver to take some sort of driving action.
 - not be linked to “tell a story” across two or more sequential images, (i.e. where the meaning of an image is dependent upon or encourages viewing of the immediately following image).
4. The billboard screens must not operate with a split screen that would allow the display of two separate advertisements concurrently.
5. Image lumination must be maintained within the maxima prescribed by E23.6.1(3), and must be automatically managed to respond to ambient lighting conditions.
6. In the event of any malfunction of the LEDs or the control system, the screen shall be designed to turn off or default to a blank screen until the malfunction has been repaired.

7 Summary and Conclusions

This report relates to the replacement of an existing landscape oriented 10m x 5m static billboard, with a portrait oriented 6m x 10m digital billboard in the same position on the southern façade of the building at 27 Union Street in central Auckland.

Recent research that is relevant to the manner in which digital billboards are operated in New Zealand confirms that they are unlikely to create driver distractions, certainly to the extent necessary to generate road safety problems. Indeed, there has been no known study in New Zealand or elsewhere that has been able to identify either an empirical or statistical relationship between the presence of digital billboards of the type proposed in this application, and a consequential degradation in road safety.

In this regard then, there is a wide evidentiary gap between the perception that digital billboards have an adverse impact on road safety, compared with that which can be experienced, observed and monitored in the actual operation of digital billboards in New Zealand.

This assessment has found that subject to the recommended conditions of consent as provided in Section 6, the establishment of the proposed digital billboard will not generate additional distractive effects to motorists to the extent that such effects would result in any measurable deterioration to the safety, function, or performance of the local traffic environment.

Accordingly, and based on the assessments as described in this report, it is concluded that this proposal can be accepted as being consistent with the intentions of the Unitary Plan; and able to function with less than minor adverse effects to road safety or traffic operations. There is, therefore, no traffic engineering or road safety reason to preclude acceptance of this proposal, nor to require additional controls on operation beyond those proposed in this report.

Appendices



City Centre
MOTORWAYS
Hamilton
Helensville
DUNEDIN CITY

Public Meetings Act

Appendix A CAS – Crash List

Union Street crashes

Crash road	Distance	Direction	Side road	ID	Date	Description of events	Crash factors	fatal	severe	minor
UNION ST		I	WELLINGTON ST	201813122	4/17/2018	Car/Wagon2 turning right hit by oncoming SUV1 SDB on Union street	CAR/WAGON2, failed to give way turning to non-turning traffic, new driver/under instruction SUV1, alcohol test below limit, attn diverted by console inbuilt features radio/ac	0	0	1
UNION ST		I	WELLINGTON ST	201751033	9/21/2017	SUV1 SDB on UNION ST hit rear end of Car/Wagon2 stop/slow for signals	SUV1, following too closely	0	0	0
UNION ST		I	WELLINGTON ST	201833304	2/13/2018	Car/Wagon1 NDB on UNION ST hit Car/Wagon2 turning right onto AXROAD from the left	CAR/WAGON2, did not stop at steady red light	0	0	0
UNION ST (CITY/SOUTH)	38	N	WELLINGTON STREET	201959290	2/17/2019	Car/Wagon1 SDB on Union Street changing lanes to left hit Car/Wagon2	CAR/WAGON2, alcohol test below limit CAR/WAGON1, alcohol test below limit, did not check/notice another party from other dirn, too far left	0	0	0
UNION STREET		I	WELLINGTON STREET	2021204116	11/5/2021	Car/Wagon1 SDB on UNION STREET lost control turning right; went off road to left, Car/Wagon1 hit traffic sign/signal poles, bollards	CAR/WAGON1, alcohol test below limit, did not check/notice another party from other dirn	0	0	0
UNION STREET		I	WELLINGTON STREET	2020179436	8/27/2020	Car/Wagon1 SDB on UNION STREET hit SUV2 reversing along road	SUV2, other vehicle controls	0	0	0
UNION STREET	40	S	WELLINGTON STREET	2020177139	8/7/2020	Car/Wagon1 SDB on UNION STREET overtaking Car/Wagon2	CAR/WAGON1, intentional collision	0	0	0
WELLINGTON STREET		I	UNION STREET	2021221594	3/12/2021	Car/Wagon1 EDB on WELLINGTON STREET changing lanes/overtaking to right hit Car/Wagon2	CAR/WAGON1, misjudged another vehicle, other postion on road	0	0	0

Southern Motorway and Northwestern Link crashes

Crash road	Distance	Direction	Side road	ID	Date	Description of events	Crash factors	fatal	severe	minor
NORTHERN MOTORWAY	13	S	WELLINGTON OBR	2020152424	2/10/2020	Ute1 NDB on NORTHERN MOTORWAY changing lanes/overtaking to right hit SUV2	SUV2, alcohol test below limit, other postion on road UTE1, alcohol test below limit, other postion on road	0	0	0
NORTHERN MOTORWAY	31	S	WELLINGTON OBR	2022222133	4/5/2022	Car/Wagon1 NDB on NORTHERN MOTORWAY lost control; went off road to right, Car/Wagon1 hit new jersey barrier	CAR/WAGON1, alcohol suspected, drugs suspected, other lost control	0	0	0
NORTHERN MOTORWAY		I	NORTH-WESTERN TO NORTHERN LINK	2022213815	2/17/2022	Truck1 NDB on NORTHERN MOTORWAY changing lanes to left hit Car/Wagon2 , Car/Wagon2 hit concrete	TRUCK1, alcohol test below limit, did not check/notice another party from other dirn, incorrect merging/diverging manoeuvre CAR/WAGON2, alcohol test below limit	0	0	1
SOUTHERN MOTORWAY	85	S	NORTH-WESTERN TO NORTHERN LINK	201986856	12/6/2019	Car/Wagon1 NDB on SOUTHERN MOTORWAY lost control turning left; went off road to right, Car/Wagon1 hit new jersey barrier	CAR/WAGON1, alcohol test below limit, attention diverted by other traffic, lost control when turning, speed entering corner/curve	0	0	0
O1N-0414/10.96-D	49	S	NORTH-WESTERN TO NORTHERN LINK	2018101028	12/5/2018	load or trailer from Van1 NDB on O1N-0414/10.96-D hit Truck2	TRUCK2, alcohol test below limit VAN1, alcohol test below limit, load, new driver/under instruction	0	0	0
SH 1N	120	S	WELLINGTON OBR	201836211	4/7/2018	Car/Wagon1 NDB on State Highway 1 Auckland changing lanes/overtaking to right hit Van2	CAR/WAGON1, alcohol test below limit, misjudged own vehicle, overseas/migrant driver fail to adjust to nz roads VAN2, alcohol test below limit	0	0	0
SOUTHERN MOTORWAY	122	S	WELLINGTON OBR	2020156456	6/26/2020	Truck1 NDB on SOUTHERN MOTORWAY hit rear end of Car/Wagon2 stop/slow for obstruction	TRUCK1, alcohol test above limit or test refused, following too closely CAR/WAGON2, alcohol test below limit, suddenly braked, ENV: slippery road due to rain			1
NORTH-WESTERN TO NORTHERN LINK	252	S	WELLINGTON OBR	2021220028	7/1/2021	Car/Wagon1 NDB on NORTH-WESTERN TO NORTHERN LINK changing lanes/overtaking to right hit Car/Wagon2	CAR/WAGON1, overtaking on left without due care	0	0	0
SH 1N	30	S	16 LINK 1 NBD	201839244	4/17/2018	Car/Wagon1 NDB on NORTH-WESTERN TO NORTHERN LINK, FREEMANS BAY, AUCKLAND hit rear end of Car/Wagon2 stop/slow for queue	CAR/WAGON2, alcohol test below limit CAR/WAGON1, attention diverted by passengers	0	0	0

Appendix B Research Basis of Assessments

Much of the published research that examines the extent that billboards might cause a distraction to motorists, which in turn might create a hazardous situation for road users, is often inconclusive or contradictory due to:

- Many of the earlier papers were produced before modern digital billboards were in common use. Consequently, they were based on theoretical studies of the distractive potential of such billboards, (often inferred by examining glance behaviours using driving simulators), and were typically unsupported by empirical or statistical analysis.
- A high proportion of the studies involved digital billboard operations that are distinctly different from those typically applied in New Zealand. For examples, the studies involved screens with overly bright displays, and/or without consideration given to image transitions, and/or which included dynamic features such as full-motion video.

More recent research now has the benefit of operational billboards to observe and measure, and in some cases have involved billboard operational characteristics that are reasonably tightly controlled (as they are in New Zealand). This more recent research tends to be more empirically based and is less contradictory.

Examples of such research is provided as follows:

A 2015 Australian paper¹⁰ by Carolyn Samsa describes experimental research into driver distraction that recorded results and comparisons for on-premise advertising signs, static billboards, and digital billboards. The study found that:

- *“Generally, participants tended to fixate most on the road ahead when driving, which is a positive finding in terms of road safety. There were also no differences in this on-road viewing between the three signage types”, [i.e. on-premise advertising signs, standard billboards and digital billboards].*
- *“When participants looked at billboards and on-premise signs, the average fixation durations were all well below 0.75s, which is considered to be the equivalent minimum perception-reaction time to the slowing of a vehicle ahead”.*
- *“In regard to driver performance variables, the data showed no significant differences in average vehicle headway for any of the signage types”, and “... the headways found in the present study would have given drivers enough time to detect the slowing of a vehicle in front and respond accordingly”.*
- *“... the findings show that digital billboards do not draw drivers’ attention away from the road for dangerously long periods of time compared to other signage types, and drivers maintained a safe average vehicle headway in the presence of these signs”.*

The key point to be drawn from Samsa (2015) is that digital billboards are no more distractive to drivers than any other sign type including standard billboards and on-premise signage.

An Australian study by Monash University which is relevant to this application, relates to situational awareness¹¹. While this research examined driver responses to static image billboards in freeway situations, is pertinent based on its following conclusions:

- *“Overall, the driving performance and situation awareness results indicated that drivers were not overly distracted by roadside advertising in the freeway environment, as indicated by a lack of serious driving errors being made in the vicinity of the billboards”.*
- *“The billboards examined were a key element of a drivers’ situation awareness when driving demand was low, such as when driving on the freeway under free-flowing, low traffic conditions. However, ... when driving demands increased, drivers focused less attention on the billboards”.*
- *“These results suggest that drivers can self-regulate their attention to billboards, reducing the attention given to them when required to focus on the immediate driving situation”.*

Research undertaken by Bridget Burdett (2018)¹² who studied mind wandering, (which also relates to situational awareness), confirmed that drivers focus more on the driving task at hand when in ‘complex’ traffic environments:

“Drivers were more likely to report [in the experiments] mind wandering in low risk than in high risk situations, and in situations of low rather than high demand”.

¹⁰ Samsa, C. (2015) “Digital billboards ‘down under’: are they distracting to drivers and can industry and regulators work together for a successful road safety outcome?” Proceedings of the 2015 Australasian Road Safety Conference 14 – 16 October, Gold Coast, Australia

¹¹ Young K.L., Stephens A.N., Logan D.B., Lenne M.G. “An On-Road Study of the Effect of Roadside Advertising on Driving Performance and Situation Awareness”, Proceedings of the 4th International Driver Distraction and Inattention Conference, Sydney, Australia, 2015

¹² Bridget RD Burdett, Samuel G Charlton, Nicola J Starkey “Mind wandering during everyday driving: An on-road study”, Accident Analysis and Prevention, 2018

“Situations of high demand and the highest crashes rates were places where mind wandering was least likely to be reported [in the experiments], suggesting an inverse relationship between mind wandering and crash risk”.

A November 2018 research report by ARRB¹³ involved an evaluation of the impact on driving performance of new digital billboard installations at two traffic signalised intersections in Queensland. This evaluation took the form of a video survey of vehicle control with the aim of assessing the impact of the digital billboard when lit. The video data were coded to extract lane drift, ‘stopping over the line’, and incidents.

The concluding paragraphs from the ARRB study are as follows:

“Furthermore, the ‘positive’ impact of digital billboards in the current evaluation did not occur exclusively with respect to lateral control. This effect was also observed (with one exception) for stopping over the line violations. This is important because it rules out the possibility of a very specific and hence less practically significant impact from digital billboards. Stopping over the line suggests a failure to appropriately register the red state of the signals.

This could result from ‘back dropping’ where colour contents in the billboard display are confusable with signal colours (see Austroads, 2013). The decrease in stopping over the line violations in the presence of the billboard suggests that such confusion did not occur in this evaluation. Stopping over the line violations could also result from change blindness for signal changes. While there is considerable evidence that distraction can increase change blindness in driving situations (e.g. McCarley et al., 2004) this research has mostly considered distraction from mobile phone conversations rather than external visual distraction. The decrease in stopping over the line violations in the presence of the billboard suggests that change blindness did not occur in this evaluation. Interestingly, a recent study by Pammer et al. (2014), although not concerned with a driving task per se, did find that under certain conditions in the laboratory that a visual distraction could reduce the incidence of change blindness.

In conclusion, the current evaluation investigated the impact of the presence of digital billboards on vehicle control performance. The sites evaluated were relatively complex signalised intersections. Because of the cognitive demands associated with negotiating a signalised intersection, these are the kinds of sites where it might be expected that drivers would display impairment from distraction. However, there was almost no evidence that the digital billboards at these locations impaired driving performance. Clearly, in real world situations, the impact from the visual distraction from digital billboards is complex, and in some situations such as the installations evaluated here, there can be an apparent positive impact on driving performance from the presence of a digital billboard. If the parameters of how and when this positive impact occurs can be precisely specified, this would prove enormously valuable for all stakeholders.”

This ARRB research supports other research cited, and further demonstrates that digital billboards are not inherently hazardous to drivers by creating driver distractions, and that despite common perceptions to the contrary, the reality is that their presence in complex driving situations, including signalised intersections, does not in practice result in a deterioration of road safety.

Overall, the emerging body of practical, empirically-based research that is now emerging, is increasingly confirming that digital billboards are little different from any other sort of advertising including on-premise signage; that they are not inherently distractive to drivers to the extent that they creating any observable adverse road safety effects; and that they are not inherently hazardous to the traffic environment even in complex traffic situations such as at signalised intersections.

¹³

Goodsell R, Dr Roberts. P “On-Road evaluation of the driving performance impact of digital billboards at Intersections” Project No. PRS17074 - ARRB

Appendix C Road Safety Effects from Crash Histories

There are currently some 700 digital advertising screens¹⁴ in New Zealand.

In order to understand how digital signs and digital billboards impact upon road safety, an analysis has been undertaken to identify the incidence of reported traffic crashes as a result of advertising signs.

New Zealand now has some 10 years' operational experience from which a fairly sound appreciation of the actual road safety implications of digital advertising screens can be gained. Accordingly, a search was made of the Waka Kotahi CAS database that encompasses the whole of New Zealand for the 10-year period since digital billboards and digital signs have been operating in New Zealand, that is, 2012 to 2021. In this search, contributing cause factor 356 ("*attention diverted by advertising or signs*") has been focussed on. It is noted in this regard that this code picks up any crash that is related to distraction by any sort of sign, not just advertising signs, i.e. including traffic signs, road works sign, directional signs, and so on.

For the 10-year search period, the CAS database produced a list of 72 sign-related crashes within the whole of New Zealand. On further detailed examination of the comments and witness statements that are contained in each individual 'Police Traffic Crash Report' that relate to the 72 crashes (and where necessary cross-referencing to what actually exists at the crash locations), the following breakdown of '*attention diverted by advertising or signs*' was established:

Category	Nature of sign	Crashes
Third-party advertising billboards	Digital billboard	0
	Static billboard	3
First-party on-premise advertising signs	Commercial (On-premise sign / fuel price board / real estate)	20
	Personal (election sign / roadside stall)	4
Traffic signs	Traffic sign / roadworks sign / VMS / directional sign / digital speed sign	19
Other	Looking for or at a building or premise	4
	Looking for or at a street name sign	11
	Miscellaneous (e.g., blimp, statue, etc.)	2
	Incorrectly coded or unknown	9
Total		72

Table C1: Attention diverted by advertising or signs 2012-2021

The table shows that in the whole of New Zealand over the ten years as examined, there were no crashes that involved a digital billboard, and only three crashes that involved a static advertising billboard. This would seem to clearly demonstrate that the presence of digital signage is not currently creating identifiable road safety issues.

In saying this, it is also relevant to put the number of sign-related crashes into perspective. During the 10-year search period there was an overall total of 339,528 recorded crashes in New Zealand. Even if the combined total of 27 crashes involving some sort of advertising is considered (that is, the 3 static third-party advertising signs, and the 24 first-party on-premise signs), they represent only 0.008% of all crashes. The three static advertising sign crashes represent 0.0009% of all crashes.

The same analysis undertaken for in-vehicle distractions (including by passengers, pets, cell phones, navigation devices, entertainment console, climate controls, food, cigarettes, beverages and other objects), revealed 13,761 crashes. This represents a ratio of 510 in-vehicle distraction crashes to every one advertising related crash.

¹⁴ The approximately 700 digital screens consist of around 350+ small-format digital screens within bus shelters and pedestrian shelters, and 350+ large format digital billboards. A double-sided billboard that has display screens that are directed to different approaches are counted as two screens.

In terms of injuries, one of the three static advertising sign crashes resulted in a minor injury, and nine of the 24 crashes involving on-premise advertising resulted in an injury. For the total of 27 advertising-related crashes, this is equivalent to an average of one injury crash per year for the whole of New Zealand. By comparison, in-vehicle distractions have produced an average of 534 injury crashes per year. If, as some of the research suggests¹⁵, the presence of digital billboards and digital signs helps to keep a driver looking at the road ahead instead of mind wandering or being distracted by elements within the vehicle, then arguably there may potentially be a net road safety advantage to enabling the presence of roadside digital billboards and digital signs as a means of off-setting these in-vehicle sources of inattention.

It is also noted in this regard that research from Queens University in Ireland¹⁶ found that while distraction due to objects inside the vehicle (particularly the use of cell phones and in-car technology) are under-reported and hence under-represented as a crash factor, no such difference was found with regard to outside the vehicle distraction. This further supports the analysis of individual crash records as providing a useful tool to understand the potential impact of third-party advertising on driver attention and safety. In essence, there is no reason why drivers who have been involved in a crash would not want to point to distraction by a sign, any more or less than they would point to distraction by any other element of the traffic environment, or elements internal to the vehicle.

Based on the above analyses, therefore, the following relevant conclusions can be drawn:

- Digital advertising billboards are not featuring at all in the crash statistics, (i.e. zero recorded since digital screens were first introduced into New Zealand in 2012). As noted, there are now around 700 digital advertising screens operating in New Zealand.
- Static third-party advertising billboards have featured only three times in the past 10 years.
- Even when including on-premise advertising signs that include roadside stalls and service station fuel price boards, there were only 27 recorded crashes over 10 years, and these resulted in just 10 injuries.

The point to be made from all the above is that despite some perceptions to the contrary, empirically based evidence confirms that digital billboards and digital signs, operated as they do in New Zealand, do not generate discernible road safety effects, even when concerted efforts are made to find those effects.

¹⁵ Including Young *et al* (2015), Goodsell *et al* (2018), and the ARRB "*Bull Creek LFDS Evaluation*" (2016)

¹⁶ Regev S, Rolison JJ, Feeney A, Moutari S "*Driver distraction is an under-reported cause of road accidents: An examination of discrepancy between police officers' views and road accident reports*", Queen's University, Belfast, presented at Fifth International Conference on Driver Distraction and Inattention, May 2017.

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Level 3 Stantec House, 111 Carlton Gore Road, Newmarket, Auckland 1023
PO Box 13-052, Armagh, Christchurch, 8141
New Zealand: +64 9 580 4500 | www.stantec.com



Cooper, Nick

From: Sayed Omar <s.omar@harrisingrierson.com>
Sent: Friday, 10 February 2023 7:35 PM
To: Cooper, Nick
Cc: RC Consultants
Subject: LUC60410337 - 4A/27 Union Street Auckland Central - Council TE review of proposed conditions suggested by applicant

Hi Nick

I would feel comfortable with a 16 second dwell time. This is proposed based on driver distraction and not readability of the sign to the driver and paying attention. It is purely based on distraction in a scenario where a dark colour is following by a light colour.

As the change from a dark colour to a brighter colour creates a distraction from my experience with other signs therefore I would like this to be one change in 16 seconds. Therefore the dwell time should remain at 16 seconds. This is not the only sign that this is getting imposed on the sign at the corner of Tamaki Drive and Solent Street is based on a 16 second dwell time due to the nearby traffic lights.

The other two condition I am happy for you to take it out of the consent. As these are part of standard condition of consent that was agreed between AT and AC we keep mentioning them in each and every application.

I don't think that Paul would have any further comments as it is above the intersection and not much visible once a vehicle is at the intersection.

Please let me know if anything else.

Kind regards



SAYED OMAR

Senior Transportation Engineer

Level 4, 96 St Georges Bay Road
Parnell, Auckland 1052
PO Box 5760, Victoria St West
Auckland 1142

D +64 9 921 4192 P +64 9 917 5000

**HARRISON
GRIERSON.
COM**



All our emails and attachments are subject to [conditions](#).

From: Cooper, Nick <Nick.Cooper@jacobs.com>
Sent: Friday, February 10, 2023 4:18 PM
To: Sayed Omar <s.omar@harrisingrierson.com>
Cc: RC Consultants <rcconsultants@aucklandcouncil.govt.nz>
Subject: LUC60410337 - 4A/27 Union Street Auckland Central - review of proposed conditions by applicant

Hello Sayed,

The applicant has provided an additional assessment from their Transport Engineer. Are you able to review the email from Brent Harries and comment on whether your recommendations about the image dwell time and loop cycles can be changed as per the applicants request?

Do you consider this needs to go to Paul Schischka?

If you have any questions, please contact me.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | Nick.Cooper@jacobs.com | www.jacobs.com



From: Sayed Omar <s.omar@harrisingrierson.com>
Sent: Friday, 20 January 2023 12:41 PM
To: Cooper, Nick <Nick.Cooper@jacobs.com>
Cc: RC Consultants <rcconsultants@aucklandcouncil.govt.nz>; Paul Schischka <Paul.Schischka@ptmconsultants.co.nz>
Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m

Hi Nick

Please find attached our peer review report for this project.

Please let me know if any further queries regarding this.

Kind regards



SAYED OMAR

Senior Transportation Engineer

Level 4, 96 St Georges Bay Road
Parnell, Auckland 1052
PO Box 5760, Victoria St West
Auckland 1142

D +64 9 921 4192 P +64 9 917 5000

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All our emails and attachments are subject to [conditions](#).

Cooper, Nick

From: Jack Newman <jack.newman@aucklandcouncil.govt.nz> on behalf of Urban Design <UrbanDesign@aucklandcouncil.govt.nz>
Sent: Friday, 28 October 2022 1:08 PM
To: Cooper, Nick
Cc: Angie Mason
Subject: [EXTERNAL] RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hi Nick,

Visual Assessment is covered by the LA's within the UD team however they currently have no capacity so are unable to input on every request at this time. They did take a look at the request and noted the below as to why they were unable to look at this one.

No capacity sorry. Not much we can add for a replacement of existing

Ngā mihi nui,
Jack Newman | Senior Admin
Corporate Support Services | Group Services
Auckland Council, Level 18 or 24, 135 Albert Street, Auckland Central

From: Carmen Lottering <Carmen.Lottering@aucklandcouncil.govt.nz> On Behalf Of RC Consultants
Sent: Friday, 28 October 2022 1:03 pm
To: Cooper, Nick <nick.cooper@jacobs.com>; Angie Mason <angie.mason@aucklandcouncil.govt.nz>; Urban Design <UrbanDesign@aucklandcouncil.govt.nz>
Subject: RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hi Nick

I have sent the brief yesterday through to Urban Design team, SAP is showing that it has not yet been allocated to anyone.

[@Urban Design](#)

Please could you confirm who this has been allocated to

Thank you

Nga mihi | Kind Regards
Regulatory Support – Consultant Support Team

From: Cooper, Nick <Nick.Cooper@jacobs.com>
Sent: Friday, 28 October 2022 12:17 pm
To: Angie Mason <angie.mason@aucklandcouncil.govt.nz>
Cc: RC Consultants <rcconsultants@aucklandcouncil.govt.nz>
Subject: FW: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hello Angie,

I think I need someone to provide a visual assessment rather than Urban Design, how do I get this allocated please?
I did ask for a visual assessment – I'm not sure if this is handled by Council UD?

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 |
Nick.Cooper@jacobs.com | www.jacobs.com

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From: Jack Newman <jack.newman@aucklandcouncil.govt.nz> On Behalf Of Urban Design
Sent: Friday, 28 October 2022 12:08 PM
To: Cooper, Nick <Nick.Cooper@jacobs.com>
Subject: [EXTERNAL] RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hi Nick,

Our TL's have advised that they don't have capacity to take this on.

No capacity sorry. Not much we can add for a replacement of existing

Ngā mihi nui,
Jack Newman | Senior Admin
Corporate Support Services | Group Services
Auckland Council, Level 18 or 24, 135 Albert Street, Auckland Central

From: Cooper, Nick <Nick.Cooper@jacobs.com>
Sent: Thursday, 27 October 2022 2:18 pm
To: RC Consultants <rcconsultants@aucklandcouncil.govt.nz>
Subject: RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hello Carmen,

See the attached form.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 |
Nick.Cooper@jacobs.com | www.jacobs.com

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From: Carmen Lottering <Carmen.Lottering@aucklandcouncil.govt.nz> On Behalf Of RC Consultants
Sent: Thursday, 27 October 2022 2:01 PM
To: Cooper, Nick <Nick.Cooper@jacobs.com>
Subject: [EXTERNAL] RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hi Nick

Could you please complete the attached so we can update Council systems with specialist checklists to be allocated to.

Thank you

Nga mihi | Kind Regards
Regulatory Support – Consultant Support Team

From: Cooper, Nick <Nick.Cooper@jacobs.com>
Sent: Thursday, 27 October 2022 10:53 am
To: RC Consultants <rcconsultants@aucklandcouncil.govt.nz>
Subject: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hello,

I submitted a request for specialist input form on Tuesday 25/10. When do I find out who are the specialist's that the application has been allocated to please?

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 |
Nick.Cooper@jacobs.com | www.jacobs.com

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From: Carmen Lottering <Carmen.Lottering@aucklandcouncil.govt.nz> On Behalf Of RC Consultants
Sent: Wednesday, 26 October 2022 9:09 AM
To: Malcon, Therese <Therese.Malcon@jacobs.com>
Cc: Cooper, Nick <Nick.Cooper@jacobs.com>
Subject: [EXTERNAL] LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central

Thanks Therese

Please find attached the signed Scope of Engagement for the subject application, If during processing you find the approve hours will be exceeded, please request an increased scope by completing the scope of engagement extension template. This extension must be approved before work continues.

Please remember to notify rcconsultants@aucklandcouncil.govt.nz of any iwi, local board or specialist engagement, and provide us with all relevant correspondence throughout processing (S88, S92 on hold, S92 off hold and S37) by utilizing the bcc function in emails.

For any technical queries, please contact the relevant team leader directly, for all other queries please contact rcconsultants@aucklandcouncil.govt.nz.

When the application is ready for peer review please forward to rcconsultants@aucklandcouncil.govt.nz including a final set of plans, completed tracking sheet and any general correspondence. This will then be forwarded to the relevant Team Leader for review and signoff.

We require a final invoice, including a breakdown of tasks, to be submitted within 3 working days and these are to be sent to AccountsPayable.Invoices@aucklandcouncil.govt.nz cc to rcconsultants@aucklandcouncil.govt.nz

Nga mihi | Kind Regards
Regulatory Support – Consultant Support Team



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Memo

Address

To Letitia Dixon

Cc Click or tap here to enter name.

From Heather Liew

Date 10/01/2023

Subject 2022-1602 - 4A/27 Union Street Auckland Central Digital Billboard Assessment

Dear Letitia,

As requested, the resource consent application for the proposed digital billboard at 4A/27 Union Street, Auckland is assessed for the effects on the safety of the highway. As part of the assessment, the following documents were reviewed:

- a) LUC60410337_AEE.pdf - Go Media, 18/10/2022
- b) LUC60410337 Traffic Engineering Report.pdf – Stantec, October 2022
- c) Response LUC60410337_AEE.pdf – Go Media 24/11/2022
- d) LUC60410337 - 27 Union Street - Go Media Ltd - applicant response and further clarification request – Nick Cooper, 24/22/2022
- e) [EXTERNAL] RE: LUC60410337 - 27 Union Street applicant response – Paul Schiscka, 29/11/2022

Please find attached the safety assessment for the proposed digital billboard at 4A/27 Union Street, Auckland. I wish to note that the RFI and responses to RFI (items c, d and e) do not address any impacts on safety at the highway.

Ngā mihi,

Heather Liew / Senior Safety Engineer

DDI +64 6 953 4730

Te ara ki te ora | Transport Services

E heather.liew@nzta.govt.nz / W nzta.govt.nz

Waka Kotahi NZ Transport Agency

Auckland Office, Level 5, AON Centre, 29 Customs Street West, Auckland 1010

Private Bag 106602, Auckland 1143, New Zealand

2022-1602 4a/27 Union Street, Auckland Central Digital Billboard Assessment

1. THE PROPOSAL

It is proposed to install static billboard of approximate dimensions of 6m x 10m on the façade of the building located at 27 Union Street, approximately 22m from the ground level. The proposal is depicted in the following images.

The proposed digital billboard will measure 6m wide x 10m tall located as per the green rectangle in Fig 1 and mockup in Fig 2.

Fig 1 Elevation

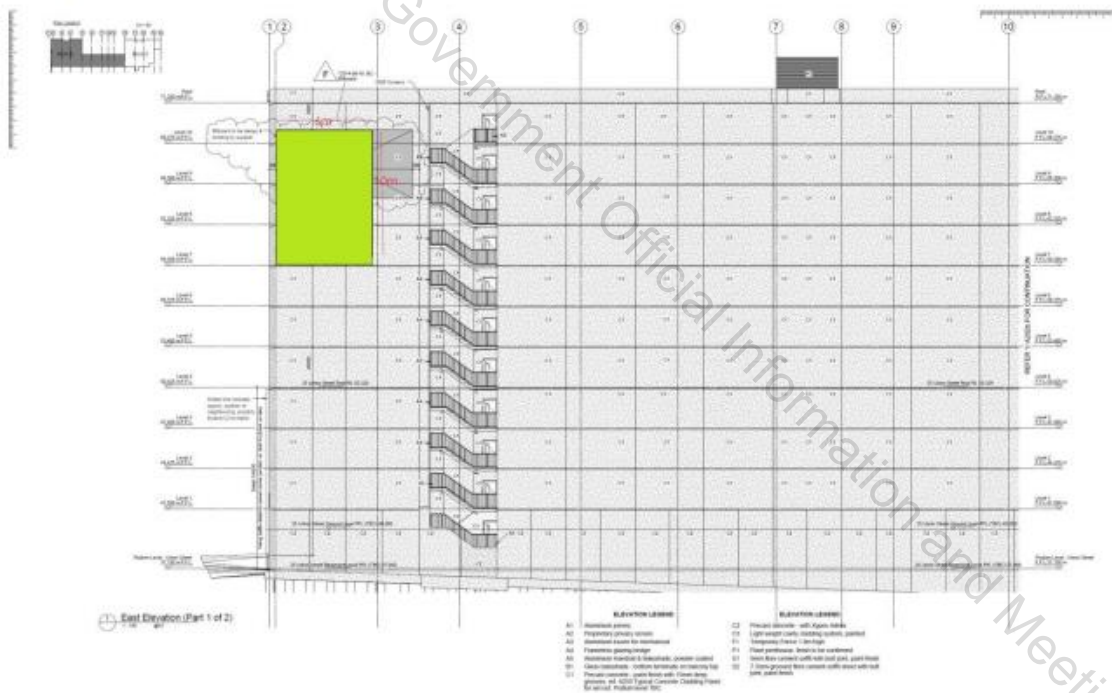


Fig 2 Mockup



(Source: Go Media, 2022)

2. ROAD ENVIRONMENT

The proposed billboard is located in the area designated as Business – City Centre Zone under the District plan.

The proposed billboard would be located approximately 40m north of the signalized intersection of Union Street/ Wellington Street, facing northbound traffic. Union Street has three southbound traffic lanes and two northbound traffic lanes. It has a speed limit of 50km/h.

The billboard is also visible from the Southern Motorway and Northwestern Link for vehicles travelling in the northbound direction

Southern Motorway northbound lane comprises of three traffic lanes with a horizontal curve located south of the proposed sign. The Annual Average Traffic (AADT) is approximately 30,801 vehicles per day. It has a speed limit of 80km/h.

Northwestern Link northbound lane comprises of three lanes with an S curve and merge lane within 300m of the sign. The Annual Average Traffic (AADT) is approximately 48,351 vehicles per day. The speed limit is 80km/h.

There are no digital billboards within close proximity of the sign. There are no static billboards within 200m of the sign, orientated in the same direction and is visible on the highway.

3. Crash History & Safety

Stantec's Traffic Impact Assessment report stated that "there were 9 recorded crashes on the highway, two involved a minor injury, and the remaining seven were all non-injury. None of the crashes referred in any way to the existing illuminated static billboard, or to any other sign or billboard.

Of the two minor injury crashes:

- One involved a rear-end impact as a result of a car having to suddenly stop in response to a car bonnet that came off the car in front. The car that stopped suddenly was shunted from behind.
- The other involved a lane change manoeuvre following vehicles coming together from the Northwestern Link and the Southern Motorway. It is noted that the incident occurred just beyond (i.e. north of) the point that any view of the billboard would be blocked by the Wellington Street overbridge.

Of the remaining seven non-injury crashes:

- Three involved lane changing
- Three involved a loss of control
- One involved a rear-end impact”

We do not disagree with the data retrieved from CAS. There is a history of crashes occurring here, particularly related to lane changing and loss of control.

Information from CAS is based on data volunteered by the drivers and the notes recorded by the Police. While there is a code in CAS for this type of distraction it is rarely used by the police. Drivers do not tend to volunteer distraction information as insurance companies tend to encourage the less said the better.

The Stantec’s report states that “There is nothing about the road safety records on either of the Southern Motorway or Northwestern Link northbound approaches that causes concern regarding the digital billboard proposal.

Further, the proposed billboard will unlikely have any adverse impact to the safety of motorway users since:

- *it will only be evident from large distances, so will be of little practical interest to motorway users, (as screen content will not be readily legible from the distances involved); and*
- *the merging of the two motorways occurs downstream of the point where visibility of the billboard will be lost*

Overall, the pattern of crashes that has been reported suggests that there will unlikely be any measurable deterioration to road safety due to the presence of the proposed billboard.”

Their conclusion does not consider that there will be potential crashes, due to the proposed billboard, in terms of numbers and increased severity of crashes.

4. Impact of Billboards

The proposed billboard will be 45m from the Union Street / Wellington Street intersection and is therefore inconsistent with the TCDM3 recommendation for 100m separation of all advertising signs from any intersection.

The sign is visible from Southern Motorway Junction, SH1N northbound traffic and SH 16 Northwestern Motorway.

On the Southern Motorway northbound approach, the presence of the billboard screen will begin to become potentially discernible from a distance of about 320m, although as previously noted, image content on a screen the size proposed will not become readily legible until within about 150m or closer. Figure 5-3 below shows the initial possible point of visibility from the Southern Motorway northbound lanes, although from this distance the billboard will sit to the left of normal forward vision, and due to its distance will be of little interest to an approaching driver. As with the existing static billboard that the proposed digital billboard will replace, drivers will likely be more focussed on negotiating the left curving

road alignment than they will be in attempting to view a billboard that is too far distant to be practically legible.

The initial potential legibility distance of about 150m is shown in Figure 5-4 below. As is apparent from the diagram, by this point the billboard has 'moved' to be right of central vision. By about a further 10-20m beyond this point the billboard becomes lost from a driver's view as it falls outside of the 65° field of view for a driver travelling at 75 km/h. In practice therefore, the proposed billboard will be of little practical relevance to Southern Motorway drivers.



Figure 5-4: Initial potential image legibility from Southern Motorway at ~ 150m

The Applicant's traffic assessment suggests that digital billboards have not had an impact on safety. We disagree with this comment as drivers will have to negotiate the left curving road alignment on the Southern Motorway and S-curves on the Northwestern Link. In a high speed environment, any element of surprise, such as a change in images, will increase risks of mistakes resulting in crashes. Any distraction could increase crash risk.

The applicant has suggested that since the merge point of the Southern Motorway and Northwestern Link is just down stream of the proposed sign that it will have no impact on safe merging at that location. While the applicant has recognised the risks associated with distraction at a merge point, they did not consider that the risk is often in the lead up to the merge as the act of merging creates flow break down and a shock wave impact back through the traffic stream. It is this shock wave that presents the risk of an incident should a driver be distracted by the billboard. Even if this only results in a minor nose to tail incident the ramifications can be significant due to the volume of traffic passing this point which ultimately can grid lock the inner motorway operation for in excess of an hour while incident response crews attempt to clear the scene.

Stantec's TIA report also states that "... there being no crashes in the CAS database identifying distraction by billboards specifically identified as a cause, or a noticeable increase in crash rates at intersections with digital billboards."

I consider a precautionary approach is prudent, particularly under a holistic Safe System approach. Additionally, the site-specific factors that elevate crash risk reinforce the need for caution. These factors include the following, some of which builds on and / or reinforces previous discussion.

- High speeds resulting in high crash risk– 80km/h speed limit. Waka Kotahi does not support digital billboards in high speed environments/.
- High traffic volume resulting in higher exposure to crash risk

- Increased risk of crashes in multilane highway where there is high occurrence of weaving
- The horizontal geometry of the highway (Southern Motorway and Northwestern Link) approaching the sign.

Based on this, it is recommended that the proposed digital billboard is not supported.

5. Proposed Conditions

The following new conditions are proposed as part of the application to consent.

- *8 second Dwell time per advertisement*

Any change of image can create an element of surprise and/ or distract drivers. There are factors this site that elevate or are evidence of risk such as: high traffic volumes, multilane/ lane changing movements, high speeds, as examples. This is not sufficient reason to compromise road user safety, even in a small way.

There is no significant disbenefit on the advertising having a longer dwell time. The adverts despite the dwell time would have the same amount of exposure during any period. This is intuitive as it is the number of different adverts that affect the amount of exposure, not the dwell time. By way of example.

- On an 8 second cycle there would be 450 frames / hour, if there were 10 adverts each would receive 45 frames/hour equating to 360 seconds/hour exposure.
- On a 30 second cycle there would be 120 frames / hour, with 10 adverts each would receive 12 frames/hours equating to the same 360 seconds/hour exposure.

NZTA's stance is therefore that we would prefer to have no sign or distraction. Should we have to grant this consent, a minimum dwell time of **30 seconds** should be considered.

- *0.5 second transition time between messages*

A maximum of 0.5s transition time meets TCD Part 3.

- *The images will be static, not containing any form of animation*

There are no concerns with this condition. This is consistent with TCD Part 3.

- *The content shall not imitate or seek to use together a combination of graphics, colours or shapes to replicate a traffic signal.*

There are no concerns with this condition. This is consistent with TCD Part 3.

- *Maximum day-time brightness 5000cd/m²*
- *Maximum night-time brightness 250cd/m²*
- *Maximum dawn/dusk brightness 600cd/m²*

A report from a suitably qualified lighting practitioner should accompany each application for a digital billboard. This report should determine that the billboard is able to comply with the following:

- The materials used will prevent any sunlight or headlight reflection;
- The digital billboard does not have a filament visible to motorists;
- The digital billboard has been designed to avoid any side or back-spill nuisance lighting when operating;

- The luminance levels at either 20m from the billboard or the edge of the road seal, whichever is closer, should not exceed either the district plan maximum luminance levels or the relevant maximum luminance levels defined in AS/NZS4282:2019;
- When operating, the luminance levels from one image to another is restricted to no more than a 30% change;
- The LED digital billboard shall have an automatic dimming system based on an ambient light level sensor to determine the appropriate lighting levels within the underlying environmental zone, during various lighting conditions avoiding glare and impairing drivers; and

Other sources of light at night, such as outdoor or street lighting, existing signage, and building lighting need to be considered together with a billboard to determine if the cumulative lighting is incompatible with the existing night-time environment

- *There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds.*

There are no concerns with this condition.

- *The billboard shall result in no more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2 metres within the boundary of any adjacent site or 15 lux at any road reserve boundary and/or arterial road and/or collector road.*

There are no concerns with this condition. The highway is located more than 30m from the sign. Lux spill is unlikely to occur over the highway.

- *The luminance level of the LED display must vary to be consistent with the level of ambient light and ensure that during the daytime, the LED display is not significantly brighter than ambient light level and is only illuminated to the extent necessary to ensure that it is legible. To achieve this, the brightness of the LEDs must be automatically controlled with an in-built detector/sensor.*

There are no concerns with this condition.

In addition to the proposed conditions volunteered, the following conditions must be included as part of the conditions to consent:

- Image Content

At all times the digital billboard should include no more than five individual elements; of which words may only make up four elements. Additionally, each line of text shall contain a maximum of 20 characters. For interpretation purposes an element refers to each individual item which includes:

- Every word used;
- An email;
- A website;
- A phone number;
- A picture;
- A symbol;
- A logo;
- A terms and conditions disclaimer; and
- Any other individual element.

- Shut Down Ability

A digital billboard should be programmed to automatically go blank in the event of a billboard malfunction. Each digital billboard installation needs to be able to demonstrate that the billboard has this ability. In addition, each

billboard should be able to be shut down remotely and manually if an error is reported and the automatic controls do not shut down the billboard.

- **Monitoring Report**

Within 6 and 12 months from the day the billboard became operational, and then on an ongoing basis every two years from the date the billboard became operational, a monitoring report should be submitted to the Council by an independent suitably qualified and experienced professional and include:

- Onsite lighting measurements;
- Video showing the dwell and transition time;
- A suitably formatted copy of the images displayed within the month preceding the report;
- An examination of the Waka Kotahi NZ Transport Agency's Crash Analysis System (CAS) to establish whether there is an identifiable increase of recorded crashes;
- Any complaints about the signage made to Waka Kotahi or the relevant local authority; and
- Recommendation of any measures that will be undertaken to avoid, remedy or mitigate any identified effects. Such measures might include one or more of the following:
 - Reductions to the daytime and/or night-time luminance levels;
 - Adjustments to the transition time;
 - Increases in the image dwell time;
 - Further controls on image content;
 - Decommissioning the digital billboard; and/or
 - Consideration of the consent per Section 132 of the Resource Management Act 1991.

Cooper, Nick

From: Letitia Dixon <letitia.dixon@nzta.govt.nz>
Sent: Monday, 16 January 2023 9:26 AM
To: Cooper, Nick
Subject: [EXTERNAL] RE: 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd
- Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207
Attachments: 2022-1602 - 4A-27 Union Street Auckland Digital Billboard Assessment (2).pdf

Good morning Nick,

I have received the attached comments from our internal safety engineer. The comments outline why a rejection is still the preferred option.

Although suggested conditions are supplied, written approval is not provided and Waka Kotahi do not support this proposal as it stands.

Thank you,

Tish Dixon (she/her)
Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)
System Design | Transport Services

Email: letitia.dixon@nzta.govt.nz
Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency
Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade
PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand



----- Original Message -----

From: Nick Cooper <xxxx.xxxxxx@xxxxxx.xxm>;
Received: Wed Nov 02 2022 12:25:41 GMT+1300 (New Zealand Daylight Time)
To: Letitia Dixon <letitia.xxxxx@xxxx.xxxx.nz>; Letitia Dixon <letitia.dixon@nzta.govt.nz>;
Cc: xxxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxxx.xx;
Subject: RE: 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

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Hello Letitia,

Thank you for responding.

Are you ok if I forward this email to the applicant point of contact? As yet I waiting to know who will be the Council Traffic Engineering representative for this application as well. Once that is confirmed, I will forward your email onto that person.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 |
Nick.Cooper@jacobs.com | www.jacobs.com

From: Letitia Dixon <letitia.dixon@nzta.govt.nz>
Sent: Wednesday, 2 November 2022 12:09 PM
To: Cooper, Nick <Nick.Cooper@jacobs.com>
Subject: [EXTERNAL] 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

Good afternoon Nick,

Waka Kotahi New Zealand Transport Agency (Waka Kotahi) have completed a preliminary assessment of the application for a digital billboard at 4A/27 Union Street, Auckland Central.

Waka Kotahi we would like to be considered to be an affected party for this application and the results of our assessment expressed real concerns about the implications for traffic safety.

As there was a tight time frame on this application, Waka Kotahi would appreciate more time to form an approach and draft an affected party response.

We welcome discussion with the applicant.

Thank you,

Tish Dixon (she/her)

Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)
System Design | Transport Services

Email: letitia.dixon@nzta.govt.nz

Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency

Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade
PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand



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From: [Cooper, Nick](#)
To: [Letitia Dixon](#)
Cc: [RC Consultants](#)
Subject: LUC60410337 - 27 Union Street - clarification of applicant traffic/transportation impact response
Date: Wednesday, 20 March 2024 12:29:15 pm
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[S92_4443_union_221220.pdf](#)

Hello Letitia,

Further to my email of 30/11/2022, please see the attached further information provided by the application and their traffic / transport engineering specialist, and in relation to the potential for adverse effects from the digital signboard upon the adjacent state network.

I consider that the information provided is sufficient to demonstrate that any actual or potential adverse effects upon the State Highway network are less than minor, and for the purposes of Section 95 of the RMA, Waka Kotahi/ New Zealand Transport Agency are considered not to be adversely affected.

I am seeking final assessments from the Auckland Council and AT Consultant transport specialists. At this time with the statutory time frame for processing of the application being suspended until 10 January 2023, I anticipate finalising the decision report in late January.

Please let me know if you have any comments,
Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [✉](#) | www.jacobs.com

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Reinventing tomorrow.

From: Frank Costello <[✉](#)>
Sent: Tuesday, 20 December 2022 4:36 PM
To: Cooper, Nick <[✉](#)>
Cc: RC Consultants <[✉](#)>
Subject: [EXTERNAL] RE: LUC60410337 - 27 Union Street - clarification of applicant response

Hi Nick

A response from Brett Harries on the traffic matters

Frank Costello
Commercial Director

Mobile: 027 229 4116



From: Cooper, Nick <[✉](#)>
Sent: Wednesday, 30 November 2022 9:41 am
To: Frank Costello <[✉](#)>
Cc: RC Consultants <[✉](#)>

Subject: LUC60410337 - 27 Union Street - clarification of applicant response

Hello Frank,

Further to my email of Monday 28/11/2022 please see this email as a request for clarification on the Section 92 responses you have provided and in relation to the consideration that Waka Kotahi not be considered as an affected person under the RMA s95.

For clarifying the issues raised in this email I request specific comments from the applicant Transport Engineer, Stantec. Where this is requested I have stated **Stantec to comment here**. The reason for this is that Council requires an independent professional comment on these issues.

1 Recommended conditions

Please clearly identify a set of conditions proposed to be used. While the AEE conditions are more descriptive in places they do not cover some areas which the Stantec conditions do. In particular Stantec condition cover malfunctions (condition 6), split screen operation (condition 4), and sequential images (condition 3 bullet point 4), the AEE conditions refer to replicating a traffic signal, while the Stantec condition is refers to a traffic control device. The traffic control device includes traffic signals but it is much wider and includes signs, markings, and some other devices. **Stantec to comment here**

1. Section 6 of the Traffic Engineering Report prepared by Stantec recommends conditions of consent which differ from the proposed conditions of consent on Page 15 of the Assessment of Environmental Effects (AEE). Please provide an explanation of the differences and confirm the wording of the conditions being offered by the applicant.

Stantec Conditions

6 Recommended Conditions

The conditions of consent relating to traffic engineering and road safety matters that are recommended for this digital billboard are as follows:

1. Images must have a minimum dwell time of at least 8 seconds.
2. Images must transition from one to the next via a 0.5-second dissolve.
3. Image content must:
 - o be static, and not incorporate flashes, video, emissions, or other dynamic effects.
 - o not use graphics, colours, or shapes either individually or in combination, in such a way that they would resemble or cause confusion with any adjacent traffic control device.
 - o not invite or direct a driver to take some sort of driving action.
 - o not be linked to "tell a story" across two or more sequential images, (i.e. where the meaning of an image is dependent upon or encourages viewing of the immediately following image).
4. The billboard screens must not operate with a split screen that would allow the display of two separate advertisements concurrently.
5. Image lumination must be maintained within the maxima prescribed by E23.6.1(3), and must be automatically managed to respond to ambient lighting conditions.
6. In the event of any malfunction of the LEDs or the control system, the screen shall be designed to turn off or default to a blank screen until the malfunction has been repaired.

AEE Conditions

Conditions proposed

We propose the following new conditions, (these being standardised across other regions over time).

- 8 second Dwell time per advertisement
- 0.5 second transition time between messages
- The images will be static, not containing any form of animation
- The content shall not imitate or seek to use together a combination of graphics, colours or shapes to replicate a traffic signal.
- Maximum day-time brightness 5000cd/m2
- Maximum night-time brightness 250cd/m2
- Maximum dawn/dusk brightness 600cd/m2
- There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds.
- The billboard shall result in no more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2 metres within the boundary of any adjacent site or 1.5 lux at any road reserve boundary and/or arterial road and/or collector road.
- The luminance level of the LED display must vary to be consistent with the level of ambient light and ensure that during the daytime, the LED display is not significantly brighter than ambient light level and is only illuminated to the extent necessary to ensure that it is legible. To achieve this, the brightness of the LEDs must be automatically controlled with an in-built detector/sensor.

The conditions are more descriptive in the AEE and follow from other consents approved by Auckland Council and follow from standards in E23 of the AUP. E23.6.1.3.

2 Monitoring of billboard functioning

In relation to your responses below are you able to provide the wording for a monitoring conditions? Alternatively the Council's Consultant TE or Consultant to AT will provide one.

2. No information has been provided on how the billboard screen illumination levels will be monitored. An overly bright billboard could dazzle drivers, especially at night, while drivers may be inclined to look at an overly dim billboard for longer as they try to discern the message. There have been some historic cases where the illumination levels of LED screens have not been within the specified range. Please confirm if illumination levels will be monitored and provide information on the method.

The billboard will be calibrated in the control system to not exceed the maxima prescribed in E23.6.1.3. The billboard will be built with an automated brightness control system which will then monitor ambient lighting conditions and adjust the brightness to be appropriate at all times. A monitoring condition for a report 30days from establishment is often put in place to ensure compliance with the rules.

If no monitoring of illumination levels is proposed please provide an assessment from a suitably qualified lighting engineer with experience working with digital billboards to demonstrate that lighting levels will remain within the range given in the Auckland Unitary Plan without the need for monitoring.

Standard practice by council is to apply a condition that a light report be supplied with 30days of operation. Please feel free to insert.

3 Condition RE display of advertisement

Please provide amended wording to the proposed condition to ensure that only one advert will display at any one time. Alternatively please provide an assessment of the road safety and operational effects of displaying multiple advertisements at once.

3. Recommended Condition 4 in Section 6 the Traffic Engineering Report prepared by Stantec is worded as follows:
"4. The billboard screens must not operate with a split screen that would allow the display of two separate advertisements concurrently."

Read literally this condition would allow the display of three or more advertisements concurrently. Several advertisements on a single billboard could take a driver longer to read and comprehend, which could result in distraction related road safety effects which are not present when only one advertisements is visible. Please provide more assessment of these potential effects.

Only one advert will display at any one time. This question does not as such apply.

If you have any questions, please let me know,

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | xxxx@jacobs.com | www.jacobs.com

Jacobs Challenging today.
Reinventing tomorrow.

From: Paul Schischka <xxxx@xxxx.com>
Sent: Thursday, 17 November 2022 12:00 PM
To: Sayed Omar <xxxx@xxxx.com>; Cooper, Nick <xxxx@xxxx.com>
Cc: Development Planning Central (AT) <xxxx@xxxx.com>; SLUSM Coordinators (AT) <xxxx@xxxx.com>
Subject: [EXTERNAL] LUC60410337 - 27 Union Street, City Centre - S92 memo

Hi Nick / Sayed

Please find attached the S92 memo for application LUC60410337 - 27 Union Street, City Centre which I have prepared on behalf of Auckland Transport.

Regards

Paul Schischka

Paul Schischka
Principal Transport Engineer- BE (Civil), MEngNZ
Transport Operations and Safety
Mobile: 021 537 227
Email: xxxx@xxxx.com

-
-

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Released under Local Government Official Information and Meetings Act

From: [Cooper, Nick](#)
To: [Paul Schischka](#); [Sayed Omar](#)
Cc: [RC Consultants](#); [Vinh Bui](#)
Subject: FW: LUC60410337 - 27 Union Street - further traffic impact clarification by applicant
Date: Wednesday, 20 March 2024 12:29:11 pm
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[S92_4443_union_221220.pdf](#)

Hello Paul, Sayed,

Please see the attached memo from Stantec / Brett Haries for the applicant in response to my emails of 28/11 and 30/11. I believe this information closes out the issues around the potential for traffic/transportation impacts of the proposed digital billboard.

Please provide your final memo including suggested conditions.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | **Jacobs** | Consultant Planner to Auckland Council | M +64 22 426 1911 | [✉](#) | www.jacobs.com

Jacobs Challenging today.
Reinventing tomorrow.

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Frank Costello
Commercial Director

Mobile: 027 229 4116



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Cc: RC Consultants <[✉](#)>
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Only one advert will display at any one time. This question does not as such apply.

If you have any questions , please let me know,

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [✉](mailto:nick.cooper@jacobs.com) | www.jacobs.com

From: Paul Schischka <[REDACTED]>
Sent: Thursday, 17 November 2022 12:00 PM
To: Sayed Omar <[REDACTED]>; Cooper, Nick <[REDACTED]>
Cc: Development Planning Central (AT) <[REDACTED]>; SLUSM Coordinators (AT) <[REDACTED]>
Subject: [EXTERNAL] LUC60410337 - 27 Union Street, City Centre - S92 memo

Hi Nick / Sayed

Please find attached the S92 memo for application LUC60410337 - 27 Union Street, City Centre which I have prepared on behalf of Auckland Transport.

Regards

Paul Schischka

Paul Schischka
Principal Transport Engineer- BE (Civil), MEngNZ
Transport Operations and Safety
Mobile: 021 537 227
Email: [REDACTED]

-
-

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Released under Local Government Official Information and Meetings Act

From: [Cooper, Nick](#)
To: [Letitia Dixon](#)
Cc: [RC Consultants](#)
Subject: RE: 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207
Date: Wednesday, 20 March 2024 12:28:47 pm
Attachments: [image001.png](#)
[image002.png](#)

Hello Letitia,

Thank you for responding.

Are you ok if I forward this email to the applicant point of contact? As yet I waiting to know who will be the Council Traffic Engineering representative for this application as well. Once that is confirmed, I will forward your email onto that person.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | **Jacobs** | Consultant Planner to Auckland Council | M +64 22 426 1911 | xxxx.xxxxxx@xxxxxx.xxx | www.jacobs.com

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From: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxxx.xx>
Sent: Wednesday, 2 November 2022 12:09 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Subject: [EXTERNAL] 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

Good afternoon Nick,

Waka Kotahi New Zealand Transport Agency (Waka Kotahi) have completed a preliminary assessment of the application for a digital billboard at 4A/27 Union Street, Auckland Central.

Waka Kotahi we would like to be considered to be an affected party for this application and the results of our assessment expressed real concerns about the implications for traffic safety. As there was a tight time frame on this application, Waka Kotahi would appreciate more time to form an approach and draft an affected party response.

We welcome discussion with the applicant.

Thank you,

Tish Dixon (she/her)
Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)
System Design | Transport Services

Email: xxxxxxx.xxxxx@xxxx.xxxx.xx
Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency

Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade
PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand



www.nzta.govt.nz

This message, together with any attachments, may contain information that is classified and/or subject to legal privilege. Any classification markings must be adhered to. If you are not the intended recipient, you must not peruse, disclose, disseminate, copy or use the message in any way. If you have received this message in error, please notify us immediately by return email and then destroy the original message. This communication may be accessed or retained by Waka Kotahi NZ Transport Agency for information assurance purposes.

Released under Local Government Official Information and Meetings Act

From: [Cooper, Nick](#)
To: [xxxxxxxxxxxxxxxxxxxx@xxxx.xxxx.xx](#)
Cc: [RC Consultants](#)
Subject: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central
Date: Wednesday, 20 March 2024 12:28:46 pm
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[LUC60410337 Landscape & Visual Assessment Report.pdf](#)
[LUC60410337 Traffic Engineering Report.pdf](#)
[LUC60410337 AEE.pdf](#)

Hello,

I am acting as a consultant for Auckland Council in processing this land use consent application for a digital signboard at the location 27 Union Street. See the diagram below which is from the applicants Traffic Engineering report.

The location of the existing and proposed billboards within the context of their surrounding traffic environment is indicated in Figure 2-1 below. The address of the building upon which the digital billboard will be located is 27 Union Street. This site is just to the north of the Union Street / Wellington Street intersection.

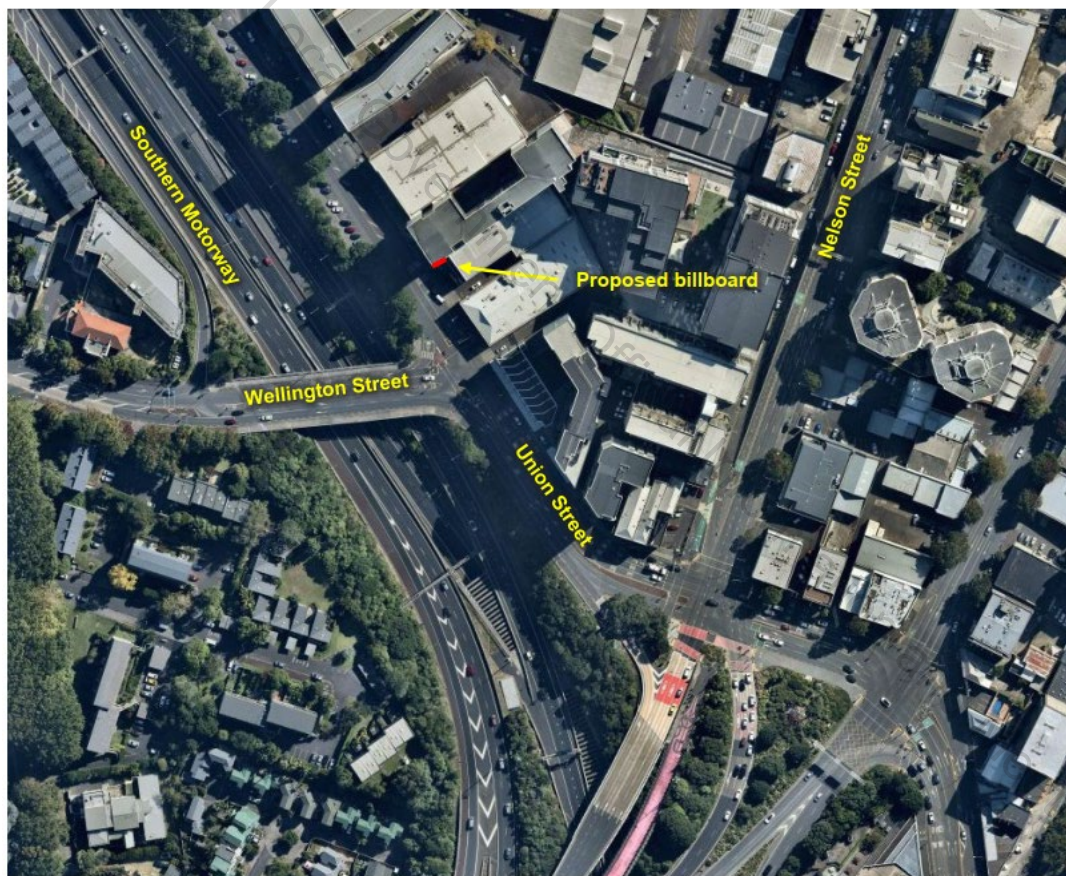


Figure 2-1: Billboard location

This email is to inform Waka Kotahi / NZTA of the proposal for resource consent and to ask if Waka Kotahi has any comments it would like to make known Council.

At this time no consideration as to whether Waka Kotahi could be considered as a party affected in terms of Section 95 the Resource Management Act.

The image below is also from the applicant's Traffic Engineering report and indicates that the proposed billboard would be visible from the state highway network.



Figure 5-4: Initial potential image legibility from Southern Motorway at ~ 150m

The application was received to Auckland Council on 18 October and I was appointed to process this application on 25 October. I am seeking to provide the applicant with an update in terms of Section 88/ Section 92 matters by Wednesday 2 November.

The applicant's Assessment of Effects report (attached) at Page 15 has proposed conditions should Council grant consent which are as follows:

Conditions proposed

We propose the following new conditions, (these being standardised across other regions over time).

- 8 second Dwell time per advertisement
- 0.5 second transition time between messages
- The images will be static, not containing any form of animation
- The content shall not imitate or seek to use together a combination of graphics, colours or shapes to replicate a traffic signal.
- Maximum day-time brightness 5000cd/m²
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At this stage I have asked for specialists to review the consent application and provide inputs from the Auckland Council Traffic Engineer (Central Region), Auckland Transport, and the Auckland Council Urban Design Team.

Could you please let me know whether Waka Kotahi has any questions or wishes to seek clarification so that I may determine whether these would be encompassed as part a of Section 92 request / s95 assessment.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | xxxx.xxxxxx@xxxxxx.xxx | www.jacobs.com

From: Cooper, Nick

Sent: Wednesday, 26 October 2022 11:15 AM

To: Vinnakota, Sameer <xxxxxx.xxxxxxxx@xxxxxx.xxx>

Cc: Malcon, Therese <xxxxxx.xxxxxx@xxxxxx.xxx>

Subject: site visit for LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central

Hello Sameer,

I am processing an LUC for a digital signboard. The applicant has provided a landscape and visual assessment. For the purpose of you undertaking a site visit I would like you to check the view point perspectives used by the LVA assessor (see pages 26 to 31 of the attached report), also for you to take photos from the main views as a comparison (shown on page 26 as VP01, VP02, VP03), and to take photos of other viewpoints that should be considered in the effects assessment.

The project code is as below.

Tasks - IS411900		
Task Number	Task Name	Description
A.CS.EV.030	LUC60410337	LUC60410337

It would be good if you could get the site visit set up by mid next week.

Let me know if you have any questions.

Regards,

Nick Cooper (he/him) | Jacobs | Senior Planner | Environmental Solutions | T +64 4 978 9505 | M +64 22 426 1911 | Level 8, 1 Grey Street, Wellington 6011 | P.O. Box 10-283, Wellington 6143 | xxxx.xxxxxx@xxxxxx.xxx | www.jacobs.com

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From: [Cooper, Nick](#)
To: [xxxxxxxx@xxxx.xxx](#)
Cc: [RC Consultants](#); [Letitia Dixon](#); [xxx@xxxxxx.xx.xx](#)
Subject: LUC60410337 - 27 Union Street - Go Media Ltd - Proposed Digital Billboard
Date: Wednesday, 20 March 2024 12:28:25 pm
Attachments: [image001.png](#)
[image002.png](#)
[LUC60410337_S88 & S92 letter.pdf](#)

Hello Frank,

Further to my email of 28/10/2022, the planning advisor from Waka Kotahi the New Zealand Transport Agency (WK/NZTA) has emailed to say they have concerns about the proposed digital sign. Please see the email below.

At this stage an RMA s95 notification decision has not been made and will not be until further advice from WK/NZTA is provided.

The applicant may want to engage with WK to understand their concerns.

If WK/NZTA are determined by Council to be a potentially adversely affected party under the RMA S.95 the processing timeframes for this application will be suspended under S.88E(3) until the outcomes from consultation have been determined.

Currently the processing timeframes for the application are suspended until the further information as requested on 28/10/2022 under S.92 has been received.

Please cc me into any correspondence with WK/NZTA.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | **Jacobs** | Consultant Planner to Auckland Council | M +64 22 426 1911 | [xxx.xxx@xxxx.xxx](#) | [www.jacobs.com](#)

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Reinventing tomorrow.

From: Letitia Dixon <xxxxxxxx@xxxx.xxx>
Sent: Wednesday, 2 November 2022 1:09 PM
To: Cooper, Nick <xxx.xxx@xxxx.xxx>
Subject: [EXTERNAL] RE: 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

Afternoon Nick,

Yes forwarding the email on is fine.

Thank you,

Tish Dixon (she/her)

Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)

System Design | Transport Services

Email: xxxxxxx.xxxxx@xxxx.xxxx.xx

Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency

Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade
PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand



www.nzta.govt.nz

From: Cooper, Nick <xxx.xxxxxx@xxxxxx.xxx>

Sent: Wednesday, 2 November 2022 12:25 pm

To: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxxx.x>

Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxx.xxxx.xx>

Subject: RE: 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

CAUTION: The sender of this email is from outside Waka Kotahi. Do not click links, attachments, or reply unless you recognise the sender's email address and know the content is safe.

Hello Letitia,

Thank you for responding.

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Good afternoon Nick,

Waka Kotahi New Zealand Transport Agency (Waka Kotahi) have completed a preliminary assessment of the application for a digital billboard at 4A/27 Union Street, Auckland Central.

Waka Kotahi we would like to be considered to be an affected party for this application and the results of our assessment expressed real concerns about the implications for traffic safety.
As there was a tight time frame on this application, Waka Kotahi would appreciate more time to form an approach and draft an affected party response.

We welcome discussion with the applicant.

Thank you,

Tish Dixon (she/her)

Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)

System Design | Transport Services

Email: xxxxxxx.xxxxx@xxxx.xxxx.xx

Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency

Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade

PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand



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From: [Cooper, Nick](#)
To: [Karen Long](#)
Cc: [RC Consultants](#)
Subject: LUC60410337 - 27 Union Street - documentation to support revised decision report 22 Feb
Date: Wednesday, 22 February 2023 11:14:19 am
Attachments: [image001.png](#)
[LUC604100337_Waka Kotahi_email_16_Jan_2023.pdf](#)
[R_BEX_2014_2086_Decision.pdf](#)
[R_BEX_2014_2086_Planners_Report.pdf](#)
[LUC604100337_Council_TE_review_of_applicant_suggested_change_to_proposed_conditions.pdf](#)
[LUC604100337_email_from_Council_LA_&_UD_team_advising_no_capacity.pdf](#)
[LUC604100337_Applicant_LVA_MEMO_31_January_2023.pdf](#)
[LUC604100337_Waka_Kotahi_Assessment.pdf](#)

Hello Karen,

In reference to review of the LUC60410337 - 27 Union Street decision and my earlier email. Please see attached emails and documents as you requested.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | **Jacobs** | Consultant Planner to Auckland Council | M +64 22 426 1911 | xxxx.xxxxxx@xxxxxx.xxx | www.jacobs.com

Jacobs Challenging today.
Reinventing tomorrow.

From: Karen Long <xxxxx.xxxx@xxxxxxxxxxxxxxxxxxxx.xx>
Sent: Tuesday, 21 February 2023 5:58 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Subject: [EXTERNAL] RE: LUC60410337 - 27 Union Street - revised decision report, end of s.37 time extension

Hi Nick

Here are my comments - there are a few. As I got into the other information - questions arose - mainly related to what the existing consent provided for - in the AEE they state it was a first party sign - so was not consented as a billboard (third party) ???- so this has implications on the assessment /consent matters. Did you sight the full consent - they gave an extract but need to see full decision /and planning report to confirm . there are a few documents referred to that I can't see in the file - so email those too me in addition to :

- Can you pdf traffic response from Sayed - I know it in the email trail but for the file would be good to have that original email from him labelled as LUC XX further Traffic assessment
- can you please update the tracking sheet also

you will I see that I included an advice not ethat the consent does not provide for an operator logo - presume if they intended to have one they would have mentioned it and shown it on the plans - it might have been an agreement reached with the body corp

Regards

Karen Long
Team Leader - City Centre
Central Resource Consenting | Resource Consents
DDI 021 0217 9851
Auckland Council, Level 6, 135 Albert Street
Visit our website: www.aucklandcouncil.govt.nz

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Released under Local Government Official Information and Meetings Act

From: [Cooper, Nick](#)
To: [Karen Long](#)
Cc: [RC Consultants](#)
Subject: LUC60410337 - 27 Union Street - revised decision report 22 Feb
Date: Wednesday, 22 February 2023 11:10:20 am
Attachments: [image001.png](#)
[LUC60410337 Decision 22Feb.docx](#)
[LUC60410337 Tracking Sheet.pdf](#)
[LUC60410337 Decision 20Feb \(KL\)22Feb.docx](#)

I've saved the attachments in the u drive link below

[LUC60410337](#)

Hello Karen,

Thank you for the review. Please see the attached revised Decision reports. One version which includes the tracked changes (yours and my comments), and a clean version dated 22 Feb. Also attached is the updated tracking sheet. I will provide a separate email with the documents/emails you requested.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [.@.](#) | [www.jacobs.com](#)

Jacobs Challenging today.
Reinventing tomorrow.

From: Karen Long <xxxxx.xxxx@xxxxxxxxxxxxxxxxxxxx.xxxx.xx>
Sent: Tuesday, 21 February 2023 5:58 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Subject: [EXTERNAL] RE: LUC60410337 - 27 Union Street - revised decision report, end of s.37 time extension

Hi Nick

Here are my comments - there are a few. As I got into the other information - questions arose - mainly related to what the existing consent provided for - in the AEE they state it was a first party sign - so was not consented as a billboard (third party) ???- so this has implications on the assessment /consent matters. Did you sight the full consent - they gave an extract but need to see full decision /and planning report to confirm . there are a few documents referred to that I can't see in the file - so email those too me in addition to :

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Regards

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From: [Cooper, Nick](#)
To: [Karen Long](#)
Cc: [RC Consultants](#)
Subject: RE: LUC60410337 - 27 Union Street - revised decision report
Date: Tuesday, 21 February 2023 10:58:51 am
Attachments: [image001.png](#)
[image002.png](#)

Hello Karen,

In relation to the proposal;

- It is a digital bill board on a side facing elevation in the business city centre zone; and,
- It is a change from an existing lawfully established static billboard to a changeable message billboard in a zone where billboards are not provided for as a permitted activity

Therefore I think both Activity Table E23.4.1 (A28) and Activity Table E23.4.2(A52) are applicable.

I can add in as a consent matter under Table H8.4.1 Activity table (A36) *Alterations and additions to buildings not otherwise provided for*

A colleague of mine from the Auckland office visited the site and took photos for me.

I will await the rest of your comments.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | **Jacobs** | Consultant Planner to Auckland Council | M +64 22 426 1911 | xxxx.xxxxxx@xxxxxx.xxx | www.jacobs.com

Jacobs Challenging today.
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From: Karen Long <xxxxx.xxxx@xxxxxxxxxxxxxxxxxxxx.xx>
Sent: Tuesday, 21 February 2023 10:29 AM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Subject: [EXTERNAL] Fwd: LUC60410337 - 27 Union Street - revised decision report, end of s.37 time extension

Hi Nick

Have started the review so should be in a position to give comments back to you this afternoon. One point to raise now is consent matters: I wonder why both A28 and A52, as seems it should be one or the other.

Then we should add an additional consent matter relating to alterations and additions to a building. I presume the static sign is still in place? Just checking you have not visited the site?

If you have time today you can address the consent matters (also recheck condition numbers (17,18,20) referencing as they need to change given deletion of conditions), otherwise wait until you receive my complete comments.

In a waiting room working off my phone at the moment.

Karen

Get [Outlook for Android](#)

From: Karen Long
Sent: Monday, February 20, 2023 2:37:49 PM

To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Subject: RE: LUC60410337 - 27 Union Street - revised decision report, end of s.37 time extension

Hi Nick

Got your ph message and I am back at my computer now, tomorrow I am on leave.. it's a little unlikely I'll get to this one today so there will have to be some discount but hopefully only a few percent.

Hope you are recovering ok.

Regards

Karen Long

Team Leader - City Centre

Central Resource Consenting I Resource Consents

DDI 021 0217 9851

Auckland Council, Level 6, 135 Albert Street

Visit our website: www.aucklandcouncil.govt.nz

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Sent: Monday, 20 February 2023 12:25 pm

To: Karen Long <xxxxx.xxxx@xxxxxxxxxxxxxxxxxxxx.xxxx.xx>

Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxxx.xx>

Subject: LUC60410337 - 27 Union Street - revised decision report, end of s.37 time extension

Hello Karen,

As per my phone message earlier today please find attached a revised decision document for LUC60410337 (27 Union Street). The applicant has accepted the revised recommendation (see the attached email).

As per my email from 10/02/23, when the applicant accepted the s37 time, processing time frames were sitting at Day 19. If possible, it would be great if the consent decision could be finalised today. The applicant's agent has been making comments to me in expecting they should receive a discount, although I have them that there has a period time that the consent has been 'on-hold' under s92, and on s37 time extension.

Please let me know if there is anything further you need from me to finalise this application.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | xxxx.xxxxxx@xxxxxx.xxx | www.jacobs.com

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From: Karen Long <xxxxx.xxxx@xxxxxxxxxxxxxxxxxxxx.xxxx.xx>

Sent: Friday, 10 February 2023 3:27 PM

To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxxx.xx>

Subject: [EXTERNAL] RE: REPORT examples and update for 27 Union Street, LUC60410337

Hi Nick

In terms of the template - if the AEE has correctly stated the receiving environment then that is part of your statement "I concur with the AEE" but if not you should make additional comments

Not sure what you mean about extending the timeframes on Monday?- we can certainly do a s37 retrospectively once you get written agreement to extend (is that what you meant?)

Regards

Karen Long
Team Leader - City Centre
Central Resource Consenting | Resource Consents
DDI 021 0217 9851
Auckland Council, Level 6, 135 Albert Street
Visit our website: www.aucklandcouncil.govt.nz

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Friday, 10 February 2023 3:22 pm
To: Karen Long <xxxx.xxxx@xxxxxxxxxxxxxxxxxxxx.xx>
Cc: RC Consultants <xxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xx>
Subject: RE: REPORT examples and update for 27 Union Street, LUC60410337

Hello Karen,

Thank you for sharing the notification reports related LUC60402910, 8 Pitt St, in terms of the 'receiving environment'. That report definitely presents a complex and contentious site and is a step up on the proposal for LUC60410337, 27 Union Street.

I based the decision report on LUC60402910, 310 New North Road which was provided to me from Angie Mason. This report also doesn't contain a discussion of the receiving environment.

Just to update you on the further information provided by the applicant. I talked with them on the phone this morning, and they indicated that would accept a S.37 time extension but at this time they have not provided an email confirmation.

Given that the consent time frame is Day 19 today (Friday), can Council unilaterally extend the time frame under S.37A(2)(a) on Monday 13/02 ?

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | xxxx.xxxxxx@xxxxxx.xxx | www.jacobs.com

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Reinventing tomorrow.

From: Karen Long <xxxx.xxxx@xxxxxxxxxxxxxxxxxxxx.xx>

Sent: Friday, 10 February 2023 1:13 PM

To: Cooper, Nick <xxxx.xxxxx@xxxxxx.xxx >

Subject: [EXTERNAL] RE: REPORT FOR REVIEW, DAY 13 of 20, 27 Union Street, LUC60410337

Hi Nick

Noting 27 Union St has to go back to the TE.

I had a quick look at your report and noted there is not anything re: receiving environment - next time round would be good mention this either refer /agree to the AEE assessment - or do your own - there is a lot happening around that intersection - and historically billboards have had a longer dwell time than the usual 8sec for traffic reasons. See attached a (very thorough) report on 8 Pitt St - still hasn't proceeded to notification stage yet given some legal wrangles. I appreciate that 27 Union st is not in the same visual catchment as those opposite. Just FYI.

Regards

Karen Long
Team Leader - City Centre
Central Resource Consenting | Resource Consents
DDI 021 0217 9851
Auckland Council, Level 6, 135 Albert Street
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From: Carmen Lottering <xxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxx.xx > **On Behalf Of** RC Consultants

Sent: Wednesday, 1 February 2023 9:59 am

To: Cooper, Nick <xxxx.xxxxx@xxxxxx.xxx >; Central Report Reviews

<xxxxxxxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxx.xx >

Cc: Angie Mason <xxxx.xxxxx@xxxxxxxxxxxxxxxxxxxx.xxx.xx >

Subject: RE: REPORT FOR REVIEW, DAY 13 of 20, 27 Union Street, LUC60410337

Thanks Nick

Please could you also provide the s37 agreement for the 12 days from applicant that will support the details as per the tracking sheet.

Section 37 (RMA)	Start	17/1/2023	End	31/1/2023	<input checked="" type="checkbox"/> Saved to Approved Docs
No of Days Extended	12.00				
Note: If there are days where you could not process due to COVID-19 lockdown, please input these dates on page 3 of this	Working Days	<input type="checkbox"/> Applicant's Agreement (S37A(4)(b)(ii)) <input checked="" type="checkbox"/> Applicant's Agreement (S37A(5)) <input type="checkbox"/> Special Circumstances (S37A(4)(b)(i))			

[@Central Report Reviews](#)

Report & Plans are saved in the U drive link below for your review

[LUC60410337 - For Review](#)

Thank you

Nga mihi | Kind Regards

Regulatory Support – Consultant Support Team

From: Cooper, Nick <xxxx.xxxxx@xxxxxx.xxx >

Sent: Wednesday, 1 February 2023 9:48 am

To: Angie Mason <xxxx.xxxxx@xxxxxxxxxxxxxxxxxxxx.xxx.xx >; RC Consultants

<xxxxxxxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxx.xx >

Cc: Central Report Reviews <xxxxxxxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxx.xx >

Subject: FW: REPORT FOR REVIEW, DAY 13 of 20, 27 Union Street, LUC60410337

Kia Ora,

I have completed my assessment of the above application(s) and am now submitting my report to Council for peer review for Application no **LUC60413814**

My recommendation is: **non-notified approval**

Team Leader Area for review: **Angie Mason**

Is Word Version of report attached: **Yes**

Is 1 set of Pdf plans for approval attached: **Yes**

Is Tracking Sheet attached: **Yes**

One Drive Link is: https://resourceconsentsrscs-my.sharepoint.com/:f/g/personal/consultantsupport_resourceconsentsrscs_onmicrosoft_com/EuGozCx4jB BGhjZilgoOSGYBlzJixXRvvl0KN-L_4GxQJw?e=ojFahC

Draft Conditions were shared and agreed: **Yes**

Working Day is now: **Day 13 at 1/02/2023**

Section 37 Applied: **Yes to date 31/01/23**

Other notes: (interested parties, local board, iwi etc).

Monitoring Risk: Low / Standard / High / Special

Mandatory Fields to be completed below

Landuse – AC SAP form data field		
Resource Use – State 'Yes' if applicable	Commercial	Yes
	Community	
	Industrial	
	Infrastructure	
	Mixed Use	
	Residential	
If Residential or Mixed use selected – please update or insert N/A if not applicable	Number of residential units currently on site	N/A
	Number of residential units on site after proposed works	N/A
Please complete below if resource consent required under Landuse trigger – Residential (Insert N/A if not applicable)		
Number of existing dwellings		N/A
Number of detached (proposed) dwellings		N/A
Number of proposed apartments		N/A
Number of proposed terraced houses		N/A

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From: [Cooper, Nick](#)
To: [Karen Long](#)
Cc: [RC Consultants](#)
Subject: LUC60410337 - 27 Union Street - revised decision report, end of s.37 time extension
Date: Monday, 20 February 2023 12:25:57 pm
Attachments: [image001.png](#)
[image002.png](#)
[LUC60410337 Decision_20Feb.docx](#)
[EXTERNAL RE LUC60410337 - 4A27 Union Street Auckland Central - update on review of proposed conditions.msg](#)

Hello Karen,

As per my phone message earlier today please find attached a revised decision document for LUC60410337 (27 Union Street). The applicant has accepted the revised recommendation (see the attached email).

As per my email from 10/02/23, when the applicant accepted the s37 time, processing time frames were sitting at Day 19. If possible, it would be great if the consent decision could be finalised today. The applicant's agent has been making comments to me in expecting they should receive a discount, although I have them that there has a period time that the consent has been 'on-hold' under s92, and on s37 time extension.

Please let me know if there is anything further you need from me to finalise this application.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | xxxx.xxxxxx@xxxxxx.xxx | www.jacobs.com

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From: Karen Long <xxxxxx.xxxx@xxxxxxxxxxxxxxxxxxxx.xxxx.xx>
Sent: Friday, 10 February 2023 3:27 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Cc: RC Consultants <xxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxxx.xx>
Subject: [EXTERNAL] RE: REPORT examples and update for 27 Union Street, LUC60410337

Hi Nick

In terms of the template - if the AEE has correctly stated the receiving environment then that is part of your statement "I concur with the AEE" but if not you should make additional comments

Not sure what you mean about extending the timeframes on Monday? - we can certainly do a s37 retrospectively once you get written agreement to extend (is that what you meant?)

Regards

Karen Long
Team Leader - City Centre
Central Resource Consenting | Resource Consents
DDI 021 0217 9851
Auckland Council, Level 6, 135 Albert Street
Visit our website: www.aucklandcouncil.govt.nz

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Friday, 10 February 2023 3:22 pm
To: Karen Long <xxxxxx.xxxx@xxxxxxxxxxxxxxxxxxxx.xxxx.xx>

Cc: RC Consultants <xxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xx >

Subject: RE: REPORT examples and update for 27 Union Street, LUC60410337

Hello Karen,

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xxx.xxxxx@xxxxx.xxx | www.jacobs.com

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Reinventing tomorrow.

From: Karen Long <xxxxx.xxxx@xxxxxxxxxxxxxxxxxxxx.xx >

Sent: Friday, 10 February 2023 1:13 PM

To: Cooper, Nick <xxxx.xxxxx@xxxxx.xxx >

Subject: [EXTERNAL] RE: REPORT FOR REVIEW, DAY 13 of 20, 27 Union Street, LUC60410337

Hi Nick

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Regards

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Team Leader - City Centre
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Auckland Council, Level 6, 135 Albert Street
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Mandatory Fields to be completed below

Landuse – AC SAP form data field		
Resource Use – State ‘Yes’ if applicable	Commercial	Yes
	Community	
	Industrial	
	Infrastructure	
	Mixed Use	
	Residential	
If Residential or Mixed use selected – please update or insert N/A if not applicable	Rural	
	Number of residential units currently on site	N/A
	Number of residential units on site after proposed works	N/A
Please complete below if resource consent required under Landuse trigger – Residential (Insert N/A if not applicable)		
Number of existing dwellings		N/A
Number of detached (proposed) dwellings		N/A
Number of proposed apartments		N/A
Number of proposed terraced houses		N/A

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From: [Sayed Omar](#)
To: [Cooper, Nick](#)
Cc: [RC Consultants](#)
Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - review of proposed conditions by applicant
Date: Friday, 10 February 2023 7:34:56 pm
Attachments: [image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Hi Nick

I would feel comfortable with a 16 second dwell time. This is proposed based on driver distraction and not readability of the sign to the driver and paying attention. It is purely based on distraction in a scenario where a dark colour is following by a light colour.

As the change from a dark colour to a brighter colour creates a distraction from my experience with other signs therefore I would like this to be one change in 16 seconds. Therefore the dwell time should remain at 16 seconds. This is not the only sign that this is getting imposed on the sign at the corner of Tamaki Drive and Solent Street is based on a 16 second dwell time due to the nearby traffic lights.

The other two condition I am happy for you to take it out of the consent. As these are part of standard condition of consent that was agreed between AT and AC we keep mentioning them in each and every application.

I don't think that Paul would have any further comments as it is above the intersection and not much visible once a vehicle is at the intersection.

Please let me know if anything else.

Kind regards



SAYED OMAR
Senior Transportation Engineer

[Level 4, 96 St Georges Bay Road](#)
Parnell, Auckland 1052
PO Box 5760, Victoria St West
Auckland 1142

D [+64 9 921 4192](tel:+6499214192) **P** [+64 9 917 5000](tel:+6499175000)

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GRIERSON.
COM**



All our emails and attachments are subject to [conditions](#).

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Friday, February 10, 2023 4:18 PM
To: Sayed Omar <x.xxxx@xxxxxxxxxxxxxxxxxxx.xxx>
Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxx.xx>
Subject: LUC60410337 - 4A/27 Union Street Auckland Central - review of proposed conditions by applicant

Hello Sayed,

The applicant has provided an additional assessment from their Transport Engineer. Are you able to review the email from Brent Harries and comment on whether your recommendations about the image dwell time and loop cycles can be changed as per the applicants request?

Do you consider this needs to go to Paul Schischka?

If you have any questions, please contact me.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [.@.](mailto:nick.cooper@jacobs.com) | www.jacobs.com

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From: Sayed Omar <x.xxxx@xxxxxxxxxxxxxxxxxxx.xxx>
Sent: Friday, 20 January 2023 12:41 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxx.xxx.xx>; Paul Schischka <xxxx.xxxxxxxx@xxxxxxxxxxxxxxxxxxx.xx.xx>
Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m

Hi Nick

Please find attached our peer review report for this project.

Please let me know if any further queries regarding this.

Kind regards

HG

SAYED OMAR
Senior Transportation Engineer

Level 4, 96 St Georges Bay Road
Parnell, Auckland 1052
PO Box 5760, Victoria St West
Auckland 1142

D [+64 9 921 4192](tel:+6499214192) **P** [+64 9 917 5000](tel:+6499175000)

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COM**



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Released under Local Government Official Information and Meetings Act

From: [Frank Costello](#)
To: [Cooper, Nick](#)
Subject: [EXTERNAL] RE: LUC60410337 - 27 Union Street - replacement Digital Billboard - additional TE assessment memo
Date: Friday, 10 February 2023 4:03:59 pm
Attachments: [image001.png](#)
[image002.png](#)
[ATT00001.png](#)

Hi Nick

Yes we agree to an extension, and as noted if any late discount is owing wish to retain these.

Please let me know if there are any further queries from Traffic, hopefully the memo satisfies the details needed to change the dwell.

Frank Costello
Commercial Director

Mobile: 027 229 4116



NZ's largest digital billboard network

90 screens and counting



From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Wednesday, 8 February 2023 2:31 pm
To: Frank Costello <xxxxx@xxxxxxx.xx.xx>
Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxx.xxxx.xx>
Subject: LUC60410337 - 27 Union Street - replacement Digital Billboard - additional TE assessment memo

Hello Frank,

Would the applicant agree to a s37 time extension while I get this new information reviewed by the Council external traffic engineer/s. There will also be additional processing costs for review of the memo.

If there are any changes to the recommended condition I would also provide a revised set of draft conditions for the applicant to review.

Is this all alright with Go Media?

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [@.](#) | www.jacobs.com

Jacobs Challenging today.
Reinventing tomorrow.

From: Frank Costello <xxxxx@xxxxxxxx.xx.xx>

Sent: Tuesday, 7 February 2023 10:32 AM

To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Subject: [EXTERNAL] Billboard 27 union st

Hi Nick

An additional memo re the billboard dwell time.

Let me know your thoughts

Frank Costello
Commercial Director

 **GO Media**

**NZ's largest digital
billboard network**

90 screens and counting



Mobile: 027 229 4116

Go Media Limited

www.gomedia.co.nz

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From: [Frank Costello](#)
To: [Cooper, Nick](#)
Cc: [RC Consultants](#)
Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - updated LVA memo, revised draft conditions and S37 time extension
Date: Tuesday, 31 January 2023 10:07:45 am
Attachments: [image002.png](#)
[image008.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)
[image013.png](#)
[ATT00001.png](#)

Conditions aok

Frank Costello
Commercial Director

Mobile: 027 229 4116



From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Tuesday, 31 January 2023 9:47 am
To: Frank Costello <xxxxx@xxxxxxx.xx.xx>
Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxx.xxx.xx>
Subject: FW: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - updated LVA memo, revised draft conditions and S37 time extension
Importance: High

Hello Frank,

Thanks for the memo to update the visual effects assessment from Chris Campbell.

Please see the updated conditions below. Does Go Media agree to these, and to a S37 time extension for sorting these out?

Please confirm so I can get the report out for review today.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [.@.](#) | www.jacobs.com

From: Frank Costello <xxxxx@xxxxxxxx.xx.xx>

Sent: Tuesday, 31 January 2023 8:59 AM

To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxx.xxxx.xx>

Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - proposed draft conditions and section 37 time extension request

Hi Nick

Chris Campbell has supplied the attached Memo which will I trust satisfy the query

Frank Costello
Commercial Director

Mobile: 027 229 4116



From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Sent: Tuesday, 24 January 2023 4:54 pm

To: Frank Costello <xxxxx@xxxxxxxx.xx.xx>

Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxx.xxxx.xx>

Subject: RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - proposed draft conditions and section 37 time extension request

Thanks Frank,

Yesterday was a holiday for Wellington so sorry I didn't get back to you. Please see the proposed draft conditions below as per the specialist reports/ comments and our recent phone discussions.

Can you please provide clarification from the Landscape Visual effects reviewer as to the actual or potential visual effects in terms of amenity on building occupiers in close proximity to the proposed billboard location, I would like to clarify with your landscape/ visual effects assessor

whether they consider the potential effects on the sites I have identified in yellow highlight below, as 'minor' in terms of the RMA Section 95.

As you discussed if additional parameters of the bill board not operating between the hours of 1 am to 5 am, and reducing nighttime illumination levels of 125 – 150 cdm (below the 250 cdm originally proposed).

Would these further mitigation measure provide a level of assurance to the effects assessors (Greenwood) that the potential visual adverse effects (most notable at nighttime) for the highlighted properties, would be then be "very low" in their terms, or "less than minor" (in RMA s95 terms).

Please review the conditions and let me if GO Media are satisfied with these. Are you able to agree to a Section 37 time extension in terms of resolving conditions?

Draft Conditions LUC60410337

Conditions

Under section 108 and 108AA of the RMA, this consent is subject to the following conditions:

1. This consent must be carried out in accordance as described in the application and assessment of environmental effects prepared by Go Media Ltd and must be carried out in accordance with the plans stamped and referenced by the council as resource consent number LUC60410037.

The consent must also be carried out in accordance with all other reports and information as detailed below and all referenced by the council as consent number LUC60410037.

<i>Report title and reference</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
Traffic Engineering Report	Stantec		10/2022
Landscape and Visual Assessment report	Greenwood	1	6/10/22

<i>Drawing title and reference</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
East Elevation Plan	Babbage / Go Media	F	24/11/22
Elevation Plan A1	Go Media		24/11/22
Elevation Plan A2	Go Media		24/11/22
Plan View A100	Babbage / Go Media		24/11/22
Mock Up Side by Side Views	Go Media		24/11/22

<i>Other additional information</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
Information as S92 response attached under an email from Frank Costello	Go Media		24/11/2022
Information as S92 response	Go Media		25/11/2022

attached under an email from Frank Costello			
Memo as S92 response attached under an email from Frank Costello	Stantec		21/12/2022

Lapse period

2. Under section 125 of the RMA, this consent lapses five years after the date it is granted unless:
 - a. The consent is given effect to; or
 - b. The council extends the period after which the consent lapses.

Monitoring charge

3. The consent holder must pay the council an initial consent compliance monitoring charge of \$348 (inclusive of GST), plus any further monitoring charge or charges to recover the actual and reasonable costs that have been incurred to ensure compliance with the conditions attached to this consent/s.

Advice Note:

- *The initial monitoring deposit is to cover the cost of inspecting the site, carrying out tests, reviewing conditions, updating files, etc., all being work to ensure compliance with the resource consent. In order to recover actual and reasonable costs, monitoring of conditions, in excess of those covered by the deposit, shall be charged at the relevant hourly rate applicable at the time. The consent holder will be advised of the further monitoring charge(s). Only after all conditions of the resource consent have been met, will the council issue a letter confirming compliance on request of the consent holder.*

Billboard size

4. The billboard's total display size must not exceed the maximum dimensions of 6m (wide) and 10m (high).

Removal of existing overhead light

5. The existing overhead light for the static billboard must be removed at the same time the static billboard is removed and the consent holder must provide written evidence to the Council that this lighting has been removed, within 20-working days of its removal.

Malfunction of LEDs

6. The consent holder must ensure that in the event of any malfunction of the LEDs or the control system the display is switched off until the malfunction is repaired.

Billboard message display

7. Image content must be static, and must not incorporate flashes, movement, animation, or other dynamic effects.
8. The display time for each image must be a minimum of sixteen (16) seconds.

9. The transition from one image to the next must be via a 0.5 second dissolve.
10. Images must not invite or direct a driver to take some sort of driving action.
11. Images on the billboard must not be linked to “tell a story” across two or more sequential images, (i.e., where the meaning of an image is dependent upon or encourages viewing of the immediately following image).
12. A split display (that is two adverts) must not be displayed at any one time on the billboard display.
13. Images must not use graphics, colours (red, green, orange, white or yellow), text or shapes in isolation or in combinations such that they can be reasonably considered to resemble, cause confusion with, or distract from a traffic control device; nor invite or direct a driver to do something, when viewed by approaching motorists.
14. The maximum number of images in any rotation must be limited to 10.
15. Each rotation (with regard to the individual images and the location of the image relative to the other images within the rotation) must be unchanged within any specific cycle.
16. The minimum period for each loop cycle must be two hours.

Advice Note:

- *The purpose of Conditions 7 to 16 is to manage the content on the billboard where it forms the background or foreground of, or appears alongside a traffic control device that could be found in the road environment. The content of the billboard is to be managed to ensure that any individual element or combinations of elements do not resemble, confuse or distract from traffic control devices in these locations. The purpose of the condition is not to prohibit the use of a particular colour, but to manage the use of those colours to avoid confusion with traffic control devices.*

Luminance during daylight

17. The luminance level of the LED display during daylight hours must vary to be consistent with the level of ambient light and ensure that the LED display is not significantly brighter than the ambient light level and is only illuminated to the extent necessary to ensure that it is legible. To achieve this, the brightness of the LEDs must be automatically controlled with an in-built detector/sensor. The method of automation must be to the satisfaction of the Council (Team Leader Bylaws in consultation with Team Manager Central).
18. During daylight hours (dawn to dusk) the maximum luminance of any part of the sign must not exceed 5,000cd/m².

Night-time operation

19. The digital LED display shall not operate between the hours of 1 am to 5 am during any day of the week (Monday to Sunday)

Night-time luminance

20. Outside of daylight hours (dusk to dawn) the maximum luminance of any part of the sign must not exceed 175cd/m².

Monitoring

21. The consent holder must monitor and record the maximum 'intensity' of the LEDs produced as a result of the automation required by Condition 17 over a period of six months following the commencement of the display of images. The levels recorded over this period shall be submitted to the Council (Monitoring Advisor, Key Events and CBD) for review. The method of recording the levels shall be to the satisfaction of the Council (Monitoring Advisor, Key Events and CBD, in consultation with the Council's Environmental Health Officer).
- a) To undertake the work required by this condition, the consent holder must engage an independent lighting practitioner to record and confirm luminance readings of the billboard at three times, including:
 - i) one recording at midday;
 - ii) one recording during the hours of darkness, and;
 - iii) one recording during morning or early evening.
 - b) The consent holder must submit a luminance certification report to Council within thirty working days following the commencement of the display of images.
22. The consent holder must monitor the digital billboard to ensure that its presence does not contribute to an increase in the crash rate or risk. Monitoring should include a review of reported crashes at the location as shown by **Figures 2.5 and 2.6 of the Stantec Traffic Engineering Report dated 10/10/2022**, at one (1) year from the date the billboard became operational, then again after two (2) years and again after five (5) years, from the date the billboard became operational. All monitoring reports must be submitted to the Council for review within 20-working days of its completion. If either the monitoring report or a review by the Council identifies a crash pattern or other complaints related to the billboard, appropriate mitigation is to be proposed by the consent holder and agreed in writing with the Council.
23. In the event that the results of the monitoring required by condition 22 are such that unacceptable adverse traffic, road safety and/or visual amenity effects are generated, which cannot be mitigated by an adjustment to the display time, transition (or a combination of both), then Council may impose such conditions as are considered necessary in respect of these matters and monitoring must occur for a further six months.

Review condition

24. Under section 128 of the RMA, the conditions of this consent may be reviewed by the Council at the consent holder's cost on an annual basis following the date the billboard became operational in order to deal with any adverse effect on the environment which may arise or potentially arise from the exercise of this consent and which it is appropriate to deal with at a later stage, in particular adverse effects in relation to neighbour complaints, adverse luminance effects and traffic safety on roads and the state highway network.

Advice Notes:

- *Under section 128 of the RMA the conditions of this consent may be reviewed by the Council at the consent holder's cost at any time, if it is found that the information made available to the Council in the application contained inaccuracies which materially influenced the decision and the effects of the exercise of the consent are such that it is necessary to apply more appropriate conditions.*
- *In the event that the results of any monitoring undertaken by Council indicate that adverse traffic safety effects have been generated by the billboard, mitigation measures such as reducing the luminance of the billboard, reducing the number of images, increasing the dwell time, increasing the transition time (or a combination of these measures) may be applied.*

From: Frank Costello <xxxxx@xxxxxxxx.xx.xx>

Sent: Monday, 23 January 2023 2:04 PM

To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m

Hi Nick

These reviews by both Paul Schiska and Sayed Omar seem to agree with that of Brett Harries. The Waka Kotahi interpretation as is the norm appears to be to decline based on no analysis.

In regard next steps can we proceed on the advice of Paul and Sayed?

The key that we need to take into account is that I could change the billboard to 5x10 and drop the top by 1m meeting all the permitted standards, the deviation being made is to go to the current billboard height at 31m and at 60m2 (sorry I noted a typo in my application doc where it says 54m2 in one section). The size being consented would allow me to build at either 6x9 or 5x10, both industry formats and smaller than what is being applied for.

In terms of the dwell our preference is the lesser at 8 seconds but not the 30 seconds that Waka Kotahi default to. Waka Kotahi have pulled that number from the air and hold to it now, there is no evidentiary or analytical support for the figure. Last year they sought to add to the TCDM 3 by adding a Digital signs addendum, this was very quickly withdrawn from use and binned due to many poor and unsupported recommendations.

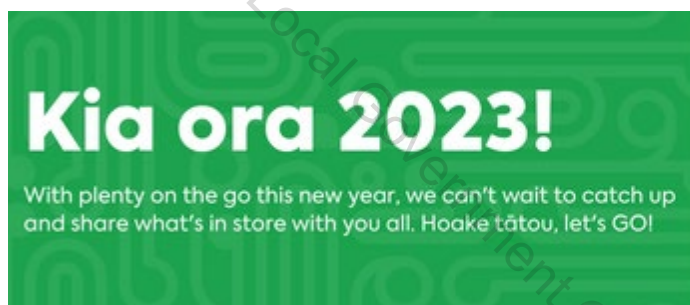
Nick I have I feel tendered a number of additional conditions which can easily mitigate any perceived effects. There are many billboards in Auckland CBD

running at 8 seconds and within viewing catchments of apartments, there have been at this stage none with any complaints I've been involved with, even for some which are substantially larger. The light spill effects are non-existent as are the traffic effects, there has yet to be any site with noted changes in traffic incidents post establishment in both the national market or in Auckland. I have been consenting digital signs since 2013 and been leading the roll outs across NZ so have been involved in many planning frameworks and revisions as well as post establishment analysis.

If there is anything I can do to assist to get this across the line please feel free to ring out

Frank Costello
Commercial Director

Mobile: 027 229 4116



From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Friday, 20 January 2023 4:35 pm
To: Frank Costello <xxxxx@xxxxxxx.xx.xx>
Subject: FW: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m

Hello Frank,
Please see the attached memo from the Council external Transport Engineer.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [@.](mailto:) | www.jacobs.com



From: Sayed Omar <x.xxxx@xxxxxxxxxxxxxxxxxxx.xxx>
Sent: Friday, 20 January 2023 12:41 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxx.xxx.xx>; Paul Schischka

<xxxx.xxxxxxxxx@xxxxxxxxxxxxxxxx.xx.xx >

Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m

Hi Nick

Please find attached our peer review report for this project.

Please let me know if any further queries regarding this.

Kind regards



SAYED OMAR

Senior Transportation Engineer

Level 4, 96 St Georges Bay Road
Parnell, Auckland 1052
PO Box 5760, Victoria St West
Auckland 1142

D +64 9 921 4192 **P** +64 9 917 5000

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From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx >

Sent: Monday, 16 January 2023 4:08 pm

To: Paul Schischka <xxxx.xxxxxxxxx@xxxxxxxxxxxxxxxx.xx.xx >; Sayed Omar

<x.xxxx@xxxxxxxxxxxxxxxx.xx.xx >

Cc: RC Consultants <xxxxxxxxxxxx@xxxxxxxxxxxxxxxx.xx.xx >

Subject: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m

Please see attached some further comments from WK about their concerns re the impact of the digital signboard on the state highway. If the application is not rejected, and granted, they have conditions which I believe align with current standard except that the condition for mandating the image dwell time would be for 30 seconds and not 8 seconds.

Given that the digital signboard is likely to be more visible (and therefore more potentially distracting) for persons in vehicles travelling north on Union St, is increasing the dwell time justified for this sign? 30 seconds is not what the applicant, but I am aware that other digital signboards at road intersections in Auckland do have dwell times of longer than 8 seconds. This could be relevant as the proposed billboard will be 45m from the Union Street / Wellington Street intersection and is therefore inconsistent with the TCDM3 recommendation for 100m separation of all advertising signs from any intersection.

The WK memo also seeks additional conditions around 'Image content', 'Shutdown ability' and

"Monitoring Report"

Please let me know whether any of WK's conditions are appropriate to incorporate as part of your review and recommendations.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [.@.](mailto:xxxxxxx.xxxxx@xxxx.xxx) | www.jacobs.com



From: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxx>
Sent: Monday, 16 January 2023 9:26 AM
To: Cooper, Nick <xxxx.xxxxx@xxxxxxx.xxx>
Subject: [EXTERNAL] RE: 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

Good morning Nick,

I have received the attached comments from our internal safety engineer. The comments outline why a rejection is still the preferred option.

Although suggested conditions are supplied, written approval is not provided and Waka Kotahi do not support this proposal as it stands.

Thank you,

Tish Dixon (she/her)

Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)
System Design | Transport Services

Email: xxxxxxx.xxxxx@xxxx.xxx
Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency
Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade
PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand



www.nzta.govt.nz

----- Original Message -----

From: Nick Cooper <xxxx.xxxxx@xxxxxxx.xxx>;
Received: Wed Nov 02 2022 12:25:41 GMT+1300 (New Zealand Daylight Time)
To: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxx>; Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxx>
Cc: xxxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxx,
Subject: RE: 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

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unless you recognise the sender's email address and know the content is safe.

Hello Letitia,

Thank you for responding.

Are you ok if I forward this email to the applicant point of contact? As yet I waiting to know who will be the Council Traffic Engineering representative for this application as well. Once that is confirmed, I will forward your email onto that person.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [.@._____](mailto:xxxxxxx.xxxxx@xxxx.xxxx.x) | www.jacobs.com

Jacobs Challenging today.
Reinventing tomorrow.

From: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxxx.x>

Sent: Wednesday, 2 November 2022 12:09 PM

To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Subject: [EXTERNAL] 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

Good afternoon Nick,

Waka Kotahi New Zealand Transport Agency (Waka Kotahi) have completed a preliminary assessment of the application for a digital billboard at 4A/27 Union Street, Auckland Central.

Waka Kotahi we would like to be considered to be an affected party for this application and the results of our assessment expressed real concerns about the implications for traffic safety.

As there was a tight time frame on this application, Waka Kotahi would appreciate more time to form an approach and draft an affected party response.

We welcome discussion with the applicant.

Thank you,

Tish Dixon (she/her)

Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)
System Design | Transport Services

Email: xxxxxxx.xxxxx@xxxx.xxxx.xx

Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency

Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade
PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand

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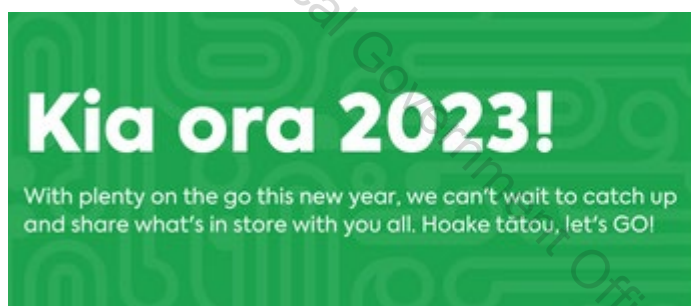
From: [Frank Costello](#)
To: [Cooper, Nick](#)
Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - S37 time extension
Date: Tuesday, 31 January 2023 10:07:15 am
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Hi Nick,

Thanks I am happy for a sn37 extension so long as any late process discounts are applied.

Frank Costello
Commercial Director

Mobile: 027 229 4116



From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Tuesday, 31 January 2023 9:47 am
To: Frank Costello <xxxxx@xxxxxxx.xx.xx>
Cc: RC Consultants <xxxxxxxxxxxx@xxxxxxxxxxxxxxxx.xxxx.xx>
Subject: FW: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - updated LVA memo, revised draft conditions and S37 time extension
Importance: High

Hello Frank,

Thanks for the memo to update the visual effects assessment from Chris Campbell.

Please see the updated conditions below. Does Go Media agree to these, and to a S37 time extension for sorting these out?

Please confirm so I can get the report out for review today.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 |
[@](#) | www.jacobs.com

From: Frank Costello <xxxxx@xxxxxxxx.xx.xx>

Sent: Tuesday, 31 January 2023 8:59 AM

To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xx>

Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - proposed draft conditions and section 37 time extension request

Hi Nick

Chris Campbell has supplied the attached Memo which will I trust satisfy the query

Frank Costello
Commercial Director

Mobile: 027 229 4116



From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Sent: Tuesday, 24 January 2023 4:54 pm

To: Frank Costello <xxxxx@xxxxxxxx.xx.xx>

Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xx>

Subject: RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - proposed draft conditions and section 37 time extension request

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whether they consider the potential effects on the sites I have identified in yellow highlight below, as 'minor' in terms of the RMA Section 95.

As you discussed if additional parameters of the bill board not operating between the hours of 1 am to 5 am, and reducing nighttime illumination levels of 125 – 150 cdm (below the 250 cdm originally proposed).

Would these further mitigation measure provide a level of assurance to the effects assessors (Greenwood) that the potential visual adverse effects (most notable at nighttime) for the highlighted properties, would be then be "very low" in their terms, or "less than minor" (in RMA s95 terms).

Please review the conditions and let me if GO Media are satisfied with these. Are you able to agree to a Section 37 time extension in terms of resolving conditions?

Draft Conditions LUC60410337

Conditions

Under section 108 and 108AA of the RMA, this consent is subject to the following conditions:

1. This consent must be carried out in accordance as described in the application and assessment of environmental effects prepared by Go Media Ltd and must be carried out in accordance with the plans stamped and referenced by the council as resource consent number LUC60410037.

The consent must also be carried out in accordance with all other reports and information as detailed below and all referenced by the council as consent number LUC60410037.

<i>Report title and reference</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
Traffic Engineering Report	Stantec		10/2022
Landscape and Visual Assessment report	Greenwood	1	6/10/22

<i>Drawing title and reference</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
East Elevation Plan	Babbage / Go Media	F	24/11/22
Elevation Plan A1	Go Media		24/11/22
Elevation Plan A2	Go Media		24/11/22
Plan View A100	Babbage / Go Media		24/11/22
Mock Up Side by Side Views	Go Media		24/11/22

<i>Other additional information</i>	<i>Author</i>	<i>Rev</i>	<i>Dated</i>
Information as S92 response attached under an email from Frank Costello	Go Media		24/11/2022
Information as S92 response	Go Media		25/11/2022

attached under an email from Frank Costello			
Memo as S92 response attached under an email from Frank Costello	Stantec		21/12/2022

Lapse period

2. Under section 125 of the RMA, this consent lapses five years after the date it is granted unless:
 - a. The consent is given effect to; or
 - b. The council extends the period after which the consent lapses.

Monitoring charge

3. The consent holder must pay the council an initial consent compliance monitoring charge of \$348 (inclusive of GST), plus any further monitoring charge or charges to recover the actual and reasonable costs that have been incurred to ensure compliance with the conditions attached to this consent/s.

Advice Note:

- *The initial monitoring deposit is to cover the cost of inspecting the site, carrying out tests, reviewing conditions, updating files, etc., all being work to ensure compliance with the resource consent. In order to recover actual and reasonable costs, monitoring of conditions, in excess of those covered by the deposit, shall be charged at the relevant hourly rate applicable at the time. The consent holder will be advised of the further monitoring charge(s). Only after all conditions of the resource consent have been met, will the council issue a letter confirming compliance on request of the consent holder.*

Billboard size

4. The billboard's total display size must not exceed the maximum dimensions of 6m (wide) and 10m (high).

Removal of existing overhead light

5. The existing overhead light for the static billboard must be removed at the same time the static billboard is removed and the consent holder must provide written evidence to the Council that this lighting has been removed, within 20-working days of its removal.

Malfunction of LEDs

6. The consent holder must ensure that in the event of any malfunction of the LEDs or the control system the display is switched off until the malfunction is repaired.

Billboard message display

7. Image content must be static, and must not incorporate flashes, movement, animation, or other dynamic effects.
8. The display time for each image must be a minimum of sixteen (16) seconds.

9. The transition from one image to the next must be via a 0.5 second dissolve.
10. Images must not invite or direct a driver to take some sort of driving action.
11. Images on the billboard must not be linked to “tell a story” across two or more sequential images, (i.e., where the meaning of an image is dependent upon or encourages viewing of the immediately following image).
12. A split display (that is two adverts) must not be displayed at any one time on the billboard display.
13. Images must not use graphics, colours (red, green, orange, white or yellow), text or shapes in isolation or in combinations such that they can be reasonably considered to resemble, cause confusion with, or distract from a traffic control device; nor invite or direct a driver to do something, when viewed by approaching motorists.
14. The maximum number of images in any rotation must be limited to 10.
15. Each rotation (with regard to the individual images and the location of the image relative to the other images within the rotation) must be unchanged within any specific cycle.
16. The minimum period for each loop cycle must be two hours.

Advice Note:

- *The purpose of Conditions 7 to 16 is to manage the content on the billboard where it forms the background or foreground of, or appears alongside a traffic control device that could be found in the road environment. The content of the billboard is to be managed to ensure that any individual element or combinations of elements do not resemble, confuse or distract from traffic control devices in these locations. The purpose of the condition is not to prohibit the use of a particular colour, but to manage the use of those colours to avoid confusion with traffic control devices.*

Luminance during daylight

17. The luminance level of the LED display during daylight hours must vary to be consistent with the level of ambient light and ensure that the LED display is not significantly brighter than the ambient light level and is only illuminated to the extent necessary to ensure that it is legible. To achieve this, the brightness of the LEDs must be automatically controlled with an in-built detector/sensor. The method of automation must be to the satisfaction of the Council (Team Leader Bylaws in consultation with Team Manager Central).
18. During daylight hours (dawn to dusk) the maximum luminance of any part of the sign must not exceed 5,000cd/m².

Night-time operation

19. The digital LED display shall not operate between the hours of 1 am to 5 am during any day of the week (Monday to Sunday)

Night-time luminance

20. Outside of daylight hours (dusk to dawn) the maximum luminance of any part of the sign must not exceed 175cd/m².

Monitoring

21. The consent holder must monitor and record the maximum 'intensity' of the LEDs produced as a result of the automation required by Condition 17 over a period of six months following the commencement of the display of images. The levels recorded over this period shall be submitted to the Council (Monitoring Advisor, Key Events and CBD) for review. The method of recording the levels shall be to the satisfaction of the Council (Monitoring Advisor, Key Events and CBD, in consultation with the Council's Environmental Health Officer).
- a) To undertake the work required by this condition, the consent holder must engage an independent lighting practitioner to record and confirm luminance readings of the billboard at three times, including:
 - i) one recording at midday;
 - ii) one recording during the hours of darkness, and;
 - iii) one recording during morning or early evening.
 - b) The consent holder must submit a luminance certification report to Council within thirty working days following the commencement of the display of images.
22. The consent holder must monitor the digital billboard to ensure that its presence does not contribute to an increase in the crash rate or risk. Monitoring should include a review of reported crashes at the location as shown by **Figures 2.5 and 2.6 of the Stantec Traffic Engineering Report dated 10/10/2022**, at one (1) year from the date the billboard became operational, then again after two (2) years and again after five (5) years, from the date the billboard became operational. All monitoring reports must be submitted to the Council for review within 20-working days of its completion. If either the monitoring report or a review by the Council identifies a crash pattern or other complaints related to the billboard, appropriate mitigation is to be proposed by the consent holder and agreed in writing with the Council.
23. In the event that the results of the monitoring required by condition 22 are such that unacceptable adverse traffic, road safety and/or visual amenity effects are generated, which cannot be mitigated by an adjustment to the display time, transition (or a combination of both), then Council may impose such conditions as are considered necessary in respect of these matters and monitoring must occur for a further six months.

Review condition

24. Under section 128 of the RMA, the conditions of this consent may be reviewed by the Council at the consent holder's cost on an annual basis following the date the billboard became operational in order to deal with any adverse effect on the environment which may arise or potentially arise from the exercise of this consent and which it is appropriate to deal with at a later stage, in particular adverse effects in relation to neighbour complaints, adverse luminance effects and traffic safety on roads and the state highway network.

Advice Notes:

- *Under section 128 of the RMA the conditions of this consent may be reviewed by the Council at the consent holder's cost at any time, if it is found that the information made available to the Council in the application contained inaccuracies which materially influenced the decision and the effects of the exercise of the consent are such that it is necessary to apply more appropriate conditions.*
- *In the event that the results of any monitoring undertaken by Council indicate that adverse traffic safety effects have been generated by the billboard, mitigation measures such as reducing the luminance of the billboard, reducing the number of images, increasing the dwell time, increasing the transition time (or a combination of these measures) may be applied.*

From: Frank Costello <xxxxx@xxxxxxxx.xx.xx>

Sent: Monday, 23 January 2023 2:04 PM

To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m

Hi Nick

These reviews by both Paul Schiska and Sayed Omar seem to agree with that of Brett Harries. The Waka Kotahi interpretation as is the norm appears to be to decline based on no analysis.

In regard next steps can we proceed on the advice of Paul and Sayed?

The key that we need to take into account is that I could change the billboard to 5x10 and drop the top by 1m meeting all the permitted standards, the deviation being made is to go to the current billboard height at 31m and at 60m2 (sorry I noted a typo in my application doc where it says 54m2 in one section). The size being consented would allow me to build at either 6x9 or 5x10, both industry formats and smaller than what is being applied for.

In terms of the dwell our preference is the lesser at 8 seconds but not the 30 seconds that Waka Kotahi default to. Waka Kotahi have pulled that number from the air and hold to it now, there is no evidentiary or analytical support for the figure. Last year they sought to add to the TCDM 3 by adding a Digital signs addendum, this was very quickly withdrawn from use and binned due to many poor and unsupported recommendations.

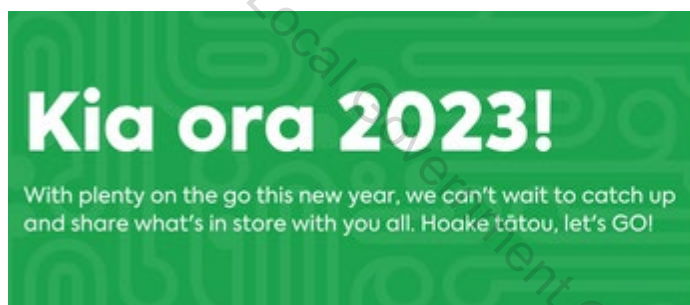
Nick I have I feel tendered a number of additional conditions which can easily mitigate any perceived effects. There are many billboards in Auckland CBD

running at 8 seconds and within viewing catchments of apartments, there have been at this stage none with any complaints I've been involved with, even for some which are substantially larger. The light spill effects are non-existent as are the traffic effects, there has yet to be any site with noted changes in traffic incidents post establishment in both the national market or in Auckland. I have been consenting digital signs since 2013 and been leading the roll outs across NZ so have been involved in many planning frameworks and revisions as well as post establishment analysis.

If there is anything I can do to assist to get this across the line please feel free to ring out

Frank Costello
Commercial Director

Mobile: 027 229 4116



From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Friday, 20 January 2023 4:35 pm
To: Frank Costello <xxxxx@xxxxxxxx.xx.xx>
Subject: FW: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m

Hello Frank,
Please see the attached memo from the Council external Transport Engineer.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [@.](mailto:) | www.jacobs.com



From: Sayed Omar <x.xxxx@xxxxxxxxxxxxxxxxxxx.xxx>
Sent: Friday, 20 January 2023 12:41 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxx.xxx.xx>; Paul Schischka

<xxxx.xxxxxxxxx@xxxxxxxxxxxxxxxx.xx.xx >

Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m

Hi Nick

Please find attached our peer review report for this project.

Please let me know if any further queries regarding this.

Kind regards



SAYED OMAR

Senior Transportation Engineer

Level 4, 96 St Georges Bay Road
Parnell, Auckland 1052
PO Box 5760, Victoria St West
Auckland 1142

D +64 9 921 4192 **P** +64 9 917 5000

**HARRISON
GRIERSON.
COM**



All our emails and attachments are subject to [conditions](#).

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx >

Sent: Monday, 16 January 2023 4:08 pm

To: Paul Schischka <xxxx.xxxxxxxxx@xxxxxxxxxxxxxxxx.xx.xx >; Sayed Omar

<x.xxxx@xxxxxxxxxxxxxxxx.xx.xx >

Cc: RC Consultants <xxxxxxxxxxxx@xxxxxxxxxxxxxxxx.xx.xx >

Subject: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m

Please see attached some further comments from WK about their concerns re the impact of the digital signboard on the state highway. If the application is not rejected, and granted, they have conditions which I believe align with current standard except that the condition for mandating the image dwell time would be for 30 seconds and not 8 seconds.

Given that the digital signboard is likely to be more visible (and therefore more potentially distracting) for persons in vehicles travelling north on Union St, is increasing the dwell time justified for this sign? 30 seconds is not what the applicant, but I am aware that other digital signboards at road intersections in Auckland do have dwell times of longer than 8 seconds. This could be relevant as the proposed billboard will be 45m from the Union Street / Wellington Street intersection and is therefore inconsistent with the TCDM3 recommendation for 100m separation of all advertising signs from any intersection.

The WK memo also seeks additional conditions around 'Image content', 'Shutdown ability' and

“Monitoring Report”

Please let me know whether any of WK’s conditions are appropriate to incorporate as part of your review and recommendations.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [.@.](#) | www.jacobs.com



From: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxx.x>
Sent: Monday, 16 January 2023 9:26 AM
To: Cooper, Nick <xxxx.xxxxx@xxxxxxx.xxx>
Subject: [EXTERNAL] RE: 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

Good morning Nick,

I have received the attached comments from our internal safety engineer. The comments outline why a rejection is still the preferred option.

Although suggested conditions are supplied, written approval is not provided and Waka Kotahi do not support this proposal as it stands.

Thank you,

Tish Dixon (she/her)

Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)
System Design | Transport Services

Email: xxxxxxx.xxxxx@xxxx.xxx.x
Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency
Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade
PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand



----- Original Message -----

From: Nick Cooper <xxxx.xxxxx@xxxxxxx.xxx>;
Received: Wed Nov 02 2022 12:25:41 GMT+1300 (New Zealand Daylight Time)
To: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxx.x>; Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxx.x>
Cc: xxxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxx,
Subject: RE: 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

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unless you recognise the sender's email address and know the content is safe.

Hello Letitia,

Thank you for responding.

Are you ok if I forward this email to the applicant point of contact? As yet I waiting to know who will be the Council Traffic Engineering representative for this application as well. Once that is confirmed, I will forward your email onto that person.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [.@._____](mailto:xxxxxxx.xxxxx@xxxx.xxxx.x) | www.jacobs.com

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From: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxxx.x>

Sent: Wednesday, 2 November 2022 12:09 PM

To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Subject: [EXTERNAL] 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

Good afternoon Nick,

Waka Kotahi New Zealand Transport Agency (Waka Kotahi) have completed a preliminary assessment of the application for a digital billboard at 4A/27 Union Street, Auckland Central.

Waka Kotahi we would like to be considered to be an affected party for this application and the results of our assessment expressed real concerns about the implications for traffic safety.

As there was a tight time frame on this application, Waka Kotahi would appreciate more time to form an approach and draft an affected party response.

We welcome discussion with the applicant.

Thank you,

Tish Dixon (she/her)

Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)
System Design | Transport Services

Email: xxxxxxx.xxxxx@xxxx.xxxx.xx

Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency

Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade
PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand

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From: [Paul Schischka](#)
To: [Cooper, Nick](#); [Sayed Omar](#)
Cc: [RC Consultants](#); [Development Planning Central \(AT\)](#); [SLUSM Coordinators \(AT\)](#)
Subject: [EXTERNAL] RE: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m
Date: Friday, 20 January 2023 4:29:43 pm
Attachments: [image002.png](#)
[image003.png](#)
[image001.png](#)

Hi Nick

Further to our phone call earlier this week.

8 seconds is generally accepted as the minimum dwell time for a digital billboard visible from a public road. I am not aware of any digital billboards being granted consent with a dwell time of less than 8 seconds.

A condition requiring an extended dwell time (more than 8 seconds) is often used as mitigation for potential adverse road safety effects for digital billboards, and may be justified in this instance to address Waka Kotahi's concerns about the effect on their network but I do not consider it to be necessary to mitigate potential adverse safety effects on the AT network.

Union Street near the site has a reduced 30km/h speed limit (it within the city centre speed zone), the crash history analysis provided by the applicant does not show a significant pre-existing crash pattern which could be exacerbated by a billboard, while the site is within the City Centre and therefore will be used by a moderate number of pedestrians it is not in a location with a lot of ground floor retail so does not have as many pedestrians crossing the road as many locations within the city, there is nothing usual or exceptional in the layout of the Union Street / Wellington Street intersection which in my consideration would increase the crash risk, and the position of the billboard is well away from traffic signal displays when view by approaching drivers so drivers are unlikely to confuse a change billboard image for a change in the signals.

With regard to monitoring conditions, I recommend that a condition requiring the applicant to get a lighting specialist to check that the automated control system for illumination levels is working as intended (I can supply some standard wording if the applicant does not wish to proffer some). Alternatively if they don't want to do this please ask them to provide a specialist assessment from a lighting engineer experienced in digital billboards to confirm that there is the likelihood of the illumination control system or screen not working as intended is so low as to be insignificant. There have in the past been LED billboards at other sites which have been brighter than their consent conditions allowed and this can dazzle drivers resulting in an adverse road safety effect in the form of increased crash risk.

I consider that a condition requiring the applicant to monitor for an increase in reported crashes following billboard installation is not necessary for this site. I have recommended these for other some sites in the past where I considered that the crash risk was higher, but for the reasons given above, I do not consider that there is an elevated crash risk at this site. This type of condition may be justified for the state highway, but that is outside of my scope and I cannot offer an opinion on that for you.

That been said, a longer dwell time and a condition requiring the applicant to monitor the site for an increase in reported crashes following billboard installation would certainly not make any

potential effects any worse, it is just that I do not consider them to be necessary in this case.

Regards

Paul Schischka

Paul Schischka
Principal Transport Engineer- BE (Civil), MEngNZ
Transport Operations and Safety
Mobile: 021 537 227
Email: xxxx.xxxxxxxx@xxxxxxxxxxxxxx.xx

-
-

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Monday, 16 January 2023 4:08 PM
To: Paul Schischka <xxxx.xxxxxxxx@xxxxxxxxxxxxxx.xx>; Sayed Omar <x.xxxx@xxxxxxxxxxxxxx.xxx>
Cc: RC Consultants <xxxxxxxxxxxx@xxxxxxxxxxxxxx.xxx>
Subject: LUC60410337 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m

Please see attached some further comments from WK about their concerns re the impact of the digital signboard on the state highway. If the application is not rejected, and granted, they have conditions which I believe align with current standard except that the condition for mandating the image dwell time would be for 30 seconds and not 8 seconds.

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The WK memo also seeks additional conditions around 'Image content', 'Shutdown ability' and "Monitoring Report"

Please let me know whether any of WK's conditions are appropriate to incorporate as part of your review and recommendations.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [.@._____](mailto:xxxx.xxxxxxxx@xxxxxxxxxxxxxx.xx) | www.jacobs.com

From: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxxx.x>
Sent: Monday, 16 January 2023 9:26 AM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx >
Subject: [EXTERNAL] RE: 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

Good morning Nick,

I have received the attached comments from our internal safety engineer. The comments outline why a rejection is still the preferred option.

Although suggested conditions are supplied, written approval is not provided and Waka Kotahi do not support this proposal as it stands.

Thank you,

Tish Dixon (she/her)
Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)
System Design | Transport Services

Email: xxxxxxx.xxxxx@xxxx.xxxx.xx
Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency
Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade
PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand



www.nzta.govt.nz

----- Original Message -----

From: Nick Cooper <xxxx.xxxxxx@xxxxxx.xxx>;
Received: Wed Nov 02 2022 12:25:41 GMT+1300 (New Zealand Daylight Time)
To: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxxx>; Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxxx>;
Cc: xxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxxx,xx
Subject: RE: 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

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Hello Letitia,

Thank you for responding.

Are you ok if I forward this email to the applicant point of contact? As yet I waiting to know who will be the Council Traffic Engineering representative for this application as well. Once that is

confirmed, I will forward your email onto that person.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [.@._____](mailto:_____@_____) | www.jacobs.com

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From: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxxx.x>
Sent: Wednesday, 2 November 2022 12:09 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Subject: [EXTERNAL] 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

Good afternoon Nick,

Waka Kotahi New Zealand Transport Agency (Waka Kotahi) have completed a preliminary assessment of the application for a digital billboard at 4A/27 Union Street, Auckland Central.

Waka Kotahi we would like to be considered to be an affected party for this application and the results of our assessment expressed real concerns about the implications for traffic safety. As there was a tight time frame on this application, Waka Kotahi would appreciate more time to form an approach and draft an affected party response.

We welcome discussion with the applicant.

Thank you,

Tish Dixon (she/her)

Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)
System Design | Transport Services

Email: xxxxxxx.xxxxx@xxxx.xxxx.xx

Phone: +64 7 987 0932

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Released under Local Government Official Information and Meetings Act

From: [Development Planning Central \(AT\)](#)
To: [Sayed Omar](#)
Cc: [Cooper, Nick](#); [Paul Schischka](#); [Vinh Bui](#)
Subject: [EXTERNAL] RE: LUC60410337 - 27 Union Street Digital Billboard
Date: Tuesday, 15 November 2022 4:22:02 pm
Attachments: [image002.png](#)
[image003.png](#)
[image004.png](#)

Hi Sayed,

This one came through to us from Vinh.

It was allocated to Paul S on behalf of AT. Thanks

Ngā mihi | Kind regards,
Sarah

From: Sayed Omar <x.xxxx@xxxxxxxxxxxxxxxxxxx.xxx>
Sent: Tuesday, 15 November 2022 4:09 p.m.
To: Development Planning Central (AT) <xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx@xx.xxxx.nz>
Cc: xxx.xxxxxx@xxxxxx.xxx
Subject: LUC60410337 - 27 Union Street Digital Billboard

Hi Team

Please find attached document for a proposed digital billboard at the above-mentioned address for your comments and feedback.

If you have any further questions, please contact Nick cc'd here. Nick is planner for this application on behalf of Auckland Council.

Kind regards



SAYED OMAR
Senior Transportation Engineer

[Level 4, 96 St Georges Bay Road](#)
Parnell, Auckland 1052
PO Box 5760, Victoria St West
Auckland 1142

D [+64 9 921 4192](tel:+6499214192) **P** [+64 9 917 5000](tel:+6499175000)

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GRIERSON.
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From: [Sayed Omar](#)
To: [Cooper, Nick](#)
Cc: [RC Consultants](#); [Vinh Bui](#); [Letitia Dixon](#)
Subject: [EXTERNAL] RE: LUC60410337 - 27 Union Street Digital Billboard TE RFI
Date: Tuesday, 15 November 2022 4:05:01 pm
Attachments: [image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[Council Auckland Transport SLA.pdf](#)

Hi Nick

Based on the attached SLA, any billboard will need to be consulted with AT as they are visible from a road frontage.

I will send this to AT and will CC you in a separate email in case they ask for more documents.

They haven't provided anything on the removal of the existing one or the installation of the new billboard. As a safety measure we include a condition that if any part of road reserve is required to be used for any purposes a traffic management plan should be provided to AC/AT.

Please provide me any feedback when you get it from NZTA as I would be commenting on that in my report as well.

Kind regards



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From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Tuesday, 15 November 2022 3:43 pm
To: Sayed Omar <x.xxxx@xxxxxxxxxxxxxxxxxxx.xxx>
Cc: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxx.xx>; Vinh Bui <xxxx.xxx@xxxxxxxxxxxxxxxxxxx.xxx.xx>; Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxvt.nz>
Subject: LUC60410337 - 27 Union Street Digital Billboard TE RFI

Thank you Sayed,

I have passed the issues you have raised onto the applicant as an additional information request.

Can you please confirm whether or not you consider that this application needs to be reviewed by Auckland Transport please? In my experience of processing for Council, is the TE who recommends whether an application should be reviewed (or not) by AT.

Could you also confirm, that from a traffic safety point of view, whether the applicant has provided sufficient information in terms of a methodology for the removal of the existing signboard, and the installation of the new proposed digital signboard?

For your information, a summary of the application was forwarded to Waka Kotahi/the NZTA, and they indicated on 2/11/2022 that they wish to be considered as a potentially affected party.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [.@.](mailto:nick.cooper@jacobs.com) | www.jacobs.com

Jacobs Challenging today.
Reinventing tomorrow.

From: Sayed Omar <x.xxxx@xxxxxxxxxxxxxxxxxxx.xxx>

Sent: Monday, 14 November 2022 10:25 AM

To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Cc: Vinh Bui <xxxx.xxx@xxxxxxxxxxxxxxxxxxx.xxxx.xx>

Subject: [EXTERNAL] LUC60410337 - 27 Union Street Digital Billboard TE RFI

Hi Nick

The following is my s92 regarding the proposed digital billboard. Could you please also confirm if it has been forwarded to AT for comments?

- Can the applicant confirm the distance between the edge of the proposed digital billboard and the edge of the footpath to the west of the billboard.
- If 1m of distance between the footpath and the billboard is not achieved, it is recommended that the billboard to be placed in such a way to achieved at least 1m of gap between the billboard and the footpath.
- Can the applicant confirm the number of crashes included external distraction as a factor of a crash on the local road or on the motorway network.

No information has been provided by the applicant regarding the effects of a fault with the billboard display or its control system. A flickering or flashing display due to a fault could potentially be much more distracting to drivers than normal operation of the billboard.

- Please provide information on the effects of faults with the billboard including how faults will be detected, procedures which will be followed if a fault is detected, and any mitigation proposed.

Kind regards



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From: [Vinh Bui](#)
To: [Chloe Davison](#)
Cc: [Diana Karpusheva](#); [Cooper, Nick](#)
Subject: [EXTERNAL] RE: LUC60410337 - 27 Union Street Auckland Central - Proposed Digital Billboard - Consultant TE
Date: Tuesday, 8 November 2022 10:58:13 am
Attachments: [image001.png](#)
[image002.png](#)

Hi Chloe,

Your fee is accepted. Please liaise with Nick Cooper for s92 queries.

Regards

Vinh Bui | Principal Traffic Engineer
Regulatory Engineering
Mobile 021 918 695
Auckland Council, Level 7, 135 Albert Street, Auckland CBD
Visit our website: www.aucklandcouncil.govt.nz

From: Chloe Davison <x.xxxxx@xxxxxxxxxxxxxxxxxxx.xxx>
Sent: Tuesday, 8 November 2022 6:38 am
To: Vinh Bui <xxxx.xxx@xxxxxxxxxxxxxxxxxxx.xxx.xx>
Cc: Diana Karpusheva <x.xxxxxxxx@xxxxxxxxxxxxxxxxxxx.xxx>
Subject: RE: LUC60410337 - 27 Union Street Auckland Central - Proposed Digital Billboard

Good morning Vinh

Please find attached our completed SOE for your review and approval.

Kind regards
Chloë

From: Vinh Bui <xxxx.xxx@xxxxxxxxxxxxxxxxxxx.xxx.xx>
Sent: Friday, 4 November 2022 3:20 pm
To: Chloe Davison <x.xxxxx@xxxxxxxxxxxxxxxxxxx.xxx>
Subject: LUC60410337 - 27 Union Street Auckland Central - Proposed Digital Billboard

Hi Chloe,

Please find attached application for your quotation.

Regards

Vinh Bui | Principal Traffic Engineer
Regulatory Engineering
Mobile 021 918 695
Auckland Council, Level 7, 135 Albert Street, Auckland CBD
Visit our website: www.aucklandcouncil.govt.nz

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Wednesday, 2 November 2022 12:20 pm

To: RC Consultants <xxxxxxxxxxxx@xxxxxxxxxxxxxx.xxx.xx>
Cc: Angie Mason <xxxxx.xxxxx@xxxxxxxxxxxxxx.xxx.xx>
Subject: LUC60410337 - 27 Union Street Auckland Central - Go Media Ltd - Proposed Digital Billboard
Importance: High

Hello Carmen,

Do I have a Traffic Engineer appointed for this application? I have received an email from Waka Kotahi who want to be considered as affected party. I need to refer this email onto the appointed TE please.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [@.](mailto:) | www.jacobs.com

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Reinventing tomorrow.

From: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxx.x>
Sent: Wednesday, 2 November 2022 12:09 PM
To: Cooper, Nick <xxxx.xxxxx@xxxxxx.xxx>
Subject: [EXTERNAL] 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

Good afternoon Nick,

Waka Kotahi New Zealand Transport Agency (Waka Kotahi) have completed a preliminary assessment of the application for a digital billboard at 4A/27 Union Street, Auckland Central.

Waka Kotahi we would like to be considered to be an affected party for this application and the results of our assessment expressed real concerns about the implications for traffic safety. As there was a tight time frame on this application, Waka Kotahi would appreciate more time to form an approach and draft an affected party response.

We welcome discussion with the applicant.

Thank you,

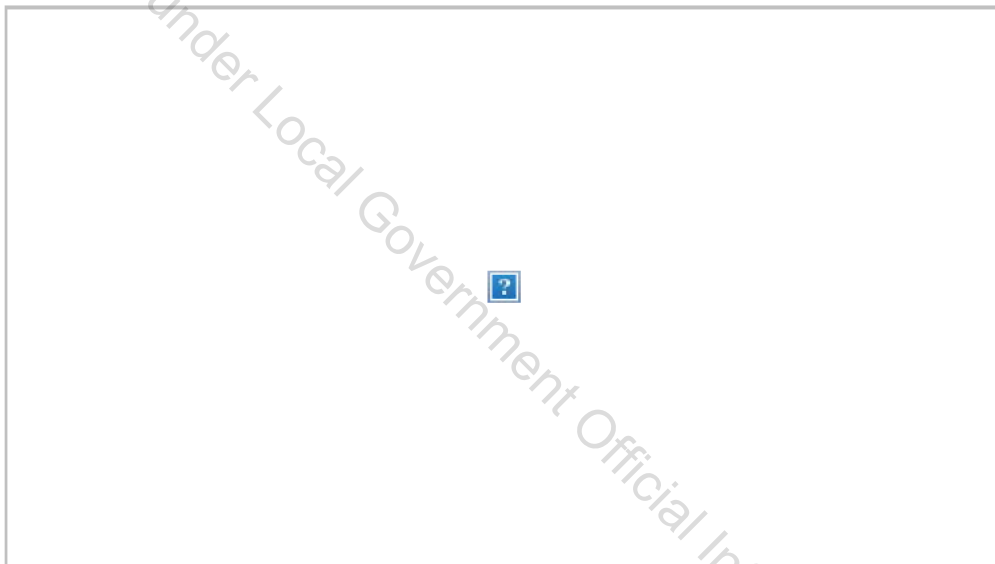
Tish Dixon (she/her)
Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)
System Design | Transport Services

Email: xxxxxxx.xxxxx@xxxx.xxx.xx
Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency
Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade
PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand

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From: [Angie Mason](#)
To: [Cooper, Nick](#)
Cc: [RC Consultants](#)
Subject: [EXTERNAL] RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists
Date: Saturday, 5 November 2022 12:16:56 pm
Attachments: [image001.png](#)

Hello Nick,

Yes that's ok, just make a note in the background section of your report.

If you agree with the applicant's assessment of visual and streetscape amenity effects, you could 'adopt' this, rather than try to write up your own assessment?

Thanks
Angie

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Monday, 31 October 2022 9:12 am
To: Angie Mason <xxxxx.xxxxx@xxxxxxxxxxxxxxxx.xxxx.xx>
Cc: RC Consultants <xxxxxxxxxxxx@xxxxxxxxxxxxxxxx.xxxx.xx>
Subject: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hello Angie,

There will be no visual assessment by a specialist for this application, however given it is a replacement of static to digital so the potential adverse effects are not significant.

Do you have any concerns about this?

Ngā mihi | Kind regards,

Nick Cooper (he/him) | **Jacobs** | Consultant Planner to Auckland Council | M +64 22 426 1911 |
[@._____](#) | www.jacobs.com

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From: Jack Newman <xxxx.xxxxxx@xxxxxxxxxxxxxxxx.xxxx.xx> **On Behalf Of** Urban Design
Sent: Friday, 28 October 2022 1:08 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Cc: Angie Mason <xxxxx.xxxxx@xxxxxxxxxxxxxxxx.xxxx.xx>
Subject: [EXTERNAL] RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hi Nick,

Visual Assessment is covered by the LA's within the UD team however they currently have no capacity so are unable to input on every request at this time. They did take a look at the request and noted the below as to why they were unable to look at this one.

No capacity sorry. Not much we can add for a replacement of existing

Ngā mihi nui,

Jack Newman | Senior Admin

Corporate Support Services | Group Services

Auckland Council, Level 18 or 24, 135 Albert Street, Auckland Central

From: Carmen Lottering <XXXXXXXXXXXXXXXXXXXXXXXXXXXX.XXXX.XX> **On Behalf Of** RC Consultants

Sent: Friday, 28 October 2022 1:03 pm

To: Cooper, Nick <XXXX.XXXXXX@XXXXXX.XXX>; Angie Mason

<XXXX.XXXXXX@XXXXXXXXXXXXXXXXXXXX.XXXX.XX>; Urban Design

<XXXXXXXXXXXX@XXXXXXXXXXXXXXXXXXXX.XXXX.XX>

Subject: RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hi Nick

I have sent the brief yesterday through to Urban Design team, SAP is showing that it has not yet been allocated to anyone.

[@Urban Design](#)

Please could you confirm who this has been allocated to

Thank you

Nga mihi | Kind Regards

Regulatory Support – Consultant Support Team

From: Cooper, Nick <XXXX.XXXXXX@XXXXXX.XXX>

Sent: Friday, 28 October 2022 12:17 pm

To: Angie Mason <XXXX.XXXXXX@XXXXXXXXXXXXXXXXXXXX.XXXX.XX>

Cc: RC Consultants <XXXXXXXXXXXXXXXXXXXX@XXXXXXXXXXXXXXXXXXXX.XXXX.XX>

Subject: FW: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hello Angie,

I think I need someone to provide a visual assessment rather than Urban Design, how do I get this allocated please? I did ask for a visual assessment – I'm not sure if this is handled by Council UD?

Ngā mihi | Kind regards,

Nick Cooper (he/him) | **Jacobs** | Consultant Planner to Auckland Council | M +64 22 426 1911 |

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Sent: Friday, 28 October 2022 12:08 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Subject: [EXTERNAL] RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hi Nick,

Our TL's have advised that they don't have capacity to take this on.

No capacity sorry. Not much we can add for a replacement of existing

Ngā mihi nui,

Jack Newman | Senior Admin

Corporate Support Services | Group Services

Auckland Council, Level 18 or 24, 135 Albert Street, Auckland Central

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Thursday, 27 October 2022 2:18 pm
To: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxxx.xx>
Subject: RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hello Carmen,

See the attached form.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 |
[.@.](mailto:xxxx.xxxxxx@xxxxxx.xxx) | www.jacobs.com



Challenging today.
Reinventing tomorrow.

From: Carmen Lottering <xxxxxx.xxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xxxx.xx> **On Behalf Of** RC Consultants
Sent: Thursday, 27 October 2022 2:01 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>

Subject: [EXTERNAL] RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hi Nick

Could you please complete the attached so we can update Council systems with specialist checklists to be allocated to.

Thank you

Nga mihi | Kind Regards

Regulatory Support – Consultant Support Team

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx >
Sent: Thursday, 27 October 2022 10:53 am
To: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxx.xxx.xx >
Subject: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hello,

I submitted a request for specialist input form on Tuesday 25/10. When do I find out who are the specialist's that the application has been allocated to please?

Ngā mihi | Kind regards,

Nick Cooper (he/him) | **Jacobs** | Consultant Planner to Auckland Council | M +64 22 426 1911 |
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From: Carmen Lottering <xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxx.xxx.xx > **On Behalf Of** RC Consultants
Sent: Wednesday, 26 October 2022 9:09 AM
To: Malcon, Therese <xxxxxxx.xxxxxx@xxxxxx.xxx >
Cc: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx >
Subject: [EXTERNAL] LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central

Thanks Therese

Please find attached the signed Scope of Engagement for the subject application, If during processing you find the approve hours will be exceeded, please request an increased scope by completing the scope of engagement extension template. This extension must be approved before work continues.

Please remember to notify xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxx.xxx.xx of any iwi, local board or specialist engagement, and provide us with all relevant correspondence throughout processing (S88, S92 on hold, S92 off hold and S37) by utilizing the bcc function in emails.

For any technical queries, please contact the relevant team leader directly, for all other queries please

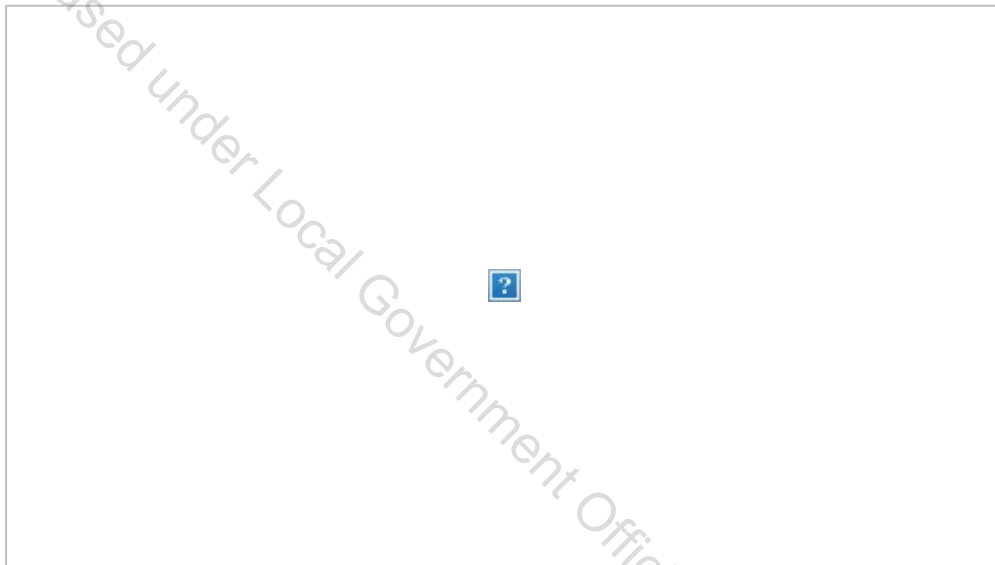
contact xxxxxxxxxxxx@xxxxxxxxxxxxxx.xx.

When the application is ready for peer review please forward to xxxxxxxxxxxx@xxxxxxxxxxxxxx.xx including a final set of plans, completed tracking sheet and any general correspondence. This will then be forwarded to the relevant Team Leader for review and signoff.

We require a final invoice, including a breakdown of tasks, to be submitted within 3 working days and these are to be sent to xxxxxxxxxxxx.xxxxxxx@xxxxxxxxxxxxxx.xx cc to xxxxxxxxxxxx@xxxxxxxxxxxxxx.xx

Nga mihi | Kind Regards

Regulatory Support – Consultant Support Team



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To: [Cooper, Nick](#)
Cc: [RC Consultants](#)
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Attachments: [image001.png](#)

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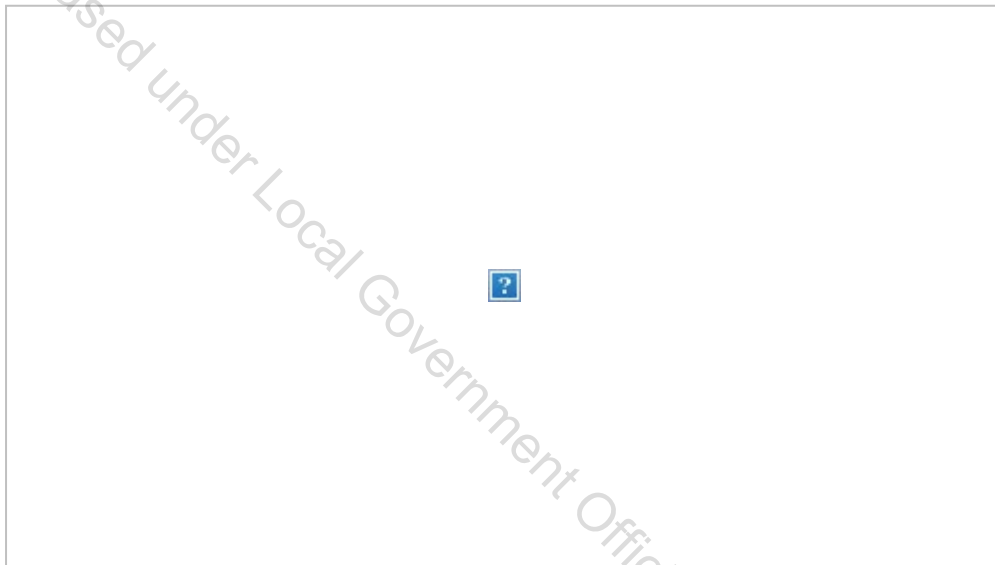
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Nga mihi | Kind Regards

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From: [Carmen Lottering](#) on behalf of [RC Consultants](#)
To: [Cooper, Nick](#); [Vinh Bui](#)
Subject: [EXTERNAL] RE: LUC60410337 - 27 Union Street Auckland Central - Go Media Ltd - Proposed Digital Billboard
Date: Wednesday, 2 November 2022 1:26:53 pm
Attachments: [image001.png](#)
[image002.png](#)

Hi Nick

Checklist has been added to SAP for traffic engineer but has not yet been assigned to anyone.

[@Vinh Bui](#)

Are you able to please look into this.

Thank you

Nga mihi | Kind Regards

Regulatory Support – Consultant Support Team

From: Cooper, Nick <xxxx.xxxxx@xxxxx.xxx>
Sent: Wednesday, 2 November 2022 12:20 pm
To: RC Consultants <xxxxxxxxxxxxx@xxxxxxxxxxxxx.xxx.xx>
Cc: Angie Mason <xxxx.xxxxx@xxxxxxxxxxxxx.xxx.xx>
Subject: LUC60410337 - 27 Union Street Auckland Central - Go Media Ltd - Proposed Digital Billboard
Importance: High

Hello Carmen,

Do I have a Traffic Engineer appointed for this application? I have received an email from Waka Kotahi who want to be considered as affected party. I need to refer this email onto the appointed TE please.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | **Jacobs** | Consultant Planner to Auckland Council | M +64 22 426 1911 | [@._____](#) | www.jacobs.com

Jacobs Challenging today.
Reinventing tomorrow.

From: Letitia Dixon <xxxxxxx.xxxxx@xxxx.xxxx.x>
Sent: Wednesday, 2 November 2022 12:09 PM
To: Cooper, Nick <xxxx.xxxxx@xxxxx.xxx_>
Subject: [EXTERNAL] 2022-1602 - 4A/27 Union Street Auckland Central - Go Media Ltd - Proposed 4m x 12m Digital Billboard on the western wall CRM:0214000207

Good afternoon Nick,

Waka Kotahi New Zealand Transport Agency (Waka Kotahi) have completed a preliminary assessment of the application for a digital billboard at 4A/27 Union Street, Auckland Central.

Waka Kotahi we would like to be considered to be an affected party for this application and the results of our assessment expressed real concerns about the implications for traffic safety. As there was a tight time frame on this application, Waka Kotahi would appreciate more time to form an approach and draft an affected party response.

We welcome discussion with the applicant.

Thank you,

Tish Dixon (she/her)
Consultant Planning Advisor, Poutiaki Taiao (Environmental Planning)
System Design | Transport Services

Email: xxxxxxx.xxxxx@xxxx.xxxx.xx

Phone: +64 7 987 0932

Waka Kotahi NZ Transport Agency
Hamilton Office, Level 1, Deloitte Building, 24 Anzac Parade
PO Box 973, Waikato Mail Centre, Hamilton 3240, New Zealand



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From: [Jack Newman](#) on behalf of [Urban Design](#)
To: [Cooper, Nick](#)
Cc: [Angie Mason](#)
Subject: RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - LA&UD capacity to review
Date: Friday, 28 October 2022 1:08:03 pm
Attachments: [image001.png](#)

Hi Nick,

Visual Assessment is covered by the LA's within the UD team however they currently have no capacity so are unable to input on every request at this time. They did take a look at the request and noted the below as to why they were unable to look at this one.

No capacity sorry. Not much we can add for a replacement of existing

Ngā mihi nui,

Jack Newman | Senior Admin

Corporate Support Services | Group Services

Auckland Council, Level 18 or 24, 135 Albert Street, Auckland Central

From: Carmen Lottering <xxxxxx.xxxxxxxx@xxxxxxxxxxxxxx.xxxx.xx> **On Behalf Of** RC Consultants

Sent: Friday, 28 October 2022 1:03 pm

To: Cooper, Nick <xxx.xxxxx@xxxxx.xxx>; Angie Mason <xxxxx.xxxxx@xxxxxxxxxxxxxx.xxxx.xx>; Urban Design <xxxxxxxxxxxx@xxxxxxxxxxxxxx.xxxx.xx>

Subject: RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hi Nick

I have sent the brief yesterday through to Urban Design team, SAP is showing that it has not yet been allocated to anyone.

[@Urban Design](#)

Please could you confirm who this has been allocated to

Thank you

Nga mihi | Kind Regards

Regulatory Support – Consultant Support Team

From: Cooper, Nick <xxx.xxxxx@xxxxx.xxx_>

Sent: Friday, 28 October 2022 12:17 pm

To: Angie Mason <xxxxx.xxxxx@xxxxxxxxxxxxxx.xxxx.xx_>

Cc: RC Consultants <xxxxxxxxxxxx@xxxxxxxxxxxxxx.xxxx.xx_>

Subject: FW: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hello Angie,

I think I need someone to provide a visual assessment rather than Urban Design, how do I get this allocated please? I did ask for a visual assessment – I'm not sure if this is handled by Council UD?

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [@.](mailto:) | www.jacobs.com

Jacobs Challenging today.
Reinventing tomorrow.

From: Jack Newman <xxxx.xxxxxx@xxxxxxxxxxxxxxxxxxxx.xx> **On Behalf Of** Urban Design
Sent: Friday, 28 October 2022 12:08 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Subject: [EXTERNAL] RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hi Nick,

Our TL's have advised that they don't have capacity to take this on.

No capacity sorry. Not much we can add for a replacement of existing

Ngā mihi nui,

Jack Newman | Senior Admin
Corporate Support Services | Group Services
Auckland Council, Level 18 or 24, 135 Albert Street, Auckland Central

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Thursday, 27 October 2022 2:18 pm
To: RC Consultants <xxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xx>
Subject: RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hello Carmen,

See the attached form.

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 | [@.](mailto:) | www.jacobs.com

Jacobs Challenging today.
Reinventing tomorrow.

From: Carmen Lottering <xxxxxx.xxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xx> **On Behalf Of** RC Consultants
Sent: Thursday, 27 October 2022 2:01 PM
To: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Subject: [EXTERNAL] RE: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hi Nick

Could you please complete the attached so we can update Council systems with specialist checklists to be allocated to.

Thank you

Nga mihi | Kind Regards

Regulatory Support – Consultant Support Team

From: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Sent: Thursday, 27 October 2022 10:53 am
To: RC Consultants <xxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xx>
Subject: LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central - specialists

Hello,

I submitted a request for specialist input form on Tuesday 25/10. When do I find out who are the specialist's that the application has been allocated to please?

Ngā mihi | Kind regards,

Nick Cooper (he/him) | Jacobs | Consultant Planner to Auckland Council | M +64 22 426 1911 |
[@.](mailto:) | www.jacobs.com

Jacobs Challenging today.
Reinventing tomorrow.

From: Carmen Lottering <xxxxxx.xxxxxxxx@xxxxxxxxxxxxxxxxxxxx.xx> **On Behalf Of** RC Consultants
Sent: Wednesday, 26 October 2022 9:09 AM
To: Malcon, Therese <xxxxxx.xxxxxx@xxxxxx.xxx>
Cc: Cooper, Nick <xxxx.xxxxxx@xxxxxx.xxx>
Subject: [EXTERNAL] LUC60410337 - Commercial 4A/ 27 Union Street Auckland Central

Thanks Therese

Please find attached the signed Scope of Engagement for the subject application, If during processing you find the approve hours will be exceeded, please request an increased scope by completing the scope of engagement extension template. This extension must be approved before work continues.

Please remember to notify xxxxxxxxxxxx@xxxxxxxxxxxxxx.xx of any iwi, local board or specialist engagement, and provide us with all relevant correspondence throughout processing (S88, S92 on hold, S92 off hold and S37) by utilizing the bcc function in emails.

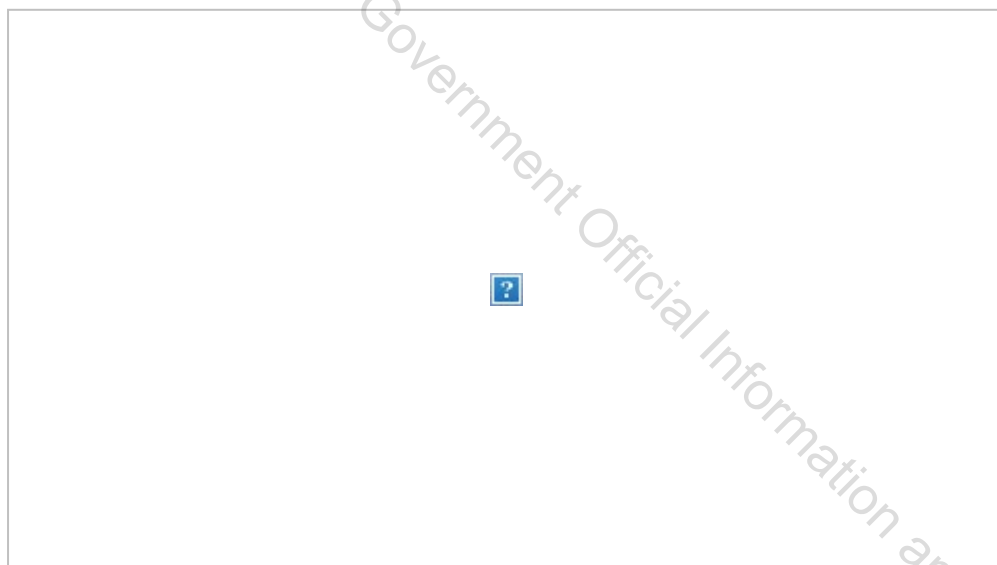
For any technical queries, please contact the relevant team leader directly, for all other queries please contact xxxxxxxxxxxx@xxxxxxxxxxxxxx.xx.

When the application is ready for peer review please forward to xxxxxxxxxxxx@xxxxxxxxxxxxxx.xx including a final set of plans, completed tracking sheet and any general correspondence. This will then be forwarded to the relevant Team Leader for review and signoff.

We require a final invoice, including a breakdown of tasks, to be submitted within 3 working days and these are to be sent to xxxxxxxxxxxx@xxxxxxxxxxxxxx.xx cc to xxxxxxxxxxxx@xxxxxxxxxxxxxx.xx

Nga mihi | Kind Regards

Regulatory Support – Consultant Support Team



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From: [Environmental Planning](#)
To: [Cooper, Nick](#)
Subject: [EXTERNAL] Waka Kotahi NZ Transport Agency - Case Ref # - Application-2022-1602 - A new Environmental Planning request has been logged CRM:0093022555
Date: Wednesday, 26 October 2022 2:13:04 pm

Dear Nick Cooper,

Thank you for your application. Your reference : LUC60410337,

Your application has been assigned to the Environmental Planning Team and you should expect to receive a response within the next 20 working days. If you have any further queries or concerns on this matter, please do not hesitate to contact us via email quoting case ref: Application-2022-1602 or visit our [website](#).

Note: Due to the high work loads of our team there maybe a delay in our response.

Kind Regards,

Environmental Planning Team

Transport Services

E xxxxxxxxxxxxxxxxxxxx@xxxx.xxxx.xx / **w** <http://www.nzta.govt.nz>

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