

## Proposed Conditions as amended by Wellington City Council – 15/12/2022:

In response to the suggested conditions by the applicant dated 09/12/2022. Omissions from the applicant's suggested conditions are ~~struck through~~, and additions underlined.

### General Conditions:

1. The proposal must be in ~~general~~ accordance with the information provided with the application Service Request No. 513399 and the plan titled 'Proposed Signage' attached to Appendix 3 of the Assessment of Environmental Effects dated April 2022.
2. The signage must not exceed a dimension of 13m x 4m in landscape form.
3. The signage shall not have a depth of more than 130mm, excluding its support structure.
4. The signage must be attached to the existing framework.
5. Prior to the commencement of any works, the consent holder shall submit to the CMO for certification ~~Prior to installation~~, confirmation that the existing framing is suitable and fit for purpose to support the digital signage, having regard to the relevant building code and seismic hazards, ~~must be prepared by a suitably qualified engineer and submitted to the Council's Compliance Monitoring Officer for certification. If the existing framing is not fit for purpose, the applicant shall submit a full plan of any repair/replacement/strengthening work required to ensure the frame is able to support the sign and avoid damage to the fabric of the heritage building.~~

Note: The CMO will liaise with the Council's Heritage Advisor and Urban Design Advisor. Where the framing is not able to be modified to accommodate the signage, the signage shall not be installed.

6. ~~No additional third party billboard advertising is to be installed or attached to the Huddart Parker Building.~~
7. The signage must display the current temperature and time in the same type, format and location at all times, that is clearly visible to southbound motorists.
8. ~~The signage must display a minimum 20% content for local or not for profit advertising with the remaining 80% being commercial third party advertising.~~
9. ~~Revenue generated by the signage is to be placed in a Building Maintenance Reserve Fund and used for the maintenance or upkeep of the Huddart Parker Building.~~

### Proposed Design Conditions:

#### Design Detail:

10. Prior to construction commencing the consent holder must submit updated plans showing the full and final details of the materials to be used for certification by the Compliance Monitoring Officer (CMO). The information must include the following details:
  - Dimension of height, width and depth of the signage
  - Dimension of framing including cross sections and details of any works required to satisfy condition 5 above
  - Detailed designs and specifications of all new and retained installation associated with the signage, including but not limited to, cabling, control boxes and associated equipment;
  - Materials palette (including specifications) and colour scheme of all materials relating to the signage and framework
  - Final design and display of the temperature and time

**Commented [ET1]:** Given the specific nature of this project, and need to confidence and certainty of the outcome, suggest 'general' be removed and standard Wellington City Council practice of in accordance remain.

**Commented [ET2]:** This condition is inserted to provide some flexibility or changes necessary to allow for the existing frame to support the signage.

**Commented [ET3]:** As mentioned at the Hearing, this condition is not necessary as any other third party advertising signage is not permitted under the ODP or PDP and would require resource consent in any case. As such, there is no need for this condition.

**Commented [ET4]:** As mentioned at the Hearing, the provision of local or not for profit advertising is commonplace billboard advertising around Wellington. An example is that I have viewed multiple ads recently for the Wellington Mission The Silent Night.

The inclusion of 'local' is not defined and could include 'local' commercial advertising, thereby the condition provides for up to 100% commercial third party advertising.

The 20% of local or not for profit content could be provided between 1am and 6am, being when there are the least number of drivers and therefore the benefits are not as significant as if this was provided during the day.

In any case, we do not consider this to be necessary.

**Commented [ET5]:** As mentioned at the Hearing, I do not consider this necessary as the applicant would likely in my opinion, maintain the building with or without the signage being reserved in a separate fund. Whether the revenue is placed in general funds, or a separate fund doesn't change the amount of money that will be available overall to maintain the building or for other charitable or commercial purposes. Therefore I do not consider this to be necessary.

Note: The CMO will liaise with the Urban Design Advisor and Heritage Advisor to confirm that the above details are appropriate.

Prior to installation of the digital signs, information on the control boxes and associated equipment (location and dimensions) must be submitted to the CMO for certification.

11. All graphics (including the sign company's logo) must be located completely within the frame.
12. As far as practicable, Any connecting wires or control structures and filament must not be visible from adjacent public spaces, remain out of view.

**Commented [ET6]:** Condition amended to be clear that this includes control structures and visibility from public spaces.

### **Proposed Traffic Conditions:**

#### Operation:

#### Shut Down Ability:

13. The signage must have a 'shut down' feature where, in the event of a malfunction, the messages will be replaced by a solid black colour until the malfunction is resolved.
14. Prior to operation of the sign commencing, the consent holder must provide the CMO with details of an emergency (24/7) contact number and an intervention process to enable the consent holder to disable the signage by manual intervention, both remote and on-site, should the automatic intervention fail.

#### Image Content:

15. The signage must:
  - a. use materials that are non-reflective to prevent any sunlight or headlight reflection;
  - b. use lettering and/or symbols that are clearly legible;
  - c. have a message that contrasts with the background so that the message is readily understood by an approaching driver;
  - d. Image content must be static, and must not incorporate flashes, movement, scrolling, animation, full motion video, sequential advertising over multiple frames, multiple advertisements in one frame.
  - e. operate with a minimum dwell time of 8.30 seconds;
  - f. Images must transition from one to the next via a 0.5 second dissolve
16. The signage must not:
  - a. use graphics, colours or shapes that could cause confusion or conflict with any traffic control device or invite or direct a driver to undertake an action that could conflict with any traffic sign or traffic control device;
  - b. contain large areas (more than 25%) of the colours green, orange or red;
  - c. invite or direct a driver to take some sort of driving action;
  - d. include image content that incorporates flashes or movement, play music or sound, or involve scrolling, animation or other dynamic effects;
  - e. include multiple advertisements in one frame;
  - f. include images linked to "tell a story" across two or more sequential images; or
  - g. contain more than one contact detail (for example phone number, email addresses or web address).
17. The minimum letter height for a main message displayed on the signage is 150mm, and a secondary message is 75mm.
18. The luminance of the signage must be controlled and automatically adjusted in response to ambient light changes to ensure it does not exceed 100 cds/m<sup>2</sup> from one hour after sunset until one hour before sunrise, and 5,000 cds/m<sup>2</sup> during daytime. It

**Commented [ET7]:** While we don't support any change of images or dwell time, if the commissioner is minded to approve this should be as long as possible to avoid seeing a change of image.

**Commented [ET8]:** The purpose of this condition is to ensure that the signage doesn't distract or mimic traffic signals, noting the signage is at a signalised intersection.

**Commented [ET9]:** This condition should remain as it's essential to limit the manage the amount of content that a driver needs to convey a message and multiple contact details can result in a longer glance at the content and may lead to distraction from the road.

should not result in the illuminance of a roadway by greater than 10 lux. Any monitoring undertaken to determine compliance with this condition must be undertaken by a suitably qualified and experienced professional.

19. Prior to operation, certification must be submitted to by a suitably qualified and independent professional confirming the signage has been installed and capable of compliance with condition 18 above.

Note: A suitably qualified professional for the purposes of this condition is defined as a registered practitioner that is a member of the Illuminating Engineering Society of Australia and New Zealand.

**Reporting:**

20. After a period of six months following installation of the signage, the luminance effects must be monitored. The monitoring shall be undertaken by a suitably qualified expert retained by the consent holder and the results of the monitoring shall be provided to the CMO.

Note: A suitably qualified professional for the purposes of this condition is defined as a registered practitioner that is a member of the Illuminating Engineering Society of Australia and New Zealand.

21. Once operation of the digital billboards has commenced, the consent holder must provide the CMO with a Traffic Safety Reports at the following frequencies:

- a. 12 months and
- b. 24 months

The reports must:

- Review operation of the signage in relation to traffic safety.
- Include data on reported crashes and including issues specifically identified as being related to the signage.
- Be undertaken by an independent Traffic Engineer/CPEng that is experienced in the preparation of traffic safety reports.

The costs of the Traffic Safety Reports and implementation of any mitigation measures must be met by the consent holder.

If the Traffic Safety Reports find that further mitigation measures are considered necessary, then these must be implemented to the satisfaction of the CMO. 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.

22. Prior to starting work, the consent holder must advise the CMO of the date when work undertaken in accordance with this consent will begin. This advice must be provided at least 48 hours before work starts, either by telephone on 04 801 4017 or email to [rcmonitoring@wcc.govt.nz](mailto:rcmonitoring@wcc.govt.nz)

**Commented [ET10]:** To hopefully avoid issues with compliance and monitoring, have inserted a condition to ensure that at the time of operation, the equipment is designed and installed to be capable of compliance with all relevant conditions.

**Commented [ET11]:** To hopefully avoid issues with compliance and monitoring, have inserted a condition to ensure that at the time of operation, the equipment is designed and installed to be capable of compliance with all relevant conditions.