



APPENDIX ONE - URBAN DESIGN AND VISUAL IMPACT ASSESSMENT GRAPHIC ATTACHMENT

PROPOSED DIGITAL BILLBOARD 332 QUEEN STREET
FOR BEKON MEDIA

15 APRIL 2024
PROJECT NO. 2023_025
REVISION H



PROPOSED DIGITAL BILLBOARD 332 QUEEN STREET NELSON

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A	03/05/2023	Draft for Comment	ZH/JR	CG	CG
B	04/05/2023	Revised Billboard Location	ZH	CG	CG
C	1/08/2023	Revised Billboard	ZH	CG	CG
D	3/08/2023	Revised Billboard	ZH	CG	CG
E	07/08/2023	Revised Billboard	ZH	CG	CG
F	20/03/2024	RFI	ZH	NK	NK
G	04/04/2024	RFI	ZH	NK	NK
H	15/04/2024	RFI	ZH	NK	NK



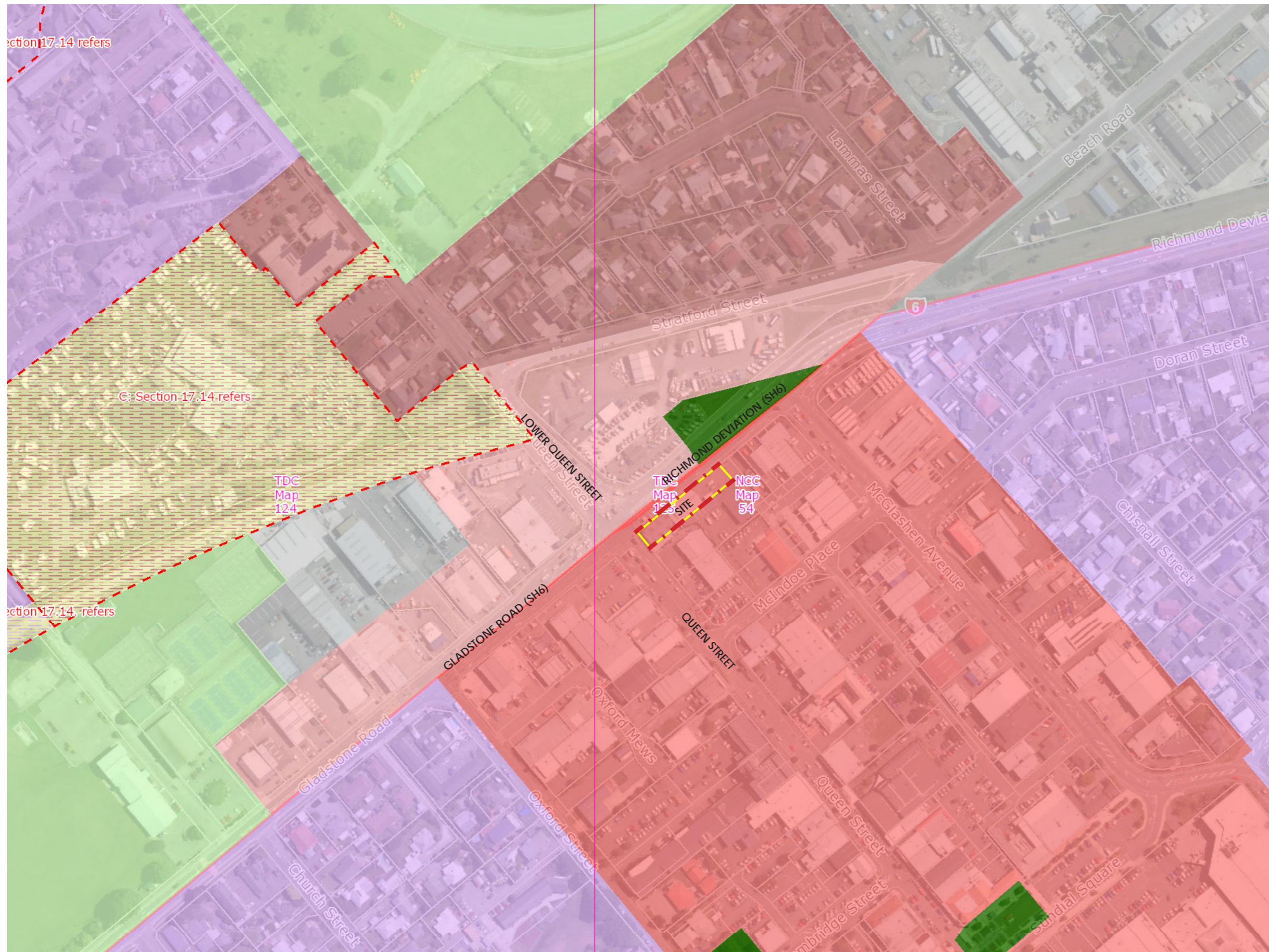
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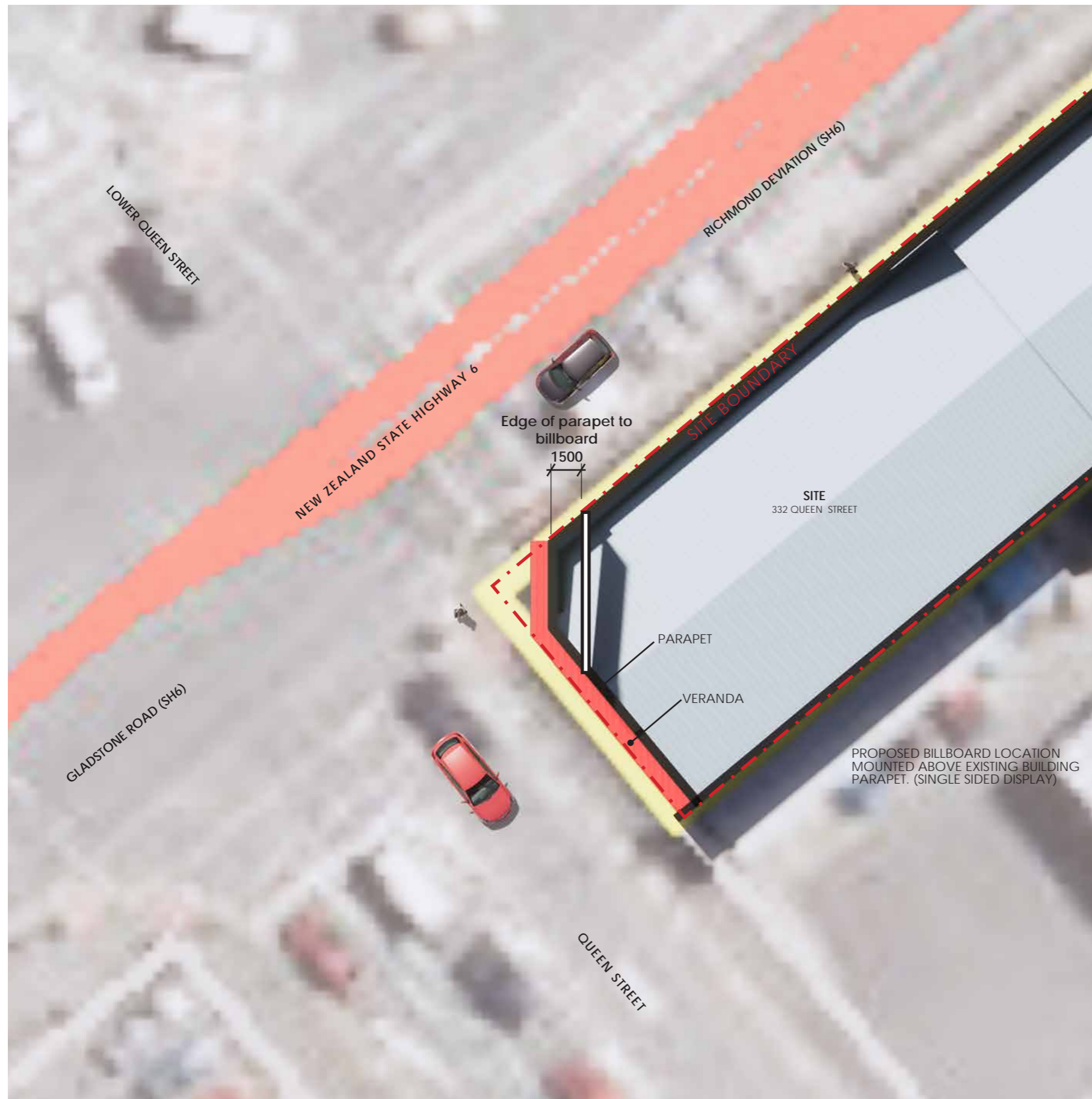
LEGEND

-  Site
-  Central Business
-  Mixed Business
-  Commercial
-  Rural
-  Suburban Commercial
-  Light Industrial
-  Rural 1 Deferred Mixed Business
-  Open Space

A. DISTRICT PLANNING MAP 1:2500 @ A3

Map / image source: Nelson City Council Top of the South Maps





A. PROPOSED BILLBOARD LOCATION (SCALE 1:200 @ A3)



B. ELEVATION (SCALE 1:50 @ A3)



C. ELEVATED PERSPECTIVE (NTS)





LEGEND

CHARACTER PHOTOS

- A Existing car parking and signage of nearby by commercial buildings
- B Existing signage associated with businesses
- C Existing signage associated with businesses in varying locations
- D Existing street frontages with signage, typical to the existing central business and mixed business character of the area
- - - Site
- Billboard Location (Mounted above existing building parapet)

A. LOCATION MAP 1:2500 @ A3

Map / image source: Nelson City Council Top of the South Maps

DIGITAL BILLBOARD - URBAN DESIGN AND VISUAL IMPACT ASSESSMENT GRAPHIC ATTACHMENT

CONTEXT - WIDER CONTEXT AND CHARACTER PHOTO LOCATIONS

2023_025 BEKON MEDIA - 332 QUEEN STREET





A View West from 332 Queen Street, across the road from the site showing existing carparking and commercial buildings. Note signage mounted above the building facades.



B View Northwest towards 332 Queen Street (Pet Mart) and the Salvation Army Family Store showing the central business use of the area, commercial buildings and existing signage on the building facades.



C View South from 332 Queen Street, across the road from the site, of the central business use of the area showing existing commercial buildings. Signage is both free standing at road frontage and on the building facades.



D View Southwest from 4 Gladstone Road (SH6), approx. 260m from the site, showing existing commercial buildings and signage in the area. Signage is both free standing at road frontage and on/ or above the buildings facades.



LEGEND

VIEWPOINT LOCATIONS

- 1 VP1 - View Southeast from 337 Lower Queen Street
- 2 VP2 - View East from 321 Lower Queen Street
- 3 VP3 - View Northeast from 4A Gladstone Road (SH6)
- 4 VP4 - View Northwest from 301 Queen Street
- 5 VP5 - View Northwest from 273 Queen Street

- - - Site
- Billboard Location (Mounted above existing building parapet)
- Viewshed for billboard display (note single sided billboard)

A. LOCATION MAP 1:2500 @ A3

Map / image source: Nelson City Council Top of the South Maps

DIGITAL BILLBOARD - URBAN DESIGN AND VISUAL IMPACT ASSESSMENT GRAPHIC ATTACHMENT

CONTEXT - VISUAL VIEWSHED AND VIEWPOINT LOCATION PLAN

2023_025 BEKON MEDIA - 332 QUEEN STREET

NOTE: The visual viewshed is created with 3D modeling software and imported into Google Earth Pro. It highlights the 'Theoretical Zone of Visual Influence' (TZVI) from where the proposal may be visible taking into consideration existing buildings and topography, excluding vegetation.





A. IMAGE LOCATION



B. EXISTING VIEW

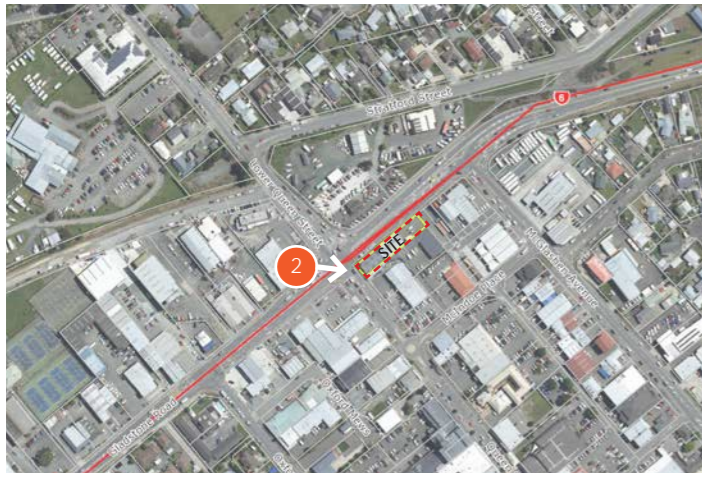


A. IMAGE LOCATION

PROPOSED BILLBOARD
(ABOVE BUILDING PARAPET)



C. PROPOSED VIEW



A. IMAGE LOCATION



B. EXISTING VIEW



A. IMAGE LOCATION

PROPOSED BILLBOARD
(ABOVE BUILDING PARAPET)



C. PROPOSED VIEW



A. IMAGE LOCATION



B. EXISTING VIEW



PROPOSED BILLBOARD
(ABOVE BUILDING PARAPET)

A. IMAGE LOCATION



C. PROPOSED VIEW



A. IMAGE LOCATION



B. EXISTING VIEW



A. IMAGE LOCATION

PROPOSED BILLBOARD ABOVE PARAPET
(ONLY BACK OF BILLBOARD VISIBLE)



C. PROPOSED VIEW



A. IMAGE LOCATION



B. EXISTING VIEW



A. IMAGE LOCATION

PROPOSED BILLBOARD ABOVE PARAPET
(ONLY BACK OF BILLBOARD VISIBLE)



C. PROPOSED VIEW