



BEKON MEDIA

Email: anita@townplanning.co.nz

Ref: 2023_025 332 Queen St Richmond Digital Billboard UD Addendum Statement_A 7 October 2024

Monday, 7th October 2024

RM230535 – URBAN DESIGN AND VISUAL IMPACT ADDENDUM STATEMENT DIGITAL BILLBOARD PROPOSAL - 332 QUEEN STREET, RICHMOND

Dear Anita,

The following is an Urban Design Statement assessing the urban amenity and visual effects of the reorientation of the proposed digital billboard at 332 Queen Street in Richmond.

The proposed digital billboard has been reorientated to face Gladstone Road and has had a parapet added to the north and south sides of the billboard, reducing the potential views from vehicles travelling south along Lower Queen Street, particularly those in the left hand turning lane and when driving through the intersection.

I can support this change which is a response to concerns raised by NZTA about traffic safety effects associated with traffic using the left-turn slip lane out of Lower Queen Street and the alleged visual dominance of the proposed digital billboard; in that regard, I the proposed billboard still aligns with the existing urban character of the area and our original assessment findings.

To expand, I set out my professional opinion as follows:

- The revised orientation of the billboard, along with the addition of a parapet, will slightly reduce its visual effects while preserving the architectural character and amenity values of the area. The parapet change addresses concerns about visual dominance by integrating the sign with the existing building, and though the billboard will remain elevated above the PetMart building's parapet, this element helps to integrate and improve its relationship between the building and the sign.
- The reorientation of the billboard towards Gladstone Road marginally reduces potential visual effects on residential properties along Lower Queen Street, as a sign facing a busy commercial road is more compatible with the surrounding industrial-commercial environment.
- The area around the Gladstone Road and Lower Queen Street intersection is characterised by significant vehicle movements and existing roading infrastructure, such as traffic signals and streetlights, with ambient lighting from nearby businesses contributing to an already illuminated streetscape, making it unlikely that the billboard's reorientation will create additional visual effects.

Overall, I can support the reorientation of the proposed digital billboard, along with the addition of the parapet, and I consider that the visual effect on both road users and nearby residents, particularly for those vehicles in the left hand turning lane are consistent with our original assessment. The parapet will help integrate the sign into the

existing built form of the building, reducing its visual dominance and the visual effects when viewed from both Lower Queen Street and Gladstone Road. I support this revised proposal as it better integrates with the surrounding environment and reduces visual impacts, particularly at the key intersection of Lower Queen Street and Gladstone Road.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Dave', with a long horizontal flourish extending to the right.

David Compton-Moen

Director, Urban Designer / Landscape Architect

M. Urban Design(hons), BLA(hons), BRS(Planning and Economics)

Registered Landscape Architect, MNZPI