

18 August 2011

Ms Kylie Brayshaw
Gato Bolam Consultants
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AUCKLAND 0650



Dear Kylie,

**Proposed Plan Change 34 – Milford
Assessment of Landscape and Visual Effects – Shading Impact Report (2008)**

I confirm that the 'Assessment of Landscape and Visual Effects' (April 2008) and the 'Shading Impact Report' (April 2008) that I prepared for Proposed Plan Change 34 – Milford, are still valid as of August 2011. I am unaware of any circumstances that may have occurred since the preparation of the reports that would alter my findings.

Yours sincerely,
LA4 LANDSCAPE ARCHITECTS

A handwritten signature in black ink, appearing to read 'Rob J Pryor'.

Rob J Pryor, Registered NZILA Landscape Architect
DIRECTOR



**Milford Shopping Centre – Proposed Plan Change
Assessment of Visual and Landscape Effects**

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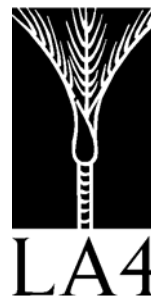
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Milford Shopping Centre – Proposed Plan Change

Assessment of Visual and Landscape Effects



1. Introduction

- 1.1 LA4 Landscape Architects have been requested to assess the visual and landscape effects of the proposed Plan Change for the Milford Shopping Centre.
- 1.2 This assessment investigates the existing character of the site and locality, identifies the key landscape features of the area, describes the visual and landscape implications of the proposed Plan Change and assesses their visual and landscape effects on the locality. Investigations of the site and surrounding environment were carried out between May and November 2007.
- 1.3 In carrying out this assessment of visual and landscape effects of the proposed Plan Change two basic issues are addressed:
- i. **The nature of the existing visual environment**
The landscape context and the locality are described. An analysis of the present scene is employed to ascertain those qualities and elements of the surroundings that might be affected by the proposed Plan Change.
 - ii. **The specific effects that would be generated by the proposed Plan Change**
In order for such change to be appreciated, it must be visible from vantage points that offer some degree of public access. This means that the degree of visual effects will be greatly affected by the size and character of the viewing population. In this section the visual catchment and the viewing audience will be discussed.
- 1.4 Finally, drawing upon both of these issues together conclusions about the visual acceptability of the proposed Plan Change are set out.

2. The Proposed Plan Change

- 2.1 The proposed Plan Change has been fully described elsewhere, however the key visual and landscape features relate to:
- Building Platforms
 - Heights for Building Platforms
 - Building Coverage
- 2.2 The Plan Change building configurations are as follows:
- Building 1 – west building envelope: max RL 63.00 (16 levels)
 - Building 2 – north building envelope: max RL 34.40 (8 levels)
 - Building 3 – east building envelope: max RL 58.50 (13 levels)

3. The Subject Site and Surrounding Environment

- 3.1 The 2.9 hectare site occupies land with road frontages onto Milford Road, Kitchener Road, Omana Road and Ihumata Road. The Milford Shopping Centre occupies a large proportion of the commercial block bordered by these roads. A large open and sealed car park is located on the Milford Road / Ihumata Road corner (Photograph 1). This area is currently subject to a resource consent application for the Stage 2 development of the Milford Shopping Centre comprising redevelopment of the existing shopping mall, a new commercial building and the construction of 15 residential units along the Ihumata Road and Milford Road frontages.

- 3.2 The car park is flanked to the south and west by the Milford Shopping Centre buildings (Photographs 2 / 3). The northern face of the building is set back from Ihumata Road with vehicular access and egress to the underground car park which extends below the building (Photograph 4). The western façade is similarly set back from the road with car parking in front (Photograph 5). Access is also gained from here to the basement car park. The land is predominantly flat along Milford Road but then falls in a westerly direction towards Omana Road and the Wairau Creek estuarine margins.
- 3.3 The Milford Shopping Centre is characterised by the utilitarian nature of a 'mall' shopping complex of this size with the retail activities being largely internalised within the centre itself. These characteristics are reinforced further through the exposed expanse of the basement car parking and the extensive area of blank façade and open voids of the lower car parking levels which detract from the streetscape and provide little pedestrian interaction or level of amenity.
- 3.4 Milford Road in the immediate vicinity of the site comprises both residential and commercial characteristics. Approximately half of the block between Kitchener Road and Ihumata Road is occupied by commercial businesses (Photograph 5). Residential properties are located immediately opposite the open car park to the east characterised by both single and double storied dwellings of varying age and style with a number of infill properties (Photograph 6). The surrounding residential streets to the north of the site are similarly mixed in character with single, double and three storey dwellings. The 'Seafield' apartments at the eastern end of Milford Road extend to a height of 4 storeys in a very prominent beachfront location.
- 3.5 Ihumata Road opposite the site between Omana Road and Milford Road is characterised by residential dwellings set within well vegetated properties (Photograph 7). Mature Pohutukawa plantings along the street frontages demarcate both the Omana Road and Milford Road section of the road and are dominant local features.
- 3.6 Omana Road extends along the northern boundary of the site and continues from Ihumata Road in a north-easterly direction towards Milford beach. The street is demarcated at either end by the commercial characteristics of the Milford Shopping Centre to the south and the Milford Marine Services marine engineers and boat builders to the north. Residential development in between varies markedly in character, age, size and scale with no single overriding theme. Original cottages, brick and tile duplexes and attached units, character homes, contemporary houses, 'spec' housing developments and infill housing line either side of the road (Photograph 8).
- 3.7 Commercial development lies immediately to the south of the site with a strip of retail outlets fronting onto Kitchener Road. These are predominantly single storied separate units with a variety of products and services available (Photograph 9). Commercial development continues along both sides of Kitchener Road with single and double storied buildings spanning from Shakespeare Road in the west through to Pierce Road in the east. To the rear of these shops and offices residential uses prevail.
- 3.8 An open car parking area extends to the south of the shopping centre accessed off Kitchener Road. Retail activities continue to the west of the car park through to the Omana Road / Shakespeare Road intersection. A double storied commercial block is located on the intersection (Photograph 10). Commercial activities continue along the western side of Shakespeare Road and the southern side of East Coast Road (Photograph 11).
- 3.9 To the west of the site beyond Omana Road is the Wairau Creek and estuary with its tidal stream channel flanked by dense mangroves. The creek opens up to the Milford marina with its associated boating activities and services. The land rises up fairly abruptly from here to the residential slopes accessed off Rangitoto Terrace and Prospect Terrace (Photograph 12). Residential dwellings are set within the well vegetated lower slopes with views gained over Milford and out towards Rangitoto and the Gulf. Residential activities continue up the slopes accessed off East Coast Road and south along Shakespeare Road.

- 3.10 The urban context and existing visual environment is largely characterised by the commercial activities prevailing both within the site and surrounding streets. The Milford Shopping Centre forms a dominant core to the commercial area through its physical presence and large landholding. The surrounding retail and office developments provide a buffer between the centre and the residential properties to the south. Combined with the site size, orientation and prevailing landform this means that any adverse effects of the proposed Plan Change will either be internalised or largely restricted to the existing commercial developments. The surrounding roading network is very heavily trafficked with the shopping area being located at a major intersection.

Landscape Context

- 3.11 In terms of the broader landscape context the area is characterised by several key natural features. The coastal edge of the Hauraki Gulf and Milford Beach are located to the north-east, to the north-west is the Wairau Creek and estuary, and to the south is the volcanic explosion crater of Lake Pupuke. The coastal landform rises up to the north and west to the residential suburbs of Milford, Crown Hill, Forrest Hill and beyond to Castor Bay. The Wairau Creek and tidal estuary forms a dominant natural and physical buffer between the site and the residential sections to the north-west on the slopes rising up from the creek. Residential dwellings on these vegetated slopes enjoy elevated east and north-easterly views towards the Hauraki Gulf.
- 3.12 Despite the close proximity to the coastal edge the site has a distinct urban character to it. No coastal views are obtained from the site and consequently views from the beach are screened by the intervening buildings and vegetation. Similarly, Lake Pupuke has minimal influence due to its lower elevation and curtilage of residential development surrounding it.
- 3.13 The landscape has contrasting landscape patterns – the horizontal nature and grid-like pattern of the residential development on the flat land, the sinuous nature of the Wairau Creek and estuarine edge, the containment of Lake Pupuke and the expansive openness of the coastal edge and Hauraki Gulf. These patterns are further reinforced by the development that has established on them servicing the wider community – the Milford commercial area, schools, North Shore Hospital, Smales Farm and further afield to the Wairau Industrial Park.
- 3.14 The wider landscape context is therefore characterised by the urban development on the flat land and rising hills, the coastal edge and vegetated slopes. The Milford Shopping Centre is strategically located at the foot of the coastal hills.

4. Key Visual and Landscape Components

- 4.1 Derived from the above there are a number of physical components that shape the character of the Milford site and its surrounding environment, which have been taken into consideration when assessing the visual and landscape effects of the proposed Plan Change.
- 4.2 These are:
- the expansive nature of the site comprising a variety of utilitarian buildings, structures, car parking and service areas and access ways;
 - the commercial nature of the surrounding area characterised by a mixture of retail, office and other commercial activities;
 - the sense of openness along Kitchener Road due to the predominantly single level commercial buildings either side of the street;
 - the strip shopping centre characteristics along Kitchener Road;

- the residential nature of the wider surrounding area with predominantly older style dwellings interspersed with more contemporary and infill housing development;
- the varied architectural character, style, age and state of the dwellings within the surrounding streets to the north and east;
- the vegetated nature of some of the surrounding residential properties;
- the mixed nature of the surrounding residential area inclusive of infill housing;
- the extensive open space characteristics of the Wairau Creek and estuarine margins with the vegetated escarpment extending up to Rangitoto Terrace; and
- the busy roading network surrounding the site.

5. Evaluation of the Proposal

5.1 The key to assessing the visual and landscape effects of the proposed Plan Change on the surrounding environment is first to establish the existing characteristics and values of the landscape and then to assess the effects of the proposal on them. In accordance with the Resource Management Act this includes an assessment of the cumulative effects of the proposed Plan Change combined with existing developments.

Visual Effects

- 5.2 An assessment of visual effects investigates the visual changes in the landscape resulting from any proposed development and any consequent changes in the visual amenity for viewers. The nature and extent of visual effects will be influenced by:
- a) the extent of the view that would be occupied by the proposal (ie. the degree of visibility);
 - b) whether the viewpoint would focus on the proposal due to proximity, or whether the proposal would form one element in the wider view;
 - c) whether the view is transient (i.e. from a car) or stationary (i.e. from a house); and
 - d) the degree of contrast with the surrounding environment.

Landscape Effects

5.3 By contrast, landscape effects take into consideration both changes to the physical landscape (physical effects) and the impact upon amenity values. Assessments therefore investigate the likely nature and scale of changes to individual landscape elements and characteristics, the consequential effect on the landscape character, and the perceptual responses that the proposal evokes.

Physical Effects

- 5.4 The degree to which a particular landscape will be affected will depend on the effects of the development on:
- the pattern and scale of the landscape – landform, landcover and natural features;
 - existing land use;
 - expressiveness (legibility);
 - rarity;
 - naturalness; and
 - the scope for mitigation, which would be in character with the existing landscape.

Amenity Values

- 5.5 The degree to which the amenity values of a particular landscape will be affected will depend on the effects of the development on:
- aesthetic coherence;
 - pleasantness;
 - memorability;
 - shared and recognised values;
 - transient values – flora and fauna; and
 - perceptual values
- 5.6 The key landscape and aesthetic issues that arise in relation to virtually any new proposal or change in the landscape are:
- i. the physical catchment that would be exposed to visual change;
 - ii. the nature of that audience; and
 - iii. the scale, type and intensity of change, ie the nature of the expected effects.
- 5.7 The methodology used in this assessment is designed to assess whether or not the outcomes of the proposed Plan Change would have a more than minor effect on the nature and quality of the surroundings.
- 5.8 The process of analysing such effects involves:
- i. identification of the physical area or catchment from which potential development within the site would be visible;
 - ii. Identification of the different viewing audiences that would see potential development in accordance with the Plan Change followed by the allocation of viewpoints to positions which capture those audiences' perspective;
 - iii. preparation of photomontages from the viewpoints to depict the nature of the change associated with the proposal;
 - iv. application of a Visual Effects Matrix to methodically and consistently analyse the degree of visual, landscape and amenity effects associated with such change; and
 - iv. Evaluation of the proposed Plan Change as a whole taking into account all the preceding analysis.

6. Development Scenario Options

- 6.1 A number of bulk and massing options were developed based on a working brief for between 200-400 apartments. The options were assessed to determine the potential visual and landscape effects of alternative building forms, scale and configurations within the site.
- 6.2 The existing shopping centre has a number of constraints including physical restrictions as to where potential development may occur due to servicing, structural and infrastructure requirements. Other constraints related to minimising any potential adverse effects on the surrounding area including loss of amenity, dominance, shading, overlooking and loss of privacy. Practical constraints related to the ongoing operation of a busy shopping centre during future development and to minimise disruption to the local community.

- 6.3 Development was primarily restricted to three locations within the site – being the western, northern and eastern zones of the site.

Western – Site Zone 1

The western area fronting onto Omana Road has a number of opportunities and constraints:

- prominent street frontage
- potential to improve current bleak streetscape and lack of interaction at street level
- outlook across Wairau Creek and estuarine edge
- open expanse of creek and buffer to residential development on the slopes
- 'landmark' location at the end of Shakespeare Road
- shading effects potentially internalised

Northern – Site Zone 2

The northern area in the vicinity of the Omana Road / Ihumata Road intersection similarly has a number of opportunities and constraints:

- street frontage
- potential to improve current utilitarian streetscape and lack of interaction at street level
- outlook down Omana Road towards coastal edge
- proximity to residential area
- shading effects potentially internalised
- current main vehicular entrance to shopping centre

Eastern – Site Zone 3

The eastern area towards Milford Road is closest in proximity to the established residential properties in Milford Road and therefore was more sensitive to change:

- close proximity to residential area
- sleeved by residential development within the application site for which resource consent is currently being sought
- elevated residential outlook
- potential shading effect on adjoining properties

Development within these three locations was determined as desirable in order to internalise potential effects of development within the site and to minimise potential effects outside the site boundaries. It was also considered important in urban design terms to 'anchor' development towards the road frontages to activate the street edge and provide an appropriate street presence. This was considered particularly important given the current lack of positive interaction between the shopping centre and the Omana Road, Ihumata Road and Milford Road streetscapes.

- 6.4 The visual interaction between the locations of the building forms was considered an important aspect in order to minimise the potential for the three individual building forms to be read as one mass from various viewpoint locations.
- 6.5 Drawings 2A to 2G in the Drawings Folio illustrate the bulk and massing options that were considered as part of the assessment process. Seven options were initially investigated and assessed in terms of their urban design attributes and potential landscape and visual effects as follows.
- 6.6 **Scheme A:**
Building 1: Max RL 81.6 / Building 2: Max RL 20.0 / Building 3: Max RL 98.6

Buildings 1 and 3 were considered to be too high with resultant impacts in terms of local dominance and excessive shadowing falling outside site. The dominant and sensitive

views from the west will largely see buildings 1 and 3 in one continuous structure with resultant adverse effects on local amenity.

Moderate amenity impact only for Building 2 – not significantly different to typical residential suburban heights. Vastly improved street level environment from Buildings 1 around to 2 due to the sleeving effect.

6.7 Scheme B:

Building 1: Max RL 116.6 / Building 2: Max RL 20.0 / Building 3: Max RL 72.2

Buildings 1 and to a lesser extent 3 were considered to be too high with resultant impacts in terms of local dominance and excessive shadowing falling outside site. The dominant and sensitive views from the west will still largely see buildings 1 and 3 in one continuous structure, although somewhat smaller due to a lower building 3 with adverse effects on local amenity.

Moderate amenity impact only for Building 2 – not significantly different to typical residential suburban heights. Vastly improved street level environment from Buildings 1 around to 2 due to the sleeving effect.

6.8 Scheme C:

Building 1: Max RL 81.6 / Building 2: Max RL 82.7 / Building 3: Max RL 98.60

All Buildings were considered to be too high with resultant impacts in terms of local dominance and excessive shadowing falling outside of the site. The dominant and sensitive views from the west will largely see buildings 1 and 3 as one continuous structure.

More 'balanced' buildings composition. Building 1 not as dominant as option B Building 3 more dominant than option B. Vastly improved street level environment from Buildings 1 around to 2 due to the sleeving effect.

6.9 Scheme D:

Building 1: Max RL 71.7 / Building 2: Max RL 62.3 / Building 3: Max RL 72.2

All buildings were considered to be too high with resultant impacts in terms of local dominance and excessive shadowing falling outside of the site. Sensitive views from the west are somewhat improved but still affected.

Effect on Ihumata Road is improved. Vastly improved street level environment from buildings 1 around to 2 due to the sleeving effect.

6.10 Scheme E:

Building 1: Max RL 59.7 / Building 2: Max RL 59.6 / Building 3: max RL 62.9

Building 2 was considered to be too high with resultant impacts in terms of local dominance on the Omana Road residential area. Some shadowing beyond the site was considered an issue.

Building configuration produces a more 'balanced' structure to the development with no buildings overly dominant. Vastly improved street level environment from buildings 1 around to 2 due to the sleeving affect.

6.11 Scheme F:

Building 1: Max RL 63.0 / Building 2: Max RL 27.8 / Building 3: Max RL 58.5

Reduced local effects. Vastly improved street level environment from buildings 1 around to 2 due to the sleeving effect, which is enhanced by additional sleeving at the Ihumata Road roundabout. All adverse local effects substantially resolved

- 6.12 **Scheme G:**
Building 1: Max RL 63.0 / Building 2: Max RL 34.4 / Building 3: Max RL 58.5
Similar to Scheme F but building 3 reduced in bulk. No adverse local effects. Vastly improved street level environment from buildings 1 around to 2 due to the sleeving effect, which is enhanced by additional sleeving at the Ihumata Road roundabout. 'Balanced' buildings composition. Vastly improved street level environment from buildings 1 around to 2 due to the sleeving affect.
- 6.13 Scheme G was assessed as the most appropriate configuration for development within the site. Building 1 – west building envelope: Max RL 63.0; Building 2 – north building envelope: Max RL 34.4; Building 3 – east building envelope: Max RL 58.50. Photomontages were then prepared by North Shore City Council's GIS department using LIDAR information. 3D modelling of the proposed Plan Change was prepared by Jensen Chambers and Young Architects and supplied to NSCC to insert in the geographic model.
- 6.14 Photographs were then taken from each viewpoint by U6 Photomontages Limited and the viewpoint co-ordinates accurately surveyed by Connell Wagner. This technical data and other survey information was then passed onto NSCC and entered into their GIS programme. The 3D model was inserted into the GIS programme at its precise location. The GIS operator then positioned a 'camera' at each viewpoint location within the artificial 3D environment and an exact snapshot/render was then captured for each of the eleven viewpoints. This information was then supplied to U6 Photomontages who then inserted the accurately scaled model into the photographs. A full outline of the methodology is included in Appendix B.
- 6.15 Detailed assessment was then carried out using a Visual Effects Matrix which ensures that each view and changes within each view are evaluated thoroughly and consistently. An example of the matrix is included in Appendix C. The photomontages are accompanied by a brief discussion about each viewpoint, a summary of all the effects ratings and conclusions about the proposed Plan Change in the light of these findings.

7. The Visual Catchment and Viewing Audience

- 7.1 The existing Milford Shopping Centre has a relatively contained visual catchment due to the presence of the Kitchener Road retail and commercial developments screening the bulk of the site from Kitchener Road. Close-up views are obtained from Omana Road, Ihumata Road and Milford Road in the immediate vicinity of the site and the residential and commercial properties off these roads. While current views are restricted from a number of locations the height proposed within the Plan Change would result in development extending to heights of between RL 34.4 and RL 63.0. This would increase the visual catchment and subsequent visual exposure of the site and any proposed buildings within it.
- 7.2 Elevated views across the site are gained from the residential slopes to the west and the properties accessed off parts of Rangitoto Terrace and Prospect Terrace. The outlook from these residential properties is generally focussed towards the panoramic sea views. More distant views are gained from East Coast Road and some of the streets on the eastern facing slopes accessed off it – Wolsley Avenue, Arglye Terrace and Tobruck Crescent.
- 7.3 Views towards the site from lower elevations from the surrounding streets and adjacent properties are more restricted, views being blocked or filtered by the existing landform, vegetation and structures within the properties. Views will be gained travelling along the main roads heading towards the site including Shakespeare Road, Kitchener Road, Beach Road, Inga Road and East Coast Road. Distant views towards the site will be gained from the beach, coastal edge and Hauraki Gulf.

- 7.4 Based on the viewing catchments identified, the following groups comprise the main audience for the Plan Change site:
- i. local residents;
 - ii. residents and visitors within the surrounding and more distant residential area;
 - iii. workers and shoppers within the site and surrounding commercial area;
 - iv. motorists and pedestrians travelling along the surrounding streets;
 - v. recreational users of the Milford Reserve, marina and beach;
 - vi. recreational users of the Gulf; and
 - vii. viewers on some of the surrounding elevated locations within Milford.
- 7.5 Of these groups, local residents would be the most sensitive to change in the local environment due to their awareness of the effects of change in their environs. Overall the anticipated level of audience exposure would be large due to the site's location and height of development contained within the proposed Plan Change.

8. Viewpoint Selection

- 8.1 The visual effects of the proposed Plan Change have been assessed from a number of representative viewpoints within the visual catchment area which have potential for visual effects.
- 8.2 Eleven viewpoints were selected as locations that capture and fairly represent the range of public and private views towards the Highbury site. Emphasis is upon public viewing because it is generally the wider social concerns and implications that have the most bearing on the acceptability or otherwise, to the wider community, of most proposals. Having said that however, the analysis from the viewpoints is representative of the potential views from some of the surrounding properties.
- 8.3 The assessment is from each of the following viewpoints (refer Viewpoint Location Map):

Immediate Vicinity: (within 1 kilometre)

- Viewpoint 1:** Kitchener Road
Viewpoint 2: Shakespeare Road
Viewpoint 3: East Coast Road
Viewpoint 4: Omana Road
Viewpoint 5: Omana Road
Viewpoint 6: Beach Road
Viewpoint 7: Dodson Avenue
Viewpoint 8: Frater Road
Viewpoint 9: Prospect Terrace
Viewpoint 10: Wairau Creek Reserve
Viewpoint 11: Inga Road bridge

9. Analysis of Results

- 9.1 The following summaries describe the implications that the proposed Plan Change has for each viewpoint. In so doing they touch on key findings in the matrix analysis and the implications that these might have for areas and audiences in close proximity to any given viewpoint. It is important to note here that the assessment has been undertaken of potential effects of the indicative development within the proposed framework of provisions and not an assessment of a proposed scheme (albeit that an indicative scheme, Option G, has been prepared by JCY Architects in order to more fully assess effects of development anticipated by the Plan Change).

9.2 The assessment has been undertaken in terms of the following criteria:

Sensitivity of the view

- the relative quality of the view towards the site including landscape character and amenity values

Viewpoint / perceptual factors

- the type and size of population represented by the viewpoint, the viewing distance to the development site, and other factors which indicate its sensitivity in terms of both viewing audience and the inherent exposure of the viewpoint to the site because of its physical character

Residential amenity

- the impact of the development on the surrounding residential amenity in terms of building dominance, shading, outlook and privacy

Urban form

- the degree to which the development would fit into the existing urban context of the Milford Town Centre

Visual intrusion / contrast

- the intrusion into or obstruction of views to landscape features in the locality and beyond and the impact upon key landscape elements and patterns

Amelioration potential

- the extent to which any potential adverse effects of the future development could be mitigated through integration into its surrounds by specific measures

VIEWPOINTS IN THE IMMEDIATE VICINITY: (within 1 kilometre)

Viewpoint 1: Kitchener Road

9.3 Viewpoint 1 is taken from the intersection of Kitchener Road and Pierce Road looking west towards the site. From here the utilitarian characteristics of the Milford commercial centre are evident with retail activities located on both sides of the road. This landscape has a low visual quality because of the diversity of elements within it and the discontinuity of these elements through complexity of building types, forms, colour and diverse nature typical of an older strip shopping development. The potential viewing audience to the site is large due to the volume of traffic and pedestrians using the road.

Implications of the proposed Plan Change

9.4 From this close location building within the proposed development envelope will be appear more prominent than the existing commercial centre due to the proposed height extending above that currently existing on the site. The development will be seen in the context of the surrounding commercial developments and viewed as an integral component of the centre. The form and height of development would create a more prominent landmark identifying the Milford commercial centre. Architectural treatment, building modulation and articulation, detailing and colour palette would be important assessment criteria to ensure the development contributed positively to the surrounding area.

CRITERIA	IMPACT RATING
Sensitivity / quality of the view	Low
Viewpoint / perceptual factors	Moderate
Residential amenity	Low
Urban form	Moderate-high
Visual intrusion / contrast	Low-moderate
Amelioration potential	Moderate-high

Overall Impact Rating: Moderate

Viewpoint 2: Shakespeare Road

- 9.5 Viewpoint 2 is taken from outside number 63 Shakespeare Road looking north-east towards the site. This landscape has a relatively low visual quality due to the expanse of the road, the large numbers of vehicles travelling along it and the unsightly power poles and overhead wires. Vegetation within some of the residential properties provides a welcome relief linking together the numerous housing types of varying architectural styles. The existing Milford Shopping Centre is not visible from here, being screened behind the retail and commercial developments along Kitchener Road.

Implications of the proposed Plan Change

- 9.6 Again from here the focus of view is along the road above which the development will be seen rising to a height of RL 63.0. Buildings 1 and 3 will be viewed as prominent elements in the landscape and in combination as an identifier and landmark for the Milford commercial centre. The development will not detract from the amenity of the surrounding residential area which is currently influenced by the transport related activities associated with Shakespeare Road.

CRITERIA	IMPACT RATING
Sensitivity / quality of the view	Low
Viewpoint / perceptual factors	High
Residential amenity	Low
Urban form	Moderate-high
Visual intrusion / contrast	Low-moderate
Amelioration potential	Moderate

Overall Impact Rating: Moderate

Viewpoint 3: East Coast Road

- 9.7 Viewpoint 3 is taken from East Coast Road just south of the intersection of Argyle Terrace looking south-east towards the site below the green roof in the centre of the photograph. This landscape has a moderate visual quality due to the elevation of the viewpoint and resultant glimpses of views across Milford and beyond towards the CBD. The expanse of the road and the large numbers of vehicles travelling along it however detract from the overall quality.

Implications of the proposed Plan Change

- 9.8 The proposed site redevelopment within the building envelopes would form a distinctive change in the nature of this view. The development would be dominant in the view rising above the foreground residential dwellings and would again signify and create an identity for the Milford commercial area as one drops down from the elevated slopes. From this angle Building 1 would be visible with Building 3 being screened from view behind the cream house to the left of the view.
- 9.9 Views from this angle would be side-on encompassing the wider western façade. Assessment criteria including architectural treatment, building modulation and articulation, detailing and colour palette would be essential to reduce the potential bulk and scale of the building and ensure that the development became a positive addition to the surrounding area.

CRITERIA	IMPACT RATING
Sensitivity / quality of the view	Moderate
Viewpoint / perceptual factors	Moderate-high
Residential amenity	Low-moderate
Urban form	Moderate
Visual intrusion / contrast	Moderate
Amelioration potential	Moderate

Overall Impact Rating: Moderate

Viewpoint 4: Omana Road / Kitchener Road

- 9.10 This close-up view is looking north-east down Omana Road. The existing Milford Shopping Centre forms a wide horizontal block in the focus of view and from this angle the utilitarian characteristics of the blank west-facing facades and car parking levels add little to the amenity of the streetscape. The existing pohutukawa plantings assist in screening the Council car park and servicing facilities to the rear of the shopping centre. The road reserve plantings extending down to the Wairau Creek and estuarine margins soften the otherwise harsh road environment.
- 9.11 From here the commercial characteristics of the shopping centre and adjacent commercial activities along Kitchener Road are evident (although the full extent of the Kitchener Road retail facilities is not depicted in the photograph).

Implications of the proposed Plan Change

- 9.12 Development in line with the proposed Plan Change would sit prominently in the line of view from here with Building 1 extending to a height of RL 63.0 It would be seen in the context of the existing surrounding retail activities above which it would rise. It would provide opportunities for revitalising the streetscape and provide a level of interaction with the street which is presently lacking. The size and scale of the site in conjunction with the wide open space of the Wairau Creek estuarine environment means that development of the nature proposed in the Plan Change can be accommodated in this environment without adversely affecting the amenity values and character of the area.
- 9.13 From here proposed development within the building envelopes would be of appropriate form and scale and significantly enhance the streetscape currently dominated by the shopping centre's facade.

CRITERIA	IMPACT RATING
Sensitivity / quality of the view	Low-moderate
Viewpoint / perceptual factors	High
Residential amenity	N/A
Urban form	Moderate-high
Visual intrusion / contrast	Moderate
Amelioration potential	Moderate

Overall Impact Rating: Moderate-high

Viewpoint 5: Omana Road / Craig Road intersection

- 9.14 Current views travelling south along Omana Road towards the Milford Shopping Centre are dominated by the residential characteristics on either side of the road and the commercial activities associated with the Milford Marine Services marine engineers and boat builders towards the northern end. The upper parts of the existing shopping centre are visible rising above the vegetation at the southern end of the street.

- 9.15 The current view is typical of the surrounding Milford residential area with dwellings varying markedly in character, age, size and scale with no single overriding theme. Original cottages, brick and tile duplexes and attached units, character homes, contemporary houses, 'spec' housing developments and infill housing line either side of the road. The surrounding streets are similarly mixed in character with single, double and three storey dwellings.

Implications of the proposed Plan Change

- 9.16 From this greater distance development within the site will be visible rising above the foreground dwellings, structures and vegetation. As depicted in the photomontage, development in line with the Plan Change will be highly visible and identifiable as a mixed residential and commercial development. While readily identifiable from here, looking along the full length of the street, views from the residential properties will be blocked by vegetation, structures and other dwellings in the line of sight.

CRITERIA	IMPACT RATING
Sensitivity / quality of the view	Low-moderate
Viewpoint / perceptual factors	Moderate
Residential amenity	Low
Urban form	Moderate
Visual intrusion / contrast	Low-moderate
Amelioration potential	Moderate

Overall Impact Rating: Low-moderate

Viewpoint 6: Beach Road

- 9.17 This viewpoint is taken from Beach Road adjacent to the entrance of number 26 Beach Road looking south towards the site. This is one of the few viewing locations along the road where public views are gained due to the elevation and orientation of the road and outlook across the vegetated slopes. It is also representative of some of the views that may be obtained from some of the residential properties on the slopes above Beach Road

- 9.18 The landscape has a moderate visual quality due to its elevation with glimpses across Milford and further out to the Gulf however the influences of the road still dominate and impart utilitarian characteristics on the overall scene. The power poles and overhead lines, Armco barriers and service utility cabinets all portray a typical street scene. The existing Milford Shopping Centre is visible with its pink and blue tunings.

Implications of the proposed Plan Change

- 9.19 From here, development would be readily recognisable due the proposed height of the building envelopes. The site has the capacity to accommodate additional development of the form and nature proposed under the Plan Change. While the development will introduce a new and taller form of development into the Milford environment it is entirely appropriate in this location. Development would be viewed in association with the existing commercial characteristics of the surrounding area.

CRITERIA	IMPACT RATING
Sensitivity / quality of the view	Low
Viewpoint / perceptual factors	Low-moderate
Residential amenity	Low
Urban form	Moderate
Visual intrusion / contrast	Low
Amelioration potential	High

Overall Impact Rating: Low

Viewpoint 7: Dodson Avenue

9.20 This view is from Dodson Avenue looking north towards the existing commercial developments along Kitchener Road. From here the landscape has a very suburban feel with manicured lawns and trees within the residential gardens, brick and tile dwelling units, the local church and wide grassed berms. The view extends across the foreground buildings to the residential dwellings set within the vegetated slopes extending down from Seaview Road, Prospect Terrace and Rangitoto Terrace.

Implications of the proposed Plan Change

9.21 Development within the proposed building envelope would form a new landmark on the skyline from these viewing locations to the south of the site. Development would be viewed and perceived as a component of the established Milford commercial centre and would therefore not appear incongruous in this environment. In the overall scale of the view from here, development within the site while readily identifiable, would sit comfortably into the skyline vista.

CRITERIA	IMPACT RATING
Sensitivity / quality of the view	Low-moderate
Viewpoint / perceptual factors	Low
Residential amenity	Low-moderate
Urban form	Moderate
Visual intrusion / contrast	Low-moderate
Amelioration potential	Moderate

Overall Impact Rating: Moderate

Viewpoint 8: Frater Road

9.22 This viewpoint is from the outside number 25b Frater Road looking southwest towards the site. Milford Road and Ihumata Road demarcate the eastern and northern boundaries of the application site. At present the vegetation surrounding the car park screens the existing buildings on the site. The vegetated characteristics of the residential area to the north are evident here with the mature Pohutukawa trees providing an established nature to the area. The power poles and overhead wires detract from the view, however these are recognised streetscape elements of the suburban neighbourhood.

Implications of the proposed Plan Change

9.23 From this close location development within the eastern building envelope has the potential to dominate the residential area to the north and east of the site. Building within the proposed development envelope will be prominent due to the proposed height and proximity to the viewer. It will be seen however in the context of the existing commercial centre and viewed as an integral component of it. While the photomontage makes the building appear close to the residential dwellings in reality it is located approximately 55 metres from the closest residential boundary on the eastern side of Milford Road. The sleeving of the Milford and Ihumata Road frontages with residential development creates a suitable buffer of appropriate form, nature and scale. The site is zoned for commercial purposes and therefore commercial buildings could be constructed as of right along both Milford and Ihumata Roads.

CRITERIA	IMPACT RATING
Sensitivity / quality of the view	Moderate
Viewpoint / perceptual factors	Moderate
Residential amenity	Moderate-high
Urban form	Moderate
Visual intrusion / contrast	Moderate-high
Amelioration potential	Moderate

Overall Impact Rating: Moderate-high

Viewpoint 9: Prospect Terrace

- 9.24 This viewpoint is from outside 5a Prospect Terrace looking south-east towards the site. The Milford site is visible between the two buildings in the foreground and from these elevated slopes the unsightly characteristics of the roof structure, air conditioning and servicing plant are visible elements. The view extends across the site and the Milford commercial area towards Takapuna in the distance. The twelve level apartment block in Kitchener Road is visible in the distance. Rangitoto is just visible through the tree canopy of the pohutukawa tree on the far left of the photograph.
- 9.25 This view is also representative of the views that may be obtained in an easterly direction from some of the residential properties on the 'ring-side' western slopes and in particular the dwellings in Rangitoto Terrace and Prospect Terrace. Not fully evident in the photograph (being screened by the dwellings) are the panoramic sea views obtained from most of these properties with views extending across the Wairau Creek and estuary out towards Milford Beach, Rangitoto and the Gulf.

Implications of the proposed Plan Change

- 9.26 Current views from the residential properties towards the Milford Shopping Centre encompass the unsightly roof, rooftop structures and air-conditioning vents. Redevelopment of the site, while dominant from here, will enhance the visual characteristics of the site. Again from here, the photomontage appears to make the building appear quite close – however the buildings are located a minimum distance of 200 metres away from here which will reduce the dominance of the buildings and reduce perceptions of loss of privacy and overlooking. The properties are also separated by the wide and natural expanse of the Wairau Creek and estuarine reserve.
- 9.27 While there will be some loss of urban views in a south-easterly direction the existing sea views will not be diminished and will remain the dominant outlook from these elevated properties. Views from dwellings further to the north along Prospect Terrace are largely screened by the existing mature pohutukawa plantings along the slopes extending up from the Wairau Creek.
- 9.28 The assessment criteria relating to architectural treatment, building modulation and articulation, detailing and colour palette will ensure the development contributes positively to the surrounding residential area on the slopes.

CRITERIA	IMPACT RATING
Sensitivity / quality of the view	Moderate
Viewpoint / perceptual factors	Moderate
Residential amenity	Moderate-high
Urban form	Moderate
Visual intrusion / contrast	Moderate-high
Amelioration potential	Low-moderate

Overall Impact Rating: Moderate-high

Viewpoint 10: Wairau Creek Reserve

- 9.29 This closer perspective is taken from the Wairau Creek reserve looking directly east towards the site. From here the utilitarian attributes of the existing shopping centre are evident with the blank facades of the western elevations rising above the estuarine vegetation. This view is also representative of the angle of view and composition of buildings that some of the dwellings on the lower slopes will gain (albeit closer and at lower elevation). While this viewpoint is taken from a public reserve the area is physically restricted with no facilities and little used – it is more of an access way to some of the private dwellings.

Implications of the proposed Plan Change

- 9.30 From this close location building within the proposed development envelope will appear more prominent than the existing shopping centre due to redevelopment of greater height than currently existing. The development will be seen in the context of the surrounding commercial developments and again viewed as an integral component of the centre. The assessment criteria would assist in fully integrating the development into the surrounding area.

CRITERIA	IMPACT RATING
Sensitivity / quality of the view	Moderate
Viewpoint / perceptual factors	Low-moderate
Residential amenity	Moderate
Urban form	Moderate
Visual intrusion / contrast	Moderate
Amelioration potential	Moderate

Overall Impact Rating: Moderate

Viewpoint 11: Inga Road Bridge

- 9.31 This perspective is taken from the Inga Road bridge looking directly south along the Wairau Creek towards the site. While this viewpoint depicts a relatively unobstructed view focussing towards the site, it is a brief view obtained only from the bridge. Views before and after the bridge are obscured by vegetation flanking the road and within the estuarine reserve.
- 9.32 Again from here the existing Milford Shopping Centre is portrayed with its utilitarian characteristics adding little to the amenity of the surrounding area with the unrelieved facades of the northern elevations rising above the estuarine vegetation.

Implications of the proposed Plan Change

- 9.33 From this relatively close location building within the proposed development envelope will appear considerably more prominent than the existing shopping centre due to the increased height and scale of development within the building envelopes than currently existing. Development will introduce a new built form of superior character and scale. Again from here the development will be seen in the context of the surrounding commercial developments and again viewed as an integral component of the centre. The assessment criteria would assist in fully integrating the development into the surrounding area.

CRITERIA	IMPACT RATING
Sensitivity / quality of the view	Moderate
Viewpoint / perceptual factors	Moderate
Residential amenity	N/A
Urban form	Moderate
Visual intrusion / contrast	Moderate
Amelioration potential	Moderate

Overall Impact Rating: Moderate

9.34 The following table summarises the key visual and amenity ratings for each viewpoint:

VIEWPOINT	OVERALL IMPACT RATING	SUMMARY
IMMEDIATE VICINITY		
1. Kitchener Road	<i>Moderate</i>	While a larger and more prominent development has been introduced into the Milford commercial area it will be viewed in the context of the existing surrounding commercial and residential activities. The form and height of development would create a more prominent landmark identifying the Milford commercial area. In visual terms the development adds coherence and interest to the overall streetscape.
2. Shakespeare Road	<i>Moderate</i>	From the main arterial road the building will form an identifiable landmark signifying the Milford commercial area. The form and scale of development is appropriate given the linearity and expanse of the road. The development will not detract from the amenity of the surrounding residential area currently influenced by the transport related activities along Shakespeare Road.
3. East Coast Road	<i>Moderate</i>	Again from this arterial road the form and scale of development is appropriate and the building will form an identifier for the Milford commercial area. While the proposed site redevelopment within the building envelopes would form a distinctive change in the nature of this view its form and scale is appropriate in this commercially dominated environment.
4. Omana Road / Kitchener Road	<i>Moderate-high</i>	Although sitting prominently in the focus of view the development will be seen in conjunction with the existing Milford Shopping Centre development. The expanse of the road and the Wairau Creek reserve offsets the height of the building. From here proposed development within the building envelopes would be of appropriate form and scale and significantly enhance the streetscape currently dominated by the shopping centre's facade. Development would provide a positive level of interaction currently lacking within the streetscape.

<p>5. Omana Road</p>	<p><i>Low-Moderate</i></p>	<p>Again, while prominent, the form and scale of development is entirely appropriate within the commercial setting. While readily identifiable from here views from the residential properties will be blocked by vegetation, structures and other dwellings in the line of sight.</p>
<p>6. Beach Road</p>	<p><i>Low</i></p>	<p>Development would be readily recognisable due the proposed height of the building envelopes. The site has the capacity to accommodate additional development of the form and nature proposed under the Plan Change. While the development will introduce a new and taller form of development into the Milford environment it is entirely appropriate in this location.</p>
<p>7. Dodson Avenue</p>	<p><i>Moderate</i></p>	<p>Development within the proposed building envelope would form a new landmark on the skyline from these viewing locations to the south of the site. Development would be viewed and perceived as a component of the established Milford commercial centre and would therefore not appear incongruous in this environment. In the overall scale of the view from here, development within the site while readily identifiable, would sit comfortably into the skyline vista.</p>
<p>8. Frater Road</p>	<p><i>Moderate-high</i></p>	<p>Building within the proposed development envelope will be prominent due to the proposed height and proximity to the viewer. It will be seen however in the context of the existing commercial centre and viewed as an integral component of it.</p> <p>The sleeving of the Milford and Ihumata Road frontages with residential development creates a suitable buffer of appropriate form, nature and scale with the higher buildings set back from the road.</p>
<p>9. Prospect Terrace</p>	<p><i>Moderate-high</i></p>	<p>Redevelopment of the site, while dominant from here, will improve upon the existing poor visual characteristics of the shopping centre roof structures. The buildings are located a minimum distance of 200 metres away from here which will reduce the dominance of the buildings and reduce perceptions of loss of privacy and overlooking.</p> <p>The existing sea views will not be diminished and will remain the dominant outlook from these elevated properties.</p>
<p>10. Wairau Creek Reserve</p>	<p><i>Moderate</i></p>	<p>From this close location building within the proposed development envelope will appear more prominent than the existing shopping centre due to redevelopment of greater height than currently existing. The development will be seen in the context of the surrounding commercial developments and again viewed as an integral component of the centre.</p>

<p>11. Inga Road Bridge</p>	<p><i>Moderate</i></p>	<p>Development will introduce a new built form of superior character and scale than currently existing. From here the development will be seen in the context of the surrounding commercial developments and viewed as an integral component of the centre. The assessment criteria would assist in fully integrating the development into the surrounding area.</p>
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- 9.38 As demonstrated in the above analysis, the greatest visual impacts arise in relation to streets and properties closest to the new development. The main change will be the introduction of more intensive development of greater height, form and scale onto the subject site.
- 9.39 Development will give a strong sense of identity to the Milford commercial centre which is currently lacking. Development within the building envelope will provide a strong and interactive edge to the Omana Road streetscape and change the existing utilitarian character of the road to one befitting to the high level of exposure currently experienced. The assessment criteria including architectural treatment, building modulation and articulation, detailing and colour will ensure that the development contributes positively to the surrounding environment and that the development will have high aesthetic values and add to the character and amenity of the streetscape.
- 9.40 In summary for the more proximate viewpoints the effects will vary between low and moderate – high. For those in the moderate – high ratings the effects will be reduced by the development controls and assessment criteria. For close-up views, development will be seen as an integral component of the existing Milford Shopping Centre.
- 9.41 In terms of impact on the landscape values of the wider Milford environment the location of development within the identified building envelopes will ensure that the amenity values of the surrounding landscape are maintained and enhanced. In particular the utilitarian edge along Omana Road and the Wairau Creek reserve will be enhanced by the interactive streetscape and level of interest afforded along here. Passive surveillance of the reserve and street will result from the residential apartments' location and a vibrant edge will complement the reserve's passive characteristics. In urban terms, redevelopment will lift the amenity of the existing site and surrounding area and provide an impetus for further revitalisation of the centre. There will be no adverse effects on the coastal edge or maritime environment.

10. Impact of Development on Surrounding Properties

- 10.1 The impact of development on surrounding properties has been assessed in terms of dominance, overlooking and privacy aspects. The location of the three building envelopes effectively minimises any adverse effects on the surrounding residential neighbourhood. The landform characteristics, distances from the site and vegetation characteristics further mitigate these effects due to the siting and orientation of residential dwellings with the focus of views generally away from the site.

Properties to the east

- 10.2 Residential properties in Milford Road are located on the flat land and in general their orientation is northwards to maximise sunlight and exposure. The proposed terraced houses along the Milford Road frontage will provide a buffer of appropriate form and scale to the taller elements of building 3 and minimise any adverse effects of the development.

Properties to the north

- 10.3 The closest residential dwellings to the north, across Ihumata Road, are similarly oriented in a northerly direction and the properties are generally well vegetated with

mature tree plantings. Again here, the proposed terrace houses will provide an appropriate interface between the residential area and the taller buildings.

Properties to the west

- 10.4 Residential properties to the west on the slopes are physically separated by a distance in excess of 200 metres, the rising landform and the expanse of the Wairau Creek and estuarine reserve. While their outlook encompasses urban Milford the panoramic view also extends out to the gulf and Rangitoto. In the context of the wider outlook, proposed development will not dominate and will provide greater visual interest than currently existing on site.

Properties to the south

- 10.5 Residential properties to the south are buffered from the development by distance, the existing commercial developments along Kitchener Road and established vegetation within the properties.
- 10.6 In summary there will be minimal loss of privacy on the surrounding residential area due to the nature of the landform, orientation of views, site layout and established vegetation patterns. Similarly dominance will be reduced by these characteristics and the development controls and assessment criteria relating to bulk and scale and visual characteristics of proposed development.

11. District Plan Provisions

- 11.1 The Plan Change application includes a package of assessment criteria in order for Council to exercise significant control over the final form of development on site. LA4 has contributed to the drafting of these provisions which would be used in the assessment of any future resource consent applications for the site. Those criteria of most relevance in terms of visual amenity include:

- Building design and appearance;
- Scale, bulk and location; and
- Integration with the Milford Town Centre

These criteria are set out in order to:

- enhance the visual appearance of development
- visually integrate the development with the surrounding area
- reinforce the uniqueness of the location
- ensure the development contributes to the legibility of the town centre
- avoid excessive bulk and scale of buildings
- provide visual interest
- present an attractive perspective when viewed from public locations
- to integrate existing and future development in the area

- 11.2 The criteria of relevance to this assessment are as follows:

15.3.10 Intensification at Milford Town Centre

Objective

To provide for residential intensification at Milford Town Centre in a manner that assists with the goals of residential intensification and improved passenger transport services, maximises the resource management benefits from the development for incoming residents, existing stakeholders in Milford Centre and the community of North Shore generally, acknowledges that such intensive development will change the character of the centre but ensures that overall, adverse effects on amenity values will be no more than minor.

Policies

2. To ensure, by way of mechanisms that include the following, that adverse effects on the environment arising from such residential development are no more than minor, that achieves a high quality of building design and that contributes positively to the vitality and viability of Milford Town Centre and encourages the use of passenger transport

(iii) Integration and connectivity

By ensuring that new development integrates well with both Milford Shopping Centre and the Milford town centre, provides good pedestrian connections and exhibits a high standard of urban design so as to maximise positive effects on the vitality and viability of the centre.

(iv) Scale, bulk and location

By ensuring that the height, bulk and location of taller buildings are configured so as to reduce potential adverse effects on the amenity enjoyed by local residents through excessive overshadowing or loss of privacy.

(v). Building design - exterior

By ensuring that building exteriors, especially those fronting adjoining streets, are designed to provide visual interest, maintain pedestrian amenity and project a sense of architectural quality and durability.

15.7.6 Additional Assessment Criteria for Limited Discretionary Activities within the Milford Shopping Centre High Density Residential Overlay Area

In assessing Limited Discretionary activity applications in the Milford Shopping Centre High Density Residential Overlay Area and whether or under what conditions consent should be granted, the Council has reserved its discretion to the matters set out in the following criteria, in addition to the assessment criteria in Sections 15.6.2.12 and 15.7.1.1

- a) The extent to which development contributes positively to the legibility and identity of the town centre.
- b) The extent to which building design is of an enduring high quality, showing creativity, innovation and responsiveness to the location of the development.
- c) The extent to which the exteriors of the buildings on all facades exhibit visual interest and variety through modulation (recesses and projections), fenestration (patterns of windows and openings), materials, finishes and colour.
- e) The extent to which the apparent building bulk is minimised by a combination of balconies, façade modulation and variations in materials.
- g) The extent to which roof profiles are designed as part of the overall building form and contribute to the architectural quality of the buildings. This includes the integration of plant, ducting, chimneys, lift towers and other mechanical and electrical equipment into the overall rooftop design so that they form an integrated component of building design as viewed from outside the site.
- h) The extent to which the ground floor frontages including activities and façade design contribute to the visual and pedestrian amenity of the streetscape.

12. Conclusions

- 12.1 The Plan Change site is characterised by its existing function as a shopping centre. It is also influenced by the contrasting character areas surrounding it. These include the surrounding commercial and retail area; the generally well vegetated residential areas to the east, north and west; the surrounding arterial roads; and the extensive open space characteristics of the Wairau Creek and estuarine margins with the vegetated escarpment extending up to Rangitoto Terrace.

- 12.2 The existing Milford Shopping Centre currently adds little to the amenity of the site, the Milford Town Centre or surrounding area. The streetscape within the vicinity of the centre is influenced by the prevailing utilitarian characteristics and lack of positive interaction with the street particularly along the northern and western interfaces along Omana Road.
- 12.3 While the visual character and landscape qualities of the site and surrounding environs would change from a rather dated low rise suburban shopping area to a more 'upmarket' development, the proposed building envelopes would allow for potential to invigorate the site and result in a new form of urban development. This would be a positive change and potential impetus to improve the wider amenity values of the surrounding commercial area. A new urban design theme would be established in the Milford Town Centre which would be more sophisticated and more urban than the current low level shopping centre character and conventional residential development in this part of Milford.
- 12.4 The proposed Plan Change, in conjunction with the existing relevant provisions of the North Shore District Plan and package of assessment criteria contained within the Plan Change will protect the amenity values of the adjacent zones and wider environment. Residential amenity values will be maintained – residential properties to the west of the site are elevated above the Wairau Creek, largely vegetated and their outlook is generally north out towards the Gulf. Properties to the north generally face away from the site. Adjoining properties immediately to the east in Milford Road will notice the greatest change due to development of Building 3. The tallest component of the building is however set back 50 metres from the residential boundary which will reduce the overall bulk and scale of the development.
- 12.5 The location of development within the building envelopes addresses the surrounding streets well and minimise potential adverse effects on surrounding properties. Building 1, extending to RL 63.0, is appropriately located – being physically separated from the residential development on the western slopes by the open space and extent of the Wairau Creek reserve which reduces its dominance. Building 2, extending to RL 34.4, again has the benefit of the spatial characteristics of the reserve and development in this high profile corner location will be a vast improvement over the existing prevailing visual characteristics.
- 12.6 Shading from the development would be largely restricted to the existing shopping centre, adjoining commercial area and a small number of the residential properties on the eastern side of Milford Road and Frieston Road. The impact however will be of relatively short duration during the winter solstice (3pm until sunset). A Shading Impact Report has been prepared by LA4 Landscape Architects (refer to '*Milford Shopping Centre Proposed Plan Change – Shading Impact Report*', LA4 Landscape Architects, April 2008)
- 12.7 There are a number of local examples of taller residential apartment buildings which have become an accepted part of the local community within which they sit comfortably and provide a local identity. The existing centre has poor legibility and contributes little to the neighbourhood. The proposed Plan Change will allow for development that will enhance the urban form, character and legibility of Milford.
- 12.8 Mitigation of any potential adverse effects of the proposed Plan Change can be dealt with at the Resource Consent application stage. Mitigation measures such as architectural controls, design and detailing of facades, extent of glazing and surface treatment are proposed within the Plan Change's assessment criteria and would be imposed to ensure that development is of high quality and fits well into the surrounding commercial and residential neighbourhood.

12.9 LA4 has carried out a comprehensive visual assessment of the implications of the proposed Plan Change and concludes that the effects will be visually acceptable in the context of the existing landscape and visual environment for the reasons identified. The visual amenity and quality of the environment surrounding the site will not be adversely affected by the implications of the proposed Plan Change.

Rob J Pryor ANZILA
LA4 LANDSCAPE ARCHITECTS
April 2008



Photograph 1: Milford Shopping Centre car park on the corner of Milford Road / Ihumata Road



Photograph 2: Milford Shopping Centre buildings to the south of the car park



Photograph 3: Milford Shopping Centre buildings to the west of the car park



Photograph 4: The northern façade of the Milford Shopping Centre



Photograph 5: The western façade of the Milford Shopping Centre



Photograph 6: Commercial businesses in Milford Road



Photograph 7: Residential properties in Milford Road



Photograph 8: Residential properties in Ihumata Road



Photograph 8: Commercial development in Kitchener Road



Photograph 9: The council car park off Kitchener Road



Photograph 10: Commercial development in Kitchener Road



Photograph 11: Commercial development in Shakespeare Road



Photograph 12: Residential development on the western slopes

Appendix A

Viewpoint Location Co-ordinates

MILFORD PHOTO VIEW POINTS

Surveyed Point	Nth. GD1949	East GD1949	MSL Ak 1946 Ground	Top
PVP 1 Kitchener Rd.	711602.18	300314.90	14.58	
PVP 2 Shakespeare Rd.	711503.50	299719.84	10.03	
PVP 3 East Coast Rd.	712032.64	299703.23	34.17	
PVP 4 East Coast/Kitchener Rd.	711780.81	299920.98	6.24	
PVP 5 Omana Rd.	712238.69	300260.53	6.36	
PVP 6 Beach Rd.	712782.28	300147.45	22.72	
PVP 7 Dodson Ave.	711483.98	300139.08	21.69	
PVP 8 Frater Rd.	711895.49	300287.14	10.15	
PVP 9 Prospect Tce.	712051.36	299938.47	25.92	
PVP 10 Wairau Creek	711859.97	299890.67	1.94	
PVP 11 Inga Road bridge	712158.71	300127.63	3.63	

Appendix B

Photomontage Methodology

Viewpoints have been chosen which are representative of the viewing audiences, and illustrate the proposal from a range of distances and angles.

Photographs were taken from each viewpoint by U6 Photomontages Limited. The exact photo viewpoint location was pegged or marked on the ground. Surveyors (Connell Wagner Ltd) later identified these points and recorded the co-ordinates of each photo viewpoint.

This technical data and any other survey information was passed onto NSCC and entered into their GIS programme. The entire proposed development was also supplied as a 3D model (by Jensen Chambers & Young Architects) and inserted into the GIS programme at its precise location.

The GIS operator then positioned a camera at each VPT location within the artificial 3D environment. An exact snapshot/render was then captured replicating each of the 17 photographs.

U6 was supplied with two renderings for each viewpoint, one showing the existing scene incorporating all existing terrain, vegetation and multi-storied buildings and one showing all of the above with the proposed new structures.

U6 was then able to overlay the old on top of the new, and insert them together into each photograph. Scale and accurate placement of the proposal was achieved by using the existing buildings as reference.

For each viewpoint there is one photograph showing the existing landscape and a second showing the landscape containing the proposed. This means that a comparison can be made between the existing and proposed situation.

In preparing the photomontages a full-frame digital SLR camera was used with a 50mm lens setting.

Appendix C

Visual Effects Matrix

Use of a matrix offers one way in which the various facets of visual change - qualitative change, visual contrast etc - can be pulled together and evaluated in a way which gives due weight to each. This matrix was designed to measure the scale of no or low visual effects through to high visual effects.

The assessment matrix is broken into two stages. The first involves looking at the existing situation and assessing the visual quality and sensitivity of the present view to change. This is followed by an evaluation of the changes associated with the proposed development. Key issues or variables are addressed within each stage and ratings for these are eventually combined to provide a composite visual effects rating. Set out below is the basic structure, showing what these key variables are and how they are arranged:

PART A - SENSITIVITY OF THE VIEW AND SITE TO CHANGE

1. Analysis of the view's **Visual Quality** is carried out on the basis that higher quality views are more sensitive to potential disruption and degradation than poorer quality views.
2. Analysis of the view's **Visual Absorption Capability** is an evaluation of the degree to which a view is predisposed, or otherwise, to change by virtue of its land uses and/or screening elements and will either accommodate change or make it stand out from its setting.
3. Analysis of **Perceptual Factors**. In this section the type and size of population represented by the viewpoint, the viewing distance to the development site and other factors which indicate its sensitivity in terms of both viewing audience and the inherent exposure of the viewpoint to the site because of its physical character is assessed.

PART B - INTRUSION AND QUALITATIVE CHANGE

4. Analysis of **Intrusion / Contrast**: the degree to which a proposal's location and specific structural content and appearance make it either blend into its surroundings or be made to stand out from them in terms of form, linearity, mass, colour and physical factors. Whether or not the proposal would intrude into existing views.
5. Analysis of the proposal's **Aesthetic Characteristics**: exploring the degree to which it would relate aesthetically and in terms of general character to its surroundings.

Ratings are combined for each viewpoint via a system of averaging and multiplying of ratings to progressively indicate each viewpoint's **sensitivity**, followed by levels of **intrusion and qualitative change**, and culminate in an **overall visual effects rating**.