



Brightness issues with an LED billboard at 89-95 Victoria St West have been resolved. Photo: Andrew Hallberg

Bright lights in the big city spark complaints

LED billboard operators in Auckland's CBD have been told to adjust the brightness of their signs

ANDREW HALLBERG • POSTED 5 MONTHS AGO

LED billboards lighting up Auckland's skyline are causing concern for some inner city residents.

Auckland Council manager of bylaws and compliance, Max Wilde, confirmed in an email a number of complaints had been made due to the brightness of some billboards.

Mr Wilde said the council received specific complaints about the brightness of the billboards at 89-95 and 151 Victoria Street West.

He confirmed the council does not regularly monitor the luminance levels of the billboards, and that the council relies on the public to complain about signs that appears to be too bright.

"There is no programme of proactively measuring sign or billboard luminance against controls in bylaws or district plans," Mr Wilde said.

Independent companies have an audit process to ensure their billboards are within the rules.

APN Outdoor operate seven LED billboards across the city.

Senior commercial manager of the company, Nick Miles, said each sign was subject to individual Resource Management Act conditions.

"It was agreed with council in regards to brightness what the maximum luminance level would be. . . [we] employ lighting experts and there is an audit process," Mr Miles said.

There is no set rule for luminance levels, but the latest Waitemata Local Board meeting agenda said LED signs shouldn't be brighter than 5000 candelas/m2 during the day and no more than 250 candelas/m2 at night.

TE WAHA NUI

...brightness' at iSite Media, another LED billboard operator, said the maximum level their signs are set at is "subject to a period of ongoing monitoring to ensure compliance".

Search ...company, said the maximum level their signs are set at is



"In general, maximum levels do not exceed the lighting levels produced by lit static billboards," Mr Fenton said.

Mr Miles said each of their billboards have ambient light metres and timing sensors to ensure the billboards are always properly lit.

APN Outdoor has a plan to roll out more LED billboards and said it was in the company's interest to minimise perceived disruption.

"It would be a shame if someone else in the industry spoiled it for all of us," Mr Miles said.

The Waitemata Local Board is currently in discussions with the council to establish a monitoring procedure. Operators of the billboards at the Victoria Street West addresses have since addressed the brightness issues.

 FILED UNDER: **AUCKLAND CBD, BILLBOARD, SIGN**

Read more by [Andrew Hallberg](#)

You should also read:

- [Collectors camping out for limited sneaker release](#)
- [Asian students feel safe despite recent attacks](#)
- [Owners of new bar and nightclub make peace with residents](#)
- [AUT Newsroom Launches for 2016](#)
- [Gender specific bathrooms are 'limiting' for trans people](#)

ABOUT

- [Te Waha Nui](#)
- [Print edition](#)
- [Privacy policy](#)
- [Contact](#)

FOLLOW TE WAHA NUI



Content licensed under a Creative Commons Attribution 4.0 International License.