

RM number: RM220088
Date: 11th August 2023
Applicant: Mediaworks Outdoor Limited
Agent: Mt Hobson Properties Ltd
Address: PO Box 37964
Parnell, Auckland 1151
Attention: Daniel Coppel

Elliott Thornton
Consultant Processing Planner
T 021 449 053
elliott.thornton@cuttriss.co.nz
Our reference: RM220088

NOTIFICATION REPORT FOR LAND USE CONSENT FOR A DIGITAL BILLBOARD AT 47 THE ESPLANADE, PETONE (LOT 2 DP 83751)

1. PROPOSAL

Land use consent was originally sought to erect a new V-shaped, double sided portrait digital sign along the roadside boundary of No. 47 The Esplanade, Petone. The sign will be in the form of a digital billboard with maximum dimensions of 9.5m x 3.5m in portrait. This comprises of single column pole of 2.5m which contains a 7m digital screen face above that and 0.3m of framing. In addition to the pole and digital screen face, a non-digital, 0.5m 'Mediaworks' logo will be situated below the digital screen face and a 800 x 600 x 975mm power unit will be located on the ground within a couple meters from the sign.

In response to various conversations between representatives of the Council and the applicant, the proposal also includes the option of a horizontal sign or similar dimensions but in landscape. The landscape sign will have a maximum dimension of 9m x 3m in landscape. This comprises of single column pole of 4.99m which contains a 3m digital screen face above that and 0.3m of framing.

In addition to the pole and digital screen face, a non-digital, 0.5m 'Mediaworks' logo will be situated below the digital screen face in both options, and an 800 x 600 x 975mm power unit will be located on the ground within a couple meters from the sign. Both options also include framing of 150mm around the face of the sign.

The billboard will be used for third-party advertising that will change on a rotating basis in which each image will be displayed for a minimum of 8 seconds, with a 0.5 second cross fade between images. It is not yet known how many displays will be shown per day. Illumination levels will be managed automatically to be responsive to natural changes in ambient lighting with maximum levels not exceeding more than 5,000 cd/m² during daylight hours and 250 cd/m² during twilight and night-time hours.



Figure 1 - Imagery of Proposed Portrait Billboard (source: applicant plans received 1st August 2023)



Figure 2 - Imagery of Proposed Landscape Billboard (source: applicant plans received 1st August 2023)

2. SITE DESCRIPTION

The applicant has provided the following site description which I adopt:

“The site is located approximately 90m north of Petone Beach and 300m south of State Highway 2. The location of the site is shown in Figure 1 below.

The site is generally flat across it’s 22,748m² site area and is currently characterised by various commercial and office buildings including Bunnings, Wet & Forget, AWF and Spotlight Reporting. The site is subject to the 1% annual exceedance probability (AEP) flood hazard covering approximately 50% of the southern section of the site.

The site has four total vehicle crossings gaining access to different units on site from The Esplanade, Nevis Street and Hutt Road. The general area contains various commercial lots

with multiple on-premises signs in relation to the business, however there are no other billboards in the proximity.

To the north of the site lies State Highway 2, to the south lies Petone Beach. To the east is the town centre of Petone and to the west State Highway 2 continues down towards Wellington CBD. The buildings within the immediate area are largely commercial units containing businesses similar in use and trade as Bunnings Warehouse. The wider surround area is characterised by both further commercial zones sites, general recreation to the north and residential to the east."



Figure 3 - The Site (source: www.grip.co.nz accessed 1st August 2023)

The site is located within the Petone Commercial - Area 2 Activity Area and is subject to the following notations under the Operative District Plan:

- Railway Corridor Buffer Overlay;
- Tsunami Evacuation Zone (orange).

None of the notations are considered to have an effect on the proposal.

Under Plan Change 56, the site is identified as being subject to the following notations:

- Coastal Hazard Overlay – Tsunami
 - High Coastal Hazard Area
 - Medium Coastal Hazard Area
 - Low Coastal Hazard Area
- Coastal Hazard Overlay – Inundation
 - Medium Coastal Hazard Area
- Flood Hazard Overlay

- Flood Inundation Area

Due to the commercial zoning of the site and the non-residential nature of the activity, PC 56 has no effect on this application.

There are no interests on the title such as easements, consent notices or encumbrances that would affect the impact on the ability to grant consent.

3. RELEVANT PLANNING RULES AND REGULATIONS

District Plan

The District Plan is the appropriate planning instrument with which to assess the proposal. Rules relating to the Petone Commercial Activity Area- Area 2, which this proposal falls within, are contained in chapters 5 (Commercial Activity Area) and 14 (General Rules).

The proposal requires resource consent as signs in all Commercial Activity Areas that are erected on sites with a frontage to The Esplanade are a Controlled Activity subject to Rule 14B 2.2 and subject to meeting the Permitted Activity Conditions under Rule 14B 2.1.5.

The proposal doesn't meet the following Permitted Activity Conditions under Rule 14B 2.1.5:

- 14B 2.1.5(b) – Maximum height
Both the portrait and landscape sign options exceed the permitted height of 8m (portrait: 9.1m, landscape: 8.6m)
- 14B 2.1.5(c) - Maximum Face Area
Both signage options have a face exceeding 20m² (portrait: 24.5m², landscape: 27m²) both areas exclude the Mediaworks logo and framing of 150mm
- 14B 2.1.5(d) - Illumination
The lighting source of the signage will not be constant, as it will change depending on the nature of the image being portrayed (i.e. when the image contains black, it will not be lit).

I consider the proposal to be a Discretionary Activity under rule 14B 2.4 (a)(i) due to non-compliances with the above Permitted Activity Conditions.

National Environmental Standards

The proposal does not require assessment under any National Environmental Standards.

4. PERMITTED BASELINE

No permitted baseline applies to the site, as all signage on a site with a frontage to The Esplanade is a Controlled Activity.

The permitted baseline does not apply to an activity that is a Controlled Activity.

5. NOTIFICATION ASSESSMENT

Council must assess any resource consent application under section 95 of the Resource Management Act 1991 to determine whether a resource consent application should be notified. The Resource Management Act 1991 details a four-step process that must be followed and triggers or precludes notification of applications in certain circumstances. The sections below follow the four-step process for public notification (under section 95A) and limited notification (under section 95E).

5.1 - PUBLIC NOTIFICATION STEPS – SECTION 95A

Pursuant to section 95A of the Resource Management Act, this section follows the four-step process to determine if public notification is required.

Step 1 - Public notification is mandatory in certain circumstances.

Public notification is mandatory in certain circumstances.

Has the applicant requested public notification?	Yes
Is public notification required under s95C?	No
Is the application made jointly with an application to exchange recreation reserve land under s15AA of the Reserves Act?	No

The applicant requested public notification via a letter dated 26/07/2023.

Public notification is mandatory under step 1.

Conclusion

Public notification is required.

5.2 - NOTIFICATION DECISION

In accordance with the notification steps identified in section 95A. The application shall proceed on a public notification basis.

Processing Planner:



Elliott Thornton

Principal Planner at Cuttriss Consultants Ltd on behalf of Hutt City Council

Peer reviewer:

A handwritten signature in black ink, appearing to read 'Alicia Todd', with a stylized, flowing script.

Alicia Todd
Consultant Resource Consents Planner

Delegated authority for approval:

A handwritten signature in blue ink, appearing to read 'Anna Martin', with a stylized, flowing script.

Anna Martin
Resource Consents and Compliance Manager