



26 July 2023

Hutt City Council
c/- Elliott Thornton
Cuttriss Consultants
PO Box 30429
Lower Hutt 5040

For: Elliott Thornton
Email: elliott.thornton@cuttriss.co.nz

Dear Elliott

MEDIAWORKS OUTDOOR LIMITED (RM220088) – RESOURCE CONSENT APPLICATION FOR A DIGITAL BILLBOARD AT 47 THE ESPLANADE, PETONE

1. As you know, we act for MediaWorks Outdoor Limited ("MWO"), which applied to Hutt City Council ("HCC") in March 2022 for resource consent to operate and establish a two-sided digital billboard ("DBB") at 47 the Esplanade, Petone.
2. You had raised concerns on behalf of HCC about:
 - (a) Amenity issues relating to the light emanating from the DBB screens on the surrounding area; and
 - (b) Dominance issues arising from the size of the DBB, particularly its sign face.
3. To address these concerns:
 - (a) MWO prepared a revised set of design plans which re-oriented the DBB from portrait to landscape and amended the sizing of the DBB sign faces ("revised DBB plans"); and
 - (b) Offered conditions requiring minimum legible luminance between dusk and dawn.
4. These proposed amendments were discussed during our videoconference between representatives of MWO and HCC (including you) on 27 April 2023. The outcome of that discussion was your advice that HCC would not resile from its position that public notification is appropriate but that HCC would be open to working with MWO in preparing a set of conditions should consent be granted.

Amendment to application – amended proposal for consideration

5. Although MWO accepts public notification, it nevertheless wishes to leave the proposed amendments per paragraph 3 above 'in play' so that, in addition to what was applied for in the original application, it also seeks as relief the alternatives outlined above in order give:

- (a) HCC reporting officers an opportunity to signify what proposal they prefer and (in particular) why;
 - (b) The commissioners who determine this application an option as to which of the options it would be prepared to consent.
- 6. MWO therefore wishes to submit the amended DBB plans for consideration. As part of this, supplementary traffic, urban design, and planning reports have been prepared that have assessed the revised DBB plans and its potential effects on the environment (**attached**).
- 7. We note that the revised DBB plans have been prepared as an alternative option to be considered in conjunction with the original digital billboard plans proposed by the application. MWO is willing to accept the revised DBB plans if it found to be the 'better option'.

Requests

- 8. In light of the above, we request:
 - (a) That the resource consent application (including the amended plans) be publicly notified pursuant to section 95A of the Resource Management Act 1991 ("RMA"); and
 - (b) Confirmation that the application will be delegated to (an) independent hearing commissioner(s) for determination.
- 9. We look forward to your response.

Yours sincerely

Hamish Firth | Daniel Coppel
Director | Planner

DDI:
Email:

Appendix A: Amended plans and supplementary reports