

SUBMISSION ON A NOTIFIED APPLICATION FOR A RESOURCE CONSENT

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To: Chief Executive, Hutt City Council

1. This is a submission from:

Full name	Last Hodge First shayne	
Company/organisation	seaview HP limited	
Contact if different		
Address	Number 47 Street The Esplande	
	Suburb Petone	
	City Lower Hutt	Postcode
Address for Service if different	Postal Address po box 289 wellington	Courier Address L5 354 Lambton quay wellington
Phone	Day	Evening
Fax		Mobile [REDACTED]
Email	[REDACTED]	

2. This is a submission on an application from:

Name of applicant **shayne hodge**

- For a ☒ Land use resource consent
☐ Subdivision resource consent
☐ Change or cancellation of a condition of a resource consent

3. The proposed activity and location of the application is:

If this is for a change or cancellation of a condition of a resource consent, please state the type and location of the resource consent, the relevant condition and proposed change.

installation of signage at 47 The espalnde petone RM220088

4. The specific parts of the application that my submission relates to are:

Give details

as owner of the site of the proposed signage

Submission number **RM220088-SUB01**
OFFICE USE ONLY

5. My submission is:

Include whether you support or oppose the specific parts of the application or wish to have them amended; and the reasons for your views (extra sheets maybe attached if you wish).

see attached

6. I seek the following decision from the consent authority:

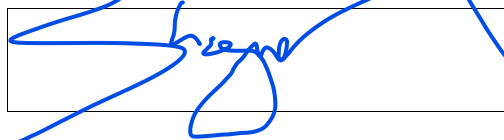
Give precise details, including the general nature of any conditions sought.

see attached

7. I ☒ **wish** ☐ **do not wish** to be heard in support of my submission.

8. If others make a similar submission, I ☐ **will** ☒ **will not** consider presenting a joint case with them at the hearing.

Signature of submitter:
(or person authorised to sign on
behalf of submitter)



Date 18/9/23

Note to submitter: You must serve a copy of your submission on the applicant as soon as reasonably practicable after you have served your submission on the consent authority.

Electronic signatures

Hutt City Council Environmental Consents Division will accept this form with a digital signature created through Adobe or your existing digital signature. If you click on the pink arrow in the signature box, or choose 'Place signatures' from the tools menu on the right hand side, Adobe will prompt you to add your digital signature, or take you through the easy steps to create one.

5. We have owned 47 The Esplanade since 2014. It was previously the NZ Post distribution warehouse. Council will be aware of the \$10m redevelopment by us of this site. This transformed it into a thriving bulk retail and office park attracting new business to Petone (Bunnings, Wet n Forget) and allowing existing Hutt business to grow and thrive (spotlight reporting, homes.co.nz and Tekron).

This development has anchored Petone retail and was the catalyst to adjoining developments by Briscoes/Rebel sports.

We support and endorse the application by Media works Outdoor limited to install a digital sign on our property.

Background

Media Works have been endeavouring to secure consent for a sign from Hutt Council since February 2022.

I understand the proposed signage is a discretionary activity as it exceeds the height by 1.5m and the face area by 4.5m. However, in the context that this is a commercial area, and noncompliant signage has been granted to others (e.g. 2014 Bunning 9.5m and recently in 2020 Waitomo 9m), the application was considered to be less than extraordinary, exceptional or unusual. Indeed, it seemed not dissimilar to the Bunnings Sign consent process in 2014 – which only took several weeks.

Not so according to Hutt Council. They raised several and varied concerns ranging from traffic hazards, luminance, and visual impact on the “sensitive” environment of Petone Beach.

This required expensive independent consultant reports to assess these concerns. These universally recommended that sign could proceed, given its impact would be less than minimal, and was in keeping with the surrounding commercial activities, including lighting requirements.

Hutt Council response defies experts and Logic.

Unfortunately, Hutt council was unmoved.

Despite multiple meetings the council was not prepared to provide a non-notified consent unless the advertising was now restricted to onsite activities i.e., no third parties could advertise, and the sign was turned off at night!

This position defies logic, there is no distinction between the effects of onsite versus third party advertising. HCC officers’ position is that the billboard would need to be deactivated at night to achieve non-notification, is not commercially viable. Nor was there any concern raised by the nighttime Independent Visual Assessment - but rather concluded that the impact would range from Negligible, very low or low.

The Council appears to have no objection to flood lit static signs of similar dimensions.

In our view Static billboards can become stale and are costly to maintain replacing the vinyl. They also pose an unnecessary Health and Safety risk to contractors engaged in this activity.

Despite a range of experts who have found that the sign generally complies with the Hutt City District Plan, and that any adverse effects on the environment are more than less than minor in scale, I can only conclude the council appears to have an unwarranted entrenched negative and biased opinion on digital signage.

They have provided illogical rationale in opposing a non-notified consent and forcing the applicant into further cost of an unnecessary notified consent process.

As owner of 47 The Esplanade we have considered the various expert reports but have also been mindful of those that may be affected the most – our tenants.

- Bunnings has approved the installation of the signage by Media Works
- The location of the sign will be opposite to the glassed stairway thereby considerably mitigating any loss of views to the two potentially most affected tenants – Spotlight and Tekron.
- A digital billboard will provide a sense of dynamism with a modern medium for our community to not only advertise but provide a platform to potentially inform commuters of special events, road safety, public service, or emergency information in a time critical way.
- An added benefit the ambient light at night of the digital billboard will provide additional safety for the building and will provide a sense of security for all – pedestrians, drivers, and business owners.
- This will provide several benefits to our existing tenants at 47 The Esplanade to potentially promote their business and services on the digital billboard.
- It will reflect that 47 Esplanade is a modern and leading bulk retail and office park like those "best of breed" developments observed by us here and overseas.
- Our preferred option is the portrait (vertical) sign as this will be more aesthetically conforming to the vertical proportion of trees in the local area.

6.The independent consultant reports confirm the proposed digital signage will have minimal impact on the surrounding environment given its context of the existing commercial building and the surrounding commercial area.

The council should exercise its discretion accordingly and approve the applicants resource consent.

Our preferred digital sign is the vertical or portrait version as this will be more aesthetically conforming to the vertical proportion of trees in the local area.