

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 Townsend First Marion	
Company/organisation		
Contact if different		
Address	Number 20 Street Hanworth Road	
	Suburb Appleby	
	City Richmond	Postcode 7020
Address for Service if different	Postal Address	Courier Address
Phone	Day	Evening
Fax		Mobile
Email		

2. This is a submission on an application from:

Name of applicant	Mediaworks Outdorr Ltd
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- 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.

47 The Esplanade Petone, proposal to erect a digital billboard

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

Give details

The proposal to construct a digital billboard

Submission number **RM220088-SUB19**
 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).

Letter attached

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

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

The proposal should be rejected.

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 8/10/2021

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.

I oppose the construction of a digital billboard at 47 The Esplanade.

We spend a great deal of time in Petone as we have family in the area and know the Esplanade very well. It is a place where we run our dogs daily, also our son lives on the Esplanade and we drive past number 47 several times a day when we stay there.

Everyone who I have spoken to thinks that the billboard is a terrible idea, as do we.

Our reasons:

It is aesthetically highly displeasing. This is an area with an increasingly beautiful seafront. The work that has been done in the past, and that is being done now with the new walkway, means that Petone seafront has the potential to be a genuinely outstanding asset to the Greater Wellington area. The proposed billboard is a step in completely the wrong direction.

Such a billboard will be gigantic and obtrusive.

We do not need more light pollution. Of course this is Wellington, we have light, but this will be an additional dazzling eyesore.

At a macro level it serves no purpose (other than to make money for some people).

We all have more than enough stuff. I know that's not where we're at as a society – I certainly keep buying, in all honesty – but it serves no real purpose to our community. It is simply unnecessary.

The seafront is a wonderful place despite the busy road and the less than beautiful commercial (and residential) buildings that have been constructed at different times along the Esplanade. I think our appreciation of environments with a high aesthetic and natural value in our lives has changed and is changing. We should be working to make the Esplanade a more beautiful, more natural place for our community. The walkway is looking to the future, making our place more beautiful and useable and environmentally friendly. A digital billboard looks only to the past. It's a huge and misguided step backwards.

Whatungarongaro te tangata, toitū te whenua.

As people disappear from sight, the land remains.

How many seafronts does Lower Hutt have, that we can afford to desecrate this one?