

# 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 <b>Makarios</b> First <b>Deborah</b>      |                      |
| Company/organisation             |                                                |                      |
| Contact if different             |                                                |                      |
| Address                          | Number <b>28</b> Street <b>Durham Crescent</b> |                      |
|                                  | Suburb <b>Fairfield</b>                        |                      |
|                                  | City <b>Lower Hutt</b>                         | Postcode <b>5011</b> |
| Address for Service if different | Postal Address                                 | Courier Address      |
| Phone                            | Day <b>[REDACTED]</b>                          | Evening              |
| Fax                              |                                                | Mobile               |
| Email                            | <b>[REDACTED]</b>                              |                      |

2. This is a submission on an application from:

|                   |                               |
|-------------------|-------------------------------|
| Name of applicant | <b>Mediaworks Outdoor Ltd</b> |
|-------------------|-------------------------------|

- 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.*

a digital billboard on the Esplanade, Petone

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

*Give details*

the digital billboard on the Esplanade, Petone

Submission number **RM220088-SUB02**  
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).*

I am opposed to the application for three reasons.

Firstly, as human sight is biased toward what changes or moves, a digital billboard would of necessity be a distraction to drivers on a busy road. Those paying to advertise on such signs do so only because they know the billboard will attract attention. The entire point and purpose of such a billboard is getting people's attention.

Secondly, because the Esplanade adjoins an area of great natural beauty, and an enormous illuminated sign (even on the built-up side of the Esplanade) would be a highly noticeable blot upon the landscape.

And thirdly, because consumerism is a significant driver of climate change, and allowing regulations to be breached in order that the advertising which fuels consumerism may have fuller scope is hardly in keeping with the Council's previous declaration of a climate emergency.

If billboards such as these cannot be prevented, they should at least be restricted to heavily built-up areas with primarily pedestrian traffic, such as the inside of a mall, or Times Square.

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

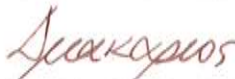
*Give precise details, including the general nature of any conditions sought.*

I would like the consent authority to deny this application, and refuse to allow illuminated billboards of any size on the Esplanade.

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 19/9/23

**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.