

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 Berthold-McKeagg First Amy	
Company/organisation		
Contact if different		
Address	Number 17 Street Ferry Road	
	Suburb Days Bay	
	City Lower Hutt	Postcode 5013
Address for Service if different	Postal Address	Courier Address
Phone	Day [REDACTED]	Evening [REDACTED]
Fax	[REDACTED]	Mobile [REDACTED]
Email	[REDACTED]	

2. This is a submission on an application from:

Name of applicant	Amy Berthold-McKeagg
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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.

resource consent (land use) to construct a digital billboard fronting The Esplanade road boundary at 47 The Esplanade, Petone (legally described as Lot 2 DP 83751).

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

Give details

All of it.

The proposal fails to comply with the maximum height, maximum face area and illumination permitted activity conditions for signs within a Commercial Activity Area.

Submission number **RM220088-SUB32**
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 specifically oppose this sign as it is an absolute eyesore, and out of keeping with Petone Foreshore and the beach environment.

I also oppose the application on the grounds of negative effects on traffic safety. By their nature, advertising signage is designed to attract the attention of road users. We submit this would have negative effects on traffic safety.

The dimensions and visual impact of this proposed electronic billboard are aggravating factors.

People on bicycles are extremely vulnerable to the impacts of distracted road users. We note there has been a fatal truck v cyclist crash on the Petone roundabout, close to this location.

The Esplanade is a complex and busy 50 kmh road with a high number of heavy vehicle movements. There is little room for error. Road users need to pay full attention.

We submit the proposed sign is incompatible with the Council's road safety responsibilities.

Additionally, such a sign would set a precedent for other applications.

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

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

I seek that consent NOT be granted.

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)



10.10.2023

Date

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.