

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 Widerstrom First Rex	
Company/organisation		
Contact if different		
Address	Number 17 Street Wellington Road	
	Suburb Wainuiomata	
	City Lower Hutt	Postcode 5014
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 Outdoor 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 (Lot 2 DP 83751).

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

Give details

Construction of a digital billboard fronting The Esplanade road boundary.

Submission number **RM220088-SUB34**
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 oppose the application. The proximity of the sign to the edge of the road means it poses an unacceptable risk of distracting drivers when the road is busy, as it usually is in daylight hours, even on weekends.

I note that digital signage which has been approved for busy roads elsewhere are now being turned off for that reason (see, for e.g. <https://www.abc.net.au/news/2023-03-10/minister-quashes-perth-freeway-electronic-billboards/102081558>).

Unlike a billboard with a fixed image, one that changes every 8 seconds is, by its very nature, attempting to get motorists to glance at it more than once. Given the speed of travel on that section of road, especially at peak times, a motorist is likely to be presented with multiple images, each a new distraction in nose-to-tail or slow-moving traffic. The risk of low-speed collisions, which would cripple the entire Wellington-to-Hutt roading network, is obvious. That risk is in no way offset by any public amenity or other benefit, as there is none apparent - indeed this simply adds to the growing visual pollution of our environment.

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

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

That the consent be denied.

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 11/10/2003

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.