

SUBMISSION ON A NOTIFIED APPLICATION FOR A RESOURCE CONSENT



To: Chief Executive, Hutt City Council

1. This is a submission from:

Full name	Last	LYON	First	GRAEME	LESTER
Company/organisation	Friends of Petone Beach				
Contact if different					
Address	Number	177	Street	The Esplanade	
	Suburb	Petone			
	City	Hutt		Postcode	5012
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	Media Works Outdoors 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.

Construction of a billboard at #7 The Esplanade

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

Give details	All of the application.
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Submission number **RM220088-SUB35**
OFFICE USE ONLY

5. My Submission

The Friends of Petone Beach are an informal group dedicated to restoring and enhancing the natural dune environment of Petone Beach.

We see this proposal as an unnecessary addition to the built environment adjacent to the Esplanade and Beach.

We consider that it is out of character for the natural environment of the beach area and the adjacent building to which it has no functional relationship. It is too big a distraction to walkers, cyclists and other users as well as motorists. By design of course to achieve an advertising purpose it must be distracting. In particular, in my opinion, it is completely contrary to the zoning words "Given the close association with the harbour and public open space along the Petone foreshore, it is important to maintain a high standard of design for buildings and structures fronting The Esplanade." (Quoted in the planner's supplementary report.) The Gateway to Petone should only have additions which enhance the welcoming, not distract from it. Such a sign could also set an undesirable precedent for more such signs in Petone.

The western Petone area also has zoning that allows potential for mixed residential and commercial use. Such signs would be a disincentive to residential use.

From a personal point of view, as a walker and a cyclist I fully support the submission on this matter by Dr David Tripp and the Hutt Cycle Network.

6. I seek the following decision:

That the application be declined.

7. I wish to be heard in support of my application.

8. If others make a similar submission I will not consider a joint presentation.

Signature *G L Lyon*

11/10/23