

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 Spedding First Bruce	
Company/organisation		
Contact if different		
Address	Number 13 Street Konini Street	
	Suburb Eastbourne	
	City Lower Hutt	Postcode 5013
Address for Service if different	Postal Address	Courier Address
Phone	Day	Evening
Fax		Mobile [REDACTED]
Email	[REDACTED]	

2. This is a submission on an application from:

Name of applicant **Mediaworks Outdoor Ltd**

- 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

**Traffic - the affect on safety of other road users especially cyclists.
 Urban design - impact on the character of the esplanade & foreshore**

Submission number **RM220088-SUB37**
 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).

Safety - The assessment appears to make no allowance of the actual signage as an additional distraction even as a static image, but focuses on the dynamic characteristics, but the addition of a large illuminated sign will be a significant addition to the distractions along that stretch. Other signs are not as large nor will they be as visible, especially at night. Accidents cited are for the status quo, these are not indicators of problems that could arise as a result of this sign being sited here. In particular, as cyclist who has conservatively cycled past this point over 2000 times I am concerned that any additional distractions will add to the risk for cyclists. Obviously this sign could easily become the first of many, so as a precedent it is also a risk as a continuous array of similar signs will definitely constitute a distraction.

Urban design - simply put, signs like this will characterise the Esplanade as a commercial 'Las Vegas' stretch of coastline, damaging any attempts to make it a tourist attraction as part of the Great Harbour Way under construction. Care should be taken to ensure the advantages of the soon to be completed path terminates in an attractive environment, and allowance/planning for this should be taking place. Signage such as this adds nothing to the local environment value - it is advertising.

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

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

The resource consent is denied on the grounds that it does not comply with current requirements, it will contribute to the risk of travellers especially cyclists, it offers no benefits to local residents, and it is out of keeping with the general development of the Esplanade as a tourist destination as part of the Great Harbour Way.

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)*

Norman Bruce
Spedding

Digitally signed by Norman Bruce
Spedding
Date: 2023.10.11 14:53:09 +13'00'

Date 11/10/2023

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.