

SUBMISSION ON A NOTIFIED APPLICATION FOR A RESOURCE CONSENT

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To: Chief Executive, Hutt City Council

Received by Customer Service Centre

1. This is a submission from:

Full name	Last Bolton First Andrea		on 17-10-23 Time 8.45
Company/organisation			
Contact if different			
Address	Number 20 Street Graham St		
	Suburb Petone		
	City Lower 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	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.

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).

The applicant seeks consent for two potential options relating to the orientation of the proposed billboard (landscape or portrait), the details are as follows:

The portrait option will measure 9.5m x 3.5m on top of a 2.5m high pole.

The landscape options will measure 9m x 3m on top of a single column pole

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

Give details
Negative effects on traffic safety

Submission number **RM220088-SUB41**
 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 on the grounds of negative effects on traffic safety, both motorists but especially cyclists. Many cyclists, including myself cycle along this road. 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.

This is proven.

There has been a fatal truck v cyclist crash on the Petone roundabout, close to this location. As a cyclist who often frequents this road, it is hard enough navigating around vehicles stopping suddenly for car parking or car doors being opened without the person looking. Now a billboard, which will add to driver distraction.

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.

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

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

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

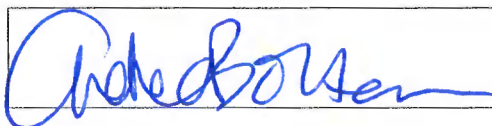
Additionally, such a sign would set a precedent for other applications.

It should not receive consent.

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 October 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.