

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 Fisher First Mike	
Company/organisation	Petone Community Board	
Contact <i>if different</i>		
Address	Number 26 Street South St	
	Suburb Petone	
	City Lower Hutt	Postcode 5012
Address for Service <i>if different</i>	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.

Building of a Digital billboard alongside road frontage of 47 The Esplanade, Petone.

All signs located on The Esplanade require resource consent. The proposal also fails to comply with the maximum height, maximum face area and illumination permitted activity conditions for signs within a Commercial Activity Area.

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

Give details

Overall impact on surrounding area.

Submission number **RM220088-SUB43**
 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).

The Petone Community Board opposes the installation of this digital billboard at 47 the Esplanade for a number of reasons. Members of the community we represent have raised concerns about the proposal including that;

It would set a precedent for further potential digital billboards to be erected along the Esplanade. People walking along the beach and Esplanade would be confronted with a bright visible advertising billboard that has been described as too intrusive and a visual distraction. Although the display may only be viewed in passing by walkers and motorists it is nevertheless still intrusive in the view of many residents, passers by and amenity users.

The western end of the Esplanade also has a high value to mana whenua and the proximity to former pa sites and an urupa make this application inappropriate.

(Continues on separate page)

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

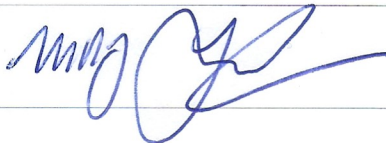
Give precise details, including the general nature of any conditions sought.

Declining of the resource 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 12/10/2023

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.

Section 5 (Part 2)

The billboard does not meet District Plan size and height standards. On this basis alone the consent should be declined.

The Petone Esplanade is a high traffic area that already has a poor record for crashes. Half of all serious injury crashes on this road involved vulnerable road users. Another quarter involved rear-end accidents in queues – many due to inattention. This is based on AECOM data for 2016-2021 that showed 194 crashed over the period on this road.

The traffic study by the applicant suggests the area is low crash, but an analysis of 27 studies concluded digital billboards impact road safety:

"... more recent studies have tended to find that outdoor advertising signs, particularly CEVMS (Commercial Electronic Variable Message Signage - digital billboards) attract drivers' attention, and that more dramatic and salient signs attract longer and more frequent glances. This attention is often captured through a "bottom up" physiological process, in which the driver attends to the sign unintentionally and unconsciously, with the eyes captured involuntarily by the sign's changing imagery, brightness, conspicuity, and occasionally, motion and/or sequencing." (Wachtel, J 2020, Compendium of a Decade's Worth of Research Studies on Distraction from Digital Billboards (Commercial Electronic Variable Message Signs [CEVMS]) Summary and Critique Prepared for California State Department of Transportation Legal Division - <https://www.scenic.org/wp-content/uploads/2021/10/Billboard-Safety-Study-Compendium-10-16-2020.pdf>).

So on the basis of visual distraction from changing advertising on this digital billboard and its share size which will increase the risk of crashes including to vulnerable road users such as cyclists this application should be rejected.

Visual and light pollution are also concerns. Parts of the foreshore have habitat used by birds and the light pollution from this sign is likely to have an adverse impact on them at night.