

# 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 <b>Males</b> First <b>Kate</b>       |                          |
| Company/organisation                    |                                           |                          |
| Contact <i>if different</i>             |                                           |                          |
| Address                                 | Number <b>8</b> Street <b>Lathan Road</b> |                          |
|                                         | Suburb <b>York Bay</b>                    |                          |
|                                         | City <b>LowerHutt</b>                     | Postcode <b>5013</b>     |
| Address for Service <i>if different</i> | Postal Address                            | Courier Address          |
| Phone                                   | Day                                       | Evening                  |
| Fax                                     |                                           | Mobile <b>[REDACTED]</b> |
| Email                                   | <b>[REDACTED]</b>                         |                          |

2. This is a submission on an application from:

|                   |                   |
|-------------------|-------------------|
| Name of applicant | <b>Kate Males</b> |
|-------------------|-------------------|

- 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.*

**Digital Billboard at 47 The Esplanade, Petone**

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

|                          |
|--------------------------|
| Give details             |
| <b>Digital Billboard</b> |

Submission number **RM220088-SUB44**  
 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).*

Based on the information on size and provided images, I consider the digital billboard to be too large and conspicuous in that location making its visual impact significant.

I believe it does not relate to its surroundings, due to the lack of adjacent vertical structures i.e. vegetation and would bring a dynamism that is not required or appropriate on the natural edge of the harbour. I consider HCC should ensure that all new introductions along the Esplanade are of a human scale to improve the pedestrian experience for those using the Esplanade and not pander to its current role as a traffic route - something that hopefully will change once the Cross Valley connection is created.

I believe that this would set a terrible precedent for the Esplanade allowing further large digital board to also spring up along its length.

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

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

Refuse Resource Consent based on visual intrusion in the current setting.

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 11.10.2023

**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.