

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 Stacey First Jennifer Lynne	
Company/organisation		
Contact if different		
Address	Number 2/31 Street St Ronans Avenue	
	Suburb Waterloo	
	City Lower Hutt	Postcode 5011
Address for Service if different	Postal Address	Courier Address
Phone	Day [REDACTED]	Evening
Fax		Mobile
Email	[REDACTED]	

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.

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

The siting of a digital billboard on a busy thoroughfare

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).

I oppose the application on the grounds that it will negatively affect traffic safety. Advertising signage is designed to attract the attention of road users. This is its purpose. Electronic billboards are particularly distracting. I submit that this would have negative effects on traffic safety.

People on bicycles are extremely vulnerable to the impacts of distracted road users. The Esplanade is a complex and extremely busy 50 km/h road with a high number of heavy vehicle movements. It is narrow for the amount of traffic that uses it and there is little room for error. Road users need to pay full attention at all times

I submit that the proposed sign is incompatible with the Council's road safety responsibilities and NZTA's Road to Zero initiative

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

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

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

I seek to have this application declined. Further, I seek that the Council decline any later applications for similar signage in high density traffic areas.

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)

J. Stacey

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.