

NZ Transport Agency Waka Kotahi Reference: Application-2023-0292

25 October 2024

Phil Doole  
Principal Planner  
Tasman District Council  
[Phil.Doole@tasman.govt.nz](mailto:Phil.Doole@tasman.govt.nz)

Dear Phil,

**NZTA Hearing Statement for proposed digital billboard at 332 Queen Street, Richmond – Bekon Media Ltd (RM230535)**

NZ Transport Agency Waka Kotahi (NZTA) is a submitter on the notified application for resource consent RM230535 by Bekon Media Ltd (applicant) for their proposed digital billboard at 332 Queens Street, Richmond. As road controlling authority for State Highway 6, NZTA's interest in the application is focused on ensuring the billboard has acceptable effects on the safe and efficient functioning of the state highway.

Since the close of submissions on 9 August the applicant has been working constructively with NZTA on the main issues raised in our submission, which were focused on:

- The orientation of the billboard towards drivers on the Lower Queen Street slip lane
- The eight second dwell time

The amended application submitted on 8 October and as modified by the applicant in their evidence on 18 October responds to these issues by:

- Orientating the billboard away from drivers on the Lower Queen Street slip lane
- Increasing the dwell time to 30 seconds

NZTA have also raised issues with the applicant regarding minimum letter size for messages and prohibiting scannable codes in images on the billboard. The applicant has proposed the following conditions in response to these issues:

- X. *The minimum size of the letters used in the messages on the billboard must be as follows:*
- (a) *The letters used in the primary message must not be less than a height of 150mm. For the purpose of this condition the 'primary message' is the largest text displayed on the billboard.*
- (b) *Subject to Condition Y hereof, the letters used in any other text must not be less than 75mm in height.*
- Y. *The requirements of Condition X(a) and (b) do not apply to text within logos, text within images, disclaimers, terms and conditions or any other text legally required to be displayed.*
- Z. *The images displayed on the billboard must not include QR codes or other codes scannable by an electronic device.*

Advice note: *The purpose of Conditions X – Y is to ensure that the lettering of the words comprising the main messages on the billboard are of a sufficient size to be reasonably legible to drivers who are able to view the billboard.*

Due to our primary issues having now been addressed by the applicant in the amended application and proposed draft conditions (appended to the evidence of Ms Collie), as well as conditions X, Y, and Z proposed by the applicant above, NZTA consider that the billboard will have acceptable effects on the safe and efficient functioning of the state highway. For the record NZTA does not have a preference for either parapet design put forward by the applicant.

Based on the proposal having acceptable effects NZTA do not oppose the amended application and will not be submitting evidence for the hearing. However, we have an interest in any changes to the proposal and conditions recommended by the council's reporting officer Ms Woodbridge in her addendum to be circulated on 31 October. We also have an interest in changes that may be made to the proposal and conditions during the hearing, as this may change our position that we do not oppose the billboard. For these reasons, we would appreciate the opportunity to confirm our position at the hearing on any changes put forward by the applicant or recommended by Ms Woodbridge. We can be available at an agreed time or be on-call to join the hearing online at a time convenient for the hearing commissioner.

If you have any queries regarding the above or wish to discuss matters further, please feel free to contact me.

Yours sincerely,



Jeremy Talbot MNZPI  
Principal Planner  
Poutiaki Taiao / Environmental Planning  
NZ Transport Agency Waka Kotahi

Copy to:

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