

## **SUBMISSION OF WAIKANAĒ COMMUNITY BOARD**

APN Sign Resource Consent Application  
Resource Consent Reference RM 140076

### **Executive Summary:**

The Waikanae Community Board is opposed to the erection, by APN Outdoor limited, of two billboards at the Corner of Elizabeth Street and State Highway One in Waikanae and to the granting of resource consent for that activity.

The Community Board relies on the nature of the site, serious traffic hazard issues, harmful impacts on the natural and physical environment together with a lack of existing use rights and negative visual impact to oppose the granting of a consent by the Kapiti Coast District Council.

The chosen site brings with it complex traffic dynamics, not suited to the diversion of driver and pedestrian attention. The Board is of the view that such a sign will directly impact on current safety signage already in place and compromise driver attention away from traffic signals. The complicated road/rail nature of the site with multiple turning lanes as well as pedestrian involvement makes this an unsuitable sight for advertising material.

The proposed sign is out of keeping with other signage in the immediate area as well as undermining the current grassed and planted environment. The physical environment will be negatively compromised by such a vast billboard being placed in the proposed location. Its visual impact will negatively affect the local environment, shielding from some angles much of the natural beauty from the local hills that give the Waikanae part of its character.

### **Introduction:**

The Kapiti Coast District Council has received an application for a resource consent by APN Outdoor Limited. The proposal is on the corner of Elizabeth Street and State Highway One, Waikanae.

The consent is being notified pursuant to section 95A of the Resource Management Act 1991. The site is zoned residential under the Kapiti Coast District Council's district plan with the proposal being a non-complying activity.

In general terms it is proposed that two billboard signs be erected measuring three metres by six metres. They will have a total area of 18 square metres and will be positioned at 45 degrees to each other. They will be elevated a minimum on three metres from the ground level and reach a height of six metres above the ground. The signs will not be illuminated and the static graphics or images would be changed on a monthly basis.

The Waikanae Community Board is opposed to resource consent being granted for this sign.

The Site:

The site is at the corner of Elizabeth Street and State Highway One. With the sign being squeezed between State Highway One to the west and the main trunk railway line in the east with Elizabeth Street on the northern boundary. Light industrial/commercial and retail are in the immediate vicinity together with the Waikanae train station and the home of the Waikanae Anglican parish, St Luke's Church.

The sign itself, covering more than 18 square metres, will be directly adjacent to the state highway and the Elizabeth Street intersection.

Traffic issues:

State Highway One is the main thoroughfare north for all traffic leaving Wellington heading north through the Kapiti Coast. It is an area of a minimum of four lanes and travelling through Kapiti with a turning lane for northbound traffic heading into Elizabeth Street and parallel parking on the western edge of State Highway One.

The intersection is controlled by lights and made complicated by three turning lanes (one in and two out) on Elizabeth Street providing the only current vehicle access through to that part of Waikanae and Reikorangi to the eastern side of the main trunk railway line.

There are traffic control lights in the immediate vicinity of the Elizabeth Street and traffic control lights at the confluence of State Highway One and Te Moana Road with proposal for further lights to be added at the confluence of Ngaio Road and State Highway One, 100 metres north of the Elizabeth Street turn off.

More than 26,000 vehicles traverse the main highway in Waikanae on a business day. This is therefore a very high volume area made ever more so at peak commuter times with traffic travelling to and from Wellington and servicing what has become an overburdened park and ride rail head. In addition a primary school, a Montessori preschool and day care facilities are found on the eastern side of the State Highway and railway junction causing a large flow of traffic to traverse the east/ west corridor in Waikanae.

The Waikanae Community Board is concerned that such a large billboard will be a major distraction for drivers in this busy and difficult environment and will limit visibility of drivers departing the Elizabeth Street intersection. It will be a dangerous distraction for southbound motorists.

Any sign, placed where APN proposes to place their sign, will be a visual hazard to motorists. Motorists travelling south on State Highway One are met with two lanes of traffic turning across their path from Elizabeth Street and one turning across their path into Elizabeth Street. They have the added complication of the park and ride

with the exit of buses and pedestrians at the same intersection area with a controlled intersection for pedestrians also in place.

The proposed sign will be directly in the vehicles line of sight travelling south. The Waikanae Community Board believes this will be a dangerous distraction.

Travelling north whilst the sign will not be in vehicles direct line of sight, it will be visible and therefore a distraction where there are three lanes of traffic heading north with one of those lanes turning towards the east across State Highway One, the rail corridor and into Elizabeth Street there is the added complication of parallel parking in front of the Waikanae shops to the immediate west of the State Highway. The sign will be a distraction to vehicles exiting Te Moana road through a free turn lane and is directly in their line of sight as they exit the free turn lane heading on to State Highway One.

The sign is placed and designed to grab the attention of motorists as they travel through Waikanae at a place and at a time when all of their attention must necessarily be directed to a difficult and complex transport matrix. The fact that the sign is not proposed to be constructed within a legal road nor to have reflectorised or flashing lights will not remove the hazard that the Board sees set out above.

#### Impact on natural and physical environment:

The sign will be of such a significant size that it will, from a number of angles, block out the view of a substantial part of the bush and tree clad hill behind Waikanae. This directly derogates from the visual amenity that the hills provide to the community.

The sign, in the view of the Waikanae Community Board, provides both an unnatural and physical hazard in the environment mitigated by it not being lit or reflectorised. Such a size is substantially out of character with other signage in the area and especially within the rail area in which it is to be placed.

It is important to note that in 3 years state highway one will be returned to the local authority as a local road. Work has begun on town centre redevelopment programme which will impact on changes sought to be made to the state highway to harmonise it as a local road with the local community. East/ west connectivity between the two parts of Waikanae currently separated by the state highway corridor and national rail corridor have always been an issue for the Waikanae Community Board. In trying to beautify and calm this area, the sign proposed by APN will be substantially out of character to those plans.

#### Lack of Existing Use Rights:

The Waikanae Community Board notes that the site does not enjoy existing use rights for signage as signage previously in place was removed more than a year ago. The new sign is, in the view of the Waikanae Community Board, substantially dissimilar from the billboards which were previously in the area. It is also substantially dissimilar to others used in the Waikanae area. In terms of the environment itself, the visual clutter caused by such a large sign and its potential

impediment, both to pedestrians and road users who view of it, will necessarily take their concentration away from the activity they should be primarily involved, the safe navigation of this intersection. This is a concern to the Waikanae Community Board. If the sign did not achieve a visual impact there would be no point in APN placing it where it is planned to be placed. It is that very visual impact which adds to the visual clutter at the intersection where it is intended to be placed and makes it dangerous.

There is a streetscape and landscape in the area which will be compromised, the Waikanae Community Board believes, by the placement of this sign. Whilst pedestrians do not habitually have access to the site, it will be directly placed to remove the visual amenity of trees and planting in its immediate area and will shield the businesses which are currently able to be viewed from the main shopping precinct in Waikanae.

In the Waikanae Community Board's view it will create a conflict both with the streetscape currently in place and with local businesses.

#### Precedent:

The Waikanae Community Board is concerned that placement of this sign will be the first in a number of signage applications to be placed both along the northern and southern entries into Waikanae. Those signs will affect the visual amenity of the Waikanae Township and directly derogate from that amenity.

It is noted that there are very few billboard style signs in the Waikanae area. Business signage has been carefully controlled in front of and on top of shops and businesses to the west of Te Moana Road. Likewise businesses and buildings to the east of Te Moana Road have been required to comply with signage to ensure that its effect is minimal on state highway traffic.

The proposed APN sign will have a direct effect in creating the first step in a range of signs to be placed, using the resource consent process, along side State Highway One in Waikanae. The Waikanae Community Board does not see this as a desirable activity in Waikanae.

#### Visual Impact:

The landscape in which the APN sign is proposed to be put up is substantially suburban. The signage to the east of the railway line is small and contained within business sites so not to be a hazard to drivers exiting Elizabeth Street to turn north or south onto State Highway One. There are already substantial road signs, information signs and traffic lights in the same vicinity as the APN sign is proposed to be placed. The sign will add clutter to an already difficult visual landscape and will dominate in an area where safety signs such as the traffic lights need to predominate. It is the view of the Waikanae Community Board that such a sign will therefore have serious negative impacts in the environment in which it is proposed to be placed.

The Waikanae Community Board notes that the next nearest visual sign, of the same variety is opposed Connolly Court travelling south and is in the road/ rail commuter car park area. This is visual travelling south whilst travelling north, further out of Waikanae, there is one sign when travelling north.

The important difference between these two signs and the one proposed by APN is that they do not conflict with important traffic and safety signage as would be the case at the Elizabeth Street/ State Highway One intersection.

Conclusion:

The Waikanae Community Board is opposed to the APN proposal for resource consent to place a large billboard sign at the junction of Elizabeth Street and State Highway One. There is substantial visual and social amenity damage to the placement of the sign and serious safety issues raised by it. The Waikanae Community Board asks the Council to decline resource consent.

The Waikanae Community Board do not wish to be heard at the hearing.

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