

From: [REDACTED] [Official Information](#)
To: [REDACTED]
Cc: [REDACTED] [Official Information](#)
Subject: Final response - LGOIMA 368110 - [REDACTED] - RC info regarding digital billboards
Date: Friday, 8 December 2023 3:16:08 pm
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, Decision - DDO10.2022.00012187.001 - Te Rapa Road - Kiwi Property Ltd (2022.07.27).PDF, 20137058 DECISION & FINAL APPROVED PLAN - The Base.PDF

Kia ora,

We refer to your information request below. Hamilton City Council provides the following response.

Your request:

1. Digital billboard on the inner roundabout at the base entrance Te Rapa operated by Go Media, can you please confirm this has a full resource consent.
2. New digital billboard operated by Go Media further down still on the base land just before the roundabout at bedpost te Rapa can you confirm this has a full resource consent
3. All Go Media billboards in Hamilton that are boasting the attached nameplate "GO" this is a green "GO" sign over 9 go media billboards in Hamilton and is obviously a clear breach of the resource consent conditions and confusing traffic with a traffic signal to GO. Can you please confirm you are taking action ensure that this breach of consent on every location is being actioned to be resolved. Its concerning that it has been allowed to date.

Further request:

4. Another question is GLOBOX the only outdoor business you are currently auditing in Hamilton? If so can you explain why? If not can't you confirm what others are you auditing ?
5. As I'm being audited of course I am going to request that you audit all including the following to the extent I am being audited.
 - Go Media
 - Mad media
 - Andrew Kings billboards
 - Media works
 - JCD
 - Lumo
 - vast digital

Our response:

1. **Digital billboard on the inner roundabout at the base entrance Te Rapa operated by Go Media, can you please confirm this has a full resource consent.**

This does have a Resource Consent. Granted 26 June 2013 010.2013.0007058.001 – see attached.

2. **New digital billboard operated by Go Media further down still on the base land just before the roundabout at bedpost te Rapa can you confirm this has a full resource consent.**

This does have a Resource Consent. Granted 27 July 2022. 010.2022.00012187.001 -see attached.

3. **All Go Media billboards in Hamilton that are boasting the attached nameplate "GO" this is a green "GO" sign over 9 go media billboards in Hamilton and is obviously a clear breach of the resource consent conditions and confusing traffic with a traffic signal to GO. Can you please confirm you are taking action ensure that this breach of consent on every location is being actioned to be resolved. Its concerning that it has been allowed to date.**

The Go in Go Media is not considered to be not in breach of the relevant consent conditions. – which are that that digital billboards can't display imagery that might confuse traffic by imitating traffic signs, rules, or devices.

4. **Another question is GLOBOX the only outdoor business you are currently auditing in Hamilton? If so can you explain why? If not can't you confirm what others are you auditing?**

Resource Consents routinely get monitored. We are not doing an audit.

5. **As I'm being audited of course I am going to request that you audit all including the following to the extent I am being audited.**

As above, we do routinely monitor Resource Consents. Digital billboards and general signage are included in this monitoring.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Nga mihi
Keeley Faulkner
Official Information Coordinator
Governance & Assurance Team | Business Services
Email: officialinformation@hcc.govt.nz

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I support flexibility at work. While it suits me to send this email now, I don't expect a response outside of your own working hours.

From: [REDACTED]
Sent: Friday, 17 November 2023 3:17 pm
To: [REDACTED] [@hcc.govt.nz](#)>
Cc: marbuthnot@bentley.co.nz

Subject: Re: Resource Consent 010.2021.00011892.001 - Two double-side high intensity signs - 807 Te Rapa Rd, Hamilton (Burger King)

Hi [REDACTED]

Thanks for the email, I am out of the office this afternoon but will look into this Monday and see where they were sent and report back to you.

While you're looking at consents can you please look into the following for me and report back to me by 4pm Tuesday next week.

1. Digital billboard on the inner roundabout at the base entrance Te Rapa operated by Go Media, can you please confirm this has a full resource consent.
2. New digital billboard operated by Go Media further down still on the base land just before the roundabout at bedpost Te Rapa can you confirm this has a full resource consent
3. All Go Media billboards in Hamilton that are boasting the attached nameplate "GO" this is a green "GO" sign over over 9 go media billboards in Hamilton and is obviously a clear breach of the resource consent conditions and confusing traffic with a traffic signal to GO. Can you please confirm you are taking action ensure that this breach of consent on every location is being actioned to be resolved. Its concerning that it has been allowed to date.

I await your confirmation.

On Fri, Nov 17, 2023 at 3:05 PM [REDACTED] hcc.govt.nz wrote:

Good afternoon,

I am currently reviewing some historic Resource Consents for compliance with conditions. and it appears Council have never received the Maintenance Plan and Luminance and Light Spill Report as per the following conditions:

Maintenance Plan

2. 20 working days prior to the operation of the signs, the consent holder shall submit a Maintenance Plan to the Manager, Planning Guidance Unit (or nominee) for certification to address procedures for maintenance and repair of any faults. The Maintenance Plan shall include provisions for automatic shutdown of the signs in the event of a fault which affects the signs performance.

Luminance and light spill

14. Within 20 working days of the sign being operational, the consent holder shall submit a report to Manager, Planning Guidance Unit (or nominee) from a suitably qualified and experienced lighting practitioner confirming the maximum luminance and light spill levels above are not being exceeded.

Please refer to conditions 11 through 13 for luminance and light spill standards.

Given the signs have been operational since 2022, it would be appreciated if you could treat the request for the required Maintenance Plan and Luminance and Light Spill Report as urgent.

Kind regards

[REDACTED]
Senior Compliance Officer | Planning Guidance Unit

[REDACTED] @hcc.govt.nz

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