

**From:** [Hamilton, Scott](#)  
**To:** [BUS: Planning Admin](#)  
**Cc:** [Tony Rose](#)  
**Subject:** Re: Councils Proposed Conditions - 2 Jervois Quay - 513399  
**Date:** Friday, 16 December 2022 4:51:02 pm  
**Attachments:** [image001.png](#)  
[image.png](#)  
[Outlook-thfvu3x5.png](#)  
[16122022163533-0001 \(1\).pdf](#)

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Dear Krystle,

After reviewing the new material our concerns continue to be:

1. Be limited to the building name, the name/logo of the business, like other nearby signs. The proposed new digital rooftop billboard will be used for third-party advertising whereas surrounding building rooftop static signs are generally used for the naming rights of the building by an owner or tenant of the building. Reinstalling a static sign with either "New Zealand Fruitgrowers' Charitable Trust" or even better another well-known Wellington institution "Charley Noble", who is a tenant would be more appropriate and in keeping with surrounding buildings for signage on the roof.
2. A LED 52sqm advertising Billboard is not in keeping with the Heritage values of the Huddart Building and Post Office Square.
3. None of the reviewed LED advertising signs have the impact on an any type of accommodation as opposed to the direct line of sight into the InterContinental Hotels premium rooms.
4. The requested size (13m x 4m) as it significantly larger than the Standard 13.6.4.1.4 permits, namely the maximum area of a sign located above 18.6m is 15m<sup>2</sup> (proposed sign is 52m<sup>2</sup> -13x4m).
5. The attachment shows where a billboard would have a much greater impact for viewing traffic. This would be similar to 70 Featherston street.



**Location:** 70 Featherston st, Wellington  
**Size:** 146m<sup>2</sup>  
**Operator:** J C Decaux  
**Dwell:** 30 seconds  
**Brightness:** 5500 cd/m<sup>2</sup> / 400cd/m<sup>2</sup>  
**Day/Night:**

6. The dwell time of an advertisement would be more appropriate at 2 minutes.
7. 70 Lumens would be a more appropriate from sunset until dawn as per Mr Kern's statement at the hearing.
8. The sign would not contain large areas (more than 25%) of the colours green, orange or red.

Kind regards

Scott

**Scott Hamilton** | General Manager

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InterContinental Wellington has embarked on an exciting refurbishment project, as part of our continued commitment to enhance our property and services. During renovations, work will commence from 9am to 4pm (Mondays-Thursdays) and from 9am to 3pm (Fridays). We ask for your kind cooperation and please accept our sincere apologies for any inconvenience this may cause. We strive to be continue as the premier luxury hotel in NZ's Capital City and we appreciate your continued support during this time of renovation.



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**From:** Krystle Leen <Krystle.Leen@wcc.govt.nz> on behalf of BUS: Planning Admin <BUSPlanningAdmin@wcc.govt.nz>

**Sent:** 16 December 2022 15:24

**To:** Hamilton, Scott <Scott.Hamilton@ihg.com>

**Subject:** RE: Councils Proposed Conditions - 2 Jervois Quay - 513399

Hi Scott

The Commissioner has advised that you can still comment today. Can you please get your comments through to me as soon as you can so I can circulate them to all other parties.

Kind regards

**Krystle Leen**

Business Support | Resource Consents | Wellington City Council

E [Krystle.Leen@wcc.govt.nz](mailto:Krystle.Leen@wcc.govt.nz) | W [Wellington.govt.nz](http://Wellington.govt.nz) |

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Billboard location for  
high impact visibility