
REPORT 4
(1215/12/IM)

TAKAPU ROAD DIRECTIONAL SIGN

1. Purpose of Report

To seek the Tawa Community Board's agreement for a change to the existing road side directional roundabout traffic sign that directs traffic to the Tawa Town Centre and outlet stores adjacent to the main road. The recommended sign would replace the existing roundabout sign located on Takapu Road, 150 metres east of its intersection with Willowbank Road.

2. Executive Summary

The DressSmart outlet store, which has gained support from Positively Wellington Tourism, Lions Club Tawa and Tawa Business Association, has requested a change to the current roundabout directional signage on Takapu Road.

This change is to promote the Tawa shops and the outlet store to local shoppers and tourists. The revised sign in this report would replace the existing roundabout sign located on Takapu Road.

3. Recommendations

Officers recommend that the Tawa Community Board:

- 1. Receive the information.*
- 2. Note the supporting letters from Positively Wellington Tourism, Lions Club Tawa and Tawa Business Association.*
- 3. Recommend to officers that it approves of the changing the existing roundabout directional sign located on Takapu Road 150 metres east of its intersection with Willowbank Road Tawa to the sign proposed in paragraph 5.1.2 of the report.*

4. Background

A request from DressSmart outlet store was received by Council officers in February 2010 to change the existing roundabout directional sign in Takapu Road to allow it to incorporate DressSmart outlet store.

The request was accompanied with supporting letters from the Positively Wellington Tourism, Lions Club Tawa and Tawa Business Association (see Appendix One).

The initial request was declined by Council officers on the grounds that the Council adopts the national sign guidelines to ensure all signs comply with the legal requirements and are best practice in terms of sign design and location. The Council does not provide signage for individual retail premises.

A revised sign was presented to Council officers in August 2010 by the DressSmart outlet store that incorporated Tawa shops and refers to an outlet store instead of DressSmart as a destination.

5. Discussion

The proposed sign is intended to assist drivers to businesses in Tawa. It also provides better information for the general public and tourists in finding shops in Tawa. The proposed sign is consistent with current rules and the national sign guidelines.

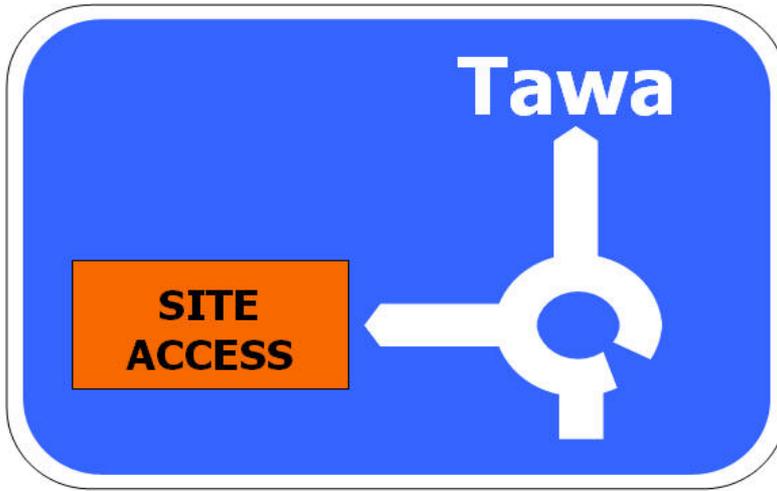
The Council does not install signage to direct public to individual retail premises as this practice is not consistent with the national sign guidelines. However the Council does allow greater flexibility in providing directions to shopping centres.

5.1 Signage

The current sign has become outdated with site access work completed. The size of the current sign allows, under the current national sign guidelines, the installing of wording that incorporates Tawa shops and outlet store.

Council officers' views are flexible on the wording to be used on the proposed sign for the Tawa shops. 'Tawa Shopping Village', 'Tawa Shops' and 'Tawa Shopping Centre' can generally be used for signage entering shopping areas.

5.1.1 Current Signage



5.1.2 Proposed Signage



5.1.3 Location



5.2 Consultation and Engagement

Consultation has been carried out by the owner of the DressSmart outlet stores who has gained support from Positively Wellington Tourism, Lions Club Tawa and the Tawa Business Association.

5.3 Financial Considerations

The proposed sign would cost around \$1,500.

6. Conclusion

The Council could allow some generic signage to be installed specifically to promote the shopping areas of Tawa.

There is flexibility in providing direction to shopping centres; for example “Johnsonville Shops” and other similar generic information may be included on Council signs specifically to promote shopping areas.

The Board is requested to recommend to officers that it approves of the proposed change to the roundabout directional sign.

Contact Officer: *Stuart Bullen, Senior Traffic Engineer*

Supporting Information

1) Strategic Fit / Strategic Outcome

The project supports the overall goal that Wellington will seek to improve the safety and security of its citizens as they move around the city and region.

2) LTCCP/Annual Plan reference and long term financial impact

The project is contained in the Council Plan # CX171.

3) Treaty of Waitangi considerations

There are no direct Treaty considerations

4) Decision-Making

This is not a significant decision.

5) Consultation

There is no formal consultation process carried out for this project.

6) Legal Implications

There are no legal implications for this project.

7) Consistency with existing policy

This report is consistent with existing Council policy.



8 October 2007

Mr Chris Brooks
Office Manager
Transit
PO Box 5084
WELLINGTON

Dress Smart Application for Tourism Certification

Dear Mr Brooks,

Positively Wellington Tourism is the agency responsible for promoting and developing Wellington as the ultimate urban visitor destination in New Zealand.

Our role is to position Wellington as a destination of choice for both domestic and international visitors. The promotion of Wellington's retail offering plays an important part in this, and is a key component of the organisation's strategic outlook.

Positively Wellington Tourism is enthusiastic about the opportunity to enhance directional signage to Tawa's retail shopping centre, thus inducing increased spend by visitors to Wellington.

We support Dress Smart's application for tourism certification for the purposes of promoting Tawa's retail centre. We believe this new signage will provide benefits to Tawa's retail merchants, while making way-finding easier for visitors.

Thank you for considering this application.

Yours sincerely

A handwritten signature in black ink, appearing to be "Tim Cossar".

Tim Cossar
Chief Executive



TAWA LIONS CLUB INC.

2-#

PO Box 21075 Tawa, Wellington 6446
email: tawalions@twa.co.nz

3 August 2007

Wellington City Council
PO Box 2199
Wellington

re: Dress-Smart Application for Tourism Certificate

The Lions Club of Tawa is pleased to support an application by Dress-Smart for a Wellington City Council issued tourism certificate.

The Club's association with Dress-Smart began in late 2005 through the Tawa community Christmas parade, an event the Club has organized since 1999 when it took over responsibility from the Tawa Business Association. Greg Childs, Dress-Smart Centre Manager subsequently approached Tawa Lions in early 2006 suggesting the Club look at operating a Saturday outdoor market on the Dress-Smart site. Over the following five months representatives of Tawa Lions met with Greg over planning for the market with the result it was formally opened by Her Worship the Mayor of Wellington, Kerry Prendergast, on Saturday 24 June 2006 with 33 stalls.

Regrettably the extremely bad weather experienced during the winter of 2006 has meant we have not been able to maintain the level of stalls we would prefer to see, however, both Tawa Lions and Dress-Smart are committed to the market for the long term. Dress-Smart's support of the Tawa Lions Saturday Market has been substantial over the 12 months of operation, including advertising the market through its contacts with the various media. The company's on-going commitment has recently been evident in it meeting the cost of tidying up the site adjacent to the main road used for the market. Tawa Lions own commitment has been illustrated by the recent purchase of its own storage facility, to relieve the pressure on Dress-Smart's goods area. Tawa Lions promotional activities include reference to the market being located at Dress-Smart and incorporate Dress-Smart's logo.

To date the market has raised \$11,000 of which \$5,000 has been donated towards the cost of the decorative lights added to the streetlight poles in Tawa's retail area.

Should Council wish to discuss any aspect of this letter with me I can be contacted by telephone on 808 9119 during business hours.

Yours faithfully

Peter Gibson
Secretary

Tawa **Business Association**

promoting business in Tawa

P O Box 51-146, Tawa

18 October 2007

Mr Brooks
Wellington City Council
P O Box 2199
WELLINGTON

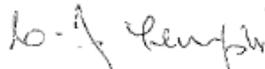
Dear Mr Brooks

RE: DRESS-SMART APPLICATION FOR ROAD SIGNAGE

Dress-Smart has presented their application to the Tawa Business Association for State Highway 1 road signage that has been applied to the Wellington City Council for approval.

This is to advise that Tawa Business Association fully supports this application and looks forward to its implementation.

Yours faithfully



CHARMAINE TEMPLER (Mrs)
Secretary