

IN THE MATTER of the Resource Management Act 1991

AND

IN THE MATTER An application to have a 52 square metre LED sign on the Huddart Parker Building 2 Jervois Quay.

EVIDENCE OF SCOTT HAMILTON

ON BEHALF OF COLUMNNA CAPITAL HOLDINGS LTD trading as the InterContinental Wellington

General Manager – InterContinental Wellington for 11 years

28 November 2022

1.1 My full name is Scott Andrew Hamilton

1.2 Hotel Introduction.

The hotel was opened in 1990 as the Park Royal Hotel Wellington on the original GPO site. In 2000 the InterContinental Hotel Group began management of the hotel and was renamed the InterContinental Wellington. In the 32 years of operation the hotel has hosted entertainers such as the Rolling Stones, Gun and Roses and Ed Sheeran and many other international acts.

The InterContinental is regarded as the pre eminent 5 Star hotel in Wellington and is the first choice for nearly all major Visit and Ceremonial foreign leader stays in Wellington including Royal family members, major world leaders and dignitaries. It is the host to all New Zealand's Prime Ministers on various occasions for meetings and speaking engagements.

The hotel has been the host of All Blacks for the past 11 years and many other international teams and has been chosen as a host team hotel for the 2023 FIFA Womens World Cup.

It is the home away from home for many of New Zealand's business leaders while visiting the capital.

The hotel has a reputation as a discreet and quiet place for all of its VIP's and guests while in Wellington.

The Hotel is also part of ANZ commercial tower which also has some of the country's largest companies as tenants.

### 1.3 Reason for this submission.

The proposed sign will have a significant impact on all of the InterContinental Hotel harbour facing rooms from Level 3 to Level 9. These are the most sought after rooms in the hotel and Wellington for the past 30 years and a 52sqm (13x4m) LED billboard rotating advertisements every 8 seconds directed straight into the guest rooms will have an immeasurable impact on guest experience and commercial viability.

In my 11 years as General Manager of the InterContinental Wellington the most successful and sought part of the hotel are the 40+ Harbour view rooms. These rooms have uninterrupted views of the harbour and also lovely views of the neighbouring historical buildings such as the Huddart Parker building and maritime museum building across to Mount Victoria.

Adding a very large 52sqm (13x4m) LED advertising sign rolling different advertisements every 8 seconds, 24 hours a day, basically directly into the InterContinental Hotel would have a significant impact on the hotels ability to have the rooms dark enough for guests who need that while sleeping and for guests who specifically like the unencumbered view 24 hours a day.

The following pages show various harbour view rooms in the daylight and at night. Each photo shows how close the proposed 52sqm (13x4m) LED sign would be to the hotel. It will completely change the environment of Post Office Square and would directly shine into the hotel guest rooms.

As stated in the Hotel introduction the hotel is Wellingtons pre-eminent 5-star hotel and is sought for its privacy and quiet enjoyment. The proposed LED sign would significantly have an impact on these for all guests paying premiums for the harbour view rooms.

This is an evening photo from one of the hotels Harbour facing rooms on level 9. The impact of a 52sqm (13x4m) LED screen rolling advertisements every 8 seconds at any luminance would have profound affect on a guests experience.



This is a daytime view from our Presidential Suite on Level 9. This suite is used by Foreign dignitaries, major entertainment artists etc. As seen in this photo a 52sqm (13x4m) LED sign would have a large impact for a guest experience and the hotels ability to sell the room.



This is an evening photo from the Presidential suite. Again having a 52sqm (13x4m) LED sign rotating advertising every 8 seconds would be distracting and take away any enjoyment of the view.



This is a photo from one of our lower harbour facing rooms on level 3. Even from this floor the impact of a 52sqm (13x4m) LED sign would have an impact on guest experience.



Club InterContinental Lounge view from Level 7

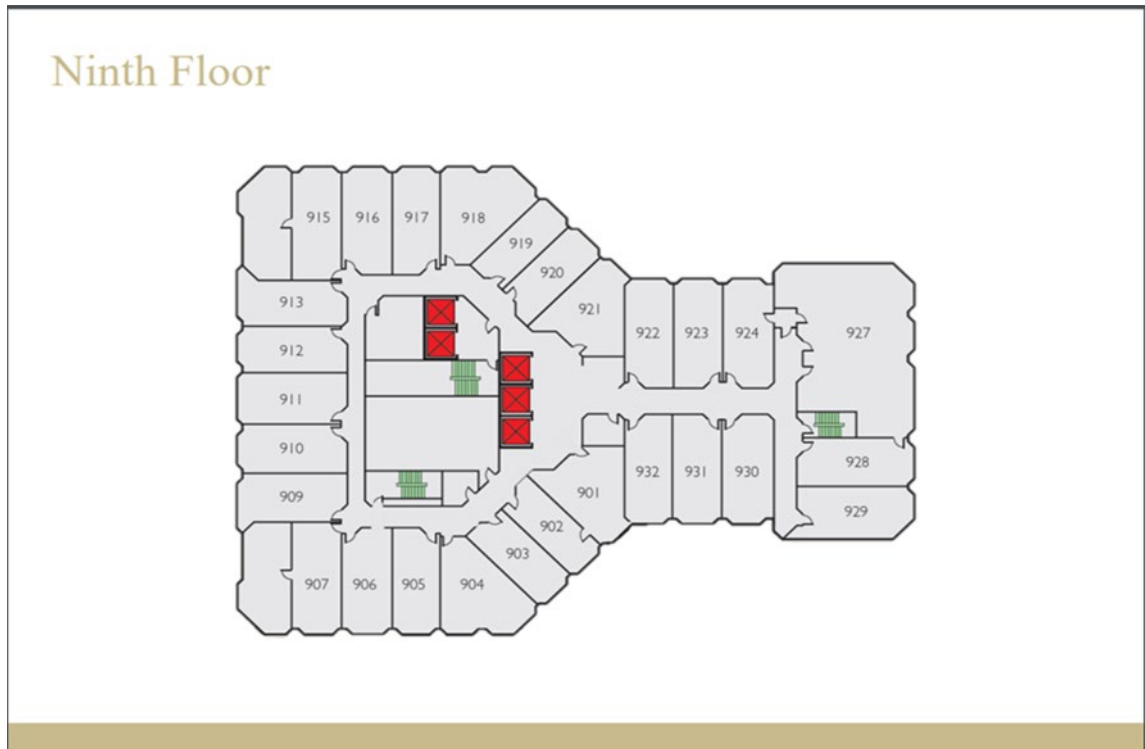




Club InterContinental view from Level 7

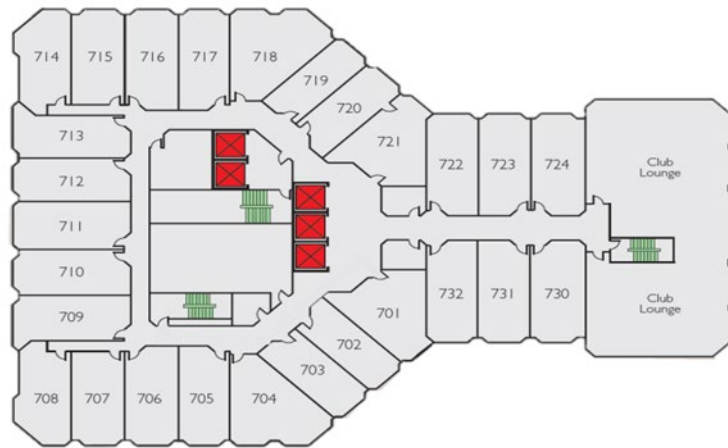


This is a floor plan of Level 9 of the hotel. As the previous photos show the rooms from the Presidential Suite 927 to room 932 would be impacted by the LED sign only 55 meters away.



This is a floor plan of Level 7 of the hotel. As the previous photos show the rooms 732,731, 730 and Club InterContinental Lounge from would be directly impacted by the LED sign only 55 meters away.

## Seventh Floor





Another daytime view from the Club InterContinental Lounge on Level 7. At the moment this is a lovely harbour and historical building view. Adding a 52sqm (13x4m) LED sign with rolling advertisements every 8 seconds would be very distracting and damaging for the guest experience.

#### **Example of commercial impact for Hotel**

- On December 7th 2022 the InterContinental has the Presidential Suite on the 9th Floor and the 8TH floor Harbour facing suite occupied by 2 high profile guests. Having a LED 52sqm (13x4m) sign only 55 metres away in direct view of the suites would put these type of VIP bookings at risk in the future.
- The rooms that will be impacted by the LED sign are the hotels highest yielding and most sought after by Diplomatic groups and Entertainment acts for the past 30 years.

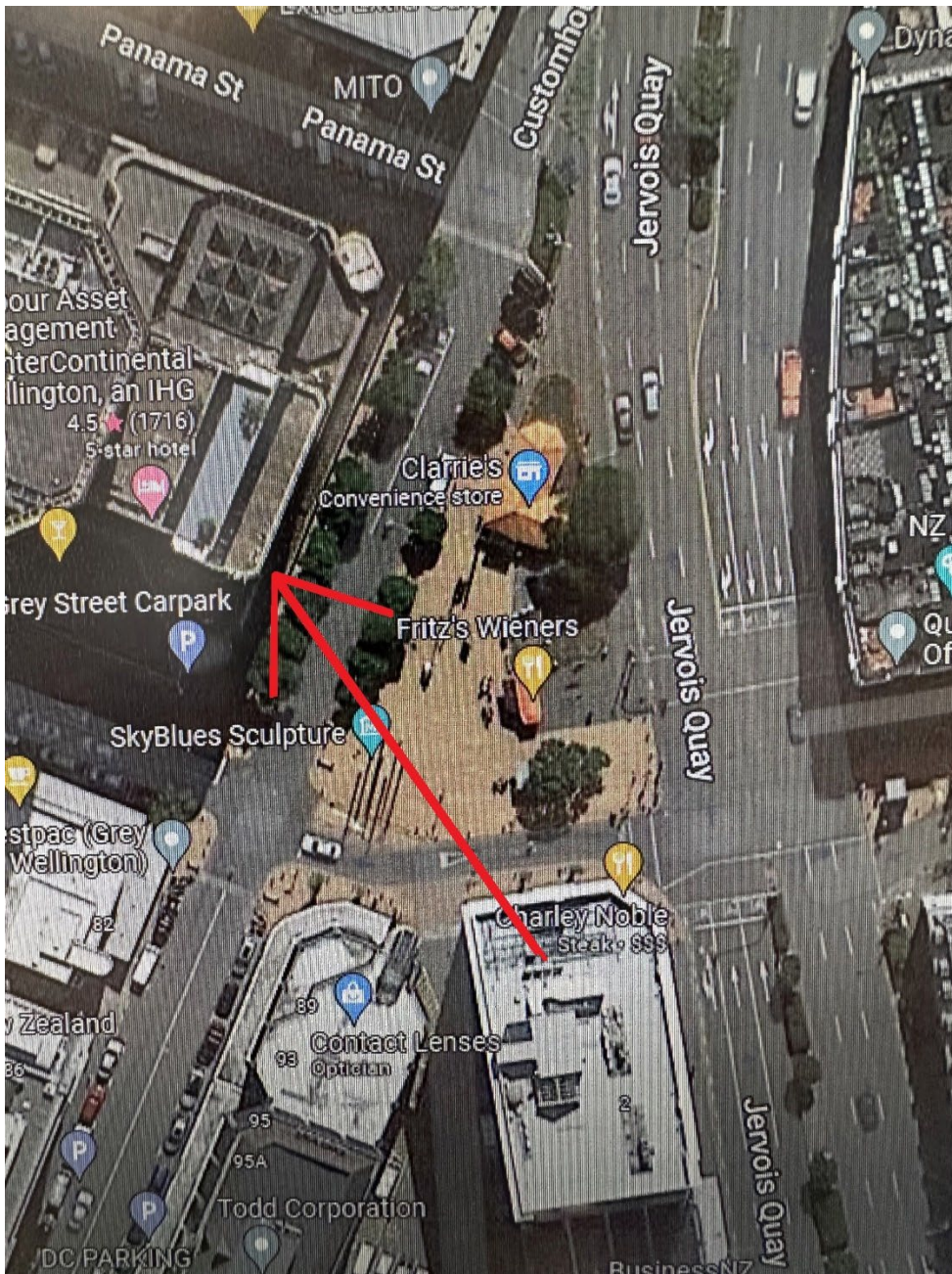
1. We Challenge the requested size (13m x 4m) as it significantly larger than the Standard 13.6.4.1.4 permits, namely the maximum area of a sign located above 18.6m is 15m<sup>2</sup> (proposed sign is 52m<sup>2</sup> -13x4m). The sign will stand out like it's "Times Square" or "Piccadilly Circus". The previous signs were much smaller than proposed sign, whether it was the Caltex sign from approx. 1960's or the More FM sign.



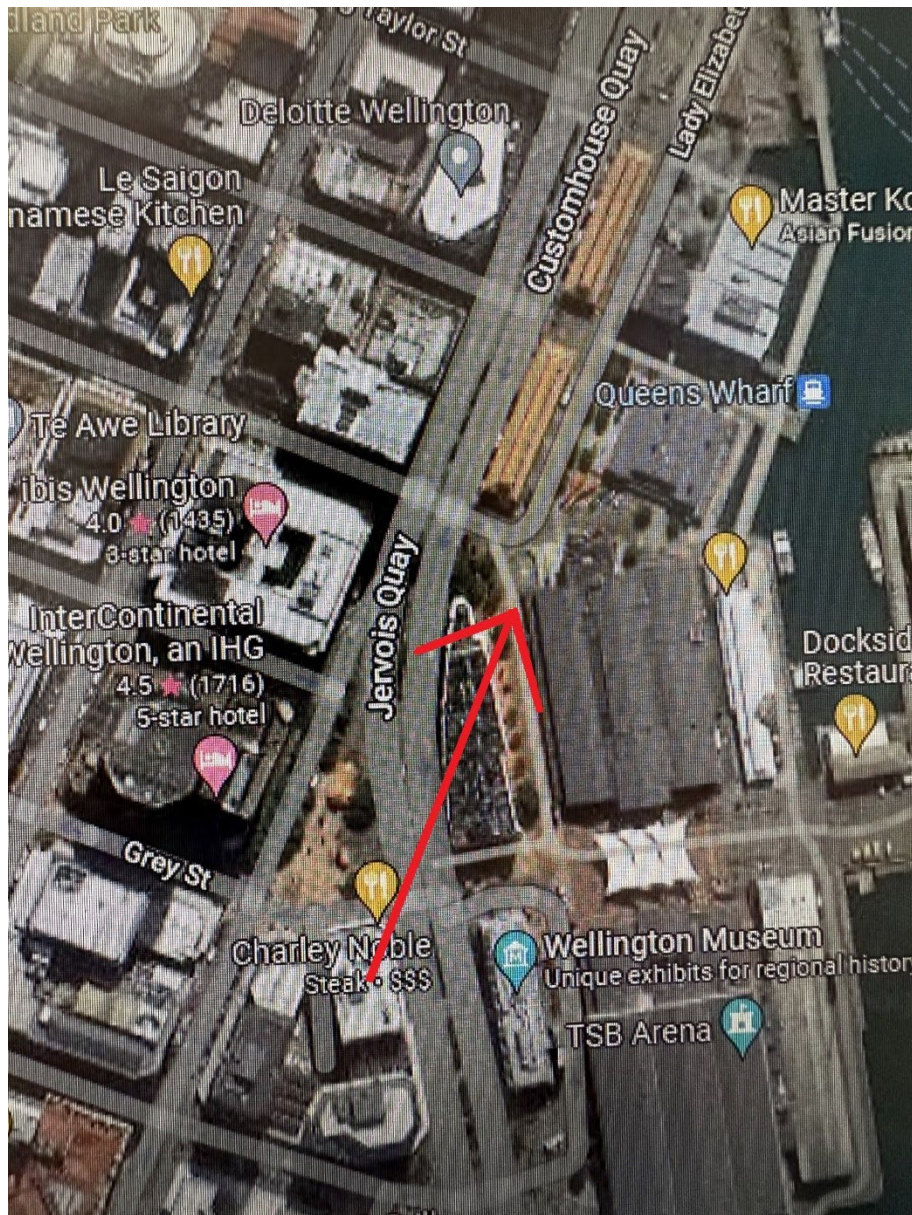


2. It has been more than 10 years since there has been a sign on the building and such signs were the former Caltex or More FM sign were much smaller and did not create distraction of changing content 52sqm (13x4m) LED 24 hours a day.
3. It is proposed to install rooftop advertising signage to the existing landscape-oriented support framework on the roof of the Huddart Parker Building. It will be oriented toward southbound traffic on Customhouse Quay and Jervois Quay. The sign is orientated towards Post Office square and thus straight into our harbour view rooms, if the sign was repositioned approx. 45 degree (to be parallel with Customhouse Quay) then the sign would be orientated to the traffic on Customhouse Quay and not the Hotel Rooms.

Current Proposed Orientation:



repositioned approx. 45 degree (to be parallel with Customhouse Quay)



4. We Challenge the display time (8 seconds in the assessment and minimum 30 seconds in the Proposed Conditions), a continual change in image will have a significant effect on our guests and distraction to guests in the premium Harbour view rooms of the hotel, especially at night time. We propose to there being no advertising displayed from 6pm to 6am every night or any content if allowed at night only changed would be every 30 mins at night time and limitations on vivid colours e.g. Red. For example the sign could advertise Vodafone (Bright red branding), changing to Absolutely Positively Wellington (Yellow).

5. InterContinental Wellington is Wellington City's premier hotel. The calibre and importance of its guests we consider the effects to be more than minor. Impact on guests amenity / enjoyment of views to the harbour. In the day and especially the evening. The hotel has hosted world leaders and major entertainers over the years and a 52sqm (13x4m) LED sign would not be inviting or acceptable to the Managers and High Commissions who make these very important bookings for the Capital.

### **Developer cranes in palm trees to shield hotel from bothersome billboard**

<https://www.stuff.co.nz/national/127496392/developer-cranes-in-palm-trees-to-shield-hotel-from-bothersome-billboard>

Liz McDonald18:58, Jan 14 2022



SUPPLIED

A crane and digger plant palm trees to block an electronic billboard next to the Hotel Carlton Mill in Christchurch.

When the bright light from an electronic billboard stopped a hotel operator putting guests in his front unit, his friend Richard Diver took action.



The illuminated LED billboard sits 2.5 metres from the boundary of the Hotel Carlton Mill near [Hagley Park in Christchurch](#), and less than 5m from the windows of the front unit. It can display a new advertising image every eight seconds.

When he heard about his friend's problem, Diver brought in a digger and a crane. He dug two tall palm trees out of his own garden, then had them replanted on the hotel grounds, squarely in front of the troublesome sign.

The 18-square-metre digital billboard was erected with resource consent from the Christchurch City Council. The consent was not publicly notified.

"It was like a disco inside those rooms, with the sign flashing away at night. I don't believe the council should have granted a consent for it," said [Diver, a city property developer and landlord](#).

He also thought the sign spoiled the view from the tree-lined road through Hagley Park.

The hotel operator, who did not want to be named, said he had unsuccessfully fought the council since the billboard was installed a year ago. The Bealey Ave site is also home to [Strawberry Fare restaurant](#).

He said the changing coloured lights from the sign led to complaints from guests, and he had to leave the front unit empty. The unit had also previously been used as a manager's residence.



JOHN KIRK-ANDERSON/STUFF

The 6m by 3m LED billboard, pictured after trees were planted in the hotel grounds.

**“If you sat on the couch during the day, your legs changed colour, and it was worse at night,” the operator said. “People complained.”**

He said he even got his lawyer involved.

“But we were never identified as an affected party by the council. We were shocked when it managed to get through the system.”

The billboard was erected by Twenty-One Carlton Equities Ltd, the owner of the office building next door. It is operated by one of its tenants, marketing company Go Media, which sells advertising time on the sign to its clients.



GOOGLE

The billboard pictured before trees were planted in the hotel grounds.

The billboard's consent allows it to run for 19 hours a day, from 5am to 1am.

After the palms were planted just inside the hotel's boundary, Go Media switched off the sign and has now received a follow-up consent to shift it to the other side of the premises.

The hotel operator said the new site meant the billboard would now have only a minor effect on his business.

6. The high value guests place placed on harbour views, curtains often not drawn at night. Views of inner harbour and Oriental Parade, similar to what Viewshaft 9 seeks to preserve. The size and brightness of the proposed sign will detract markedly.
  
7. Council's senior urban design adviser (RMA) feedback was that the sign detracts from the visual qualities of the host building and the sign would be visually obtrusive especially along Customhouse Quay/ Waterloo Quay and Grey Street. This is exactly the address of the InterContinental hotel.





### **Comments from the Council's Urban Design Team.**

#### **Streetscape and Visual Amenity Effects**

**The site on the corner of Jervois Quay and Post Office Square, in Wellington Central is a prominent space that is readily visible. The existing environment is characterised by prominent heritage buildings and a high-quality landscaped setting. It forms a principal point of access between the city and the waterfront and is visible from a reasonably long distance to vehicles travelling southwards down Customhouse Quay.**

**Sarah Duffell, Council's Senior Urban Designer RMA, has carried out a review of the application and the photomontages provided. She prepared an Urban Design Assessment which is held on file and should be read in conjunction with this report. I concur with the**

assessment and conclusions made by Ms Duffell and her comments inform the discussion below.

The proposed sign would be dominant in views along Customhouse Quay and Waterloo Quay where the Huddart-Parker Building terminates south-facing viewpoints. It would also be obtrusively visible for the pedestrian route along Grey Street as evidenced by the photomontages provided with the application. Billboards, by intent, are designed to be highly visible and attract attention, particularly in this environment that is generally devoid of other signs displaying advertising. This is uncharacteristic and will not complement the environment in any way that would justify its presence. Furthermore, from several key public viewpoints the image on the sign would not appear in full, thus detracting from these viewpoints with pointless additional visual distraction. Overall, the sign is considered to compromise the visual quality of the wider streetscape and Post Office Square.

In addition to the above, the sign is within an identified viewshaft (V15). If visible the sign would appear in the distant cityscape context from the top of the Cable Car, however, due to the size and orientation of the sign and the distance it is unlikely to have any notable adverse effects from this viewpoint.

The proposed sign does not have any particular relationship with architectural features of the building and will not complement the building or location in which it is sited. In contrast, the large, solid, illuminated panel showing third-party advertising will be a distracting visual element on the host building and will alter the silhouette of the building.

It has been determined that the proposal is for the installation of a new sign, as opposed to the reinstatement of a previous sign. Nevertheless, I have considered the potential effects of the digitalisation of a sign in comparison to a static sign. In comparing the visual and character effects of the digitisation of the signs, I have considered the visual changes that have occurred throughout Wellington in converting other static signs to digital, including a number of CBD signs, and signs on Aotea Quay. Post conversion, the signs are more noticeable as they appear brighter during the day (due to the need to backlight the sign against the light from the sun).

#### **VISUAL CLUTTER**

**Objective 4.0** To manage the number, design and location of new signs in a way that supports the aesthetic coherence of buildings and streetscapes and avoid visual clutter.

**Relevant Guideline: G4.1.**

The applicant's assessment of visual clutter should be read in conjunction with the additional comments below.

The sign is not well scaled, located and positioned relative to existing features on the host building nor does it complement the skyline of this building and others in the location.

There are few other signs (apart from interpretive and road direction information) in this location.

Upper-level signs on nearby buildings are limited to name signs.

The sign would introduce an element of third-party advertising into a location where signs of this sort are not seen and the visual quality of the setting is valued. Put simply, the sign is not necessary within this context and for this reason it is considered to introduce visual clutter.

#### Comments

These guidelines would not be satisfactorily met.

#### CONCLUSION

The sign is inconsistent with the Design Guide for Signs in several key areas: It is not integrated with the architecture of the building; rather it is placed separately on the rooftop of it. It does not achieve a relationship with the building below it in terms of scale or placement of façade elements. It detracts from the visual qualities of the host building.

The placement on the rooftop alters the silhouette of the building. Appreciation of the architectural detail of the top of the building is diminished and the large flat panel display is at odds with the architectural and landscaping detailing of the wider context.

The sign would be dominant in views along Customhouse Quay and Waterloo Quay for a considerable distance. The Huddart Parker building terminates south-facing views in these locations, and the addition of a large, illuminated sign would not enhance this in an environment that is generally devoid of other signs displaying advertising.

The sign would also be obtrusively visible in the views between Grey Street and the waterfront. The sign would detract from the public space qualities of Post Office Square (a heritage area) and the waterfront (a public space of city-wide significance.)

From several key public space viewpoints the image on the sign would not appear in full, detracting from these viewpoints with pointless additional visual distraction.

The sign is therefore considered to be inappropriate for this location and Urban Design would not support the application being approved.

The proposal does not have Urban Design support.

8. Built form that is inconsistent with other signage around the city.

At 52 sqm (13x4m) the sign would be appropriate for a Highway than an entire rooftop frontage of a historical building in Post Office square, central Wellington. It is larger than billboards on Waterloo Quay at 36.46sqm (12x3.04m)

**Existing Billboards in Wellington City which are only 12x3.04m in size:**

Waterloo Quay - Sky Stadium (OUT)



Pipitea

WELLED03

**12 x 3.05m**

This top reach performing digital screen, the best in Wellington, located on the overbridge near Sky Stadium reaches outbound CBD audiences en route to The Hutt, Porirua, and Kāpiti Coast. Long sightlines and congestion at the traffic light-controlled intersection assures high dwell times. This location is a standout for audiences that visit Travel Agents, Office Supplies, Electronics Stores, QSR and more (LANDMARKS ID).



## Waterloo Quay - Sky Stadium (IN)



Pipitea  
WELLED04

**12 x 3.05m**

This top reach performing digital screen, the best in Wellington, located on the overbridge near Sky Stadium reaches audiences from The Hutt, Porirua, and Kāpiti Coast en route to the CBD. Exceptionally long sightlines and congestion at the traffic light-controlled intersection assures high dwell times. This location is a standout for audiences that visit Travel Agents, Office Supplies, Electronics Stores, QSR and more (LANDMARKS ID).

## Roadside Billboards

There's no doubt that Billboard Advertising demands attention. While other media is fragmenting, and people spend more and more time outside, the Billboard audience in New Zealand continues to grow. Billboards are also a great compliment to your other media channels, helping to extend your campaign's reach. We cover all type of Billboard Advertising formats, from small 6m x 3m sites through to **huge 12m x 3m Freeway Billboards**.

### Poster.

#### **6.0M X 3.0M**

Lowest Cost

Most common size

- Local Advertising
- Path to Purchase
- National packs available

Main and secondary roads

15,000 - 30,000 cars p/d

Also known as a 24 sheet, these highly cost effective sites are extremely popular within small to medium businesses, the fashion and magazine focused industries, utilizing the same creative design as press ads. This type of site can be found predominantly on secondary roads and connecting arterials, railway stations, cafe precincts and suburban commercial areas.

### 6.0M X 3.0M BILLBOARD ROADSIDE



12X3.

**12.0M X 3.0M**

Most Common size  
High Demand  
Medium Cost

Main Arterials, Freeways  
Secondary Roads

With over 36 square metres of advertising impact, these 12.0m x 3.0m billboard sites pack a huge punch for their cost. The industry standard for billboard signage, supersite billboard are situated on main arterials, highways and freeways these huge signs allow clients to easily rotate material from site to site and plan campaigns across multiple markets.

**12.0M X 3.0M BILLBOARD ROADSIDE**



Landmark.

MIXED SIZES

Highest Cost

High Demand

- Mass Brand Awareness

- High Reach

- High Frequency

- High Impact

Main Arterials, Freeways

Key Locations

50 -150,000 cars p/d

The Landmark sites cannot be missed, vital for any campaign demanding mass brand awareness. Usually of random size, this billboard type is generally positioned at key locations within the CBD and Freeways. Victoria St Auckland, City Gateway, Britomart Towers and the Fanshawe Blades.

## 9. MIXED SIZES BILLBOARD ROADSIDE



## DIGITAL

Medium / High Cost

High Demand

- High Impact

Main Arterials, Freeways

Key Intersections

Shared Advertisers

6 - 7 Advert Rotation

The Digital billboard is becoming one of the most popular formats in the Out of Home industry. They are high resolution, attention grabbing, interactive and allow for immediate turn-around on creativity and installation.

### DIGITAL BILLBOARD ROADSIDE



11. 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.
  
12. Design Guide for Signs, Objective 09 is specific to illuminated/animated signs, “To ensure that illuminated and animated signs are appropriate for their context and do not compromise the amenity of nearby Residential Areas. We believe a hotel has the same amenity desires as a residential area.
  
13. The sign opposite the Rydges hotel is low to the building and only impacts the Ground floor and potentially the carpark in the building. The proposed LED sign will be at the direct level of the premium Harbour facing Suites, rooms and our Premium Club Lounge of the InterContinental Hotel so cannot be compared to the low signage at 70 Featherston Street.



**Location:** 70 Featherston st, Wellington  
**Size:** 146m2  
**Operator:** J C Decaux  
**Dwell:** 30 seconds  
**Brightness:** 5500 cd/m2 / 400cd/m2  
Day/Night