

IN THE MATTER of the Resource Management Act 1991
(**RMA**)

AND

IN THE MATTER of an application by New Zealand
Fruitgrowers' Charitable Trust to the
Wellington City Council for a resource
consent to reinstate a sign on the building
located at 2 Jervois Quay, Wellington (**the
Application**)

**EVIDENCE OF ADAM WILD
ON BEHALF OF NEW ZEALAND FRUITGROWERS' CHARITABLE TRUST
(CONSERVATION ARCHITECT)**

22 November 2022

1. QUALIFICATIONS AND EXPERIENCE

1.1 My full name is Adam Wild.

1.2 I am a director of Archifact – architecture & conservation limited (Archifact), an Auckland-based architectural practice accredited in accordance with the rules of the New Zealand Institute of Architects (**NZIA**).

1.3 I have recognised specialist skills in architecture, building conservation, and the management of buildings, objects, places and areas of historic heritage value. I have a Bachelor of Architecture from the University of Auckland (1991) and have been a practising registered architect for over 25 years. For the past 20 years I have focussed my professional practice in the specialist field of architectural conservation since gaining my Master of Arts degree in Conservation Studies (Historic Buildings and Landscapes) from the University for York (2004) and have been a director of Archifact (founding director) since 2003.

1.4 This statement of evidence is prepared on behalf of the applicant in my capacity as an independent professional expert advisor.

1.5 I am a registered architect in accordance with the rules of the Registered Architects Board and Fellow of the NZIA.

1.6 I was the founding Chairman of the NZIA Heritage Task Group and in 2005 drafted the NZIA's first Heritage Policy.

1.7 I am:

(a) a full member of the International Council on Monuments and Sites (**ICOMOS**) New Zealand, a member of ICOMOS Pasifika, and an expert member of the International Polar Heritage Committee (a scientific committee of ICOMOS);

(b) a full member of the New Zealand Conservators of Cultural Materials Association;

(c) a member of, and peer reviewer for, the International Association for Preservation Technology International;

(d) a peer reviewer for the Endangered Wooden Architecture Programme at Oxford Brookes University;

(e) a member of the Urban Design Forum;

(f) a member of the International Cities, Town Centres and Communities Society; and

(g) a member of the Resource Management Law Association (**RMLA**) and a contributor to the RMLA's Resource Management Journal. In 2017 I was awarded the RMLA's Outstanding Person Award for my "*Significant contribution to conservation architecture in New Zealand and internationally*"

1.8 I am currently, or have been, a conservation architect for a number of nationally and internationally significant building conservation projects. Included amongst these projects are:

(a) the Treaty House at Waitangi (1834);

(b) Old Government House (1840 and 1856) and precinct, Auckland;

- (c) The Parliamentary Precinct;
- (d) Wellington Town Hall (1904); and,
- (e) The Heroic Era huts of Scott and Shackleton in the Antarctic.

1.9 I have received a number of industry awards for my work in historic heritage practice including from the NZIA, the New Zealand Property Council, and the Registered Master Builders Association.

1.10 In the professional roles outlined above, I have acquired a sound working knowledge in the specialist discipline of building conservation, issues relating to the recognition and assessment of cultural heritage and special character values, and methodologies for conserving these in accordance with national legislation and national and international conservation charters.

1.11 I have assessed the effects on historic heritage values arising from the installation of digital billboards in a number of successful applications including (but not limited to) those at 147 Victoria Street, Auckland; 100 Parnell Road, Auckland; 151 Queen Street, Auckland; and the Embassy Theatre, Wellington.

2. INVOLVEMENT IN THE PROJECT

2.1 I was engaged by the New Zealand Fruitgrowers' Charitable Trust to provide a heritage report (dated 31 March 2022) in support of the Application. That report assessed the potential effects on historic heritage values arising from the installation of the proposed digital billboard (**Proposed Sign**) on the existing signage frame on the rooftop of the heritage-listed Huddart Parker Building at 2 Jervois Quay, Wellington. That assessment of effects also considered effects on the heritage values of the surrounding Post Office Square Heritage Area and other nearby heritage places.

2.2 I visited the site and undertook analysis of the surrounding area on 16th of December 2021. I have visited the site at various times since then as opportunity afforded me while undertaking work on other projects in Wellington, most recently on Friday the 18th of November 2022.

- 2.3** The Assessment of Effects on Heritage report (**AEH**) I prepared considers the impacts of the proposed signage against the relevant Policies in Chapter 12.2 of the Wellington City Council Operative District Plan (**WCC ODP**) and the relevant Objectives and Guidelines within the Central Area Urban Design Guide (**CAUDG**) Appendix 3 – *Post Office Square Heritage Area*. In having done so I have relied on, and do not contest, WCC’s Heritage Inventory Reports (see Appendix A of the AEH) for commentary on the historic heritage values of the heritage-listed Huddart Parker Building and the wider Post Office Square Heritage Area setting against which the proposed signage, and any impacts arising from the signage on historic heritage values, was measured.
- 2.4** I have acknowledged the structural engineering report prepared by Dunning Thornton of the existing sign support steelwork situated on the roof of the Huddart Parker Building dated 23 September 2020 and the Stantec traffic safety report (19 January 2021).
- 2.5** I accepted the Council’s advice¹ concerning any assumption that there are existing use rights for the previous sign that, in this case (due to the loss of the billboard during the period to undertake the consented seismic strengthening of the Huddart Parker Building) any existing use rights for signage have lapsed.
- 2.6** I am aware of the April 2021 Independent Hearing Commissioner’s decision on an objection to conditions of consent concerning an application for the proposal for signage and additions and alterations to a listed heritage building, the Embassy Theatre, at 10 Kent Terrace and the subsequent Environment Court Mediation (to which I provided expert evidence).² However, in the heritage context, such decisions do not establish an argument for precedent in my opinion and in the heritage context each instance must be assessed on its own merits.
- 2.7** In preparing my evidence I have reviewed all of the submissions received on the application and have reviewed the section 42A report prepared on behalf of the Wellington City Council (**the Council**).

¹ *Pre-Application Meeting Feedback* produced following the meeting held on the 16th of June 2019 and dated 18th of July 2019. I did not attend this meeting.

² SR 470800.

3. CODE OF CONDUCT

3.1 I have read the Code of Conduct for Expert Witnesses outlined in the Environment Court's Practice Note (2014) (**Code**) and have complied with it in preparing this evidence. I also agree to follow the Code when presenting evidence to the Independent Hearing Commissioners. I confirm that the issues addressed in this brief of evidence are within my area of expertise, except where I state that I rely upon the evidence of other expert witnesses. I also confirm that I have not omitted to consider material facts known to me that might alter or detract from my opinions.

4. SCOPE OF EVIDENCE

4.1 I have been asked to provide evidence in relation to the heritage and character value of the Huddart Parker Building, the Post Office Square Heritage Area, the wider receiving environment, and the visual amenity of the Proposed Sign on the Huddart Parker Building.

4.2 My evidence covers:

- (a) A summary of the historic heritage values of the Huddart Parker Building and the Post Office Square Heritage Area;
- (b) A summary of the effects of the sign on the building's heritage values and surrounding historic heritage;
- (c) Consistency of the Proposed Sign with the Design Guide for Signs, and Heritage Policies;
- (d) Comments on the Council Reports;
- (e) Comments on submissions; and
- (f) Conclusions.

5. SUMMARY OF EVIDENCE

5.1 The Huddart Parker Building is included within the Wellington City Council District Plan Chapter 21 Appendix – Heritage List: Areas, Buildings, Objects, Trees and

Maori Sites as a heritage-listed place and also lies in the Post Office Square Heritage Area. There are several heritage-listed items nearby. The Huddart Parker Building is not listed in the New Zealand Heritage List/Rārangi Kōrero administered by Heritage New Zealand Pouhere Taonga.

- 5.2** The proposal represents a reinstatement of an historic condition recognised in itself as having heritage values in the WCC heritage inventory record. A sign fixed to the surviving metalwork signage frame atop the Huddart Parker Building was first established in the early 1960s; nearly two thirds of the buildings 97 years' history thus far.
- 5.3** The clock and temperature display on top of the building, a once familiar inner-city landmark and referred to fondly by a number of submitters, was erected in 1963. The WCC heritage inventory record for the Huddart Parker Building includes (under Cultural value/Social value/Sentimental connection) recognition that the *“building once held community sentiment and connection for the temperature display and clock that was a prominent feature on the roof. This has somewhat diminished since the removal of the display.”*
- 5.4** It is not the intent of the proposal to restore or replicate any of the various signage types affixed to the extant frame since 1963, but to position a new digital sign (a sign nonetheless) on the existing historic frame and in doing so reinstate an historic condition.
- 5.5** In his section 42A report Mr Thornton concludes that while the Proposed Sign is *“unacceptable”* he (and Ms Stevens the Council's heritage expert) consider a sign in the proposed location limited somehow to include *“the time, temperature and a cut out building or company logo, smaller than the signage proposed and reflective of the signage that was on the site”* would be acceptable. I do not consider that a reinstated sign would need to replicate the sign that was previously on the building, to that end the Proposed Sign represents more recent technology, just as the various iterations of the sign that was previously present on the building did.
- 5.6** Furthermore, the relatively compressed nature of the Post Office Square Heritage Area in addition to the high rooftop location of the proposed reinstated sign significantly mitigates perceived immediate effects arising from the sign on both the Huddart Parker Building and the Heritage Area. Views of the Proposed Sign are most apparent (and limited) to south-moving traffic on Customhouse Quay at some

distance from the Huddart Parker Building; a view that becomes less complete and more removed from the normal line of sight as one nears the building.

5.7 The proposed reinstatement of a billboard (in this case a digital billboard) onto the existing steel signage frame on the roof of the Huddart Parker Building and within the Post Office Square Heritage Area will not present adverse effects on the heritage significance values or context of the Huddart Parker Building or the wider Post Office Square Heritage Area, nor will it affect the ability to interpret heritage features of the Huddart Parker Building, the wider Post Office Square Heritage Area, or other nearby heritage places. In the wider setting, the proposal does not represent cumulative adverse visual “clutter” as its elevation and the necessary horizontal distance to view the sign reduces its relative area within the receiving environment.

5.8 As I set out in my AEH, from a heritage perspective, I consider that the sign proposed to be reinstated on the Huddart Parker Building is appropriate and supportable. Having reviewed the submissions and section 42A report prepared by the Council Officers I have not changed my opinion.

6. THE HISTORIC HERITAGE ENVIRONMENT

6.1 *Chapter 21 Appendix – Heritage List: Areas, Buildings, Objects, Trees and Māori Sites* in the Operative District Plan (**ODP**) identifies the subject site at 2 Jervois Quay as a heritage-listed place (Item 155 on planning map 17). The site lies within the Post Office Square Heritage Area, described at Appendix 3 of the *Central Area Urban Design Guide* of the ODP and there are several other listed buildings in the vicinity, being:

- (a) AMP Society Building 1928 (Map Ref: 17, Ref: 96);
- (b) Government Life Building 1931 (Map Ref: 17, Ref: 98);
- (c) Clarrie Gibbons Building 1910-20 (Map Ref: 17, Ref: 159);
- (d) Wellington Harbour Board Head Office (former) 1892 (Map Ref: 17, Ref: 160); and,
- (e) Wellington Harbour Board Shed 7 1895-96 (Map Ref: 17, Ref: 161).

6.2 I have included an extract from the ODP planning map identifying the site and the buildings listed above in Figure 1.

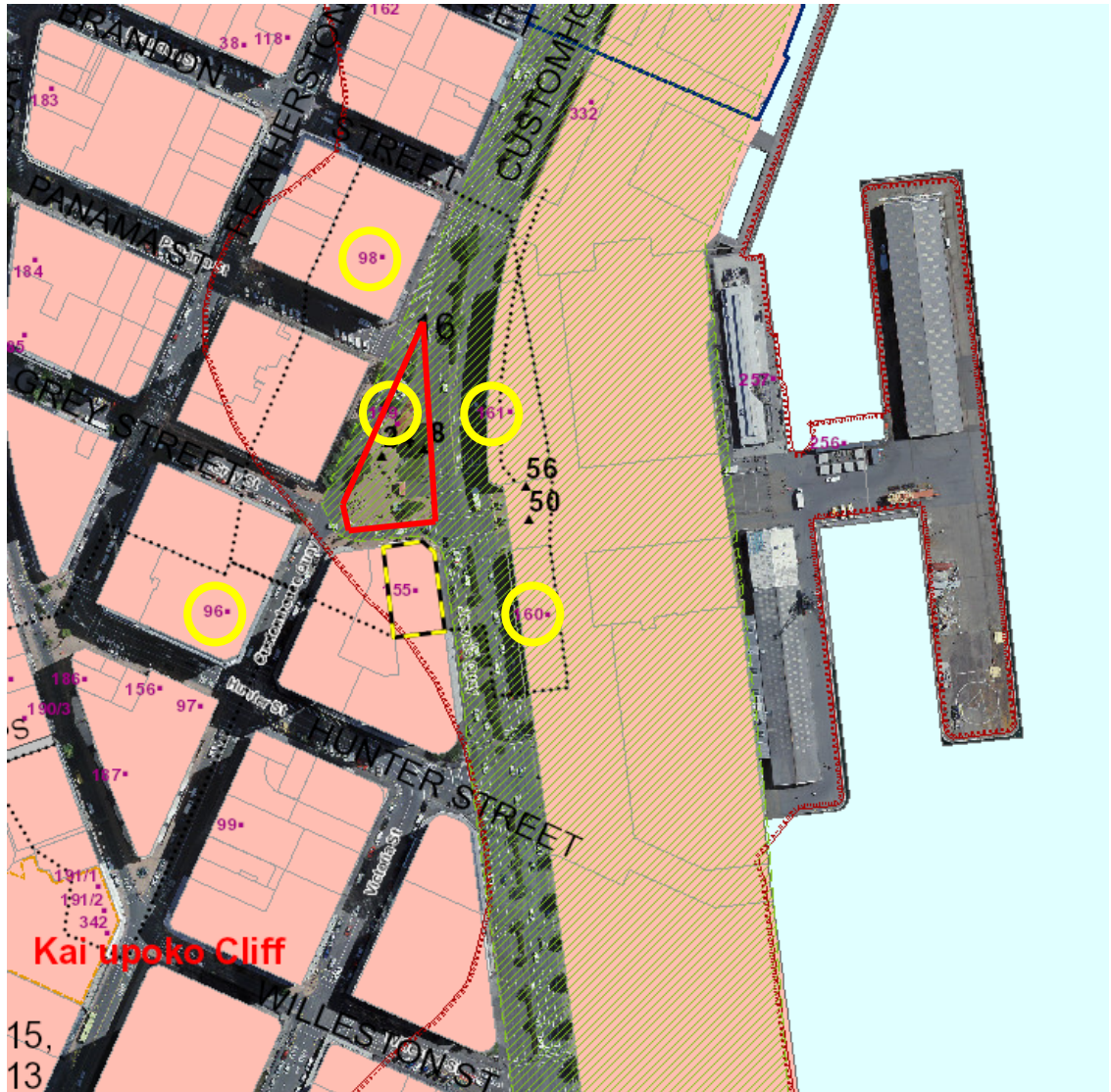


Figure 1 Extract from the Wellington City Council Operative District Plan Planning Maps. The subject building is outlined in the black and gold dashed line. The Post Office Square Heritage Area is technically described by the black dotted line. Nearby heritage places include those circled and identified in paragraph 2.2 (above).

6.3 Being a listed building within a heritage area, provisions of Chapter 21A apply over those associated with the heritage area provisions found at Chapter 21B. That being said, the proposed activity triggers assessment against the Chapter 21D heritage rules for Signs specifically at 21D.3 as a restricted discretionary activity where assessment criteria at 21D.3.1.5 – 11 apply. 21D.3.1.11 requires consideration of relevant provisions in the WCC ODP Design Guide for Signs, particularly sections 8 and 9.

6.4 In accordance with the WCC ODP Chapter 13 Central Area Rules (particularly Rule 13.3.9), the proposed development activity is recognised as a Discretionary (Restricted) Activity associated with “*Signs that do not comply with the standards specified for permitted activities*” and is assessed against the relevant policies at Chapter 12 Policies 12.2.10.1-7 (particularly 12.2.10.5). This Discretionary Activity (Restricted) status is acknowledged by Ms Stevens³ and I too recognise that the WCC ODP anticipates signage in this context and does not prohibit it. Similarly, the *Sign Design Guide* provisions anticipate the appropriateness of a considered design and location for signage as Ms Stevens⁴ recognises in her *S42A Report*.

The Huddart Parker Building

6.5 The Huddart Parker Building was designed by Crichton, McKay and Haughton and built by Mitchell and King for Huddart Parker Ltd and opened in February 1925.

6.6 The Huddart Parker Building is a good example of what has become known as the Chicago style. The design follows Louis Sullivan’s dictum that a building should have a base, trunk and be properly capped. The two-storey base, comprising the ground and first floors, is quite traditional in design. Heavily rusticated, it has a balustraded hood over the main entrance, a plain entablature, and small balconies supported by consoles at second-floor level in the centre and at both ends of the building. A plain cornice separates this base from the four-storey shaft above. A pronounced cornice divides the shaft from the building’s seventh-floor “crown”. This crown is capped by a dentilled cornice and a shallow stepped parapet.

3 Stevens, C. *S42A Report*, paragraph 31, page 12.

4 Stevens, C. *S42A Report*, paragraph 66, page 20.

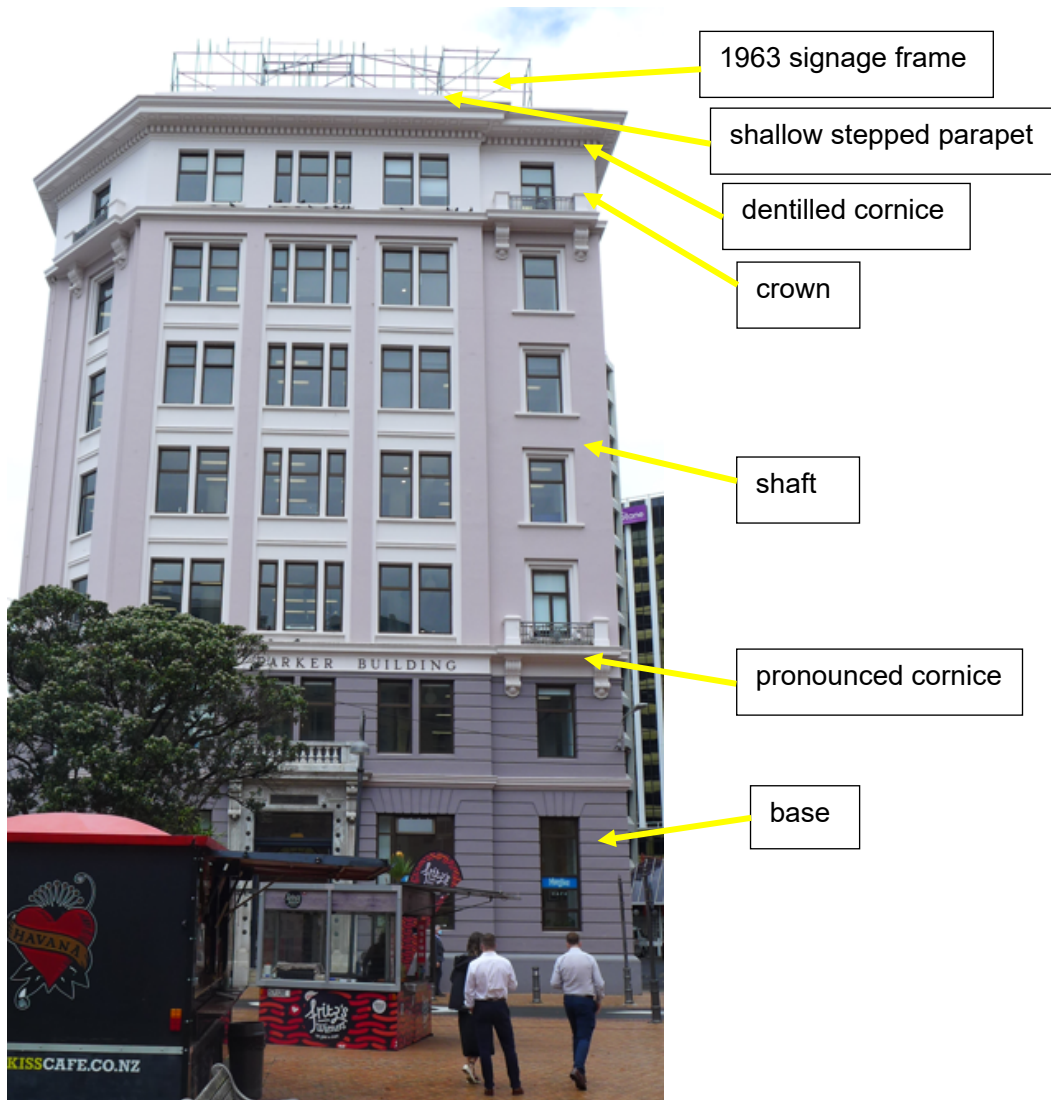


Figure 2 The Grey Street elevation contains the main entrance to the building. The central three bays of the façade are brought forward from the two corner bays and the entrance is given additional prominence with an overhanging balcony at the second floor level.

- 6.7** The building is a very bold and competent example of Chicago-style architecture and was designed by Crighton, McKay and Haughton, a prominent and longstanding Wellington architectural practice.
- 6.8** The building is situated on a prominent corner site at a corner of Post Office Square and Jervois Quay and has a strong street presence particularly when viewed from the north.
- 6.9** The building is part of a group of significant heritage buildings that form the Post Office Square Heritage Area, and of a group of heritage buildings that owed their existence to the nearby wharf trade.

- 6.10** The WCC heritage inventory record includes (under Cultural value/Social value/Sentimental connection) recognition that the *“building once held community sentiment and connection for the temperature display and clock that was a prominent feature on the roof. This has somewhat diminished since the removal of the display.”*
- 6.11** The building retains the name of Huddart Parker, a large trans-Tasman shipping company and is historically significant for being the last of the shipping industry buildings still standing alongside the waterfront.
- 6.12** Huddart Parker Ltd was taken over by Bitumen and Oil Refineries of Australia Limited in 1961, but though the company no longer exists the Huddart Parker Building still bears its name.
- 6.13** The clock and temperature display on top of the building, a once familiar inner-city landmark and referred to fondly by a number of submitters, was erected in 1963. The display, which was designed to be read from the Wellington Railway Station, also showed the time in hours, minutes and seconds.
- 6.14** The display was said to be the first “weather forecast in lights” for New Zealand and was operated from the meteorological office. The weather and time display as distinct from the signage proper used a pattern of 1.5m high lights to create the words “fine”, “cloudy”, “rain”, “change” or “gale” and the latter was chosen in “recognition of Wellington’s peculiar needs.” It was noted that although Auckland had a sign that displayed the time, Christchurch one that displayed the weather forecast, and Dunedin one that displayed the temperature and the time, Wellington’s was the only one that was linked to an official source such as the Met Office.
- 6.15** Since 1963 a number of variations of sign type have been fixed to the existing frame and two are illustrated at Figures 3, 4, and 5 (below).



113 Huddart Parker Building

10-26 Jervois Quay

Architect: Crichton, McKay and Haughton

Date of construction: 1923

NZHPT classification: -

This 7-storey concrete building is home to the New Zealand Rugby Football Union. However, the building takes its name from the Huddart Parker Company who have been Melbourne-based ship-owners since the turn of the century. The company has been on this important site, once part of Post Office Square, since 1904. They occupied the Queen's Chambers, the predecessor of the present structure. The present building is a dignified, well-proportioned and well-articulated commercial office building. Essentially, stripped classical in style, it sits comfortably on a noticeable point where the Quay turns opposite the major buildings of the Harbour Board. It was renovated floor by floor between 1987 and 1990.



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Figure 3 Kernohan, D *Wellington's Old Buildings* Victoria University Press 1994, p190

- 6.16** The Huddart Parker Building is now owned by the NZ Fruitgrowers' Charitable Trust who recognised in the early 2000s that the building had an earthquake rating of around 30%. Strengthening took almost a year and then a further nine months to fit out and tenant the building; a timeframe that explains the loss of existing use rights for the rooftop sign.

Post Office Square Heritage Area

- 6.17** Post Office Square heritage area is a significant and popular urban open space of over 100 years' standing surrounded by a group of important former harbour board

Figure 4 *View of the Huddart Parker Building with sign as at 22nd November 1996*

³(<https://archivesonline.wcc.govt.nz/nodes/view/122269>)

and commercial buildings. The area is named for the former General Post Office, which occupied the site of the present-day Hotel Intercontinental and IBM Tower on Customhouse Quay from 1863 to 1974.

- 6.18** The heritage area is not really a square in the conventional sense, but it is an open, definable space at the confluence of a number of important streets. The boundary of the heritage area follows the property lines of the key buildings surrounding the square and extends across Jervois Quay to pick up the four former Wellington Harbour Board (**WHB**) buildings. The island defined by that confluence has grown considerably in extent since then (see area defined by the red line in Figure 1 above). The square itself however has maintained its basic configuration and essential characteristics.
- 6.19** Post Office Square is a place of high heritage value and importance to Wellington and contains a number of significant heritage buildings.
- 6.20** The heritage area is closely related to the establishment and use of the waterfront by the former WHB.⁵ In particular, the Square was, and is, the key point of access to Queens Wharf, Wellington's most historically important wharf reclamation which gave room to construct buildings on the eastern side of the square and accommodate traffic and even, for a period, a railway.
- 6.21** A statue of Queen Victoria was placed there in 1906 (and later removed in 1911), while the island was formed in 1912 to accommodate the tram shelter that later became Clarrie Gibbons.

7. POTENTIAL EFFECTS

- 7.1** The AEH I prepared considers the impacts of the proposed signage against the relevant Policies in Chapter 12.2 of the WCC ODP and the relevant Objectives and Guidelines within the Central Area Urban Design Guide (CAUDG) Appendix 3 – *Post Office Square Heritage Area*.
- 7.2** Being a listed building within a heritage area, provisions of Chapter 21A apply over those associated with the heritage area provisions found at Chapter 21B. With the exception of repairs and maintenance of the existing signage support frame (a Permitted Activity), no work is proposed to the listed building and accordingly

5 Refer 2(b)(iv) - Wellington Harbour Board Head Office (former) 1892 (WCC ODP Map Ref: 17, Ref: 160).

assessment under the criteria at 21A is not triggered. That being said, the proposed activity does trigger assessment against the Chapter 21D heritage rules for *Signs* specifically at 21D.3 as a restricted discretionary activity where assessment criteria at 21D.3.1.5 – 11 apply. Of note, 21D.3.1.11 requires consideration of relevant provisions in the WCC ODP Design Guide for Signs.

- 7.3** A sign fixed to the existing metalwork signage frame atop the Huddart Parker Building was first established in 1963; nearly two thirds of the building's 97 years' history so far. The 1963 combined clock and temperature display on top of the building was once a familiar inner-city landmark and the WCC heritage inventory record includes (under Cultural value/Social value/Sentimental connection) recognition that the "*building once held community sentiment and connection for the temperature display and clock that was a prominent feature.*"
- 7.4** The relatively compressed nature of the Post Office Square Heritage Area in addition to the high rooftop location of the Proposed Sign significantly mitigates perceived immediate effects arising from the sign on both the Huddart Parker Building and the Heritage Area.
- 7.5** While agreeing with the compressed nature of the Post Office Square Heritage Area, Ms Stevens⁶ disagrees that effects arising from the Proposed Sign are less than minor on the heritage values of the Huddart Parker Building or the Post Office Square Heritage Area. She also expresses concerns⁷ over the "*likely impact on the attractiveness of the space [the Square]*". I do not consider these concerns to be well founded.
- 7.6** In my examination of the Square, I have been impressed by the definition the Huddart Parker Building affords the southern flank of the Square and the way in which the building maintains and expresses its architectural compositional values when viewed up close, but how these recede into legible fragments as one steps back and the building becomes more a part of the wider cityscape and views of it are interrupted by other features of the square such as the Pohutukawa trees. It is only at a distance that the sign becomes partially or (at even greater distance) fully revealed. These views are illustrated in my AEH Report and in Appendix A to this statement.

6 Stevens, C. *S42A Report* paragraph 41, page 14 and at paragraph 49, page 16.

7 Stevens, C. *S42A Report*, paragraph 82, page 24.

- 7.7** Fixing the Proposed Sign to the existing signage frame above the building will not detract from the architecture of the building as the sign will be clearly visually separate from the building and legibly unrelated to its Chicago-style architectural detailing.
- 7.8** The Proposed Sign does not represent additional signage to that that was historically evident on the historic heritage Huddart Parker Building. Equally there is no signage currently fixed to any other part of the building. The signage that once was fixed to the rear (southern) elevation of the building has been removed and not replaced. The Proposed Sign represents a reinstatement of signage fixed to the existing roof-mounted frame (that being an historic condition – my use of “historic” meaning “old” and not “heritage” per se) recognised in itself as having heritage values in the WCC heritage inventory record).
- 7.9** While the Proposed Sign is reflective of a new technology, the previous sign on top of the Huddart Parker Building was changed a number of times over the years and each sign type reflected different technologies of the time. The proposed inclusion of time and temperature on the Proposed Sign is a reference to the history of the sign (as recognised in the heritage inventory record) which many Wellingtonians remember and which is reflected in a number of the submissions made in respect of the Application.
- 7.10** In the wider setting, the proposal does not represent cumulative adverse visual “clutter” as its elevation above the street (and particularly above Post Office Square) means that in terms of Post Office Square it would be hard to see the Proposed Sign from most of the square and the necessary horizontal distance required to view the Proposed Sign reduces its relative area within the receiving environment. I recognise that Mr Auburn states in his evidence that the Proposed Sign will *“very likely draw more attention to the building itself, and in this way can be considered as complementary to the building”*. I agree with Mr Auburn’s recognition of the complimentary nature of the sign with respect to the Huddart Parker Building in an urban setting where the square and the Huddart Parker Building work together at different scales to present a vital urban environment of various scales different to, but complimentary of, the historic heritage values alone.

8. COMMENTS ON THE COUNCIL S95 AND S42A REPORTS

8.1 On 1 August 2022 the Council S95 Notification Decision Report determined that the application represented a “*more than minor*” adverse effect on the environment. Key to that determination was reliance on the opinion of Council’s consultant heritage advisor, whose assessment (22 June 2022) considered the proposal neither aided in “*identifying or understanding*” the historic heritage values of the Huddart Parker Building or the Post Office Square area, and that the Proposed Sign will have a “*greater impact on the silhouette line and overall quality of the [Huddart Parker] building than previous signage has had*”.⁸ This is not borne out by the presence of the solid ‘AGC’ sign in place on the Huddart Parker building in 1988 and included in the helpful illustrated chronology provided by Ms Stevens⁹ in her report dated 15 November 2022. This is further addressed by Ms Stevens¹⁰ where she considers the effects of the Proposed Sign as being “*more dominant*”.

8.2 I have summarised and responded to the key aspects of the Council Heritage Advisor’s original and subsequent “*S42A Report*” feedback below (with the Council Advisor’s concerns shown in italics):

- (a) *The Proposed Sign represents such a different signage type (scale, form, materials, colours, and design) that it presents different and unacceptably adverse heritage effects in comparison with the previous sign and that the Proposed Sign “cannot be considered to be a reinstatement of an [sic] historic condition”.*

It is not the intent of the proposal to restore or replicate any of the various signage types affixed to the extant frame since 1963, but to position a new digital sign (a sign nonetheless) on the existing historic frame and in doing so reinstate an historic condition as I have stated in my AEH. I agree with Ms Stevens’ that the history of change to the sign is “*not well documented*”¹¹ and the inclusion of illustrations of the various signs over time in her Addendum A is helpful. This demonstrates an evident acceptance of signage in this location in its various forms for well over 50 years.

8 Stevens, C. *S42A Report*, paragraph 68, page 21.

9 Stevens, C. *S42A Report*, Addendum image 3, page 39.

10 Stevens, C. *S42A Report*, paragraph 85, page 25.

11 Stevens, C. *S42A Report*, paragraph 19, page 6 and further at paragraph 37, page 13.

That being so, I disagree with Ms Stevens¹² position that reuse of the same location is somehow inappropriate. While of a different type of sign technology, I do not consider the Proposed Sign to be of such an extreme departure from, or present greater adverse effects, to that that had previously been a publicly celebrated feature of the building or that it presents “different”¹³ effects. Notably, while the signage technology has changed over time, the original Caltex sign (refer Figure 5 below) might well have been considered modern in 1963 and I note that some of its ‘technological equipment’ as referenced by the Dominion newspaper still hadn’t arrived in the country at the time the original sign was first installed.



Figure 5 Extract from the Wellington City Council Heritage Report dated July 2012 of an article from the Dominion Newspaper dated 5 February 1963

That social value linked to the presence of the sign having been recognised in the WCC ODP *Heritage Inventory Report* as a recognisable historic heritage attribute is a relevant consideration.

- (b) *The Proposed Sign will present “overall effects” on the heritage values of the Huddart Parker Building and the Post Office Square Heritage Area that will be “more than minor and that” the Proposed Sign will “likely” impact on the attractiveness of the Post Office Square Heritage Area.*

12 Stevens, C. *S42A Report*, paragraph 76, page 23.
 13 Stevens, C. *S42A Report*, paragraph 40, page 14.

The consideration of effects suggested by Ms Stevens does not provide a definitive position on whether or not such effects are in fact evident or measurable. I considered the relevant *Objectives* in the *Central Area Design Guide for Signs* in the AEH I prepared. I found that the immediate area has seen the emergence of a number of significantly taller modern buildings. The heritage environment has already experienced modified and changed contexts which have not adversely affected the values of the Huddart Parker Building or the immediate Post Office Square Heritage Area. I noted in my consideration of the relevant Central Area Design Guide for Signs that the *Guidelines* promote “*general design principles that can be applied in different ways appropriate to each proposal and site*” and in following that approach my consideration of effects on this particular area arising from the Proposed Sign are tuned to those place specific values.

In undertaking my AEH, I tested and found (Section 7.3 of my AEH) that the historic views of the former Huddart Parker Building rooftop billboard from the Wellington Railway Station acknowledged on page 4 of the WCC July 2012 heritage inventory record and repeated in Ms Stevens “*S42A Report*”¹⁴ have been lost due to more recent building development not associated with this site or the Application. The proposed reinstatement of the Huddart Parker Building sign does not detract from that surrounding urban grain. I found that the Proposed Sign will maintain, and make no significant change to, the historic built condition, streetscape characteristics, and skyline within the area. Mr Knott’s *Peer Review* of my AEH supported my conclusions.

- (c) *The compressed nature of the Post Office Square Heritage Area and the rooftop location of the Proposed Sign do not mitigate negative effects.*

Consideration of any effect needs to be considered on a case-by-case basis and needs to recognise that each instance presents particular and distinctive characteristics. It is against this particular context that effects of this proposal in its distinctive context have been assessed. The boundary of the heritage area follows the property lines of the key buildings surrounding the square and extends across Jervois Quay to pick up the four former WHB buildings. The island defined by that confluence

14 Stevens, C. *S42A Report*, paragraph 12, page 4 and paragraph 49, page 16.

has grown considerably in extent since over time, but the square itself, however, has maintained its basic configuration and essential characteristics.

The sign will not affect the characteristics of that area. At least part of the area of the sign will not actually be visible at all within the area immediately around the Huddart Parker Building and the Proposed Sign will only be perceptible from some distance from the Post Office Square Heritage Area. The relatively compressed nature of the Post Office Square Heritage Area in addition to the high rooftop location of the Proposed Sign significantly mitigates perceived immediate effects arising from the sign on both the Huddart Parker Building and the Heritage Area.

- (d) *Negative effects arising from the Proposed Sign will be “exacerbated by the rapidly changing images” and that the Proposed Sign will “detract from the architecture” of the Huddart Parker Building. Equally, illumination levels will somehow “adversely effect the heritage values of the [Huddart Parker Building]”.*

The proposed reinstatement of a sign fixed to the existing frame above the Huddart Parker Building will not detract from the architecture of the building as it is clearly separate from it and visually unrelated to the Chicago-style architectural detailing recognised in the heritage inventory record.

Through the various assessments I have undertaken with respect to effects arising from digital billboards (including their respective transition times) on historic heritage values I have become aware that many studies regarding the potential distractive effects of digital billboards were produced before modern digital billboards came into common use. Digital billboards using modern LED technology and controls on operation are a relatively new phenomenon, and only commenced overseas from the early 2000s. Earlier research was often based on theoretical and/or simulation studies, often in the context of perceived adverse traffic or driver distraction effects, which attempted to make inferences about the potential safety effects of billboards without ‘real-world’ validation.

Early implementation of digital billboards (as continues in many countries), typically involved largely uncontrolled operational characteristics that can produce a range of effects that may indeed be distracting when compared to current New Zealand digital billboard operations. The billboard characteristics associated with many studies include:

- (i) Poor placement and alignment of the billboard;
- (ii) Overly bright displays;
- (iii) Inappropriate image transition rates; and/or
- (iv) Dynamic elements, most particularly full-motion video.

These operational characteristics are often quite different from the much more tightly bound operational characteristics that apply in New Zealand, including limits on levels of illumination; managed illumination that is responsive to ambient lighting conditions; images that are static while being displayed; and 0.5-second dissolve transitions between images.

An occasionally posited perception regarding dwell times, as has been presented by Council's Heritage Advisor here, is that rapid and multiple transitions are somehow dangerous, distracting, and present adverse effects on historic heritage values. The reality, however, is that there is no evidential basis for that perception. The billboard is proposed to operate with a minimum image display time of 8-seconds, and with 0.5-second dissolve transitions between images. These operational characteristics have become industry standards in New Zealand.

It is also understood that the LED screen will operate with luminance levels that will be automatically managed so that the screen is responsive to changes in ambient lighting conditions, this is discussed in the lighting evidence prepared by Mr Russ Kern. In my experience, the variation in dwell times has found little or no increase in adverse effects on historic heritage values. From my experience I have found that an 8 second dwell time is commonly considered to be appropriate and I have found no evidence to indicate that longer dwell times have any direct correlation to adverse effects on historic heritage.

- (e) *The size and position of the Proposed Sign will somehow “alter the perceived proportions of the Grey Street façade”.*

The distinctive and distinguishing architectural values and proportion of the Huddart Parker Building are not altered by the installation of the Proposed Sign on the historic frame structure. These architectural qualities were not considered adversely affected by the previous signs in the same location and notably the setback of the existing signage frame from the plane of the principal Grey Street elevation further separates and mitigates the visual impact of the Proposed Sign from the Grey Street elevation of the Huddart Parker Building.

- (f) *The Application documents lack sufficient detail of the Proposed Sign to enable an appropriate assessment of effects.*

Site measurements of the existing steel frame and of its individual members have led to an assumed maximum sign size of 13m long and 4m high, with the base of the sign effectively at the top of the existing parapet level. While detailed design of the sign has not been reviewed, I understand from previous experience that modern digital billboards are typically composed of an array of standard sized panels arrayed or tiled together to an overall dimension as indicated in the application. This is a size that relates closely to the existing signage frame fixed to the roof of the Huddart Parker Building and typically the sides and rear faces of the digital billboard are finished in a dark colour to reduce the visual impact of any incidental details on those surfaces. I accept that while the signage drawings I have reviewed are not final detailed design drawings, I do not consider the greater resolution described in the detailed design drawings means that I have not been able to undertake a sufficiently robust assessment of effects on historic heritage values as the difference will be inconsequential.

- (g) *The Application does not include evidence that the existing signage frame is capable of supporting the Proposed Sign.*

My AEH report acknowledges the structural engineering report prepared by Dunning Thornton¹⁵ that has considered the appropriateness and resilience of the existing sign support steelwork on the roof of the Huddart Parker Building dated for reuse as the frame for the Proposed Sign and had found that frame members have “adequate capacity” while some members require “strengthening or replacement”. This is counter to Ms Stevens’ contention that the “application does not provide clear evidence that the existing steel frame will be able to be reused for the proposed purpose”.¹⁶ Even if it were to be determined that the existing frame required any upgrade, it would not result in any change to the heritage fabric of the Huddart Parker Building.

The s42A appendix references the fact that the Dunning Thornton report states that 50% strengthening may be required for the frame and Ms Stevens states that the strengthening will have an impact on the heritage fabric of the building. I do not believe the Dunning Thornton report targets the detail of repairs and maintenance required in detail yet. I note that some references in the Dunning Thornton report are to the replacement of individual nuts and bolts or of individual steel framing member sections.

At Section 8.1 of my AEH I considered the WCC ODP Rule 21D3.3.1.8 and noted that modern digital billboards are typically composed of an array of standard sized panels arrayed or tiled together to an overall dimension as indicated in the application (in this case 13 metres x 4 metres). Ms Stevens¹⁷ considers the Application material to lack sufficient information to adequately describe the dimensions or detail of the Proposed Sign. In my experience this information is commonly dealt with by way of consent condition. Typically the sides and rear faces of the digital billboard are finished in a dark colour to reduce the visual impact of any incidental details on those surfaces.

¹⁵ 23 September 2020.

¹⁶ Stevens, C. *S42A Report*, paragraph 40, page 14, paragraph 58, page 19, and paragraph 62, page 19.

¹⁷ Stevens, C. *S42A Report* paragraph 56 and 57, page 18.

- (h) *An assessment of the standard of graphics is not possible as these images are not constant over time.*

The Proposed Sign is proposed to operate with a minimum image display time of 8-seconds, and with 0.5-second dissolve transitions between images and there will be no animation will occur on the sign i.e. they will be static images. These operational characteristics have become industry standards in New Zealand and in the context of historic heritage settings has not been seen to present an adverse effect on historic heritage values.

- (i) *That the Proposed Sign will “draw attention away from” Post Office Square.*

With a couple of notable exceptions, the square has undergone only relatively minor incremental change since the early 20th century and, as a result, it has maintained its basic configuration and essential characteristics. It is, despite the presence of modern buildings on the edges, still recognisably the same place it was 100 years ago. As I have already discussed, the relatively compressed nature of the Post Office Square Heritage Area in addition to the high rooftop location of the Proposed Sign significantly mitigates perceived immediate effects arising from the sign on both the Huddart Parker Building and the Heritage Area.

Views of the Proposed Sign are most apparent (and limited) to south-moving traffic on Customhouse Quay at some distance from the Huddart Parker Building; a view that becomes less complete and more removed from the normal line of sight as one nears the building. It is for these reasons, in much the same way as I had with the proposed and now consented and operational billboard on the Embassy Theatre Building, that I have considered the effects arising from the Proposed Sign will not reduce in any way the values for which the Post Office Square Heritage Area has been recognised and is enjoyed by many every day.

- (j) *The Proposed Sign will be “necessarily more dominant than the previous signage”.*

While I accept that the nature of signage is to be seen, I do not consider the proposal to present a sign “necessarily” more dominant than the historic signage in the same location.

- (k) *The Proposed Sign will have a “significant” visual impact on the streetscape and vistas in the surrounding area.*

The Proposed Sign does not represent additional signage on the historic heritage Huddart Parker Building, there being none currently fixed to any other part of the building. In the wider setting, the proposal does not represent cumulative adverse visual “clutter” effects as its elevation and the necessary horizontal distance to view the sign reduces its relative area within the surrounding area. As noted above, the views of the Proposed Sign are less apparent in the streetscape and vistas in the surrounding area generally as the sign will be more visible to south-moving traffic on Customhouse Quay. As you near the Huddart Parker Building the view of the sign will become less complete and more removed from the normal line of sight and context of the Huddart Parker Building and Post Office Square Heritage Area.

- (l) *Use and reliance of the existing signage frame does not imply the location is “appropriate”.*

I consider the recognition of historic (meaning old) signage on the Huddart Parker Building the value of which is acknowledged in the WCC heritage inventory record where it records the “*building once held community sentiment and connection for the temperature display and clock that was a prominent feature*” also acknowledges the surviving frame, which having been unadorned with signage since the seismic strengthening of the Huddart Parker Building began, remains in situ without apparent public concern or adverse effect. Were signage to be considered elsewhere on the Huddart Parker building, my assessment may well reach a different conclusion, but that is not what this application proposes.

- (m) *The proposal does not align with the Heritage New Zealand Pouhere Taonga (HNZPT) guidelines.*

These guidelines are not directly relevant as the assessment is made in accordance with the WCC ODP criteria and it is the Council and not HNZPT who are the consenting authority and I note that HNZPT did not make a submission on this application.

- (n) *The lack of partial transparency provided by the “cut out” of the previous sign will adversely impact the silhouette line and quality of the building.*

My impression of the previous signs was that of their overall extent and not the relative and finely focused lens applied by Council’s Heritage Advisor that emphasises the space between and beyond the cut out lettering variant of some of the earlier signs. I also note that the various iterations of signage types in this location since the installation of the first sign in 1963 or the 1996 variant Ms Stevens refers to¹⁸ included signs that were much more solid. Historically the earlier sign variants were illuminated through one means or another and I do not accept Ms Stevens’¹⁹ concerns over the Proposed Sign becoming so “dominant” that it lessens the recognised values of the Huddart Parker Building. For example, the original sign including neon tubes within the face of each of the “CALTEX” letters.

- 8.3** In addition to considering Ms Steven’s S42A report, I have also reviewed the substantive S42A report prepared by Mr Elliott Thornton for the Council. I have responded to the heritage related aspects of his report.

Misrepresentation of the proposal

- 8.4** Mr Thornton’s S42A report includes an illustration of the Proposed Sign (Figure 1, page 2) and referred to at paragraph 12 of his S42A report, which misrepresents the actual position of the sign and shows instead an approximation of the proposed position overlapping the deep-set shallow-stepped crowning parapet, this being a distinguishing architectural feature of the Huddart Parker’s historic heritage values. What the illustration also provides an indication of the obscuring of the Huddart Parker Building from existing elements within the Post Office Square Heritage Area

¹⁸ Stevens, C. *S42A Report*, paragraph 47, page 16.

¹⁹ Stevens, C. *S 42A Report*, paragraph 64, page 20.

such as the Pohutukawa tree to the immediate east side of the Clarrie Gibbons Building. In a similar way I feel Ms Stevens misinterprets the position, and consequentially the effect, of the Proposed Sign by describing it to be “*effectively at the top of the existing parapet level*”.²⁰

8.5 Image 3 of Ms Stevens’ helpful Addendum includes an aerial image of the Huddart Parker Building roof showing the setback of the existing signage frame behind the parapet (this is also evident in my Image A on page 15 of my AEH). The only way the base of the Proposed Sign could be viewed to be “in line” with the parapet would be from a position relative to the parapet height such as a view from a similar height from the Intercontinental Hotel, while perspective foreshortening might provide an apparent relationship with the parapet from some distance from the Huddart Parker Building.

8.6 Instead, the overlap of the Huddart Parker Building parapet in front of the Proposed Sign reinforces the building’s presence over that of the sign and, I therefore disagree with Ms Stevens’ statement that the Proposed Sign will “*detract from the aesthetic values of the building, becoming its most dominant feature*”.²¹ Rather than being located on the “*front elevation of the Huddart Parker Building*” as Ms Stevens²² states, the Proposed Sign is to be placed on the long-established existing rooftop frame and maintains the integrity of the Grey Street elevation without interruption.

Use of the term “reinstatement”

8.7 At paragraph 13 of the S42A report distinction is again drawn to the use of the word ‘reinstatement’ in describing the Proposed Sign. I have used the term ‘*reinstatement*’ in accordance with the New Zealand ICOMOS Charter definition of this term meaning: “*to put back material components of a place, including products of reassembly, back in position*”. Because the Proposed Sign relies on the use of the existing historic signage frame, reinstatement is the appropriate term to describe the process and reflects a history of various signs on that frame since 1963.

Summary of the heritage effects

8.8 At paragraphs 73 and 74 of the S42A report Mr Thornton summarises the assessment provided to him by Ms Stevens in considering that the signage would

20 Stevens, C. *S42A Report*, paragraph 34, page 12.

21 Stevens, C. *S42A Report*, paragraph 48, page 16.

22 Stevens, C. *S42A Report*, paragraph 79, page 23.

have a “*negative effect on the heritage values of both the Huddart Parker Building [...] and the Post Office Square Heritage Area*” and that the “*size and location would result in dominant features on the otherwise characteristically heritage appearance*”. For the reasons I have detailed earlier in my evidence I disagree with that statement.

Positive effects of the proposal

- 8.9** I note that the WCC heritage inventory record includes recognition (under Cultural value/Social value/Sentimental connection) that the “*building once held community sentiment and connection for the temperature display and clock that was a prominent feature*”. The presence of the sign is also acknowledged in the WCC heritage inventory record under (a) *Aesthetic Value: iii. Townscape* and (e) *i. Authentic* which records that the Huddart Parker Building’s “*rooftop has long been occupied by signage*”. The Proposed Sign is intended to respond directly to that recognised value notwithstanding (at paragraph 95) Mr Thornton’s statement that there are “*any positive effects, to counterbalance or consider against the adverse environmental effects*”.
- 8.10** In a similar vein, paragraphs 115 and 116 of the S42A report address Policy 12.2.10.2 of the WCC ODP which requires the management of scale, intensity, and placement of signs to maintain and enhance the visual amenity of the host building. Mr Thornton emphasises the words “*maintain*” and “*enhance*”. I once again acknowledge the WCC recognition of Cultural value/Social value/Sentimental values recognised in its heritage inventory record for the Huddart Parker Building being associated with the previous signs in the same location. For the reasons I describe in paragraphs 9.65 – 9.12 (below), I do not consider that, in this instance, the Proposed Sign presents adverse effects on the architectural integrity of the Huddart Parker Building as Mr Thornton describes at his paragraph 117.
- 8.11** At paragraph 118 Mr Thornton considers Policy 12.2.10.4 which requires a sign to have a “*positive [Mr Thornton’s emphasis] contribution to the visual amenity of the building neighbourhood and cityscape above the fourth storey level*”. The sign will not affect the characteristics of the area. At least part of the area of the sign will not actually be visible at all within the area immediately around the Huddart Parker Building and the Proposed Sign will only be perceptible from some distance from the Post Office Square Heritage Area. The relatively compressed nature of the Post Office Square Heritage Area, in addition to the high rooftop location of the Proposed

Sign, significantly mitigates perceived immediate effects arising from the sign on both the Huddart Parker Building and the surrounding cityscape. The proposal, therefore, makes a positive contribution by the restoration of Cultural value/Social value/Sentimental values recognised in the heritage inventory record for the Huddart Parker Building.

Control of number and size of signs in heritage areas

- 8.12** At paragraphs 120-122 Mr Thornton turns to Policy 12.2.10.5 which seeks to “*control the number and size of signs within heritage areas*”. Clearly by seeking this control there is an expectation that there is an appropriate number and size of signs that can be considered. In this case, and again, acknowledging the Cultural value/Social value/Sentimental values recognised in the heritage inventory record for the Huddart Parker Building, the Proposed Sign, governed by its historic size and position, can be seen to be appropriate, noting as Mr Thornton does at his paragraph 118 that “*at this location there are very limited digital billboards*”. What contributes to the appropriateness of the Proposed Sign and lessens the perceived adverse effects on the “*existing heritage values, character and amenity*” of the area is the recognised historic and heritage value of a sign in this location.

Proposed Sign is considered to be appropriate

- 8.13** For the same reasons I believe Mr Thornton’s reading of the application against the provisions of Policy 20.2.1.9 at his paragraphs 123 and 124 is incorrect as he draws (or has relied on advice) too general an interpretation without applying the more nuanced recognition of the particular and distinctive values recognised in the WCC’s heritage inventory record for the Huddart Parker Building and the wider Post Office Square Heritage Area which specifically gives regard to the cultural, social, and sentiment values associated with the sign in the proposed location.

Overall conclusions from Mr Thornton's section 42A report

- 8.14** Mr Thornton then bundles together consideration of the Assessment Criteria focussing on those criteria at 21D3.1.5-8 and the Design Guide for Signs referred to at 21D3.1.11 to conclude that the Proposed Sign detracts from the heritage significance of the Huddart Parker Building, its architecture, adds visual clutter, doesn’t complement the building, and doesn’t meet the Design Guide. While

Mr Thornton doesn't provide evidence for these conclusions, I assume he relies on Ms Stevens' analysis.

- 8.15** Mr Thornton concludes that while the Proposed Sign is "*unacceptable*" he (and Ms Stevens) consider a sign in the proposed location limited somehow to include "*the time, temperature and a cut out building or company logo, smaller than the signage proposed and reflective of the signage that was on the site*" would be acceptable. I note that in recognising that a sign (of some form) is acceptable, both Mr Thornton and Ms Stevens adopt a form reflecting the last iteration of signage type to have been fixed to the frame on top of the Huddart Parker Building and not those earlier forms I have illustrated in Figures 3-5 (above).

9. COMMENTS ON SUBMISSIONS

- 9.1** In preparing my evidence I have reviewed all of the submissions received on the application. I have responded to the elements that relate to heritage issues and the impact on the immediately surrounding area.

Inconsistency with the Design Guide for Signs

- 9.2** The submissions from Boffa Miskell and Stout St Chambers state that the Proposed Sign is inconsistent with the Design Guide for Signs in the WCC ODP.
- 9.3** The WCC ODP *Guidelines* promote "*general design principles that can be applied in different ways appropriate to each proposal and site*". In respect to the Proposed Sign, the site specific and distinctive qualities of the Huddart Parker Building, the Post Office Square Heritage Area, and the wider receiving environment have been considered in order to align with the guidance that recognises the "*different ways appropriate to each proposal and site*". This is further discussed in the following paragraphs. However, at the outset I note that the recent approval of the sign on the Embassy Theatre indicates that the erection of a LED sign on a heritage building, in a heritage area can meet the guidelines.
- 9.4** I have considered the relevant Guideline Objectives at Section 8.2 of my AEH. In my AEH I have found that in considering Objective *O1.1*, which is concerned with scale and location, the proposal seeks to reinstate a sign on an existing signage frame on the roof of the Huddart Parker Building. That frame has been in situ for the sole purpose of mounting signage since the early 1960s and the WCC heritage

inventory record includes (under Cultural value/Social value/Sentimental connection) recognition that the “*building once held community sentiment and connection for the temperature display and clock that was a prominent feature on the roof. This has somewhat diminished since the removal of the display*”. This sentiment would appear to still be strongly held, noting that 11 of the 14 submissions (including the late submission from Stout Street Chambers) referenced the “*iconic*”²³ value of the signage. I consider that this context indicates that Objective 1.1 is met.

Integration of the Proposed Sign with the building

- 9.5** The submissions from Boffa Miskell and Stout St Chambers raised concerns that the Sign is not integrated with the architecture of the building. What distinguishes this application is the particular and legible separation of the Proposed Sign from the Huddart Parker Building and its special aesthetic qualities.
- 9.6** The proposed reinstatement of a sign fixed to the existing frame structure above the Huddart Parker Building will not detract from the architecture of the building being clearly separate from it and legibly unrelated to the Chicago-style architectural detailing.
- 9.7** Ms Stevens believes the Proposed Sign will somehow “*distract from the crown of the building*”,²⁴ but I believe that the best views of the crown and its capped dentilled cornice are viewed from directly in front of the building, a view where the sign would not be visible and I believe that this detail will remain a prominent feature of the building’s composition. The clarity of the Huddart Parker Building’s disciplined architectural intent notably features a stepped parapet crowning the building. This parapet, while shallow-stepped vertically, has a deep projection forward of the building elevation which screens much of the Proposed Sign when close to the building.
- 9.8** It is only as the viewing point becomes more distant that the full extent of the Proposed Sign will be observed and in reaching those viewpoints the building itself becomes increasingly obscured by elements in the surrounding area. Integrating the Proposed Sign into the architectural language of the Huddart Parker Building (unlike the successful approach taken at the Embassy) is not achievable because of its architectural language and detailing.

²³ Wayne Kearse, Submission 12.

²⁴ Stevens, C. *S42A Report*, paragraph 51, page 17.

- 9.9** A sign fixed to the metalwork signage frame atop the Huddart Parker Building was first established in 1963, nearly two thirds of the buildings 97 years' history thus far and has been recognised as a contributing attribute to the overall historic heritage values of the building. Notwithstanding the Proposed Sign, the Huddart Parker Building will retain all those heritage attributes for which it was listed in the WCC ODP.
- 9.10** While I accept that (as the Boffa Miskell submission states at bullet point seven) the Proposed Sign may require a "*deeper depth to accommodate the electronics as well as additional flashing to the sides*" I do not accept that this presents an adverse effect or blurs the visual legibility that separates the building from the Proposed Sign.
- 9.11** The submission of Stout Street Chambers considers the Proposed Sign "*detracts from the heritage values of the building*", but having considered those values (which are described at 7.2.1 of my AEH report) I find that none of those values are in fact adversely affected by the proposal. The Huddart Parker Building remains a very bold and competent example of Chicago-style architecture. It remains on a prominent corner site at a corner of Post Office Square and Jervois Quay and has a strong street presence particularly when viewed from the north. The Huddart Parker Building remains part of a group of significant heritage buildings that frame the Post Office Square Heritage Area, and of a group of heritage buildings that owed their existence to the nearby wharf trade.
- 9.12** The Proposed Sign is, and has been historically accepted as being, distinguished from the architectural heritage values of the building in its visual disengagement from the language of the building. More complete views of the Proposed Sign set the sign against a receiving environment of the taller more modern surrounding buildings. Without the Proposed Sign the Huddart Parker Building still reflects the "*somewhat diminished*" Cultural value/Social value/Sentimental connection recognised in the WCC heritage inventory and lamented by a number of submitters.

Impact on the character of the building and Post Office Square

- 9.13** Boffa Miskell submitted that the Proposed Sign will not be compatible with the character of the Huddart Parker Building and Post Office Square.

9.14 I agree with the “*gateway*” and “*human scale*” references made by Boffa Miskell in their submission at bullet point one under the heading “*dominance in the street scape and loss of visual amenity*”. The “*human scale*” particularly relates to the scale of the Post Office Square area and the ground level activation. I do not accept that the Proposed Sign on top of the seven storey Huddart Parker Building set back behind the parapet and plane of the building’s elevation adversely affects those qualities as its physical and visual separation significantly mitigates such effects.

9.15 It is my view that the protection of historic heritage from inappropriate development is not achieved by creating a ‘bubble’ around heritage places, ensuring that all other development or activity within or even adjacent to that ‘bubble’ is somehow inappropriate. Such an approach is unrealistically prohibitive and is inconsistent with the approach anticipated in the WCC ODP. The inherent value of historic heritage is found in its resilience to remain relevant and valuable in evolving environments despite development.

Acknowledgement of the sign as a feature of the Wellington landscape

9.16 Various submitters²⁵ make specific mention in their submissions to the “*reinstatement*” and “*restoration*” of “*a well-liked feature of this building*”.²⁶ While many reference the “*time and temperature sign*”²⁷ all reinforce the legitimacy of a sign atop the Huddart Parker Building and its appropriateness. Those submitters reflect the WCC heritage inventory record’s (under Cultural value/Social value/Sentimental connection) recognition that the “*building once held community sentiment and connection for the temperature display and clock that was a prominent feature*”. It would appear that that sentiment and connection is not lost and that there is a very real desire to see this element returned for the public’s benefit.

10. CONCLUSION

10.1 The WCC ODP anticipates signage in this context and does not prohibit it. Similarly, the *Sign Design Guide* provisions anticipate the appropriateness of a considered design and location for signage.

²⁵ Submitters: 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, and 12.

²⁶ Submitter 1.

²⁷ Submitter 3.

- 10.2** The relatively compressed nature of the Post Office Square Heritage Area in addition to the high rooftop location of the Proposed Sign significantly mitigates perceived immediate effects arising from the sign on both the Huddart Parker Building and the Post Office Square Heritage Area.
- 10.3** Fixing the Proposed Sign to the existing signage frame above the building will not detract from the architecture of the building as the Proposed Sign will be clearly visually separate from the building and legibly unrelated to its Chicago-style architectural detailing.
- 10.4** While the Proposed Sign is reflective of a new technology, the Proposed Sign acknowledges that the previous sign on top of the Huddart Parker Building has been changed a number of times over the years and each sign type reflected different technologies of the time. While of a different type of sign technology, I do not consider the Proposed Sign to be of such an extreme departure from, or present greater adverse effects, to that which had previously been a publicly celebrated feature of the building or that it presents “*different*”²⁸ effects.
- 10.5** The Proposed Sign will maintain, and make no significant change to, the historic built condition, streetscape characteristics, and skyline within the area.
- 10.6** The proposed reinstatement of a sign fixed to the existing frame above the Huddart Parker Building will not detract from the architecture of the building as it is clearly separate from it and visually unrelated to the Chicago-style architectural detailing recognised in the heritage inventory record.
- 10.7** The setback of the existing signage frame from the plane of the principal Grey Street elevation further separates and mitigates the visual impact of the Proposed Sign from the Grey Street elevation.
- 10.8** At least part of the area of the Proposed Sign will not actually be visible at all within the area immediately around the Huddart Parker Building and the Proposed Sign will only be perceptible from some distance from the Post Office Square Heritage Area.

28 Stevens, C. *S42A Report*, paragraph 40, page 14.

- 10.9** What contributes to the appropriateness of the Proposed Sign lessens the perceived adverse effects on the “*existing heritage values, character and amenity*” of the area is the recognised historic and heritage value of a sign in this location.
- 10.10** The inherent value of historic heritage is found in its resilience to remain relevant and valuable in evolving environments despite development.
- 10.11** Overall from a heritage perspective I reiterate the conclusion from my AEH that I consider the heritage effects of the Proposed Sign as detailed in the Application to be appropriate, and overall I am supportive of the proposal from a heritage perspective.

Adam Wild

22 November 2022

Appendix A

Images 1 - 15





























