

[00001-1943-53/174]

53

174

[D65]

NEON LIGHTS OF N.Z. LTD.

SIGN: SKY SIGN: HUDDART PARKER BUILDING: JERVOIS QUAY

53/174
PH:MW

21st August 1963

Dear Sir,

In reply to your letter of the 25th June, I have to inform you that the Council has consented to the erection, on behalf of Caltex Oil New Zealand Limited, of an illuminated sky sign, which will exceed the maximum permissible dimensions as provided in the City Bylaws, on the roof of the Huddart Parker Building fronting Post Office Square, subject to compliance with the following conditions:-

1. The construction and fixing of the sign must be to the satisfaction of the City Engineer.
2. The existing roof must have adequate strength to support the sign.
3. The sign must be painted to the satisfaction of the City Engineer.
4. The Bylaws must be complied with in all other respects.

Will you please confer with the Building Branch of the City Engineer's Department.

Yours faithfully,

Town Clerk.

The District Manager,
Claude Neon Lights of New Zealand Ltd,
P.O. Box 378,
WELLINGTON:

COPY SENT TO	<i>C. E. Onger</i>
DATE	<i>21-8-63</i>

File

53
144



MEMO FOR THE TOWN CLERK—

PLEASE SUBMIT THE FOLLOWING REPORT AT THE EARLIEST OPPORTUNITY

SUBJECT PROPOSED SKY SIGN - HUDDART PARKER
BUILDING - POST OFFICE SQUARE - CLAUDE
NEON LIGHTS OF N.Z. LTD.

T.C. FILE No. 001181/3

With reference to the letter dated 25th June, 1963, and accompanying air brush sketch, received from the District Manager, Claude Neon Lights of N.Z. Ltd., on behalf of Caltex Oil N.Z. Ltd., dispensation from full compliance with the City By-Laws is requested to permit the erection of a sky sign (approximate dimensions 44'-0" x 14'-6") on the roof of the Huddart Parker Building fronting Post Office Square.

The proposal comprises the erection of an animated electric sky sign incorporating the time and weather forecast, which are automatically controlled by an electric clock operated by the use of incandescent lamps, and an internal barometer, respectively.

The maximum dimensions for signs of this nature, in terms of the City By-Laws, are length 40'-0" and height 12'-0".

On 12th July, 1961, Council approved the erection, on the roof of premises at 88 Manners Street for Messrs. Godfrey Phillips (N.Z.) Limited, of a neon sky sign where the permissible height was exceeded, i.e. 15'-9½" in lieu of 12'-0".

The proposal has been referred to the Traffic Superintendent who has stated that the sign will not, in his opinion, constitute a traffic hazard, and that he has no objection to the proposal.

The design of the sign is pleasing, and, in my opinion, will brighten the locality.

In view of the aforementioned circumstances, I consider the proposal to be reasonable, and accordingly recommend that approval be given and dispensation granted for the erection of the sky sign, as proposed, subject to the following conditions:-

1. The construction and fixing of the sign to be to my satisfaction.
2. The existing roof having adequate strength to carry the sign.
3. The By-Laws to be complied with in all other respects.

BY-LAWS COMMITTEE

Recommendation approved

8 AUG 1963

COUNCIL

11/4 AUG 1963

COMMITTEE
REPORT ADOPTED

G. J. Thomas
City Engineer.

OT

Sign to be printed to the satisfaction of C. Engr.

CLAUDE NEON

lighting and lamps

CLAUDE NEON LIGHTS OF N.Z. LTD.

DISTRICT OFFICE: 188 THORNDON QUAY, WELLINGTON, N.I.
ALSO AT AUCKLAND • CHRISTCHURCH • DUNEDIN

25th June, 1963.

The Town Clerk,
Wellington City Corporation,
P.O. Box 2095,
WELLINGTON.



Dear Sir,

re: PROPOSED SKY SIGN - HUDDART PARKER BUILDING

We would be glad if you would arrange to place before the By-laws Committee or full Council, this application for dispensation regarding dimensions normally applicable to sky signs in Wellington City.

The City Engineer is aware that usually we are content to design our displays to suit the current By-laws, but occasionally dispensation has been permitted due to special circumstances.

In the case which is the subject of this application, the normal maximum dimensions are 40 ft. x 12 ft., but we respectfully suggest that the Committee consider the possibility of allowing us to erect a combined display of approximately 44 ft. x 14 ft. 6 ins.

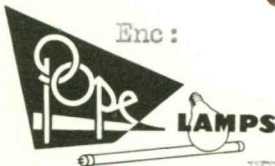
If you will refer to the enclosed air brush sketch you will note the reasons for the application, and you will also realise that although our Client would normally be entitled to a total area of 480 sq. ft. for the display alone, the total area for the advertising message now amounts to only 420 sq. ft., with the additional 196 ft. requested being for what our Client considers to be a valuable and necessary public amenity for the benefit of Wellington citizens generally. The latter portion of the combined display consists of an automatic electric clock operated by the use of incandescent lamps, similar to two of this type which are already erected in Auckland, and which have received much favourable comment. A further addition is completely new, i.e., the weather forecast, which is also automatically controlled by an internal barometer.

As our Client feels, and we must agree, that the combined features suggested would fill a necessity, particularly in this area of the City, we would be glad if Council would give this application favourable consideration.

Yours faithfully,
CLAUDE NEON LIGHTS OF N.Z. LIMITED

W. R. Wallburton
W. R. Wallburton,
DISTRICT MANAGER.

Enc:



WRW:JL

NOTED
2 JUL 1963
SABT
CITY ENGINEER

Change for report per 25/6/63
Fluorescent at its finest