



greater WELLINGTON
THE REGIONAL COUNCIL

P O Box 11 646
142 Wakefield Street
Wellington
New Zealand
T 04 384 5708
F 04 385 6960
W www.gw.govt.nz

Greater Wellington is the promotional
name of the Wellington Regional Council

To the Householder

I am writing to ask for your opinion of a proposal received by Greater Wellington – The Regional Council regarding painting of a Smiley Face on a reservoir in your area. A simulation of how the proposed painting might look on the reservoir is enclosed.

Your response is important, as it will help to determine whether the proposal is allowed to proceed. If you would like to have a say in this matter, please complete the short questionnaire enclosed and return it to Greater Wellington (GW) in the envelope provided (no stamp required), to reach us no later than Monday 24 February 2003.

Background information

A member of the public (the proposer) has approached GW asking for permission to paint a Smiley Face on top of the Ngauranga water reservoir, the largest of three concrete tanks at the end of Maldive Street, Khandallah. The reservoir is approximately 60-metres wide and is currently unpainted. The proposed mural would cover the entire top surface, an area of about 2,700 square metres. The proposer, not GW, would meet the cost of painting the reservoir.

The proposer has chosen Ngauranga Reservoir because it is on a flight-path to/from Wellington airport and is large enough for the image to be seen from passing aircraft. He has said of his idea:

"...Smiley Face is a very clean and simple image that immediately communicates the singular emotion of "happiness". I am proud of Wellington's current reign as New Zealand's "Top Town" and its enduring "Absolutely Positively" attitude. I feel my proposal continues this culture of innovation and exuberance. Also, as Wellington seeks to become a more popular tourist destination, my proposal can only add to the city's status as a must-visit destination."

Greater Wellington has provisionally agreed to allow the mural to be painted, subject to a number of conditions being met. These include that the proposer will meet the cost of GW conducting this consultation of residents and that the consultation process shows a firm level of support for the proposal¹. Although the proposed mural does not require resource consent from Wellington City Council, GW has sought the view of the City Council and will consider that view in its deliberations.

What happens next?

The accompanying questionnaire is being sent to all households in the immediate vicinity of Ngauranga Reservoir. Greater Wellington councillors will consider the results from all completed questionnaires (returned by 24 February 2003) during March and its decision regarding whether the mural can be painted will be publicised immediately by media release.

Andrew Samuel
Marketing Manager
Greater Wellington Water

¹ As determined by Greater Wellington

How the proposed mural might look



PRESENT:
Ngauranga Reservoir
from Rangoon Heights
(Malvina Major
Retirement Village in
the background)



PROPOSED:
How the reservoir might
look with the proposed
Smiley Face painting
applied.
(The orientation and
look of the actual
painting may differ
slightly from this
impression.)



PROPOSED:
How the reservoir might
look with the proposed
Smiley Face painting
applied.
(The orientation and
look of the actual
painting may differ
slightly from this
impression.)



Questionnaire – Ngauranga Reservoir Smiley Face Proposal

The results of this questionnaire will be used to summarise household opinion regarding the Smiley Face painting proposal from the neighbourhood immediately surrounding Greater Wellington’s Ngauranga Reservoir. Please note that your responses may be reproduced in GW reports, but that the personal details that you provide will not be identified with your answers.

Please circle the number in the box to the left of your chosen answer

1. Is any part of the top surface of Ngauranga Reservoir normally visible to you from your residence?

- 1 Yes (go to Q.2) 2 No (go to Q.3)

2. If you answered ‘Yes’ to Question 1, please indicate how much of the reservoir’s top surface is normally visible from your residence.

- | | |
|---|--|
| <input type="checkbox"/> 1 Less than a quarter | <input type="checkbox"/> 3 Between half and three-quarters |
| <input type="checkbox"/> 2 Between a quarter and a half | <input type="checkbox"/> 4 More than three-quarters |

3. Mark one statement from the following list of five that best describes your opinion of the Smiley Face painting proposal for Ngauranga Reservoir:

- 1 I **strongly support** the proposal
- 2 I **support** the proposal
- 3 I **neither support or oppose** the proposal
- 4 I **oppose** the proposal
- 5 I **strongly oppose** the proposal

4. Describe briefly in the space provided (below) the reason for your answer to Question 3.

Please print your response clearly.

(If you require more space to provide your answer, please continue on the reverse of this page)

To help us interpret the results of this survey, please provide the name of the street that you live in and your house number (providing this information is optional).

My street address is:.....

(House Number) (Street Name)

Please use the envelope provided (no stamp required) to return this page to Greater Wellington, to be received by us no later than 24 February 2003.

Postal Questionnaire - Summary of Numerical Response

The '% across' figure is the proportion of the group described by the horizontal heading that satisfy the definition in the vertical heading, e.g. 87.3% of those who 'SUPPORT' the proposal have '*No View of the Reservoir*'. The '% down' figure is the proportion the group described in the vertical heading that satisfy the definition in the horizontal heading, e.g. 46.6% of those with '*No View of the Reservoir*' 'SUPPORT' the proposal.

OPINION	<i>TOTAL of View</i>	<i>No View of Reservoir</i>	<i>View of Reservoir</i>	<i>Not Marked</i>
TOTAL of Opinion	239	191	39	9
% across	100.0%	79.9%	16.3%	3.8%
% down	100.0%	100.0%	100.0%	100.0%
SUPPORT	102	89	9	4
% across	100.0%	87.3%	8.8%	3.9%
% down	42.7%	46.6%	23.1%	44.4%
OPPOSE	104	74	26	4
% across	100.0%	71.2%	25.0%	1.7%
% down	43.5%	38.7%	66.7%	44.4%
NEUTRAL	31	27	4	0
% across	100.0%	87.1%	12.9%	0.0%
% down	13.0%	14.1%	10.3%	0.0%
NOT MARKED	2	1	0	1
% across	100.0%	50.0%	0.0%	50.0%
% down	0.8%	0.5%	0.0%	11.1%
Strong Support	61	50	7	4
% across	100.0%	82.0%	11.5%	6.6%
% down	25.5%	26.2%	17.9%	44.4%
Moderate Support	41	39	2	0
% across	100.0%	95.1%	4.9%	0.0%
% down	17.2%	20.4%	5.1%	0.0%
Strong Oppose	73	44	25	4
% across	100.0%	60.3%	34.2%	5.5%
% down	30.5%	23.0%	64.1%	44.4%
Moderate Oppose	31	30	1	0
% across	100.0%	96.8%	3.2%	0.0%
% down	13.0%	15.7%	2.6%	0.0%

Percentage may not add to 100.0% exactly due to rounding.