

25 July 2023

File Ref: OIAPR-1274023063-3667

[REDACTED]

Tēnā koe [REDACTED]

### **Request for information 2023-170**

I refer to your request for information dated 26 June 2023, which was received by Greater Wellington Regional Council (Greater Wellington) on 26 June 2023. You have requested the following:

*“Please provide any documents, email, or discussions with heritage NZ related to the GoMedia display boards that have been installed in most platforms of the wellington railway station.*

*For context see my last OIA request for same information RE snapper terminals.”*

#### **Greater Wellington’s response follows:**

Please refer to **Attachment 1** which contains all correspondence and documentation relating to the GoMedia display boards at Wellington Station. This information includes correspondence between GWRC, Heritage NZ, GoMedia, Wellington City Council and our Heritage consultant.

The images from the email on pages 20 - 22 of the document follow on pages 23 – 30.

We have withheld information in this document under section 7(2)(a) of the Local Government Official Information and Meetings Act 1987 in order to protect the privacy of natural persons, including that of deceased natural persons.

We have considered whether the public interest in the requested information outweighs Greater Wellington’s need to withhold certain aspects of the requested information. As a result, we do not consider that the public interest outweighs Greater Wellington’s reason for withholding parts of the document under the ground identified above.

If you have any concerns with the decision(s) referred to in this letter, you have the right to request an investigation and review by the Ombudsman under section 27(3) of the Local Government Official Information and Meetings Act 1987.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly on Greater Wellington's website with your personal information removed.

Nāku iti noa, nā

A handwritten signature in blue ink that reads "sugar".

**Samantha Gain**

Kaiwhakahaere Matua Waka-ā-atea | Group Manager Metlink

PROACTIVE RELEASE

**From:** [Michael Freeman](#)  
**To:** [Francesca Bradley](#)  
**Cc:** [Malcom Govender](#); [Mitchell Davis](#); [Siobhan McMahon](#)  
**Subject:** Metlink contact to send letter to for Digital Screens  
**Date:** Wednesday, 3 August 2022 4:01:00 pm

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Kia ora Francesca

I did not highlight who to send the letter to! Can you please send the HNZPT letter of support to Siobhan McMahon, Malcom Govender and Mitchell Davis all copied!

Thank you

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** Michael Freeman

**Sent:** Wednesday, 3 August 2022 1:09 pm

**To:** 'Francesca Bradley' <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>

**Cc:** Malcom Govender <[Malcom.Govender@gw.govt.nz](mailto:Malcom.Govender@gw.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>; Richard Baker <[richard.baker@gw.govt.nz](mailto:richard.baker@gw.govt.nz)>; Jaime Passache <[Jaime.Passache@gw.govt.nz](mailto:Jaime.Passache@gw.govt.nz)>

**Subject:** RE: Update on the Digital Screen Project Wellington Station and Outer Station platforms

Kia ora Francesca

Great to catch up earlier. I have attached all the documents we will be submitting as part of the Outline Plan Application for Wellington City Council.

I have highlighted in yellow the paragraph in the Wellington City Council -Digital Advertising Outline Plan Letter where we mention the HIA. I have amended slightly since our call and inserted a statement re working with HNZPT on the dwell time and approval of 6/7. Let me know if you are happy with that.

There is also a holding statement in the next paragraph which will be updated once we receive your letter.

As I said on the call, we are happy to give up 6/7 if that is what is required to get across the line!!.

Contacts at Kiwi Rail

Royce Macleod [Royce.Macleod@kiwirail.co.nz](mailto:Royce.Macleod@kiwirail.co.nz)

Samantha Hayr [Samantha.Hayr@kiwirail.co.nz](mailto:Samantha.Hayr@kiwirail.co.nz)

Any q's please shout!

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>

**Sent:** Wednesday, 3 August 2022 10:57 am

**To:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Subject:** RE: Update on the Digital Screen Project Wellington Station and Outer Station platforms

Apologies for the delay – call me anytime on the landline today: [REDACTED]

Ngā mihi nui,

**Francesca Bradley** | Conservation Advisor | Heritage New Zealand Pouhere Taonga | PO Box 2629 Wellington 6140 | DDI: 04 471 4895 | Mob: 027 445 3599 |

***Tairangahia a tua whakarere; Tātakihia ngā reanga o āmuri ake nei  
Honouring the past; Inspiring the future***

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**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Sent:** Monday, 1 August 2022 4:05 pm

**To:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>

**Cc:** Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>; Malcom Govender <[Malcom.Govender@gw.govt.nz](mailto:Malcom.Govender@gw.govt.nz)>

**Subject:** RE: Update on the Digital Screen Project Wellington Station and Outer Station platforms

**Importance:** High

Hi Francesca



I hope you are well and had a good weekend.

I am going to be away from Wednesday evening for 3 weeks and wanted to have a quick discussion with you re timelines and process on the digital screen project at Wellington Station before I left, are you free for a 15 minute call tomorrow after 11.15 am or Wednesday?

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** Michael Freeman

**Sent:** Thursday, 28 July 2022 4:15 pm

**To:** 'Francesca Bradley' <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>

**Cc:** Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>

**Subject:** RE: Update on the Digital Screen Project Wellington Station and Outer Station platforms

**Importance:** High

Kia ora Francesca

I hope you are well, thanks for coming back to me. Just navigating the final steps in the process to finalise the Outline Plan submission for the digital screens.

As part of the submission we require a letter of support from HNZPT.

What do you require from GW to draft that letter? I have attached Ian Bowman's Impact Assessment, do you also need the draft consent application?

Let me know what we need to do!

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>

**Sent:** Tuesday, 26 July 2022 12:32 pm

**To:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Subject:** RE: Update on the Digital Screen Project Wellington Station and Outer Station platforms

Kia ora Michael,

Apologies for my delay getting back to you and thank you for providing all the technical information in a previous email (20/06). HNZPT does not require any further information in preparation for the outline plan of works application.

I did want to raise with you that HNZPT is not inclined to support the additional heritage information sign outside the Trax's Bar, as our position on this project has been focussed on reducing the clutter in the platform area.

Please continue to keep us in the loop as the project progresses.

Ngā mihi nui,

**Francesca Bradley** | Conservation Advisor | Heritage New Zealand Pouhere Taonga | PO Box 2629 Wellington 6140 | DDI: 04 471 4895 | Mob: 027 445 3599 |

***Tairangahia a tua whakarere; Tātakihia ngā reanga o āmuri ake nei***  
***Honouring the past; Inspiring the future***

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**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Sent:** Friday, 8 July 2022 3:58 pm

**To:** Samantha Hayr <[Samantha.Hayr@kiwirail.co.nz](mailto:Samantha.Hayr@kiwirail.co.nz)>

**Cc:** Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>; Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>; Barry Fryer <[Barry.Fryer@gw.govt.nz](mailto:Barry.Fryer@gw.govt.nz)>; Richard Baker <[Richard.Baker@gw.govt.nz](mailto:Richard.Baker@gw.govt.nz)>; Malcom Govender <[Malcom.Govender@gw.govt.nz](mailto:Malcom.Govender@gw.govt.nz)>; Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>; Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>; Jaime Passache <[Jaime.Passache@gw.govt.nz](mailto:Jaime.Passache@gw.govt.nz)>

**Subject:** Update on the Digital Screen Project Wellington Station and Outer Station platforms

Kia ora Samantha

I hope you are well. Following up from the meeting on the platform at Wellington Station a couple of weeks ago I wanted to update you on where we are and check in that Kiwi Rail are still supportive of the direction we are moving in.

There items I wanted to update you on are

1. Digital Screens positioning across network and Wellington Station

I have attached visuals of the screens positioning across the network and a GIS map of each station, this gives a visualisation of the screens in position and GIS locations. We have removed ones that Kiwi Rail were unsure of in the initial

presentation to Simone and the ones the Transdev locomotive engineers felt may be a distraction.

2. Outline plans and Outline plan waivers (outer stations)

These are being drawn up by GW in preparation for submission to Kiwi Rail.

3. Heritage Considerations

Ian Bowman, heritage consultant, is drafting the heritage impact assessment for Wellington Station which will accompany the Outline plan for Wellington Station, we will be requesting a supporting letter from Heritage NZ. We have had 3 pre applications meeting to date with Wellington City Council and their Urban and Heritage planners are generally comfortable with the direction the project is heading. We will be working with Ian Bowman to provide any further information he needs for his impact assessment.

4. Heritage information display - The History of the Station

While this is outside of GW's Metlink's remit, this is something that has been discussed in the past and we are keen to support this idea as part of this project. A suggested location which we would like to explore with Kiwi Rail and Trax, is the wall with the Trax bar black board on. I would like to understand how we progress this idea with Kiwi Rail and Trax.

5. Additional ideas that are being discussed is the use of some of the slots on the digital screens to be used to promote heritage imagery of the station and also GW/Metlink messaging. GW will have 1 in every 8 slots to use for these purposes.

It would be ideal if we could meet next week to get Kiwi Rails rubber stamp for the locations at Wellington Station and the direction of the project. Also to discuss any other considerations you may have. Hopefully with the attachments this gives you a picture of where we are. Let me know if you have any questions and if you have a free slot to meet next week.

Have a great weekend

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** [Vanessa Sorce](#)  
**To:** [Michael Freeman](#); [Mitchell Davis](#)  
**Subject:** RE: Updated Wellington Plan Project outcome statement  
**Date:** Thursday, 28 July 2022 11:03:17 am  
**Attachments:** [image001.png](#)

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Hi Michael

Could you please ask Ian to provide a copy of the AEE without the draft watermark.

Thanks  
Vanessa

---

**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>  
**Sent:** Thursday, 28 July 2022 8:38 AM  
**To:** Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>  
**Cc:** Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>  
**Subject:** FW: Updated Wellington Plan Project outcome statement

Good morning Vanessa

I hope you are well. Attached is the report from Ian Bowman . I am going to chase Kiwi Rail today, for an answer to my last email re their support.

What is the process from here de we ask Francesca at Heritage for comment or do the planners at WCC do that once they have the Outline plan?

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>  
**Sent:** Tuesday, 19 July 2022 11:49 am  
**To:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>  
**Cc:** Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>  
**Subject:** Re: Updated Wellington Plan Project outcome statement

Thanks Michael. Draft assessment attached for review/comment.  
Regards  
Ian

IAN BOWMAN BA, BArch, MA Cons Stud (York), FNZIA  
Architect and Conservator  
[www.ianbowman.co.nz](http://www.ianbowman.co.nz)

P.O. Box 1095 Nelson New Zealand  
Mobile [0274 457 813](tel:0274457813)



On 19/07/2022, at 11:44 AM, Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)> wrote:

The outcome of the Digital Screen on the rail corridor project is to increase non-fare revenue contributions to the running of the Public Transport network. These digital screens will complement the current static advertising network and are forecast to double Greater Wellington's revenue from advertising. The income from this project will contribute towards the maintenance and upkeep of the station platforms.

PROACTIVE RELEASE

## Renee Coffey

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**Subject:** Confirmed - Digital Signs Wellington Station Site Visit next steps

**Location:** Wellington Station Platforms

**Start:** Thu 9/06/2022 2:00 pm

**End:** Thu 9/06/2022 3:30 pm

**Show Time As:** Tentative

**Recurrence:** (none)

**Organizer:** Michael Freeman

**Required Attendees:** Michael Freeman; Ian Bowman

**Optional Attendees:** Francesca Bradley; Matthew Brajkovich; Reuben Daube; Shayna Curle; Mitchell Davis; Mike Gray; Malcom Govender; Simon Teagle

---

**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Sent:** Friday, 3 June 2022 2:33 pm

**To:** Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>

**Cc:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; Matthew Brajkovich <[Matthew.Brajkovich@wcc.govt.nz](mailto:Matthew.Brajkovich@wcc.govt.nz)>; Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>; Shayna Curle <[Shayna.Curle@wcc.govt.nz](mailto:Shayna.Curle@wcc.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>

**Subject:** Re: Digital Signs Wellington Station Site Visit next steps

Hi all

Would 2.00 pm on Thursday at the station work for everyone.?

Ngā mihi Michael

**Michael Freeman** He/Him

Kaitohutohu | Business Development Specialist

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 **Think green:** read on the screen.

---

**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Sent:** Thursday, June 2, 2022 5:56:36 PM

**To:** Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>

**Cc:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; Matthew Brajkovich <[Matthew.Brajkovich@wcc.govt.nz](mailto:Matthew.Brajkovich@wcc.govt.nz)>; Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>; Shayna Curle <[Shayna.Curle@wcc.govt.nz](mailto:Shayna.Curle@wcc.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>

**Subject:** RE: Digital Signs Wellington Station Site Visit next steps

Hi Ian

Thanks for coming back to me. Can you pencil that in for the 9th, although I am not sure that Thursday works for everyone, so it may need to be a separate trip.

I will try to confirm tomorrow

Michael

Sent from [Mail](#) for Windows

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**From:** [Ian Bowman](#)

**Sent:** Thursday, 2 June 2022 4:17 pm

**To:** [Michael Freeman](#)

Cc: [Francesca Bradley](#); [Matthew Brajkovich](#); [Reuben Daube](#); [Shayna Curle](#); [Mitchell Davis](#)

Subject: Re: Digital Signs Wellington Station Site Visit next steps

Hi Michael,

I am in Wellington next on 9 June. I could make a meeting in the afternoon. Otherwise I would need to make a special trip.

Regards,

Ian

[IAN BOWMAN](#) BA, BArch, MA Cons Stud (York), FNZIA  
Architect and Conservator  
[www.ianbowman.co.nz](http://www.ianbowman.co.nz)

P.O. Box 1095 Nelson New Zealand  
Mobile [0274 457 813](tel:0274457813)



On 2/06/2022, at 3:05 PM, Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)> wrote:

Hi Ian

I hope you are well. Following Francesca brief and following the direction from Matthew in the pre application document, I would like arrange a meeting with yourself, Francesca, Ruben, Matthew and Shayna to further study options. Ideally if that meeting could be at the station again, I would also like to introduce our commercial partner in the project, Go Media. Are you available on Wednesday 8<sup>th</sup> Morning or Friday 10<sup>th</sup> after 10.30 am to meet at the station.

In lieu of the next meeting I asked Go Media to respond to commentary from the meeting last week. Like GW, they want to arrive at mutually agreeable locations.

### **Numbers**

The network hinges off the central station and a quality presence there. The idea with a network like this is to create an easily purchased pack of same sized units with a known audience, especially the same sized units as the AT network. The commercial objective of the network is to optimise the unique number of people reached, as well as moments people are making purchase decisions in proximity to retailers, combined with frequency of ad-exposure so



that the message is assimilated. While the outer stations build some reach it's their proximity to retail districts that make them particularly attractive to advertisers. It is the Wellington station however that is the number one platform for building reach. This is also the platform we need multiple screens to build frequency of exposure to catch people's attention as they move from the platforms to the station and vice versa. To this end we believe the number of assets on the Wellington platforms are really at the minimum level.

Our earlier approach had been to reach the commuters through their path through the main station building however given that we cannot gain access here the importance of the buffer zones and the platform assets takes on a higher level of importance. We have as such already pared back our desired roll-out as we removed the main station and then self-policed ourselves, together with GWRC, based on heritage considerations and passenger flow.

However, we are always open to finding other locations on the platforms or where we place them, that work for all parties and ultimately want the best result for all parties.

### **Size**

The units are an industry standard size, and the screens themselves are optimised toward the audience viewing cone. The screens are positioned in the unit at eye-level, so more people will see the advertiser's message. The lower area of each unit, below the screen, is an air void from which air is circulated through venting in the sides and around the units, the internal fans rely on this void to cool and move air, if the void is lessened there is a greater risk of overheating and lower of the screen effectiveness through potential for thermal shutdowns and premature failure.

We are wanting to purchase the units identified as they are a proven quality product, that has been in market for many years and streamlined so that all services are concealed. If we were to try and design something new we would be into a prototype scenario.

### **Platform placement**

In terms of the effects, we have no issue with placing the units midway between the bays on the platforms with power coming from the top. In many respects I think that is the best outcome for heritage and passenger movements and sourcing power in that way doesn't detract either. Height is the issue we cannot control due to the standardised unit size. We are open to other locations or different ways to stagger them.

**Clutter** – we have consciously tried to space the screens along the various platforms in a staggered way in consideration of clutter. Maybe there is a better approach? The units at the buffers are designed to capture all the audience movements whilst placing them away from the main station and the platforms to give them as much separation from the heritage items as possible. It was also about passenger flow. We identified some alternative locations that were never put forward as it was agreed they would compromise passenger movements, so a lot of collective thought has been put into the proposed locations. We also agreed to place the screens away from the validators as far as possible to avoid clutter from that perspective.

We would like to have the opportunity to continue discussions with the heritage team and WCC, on site, with the aim of finding the best outcome for all parties which has been the goal from the outset.

If the proposed days do not suit please let me know when you are available.

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>

**Sent:** Friday, 27 May 2022 8:52 am

**To:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>

**Cc:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>; Matthew Brajkovich <[Matthew.Brajkovich@wcc.govt.nz](mailto:Matthew.Brajkovich@wcc.govt.nz)>; Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>; Shayna Curle <[Shayna.Curle@wcc.govt.nz](mailto:Shayna.Curle@wcc.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>; Jaime Passache <[Jaime.Passache@gw.govt.nz](mailto:Jaime.Passache@gw.govt.nz)>; Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>; Damien <[drwprojects.ltd@gmail.com](mailto:drwprojects.ltd@gmail.com)>; Malcom Govender <[Malcom.Govender@gw.govt.nz](mailto:Malcom.Govender@gw.govt.nz)>

**Subject:** Re: Digital Signs Wellington Station Site Visit notes

Hi Francesca,

Your notes and photos are very helpful for me. Thanks,

Regards,

Ian

**IAN BOWMAN** BA, BArch, MA Cons Stud (York), FNZIA

Architect and Conservator

[www.ianbowman.co.nz](http://www.ianbowman.co.nz)

P.O. Box 1095 Nelson New Zealand

Mobile [0274 457 813](tel:0274457813)

<image001.png>

On 26/05/2022, at 4:50 PM, Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)> wrote:

Hi Michael,

Thanks for organising the site visit yesterday with the mock up sign. General impression was that the sign was a lot taller than expected but is still compatible at the south end of the platform area. Biggest concern was the height of the sign along the platforms, in terms of the proximity to the curved railway iron supports and the sign location under the low point of the butterfly canopy roof. I've collated the following images and notes which hopefully capture everything discussed on site yesterday.

Digital sign location	Image:	Comment
End of line terminus	<image002.png>	Proportion of sign's mass and scale compatible.
Either side of line terminus	<image003.png><image004.png> <image005.png>	Proportion of sign's mass and scale still compatible. Combination of three signs surrounding the line terminus may have a larger visual impact on the railway platforms, but HNZPT could accept this level of impact.  Location of signs along side of Platform 6 and possibly Platform 3 may visually impact wayfinding, as the sign will obstruct the digital train information signage above – refer to third image in this section.
Along Trax Bar wall	<image006.png>	No issue with this placement. Discussed increasing the digital screen size and whether the digital sign proposed for along side of Platform 2 terminus would less effective given its proximity. Once HNZPT can confirm from the conservation plan that this wall relates to the 1989 works, we could support mounting this screen to the wall, as oppose to the stand alone boxes.
Along platforms	<image007.png> <image008.png><image009.png>	Height of digital sign boxes incompatible with canopy height along platforms. The visual impact of this addition next to the curved railway iron supports would be significant. Placing the sign box in the centre between two sets of column supports reduces this visual impact but doesn't not resolve it. Discussed

sourcing a shorter digital sign option to address this issue. User flow modelling would also help inform an appropriate location for the signs along the platforms.

Ngā mihi nui,

**Francesca Bradley** | Conservation Advisor | Heritage New Zealand Pouhere Taonga | PO Box 2629 Wellington 6140 | DDI: 04 471 4895 | Mob: 027 445 3599 |

*Tairangahia a tua whakarere; Tātakihia ngā reanga o āmuri ake nei  
Honouring the past; Inspiring the future*

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---

**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Sent:** Tuesday, 24 May 2022 2:23 pm

**To:** Matthew Brajkovich <[Matthew.Brajkovich@wcc.govt.nz](mailto:Matthew.Brajkovich@wcc.govt.nz)>; Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>; Shayna Curle <[Shayna.Curle@wcc.govt.nz](mailto:Shayna.Curle@wcc.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>; Jaime Passache <[Jaime.Passache@gw.govt.nz](mailto:Jaime.Passache@gw.govt.nz)>; Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>; Damien <[drwprojects.ltd@gmail.com](mailto:drwprojects.ltd@gmail.com)>; Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>; Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; Malcom Govender <[Malcom.Govender@gw.govt.nz](mailto:Malcom.Govender@gw.govt.nz)>

**Subject:** RE: place holder - Digital Signs Wellington Station Site Visit

Kia ora Matthew

We are all good. Mitchell and Jamie are going to lead from a GW perspective as I am isolating! We have ordered and mock digital screen to show what they will look like in situ.

Jaime may dial me in on his phone, and my colleague Malcom is also going to be on hand.

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

M [REDACTED]

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**Subject:** RE: place holder - Digital Signs Wellington Station Site Visit

Hi Michael,

Just checking in that we're still on for tomorrow morning's on-site meeting?

Ngā mihi,

Matt

**Matthew Brajkovich**

Senior Consent Planner | City Consenting & Compliance | Wellington City Council

M [REDACTED] | E [matthew.brajkovich@wcc.govt.nz](mailto:matthew.brajkovich@wcc.govt.nz) | W [Wellington.govt.nz](http://Wellington.govt.nz)

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<[image010.jpg](#)>

-----Original Appointment-----

**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Sent:** Wednesday, 18 May 2022 4:21 pm

**To:** Michael Freeman; Reuben Daube; Matthew Brajkovich; Shayna Curle; Mitchell Davis; Jaime Passache; Vanessa Sorce; Damien; Ian Bowman; Francesca Bradley

**Subject:** place holder - Digital Signs Wellington Station Site Visit

**When:** Wednesday, 25 May 2022 9:30 am-10:30 am (UTC+12:00) Auckland, Wellington.

**Where:** End platform 8 Wellington Station

Proposed time depending on Francesca availability.

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## Renee Coffey

---

**Sent:** Monday, 9 May 2022 12:06 pm  
**To:** Francesca Bradley  
**Cc:** Mitchell Davis; Jaime Passache; Peter Wells; Vanessa Sorce  
**Subject:** Digital Advertising a Wellington Station

Kia ora Francesca

I hope you are well. Since our last meeting at Wellington Station I have been working with the asset team here and have reached out to WCC to further understand from their perspective the resource consent required for digital advertising at Wellington Station. I have requested a pre application meeting and I suggested that it would be useful for you to be involved.

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** [Michael Freeman](#)  
**To:** [Francesca Bradley](#)  
**Cc:** [Peter Wells](#)  
**Subject:** Digital Screens Update  
**Date:** Friday, 13 May 2022 2:25:00 pm

---

Hi Francesca

I hope you are well .Peter and I have just had a call with Ian Bowman and he may call you about the digital signs at Wellington station.

To update you, Kiwi Rail engineers have confirmed they are happy with the proposed placement, so I will get the information across re Placements, refresh rates and size of signs shortly.

Have a lovely weekend

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

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PROACTIVE RELEASE



**From:** [Michael Freeman](#)  
**To:** [Mike Gray](#); [fande2000@gmail.com](mailto:fande2000@gmail.com); [Simon Teagle](#)  
**Cc:** [Mitchell Davis](#); [Cassandra Albert](#); [Malcom Govender](#)  
**Subject:** FW: Digital Signs Wellington Station Site Visit notes Confidential  
**Date:** Monday, 30 May 2022 3:23:00 pm  
**Attachments:** [Well Advertising Mockup.jpg](#)  
[image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.jpg](#)

---

Mike

Please see heritage notes from last week to discuss this afternoon!

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

M [REDACTED]

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---

**From:** Jaime Passache <[Jaime.Passache@gw.govt.nz](mailto:Jaime.Passache@gw.govt.nz)>

**Sent:** Friday, 27 May 2022 8:50 am

**To:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Cc:** Matthew Brajkovich <[Matthew.Brajkovich@wcc.govt.nz](mailto:Matthew.Brajkovich@wcc.govt.nz)>; Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>; Shayna Curle <[Shayna.Curle@wcc.govt.nz](mailto:Shayna.Curle@wcc.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>; Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>; Damien <[drwprojects.ltd@gmail.com](mailto:drwprojects.ltd@gmail.com)>; Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>; Malcom Govender <[Malcom.Govender@gw.govt.nz](mailto:Malcom.Govender@gw.govt.nz)>

**Subject:** RE: Digital Signs Wellington Station Site Visit notes

Hi all,

During the visit a discussion happened around the option to consider a double screen arrangement along Trax Bar wall which is captured on Francesca's summary with one screen.

I am leaving here a mock up with the double arrangement for consideration.

Regards,

**Jaime Passache**

Senior Project Delivery Advisor

**Metlink**

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---

**From:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>

**Sent:** Thursday, 26 May 2022 4:50 pm



**To:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

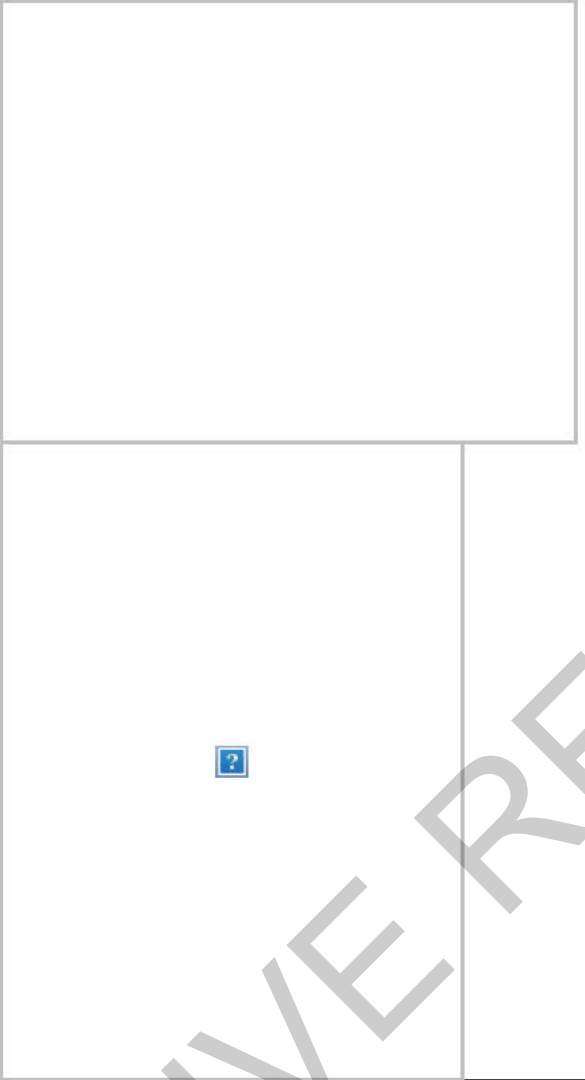

**Cc:** Matthew Brajkovich <[Matthew.Brajkovich@wcc.govt.nz](mailto:Matthew.Brajkovich@wcc.govt.nz)>; Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>; Shayna Curle <[Shayna.Curle@wcc.govt.nz](mailto:Shayna.Curle@wcc.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>; Jaime Passache <[Jaime.Passache@gw.govt.nz](mailto:Jaime.Passache@gw.govt.nz)>; Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>; Damien <[drwprojects.ltd@gmail.com](mailto:drwprojects.ltd@gmail.com)>; Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>; Malcom Govender <[Malcom.Govender@gw.govt.nz](mailto:Malcom.Govender@gw.govt.nz)>

**Subject:** Digital Signs Wellington Station Site Visit notes

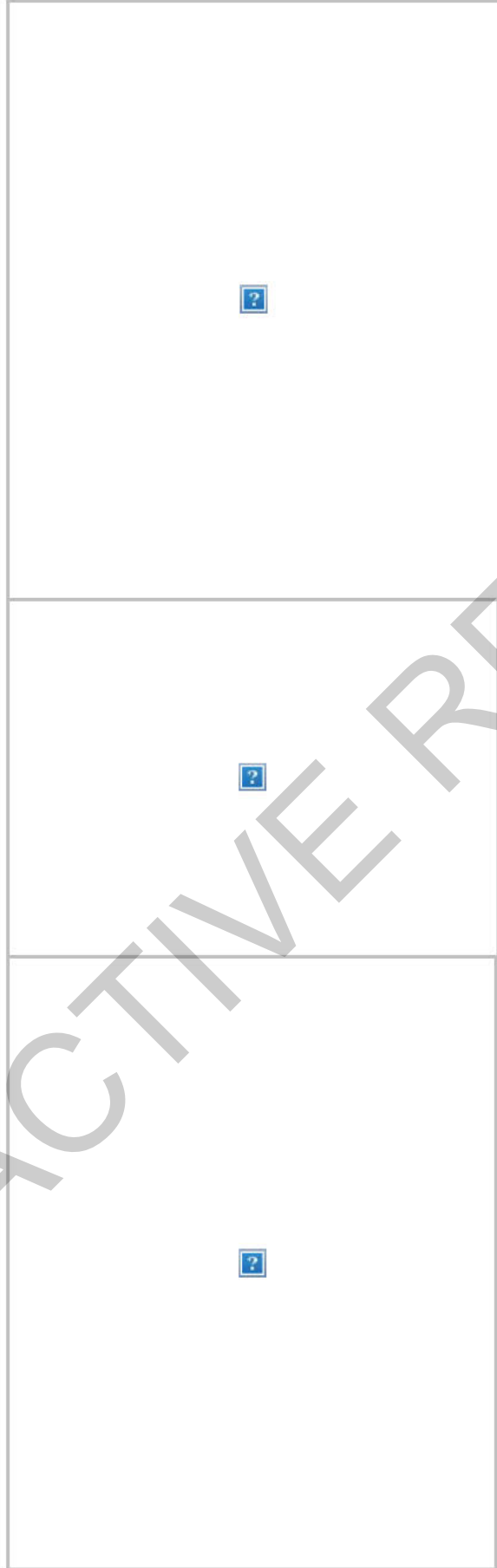
Hi Michael,

Thanks for organising the site visit yesterday with the mock up sign. General impression was that the sign was a lot taller than expected but is still compatible at the south end of the platform area. Biggest concern was the height of the sign along the platforms, in terms of the proximity to the curved railway iron supports and the sign location under the low point of the butterfly canopy roof. I've collated the following images and notes which hopefully capture everything discussed on site yesterday.

Digital sign location	Image:	Comment
End of line terminus		Proportion of sign's mass and scale compatible.
Either side of line terminus		Proportion of sign's mass and scale still compatible. Combination of three signs surrounding the line terminus may have a larger visual impact on the railway platforms, but HNZPT could accept this level of impact. Location of signs along side of Platform 6 and possibly Platform 3 may visually impact wayfinding, as the sign will obstruct the digital train information signage above – refer to third image in this section.

		
<p>Along Trax Bar wall</p>		<p>No issue with this placement. Discussed increasing the digital screen size and whether the digital sign proposed for along side of Platform 2 terminus would less effective given its proximity. Once HNZPT can confirm from the conservation plan that this wall relates to the 1989 works, we could support mounting this screen to the wall, as oppose to the stand alone boxes.</p>
<p>Along platforms</p>		<p>Height of digital sign boxes incompatible with canopy height along platforms. The visual impact of this addition</p>

PROACTIVE RELEASE

		<p>next to the curved railway iron supports would be significant. Placing the sign box in the centre between two sets of column supports reduces this visual impact but doesn't not resolve it. Discussed sourcing a shorter digital sign option to address this issue. User flow modelling would also help inform an appropriate location for the signs along the platforms.</p>
--	---	---

Ngā mihi nui,

**Francesca Bradley** | Conservation Advisor | Heritage New Zealand Pouhere Taonga | PO Box 2629  
Wellington 6140 | DDI: 04 471 4895 | Mob: 027 445 3599 |

# Train with Snapper!



Use your Snapper to pay for your train journey. It's quick, easy and secure. You can use it to pay for your train journey on the Dublin Commuter and Dublin Area Rapid Transit (DART) services. For more information, visit [www.rail.ie](http://www.rail.ie).

metLink



- Report unsafe and rule infractions
- Prohibited activities
- Never cross the tracks
- No smoking or alcohol
- Secure luggage & belongings

- No smoking or alcohol
- Never cross the tracks
- Prohibited activities
- Secure luggage & belongings





Platform

7

10:10 am Upper Hutt  
Fast from 9:56 am

Platform

7

6

6

Train with  
Snapset!

- Prohibited activities
- Respect others and this area
- Do not lean on the tracks
- No smoking
- Alcohol, weapons & dangerous items



Platform 6



← STADIUM ←

# Train with Snapper!



Use your Snapper card on LinkLine service before 3pm on weekdays. You can use it on all rail lines and for transfers between the rail and the Bus. Contact Metro Transit Officers for more information on how to use your Snapper card on rail.

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PROAC



Train with Snapper!

Platform  
6

Platform

6

Wellington Railway Station



Travelling in New Zealand is easier and safer when you follow the rules.

→ STADIUM →

**Respect others and this area**

Remember that you are in a public place. Please do not drink alcohol, use mobile phones or take photos in restricted areas.

**Prohibited activities**

It is prohibited to smoke, drink alcohol, use mobile phones or take photos in restricted areas.

**Never cross the tracks**

It is prohibited to cross the tracks.



**No smoking  
No alcohol**

It is prohibited to smoke or drink alcohol in restricted areas.



**Bicycles,  
scooters & skateboards**

It is prohibited to use bicycles, scooters or skateboards in restricted areas.

PRO





B

Gaming

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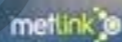
MTA logo



## Train with Snapper!



Link your Snapper card on suburban trains from November 14. You must tap on and off and there are no transfers between the train and the bus. On board Metlink Smartlink Columns will check your Snapper card and will accept cash or paper tickets.



metlink.org.nz | 0800 801 700



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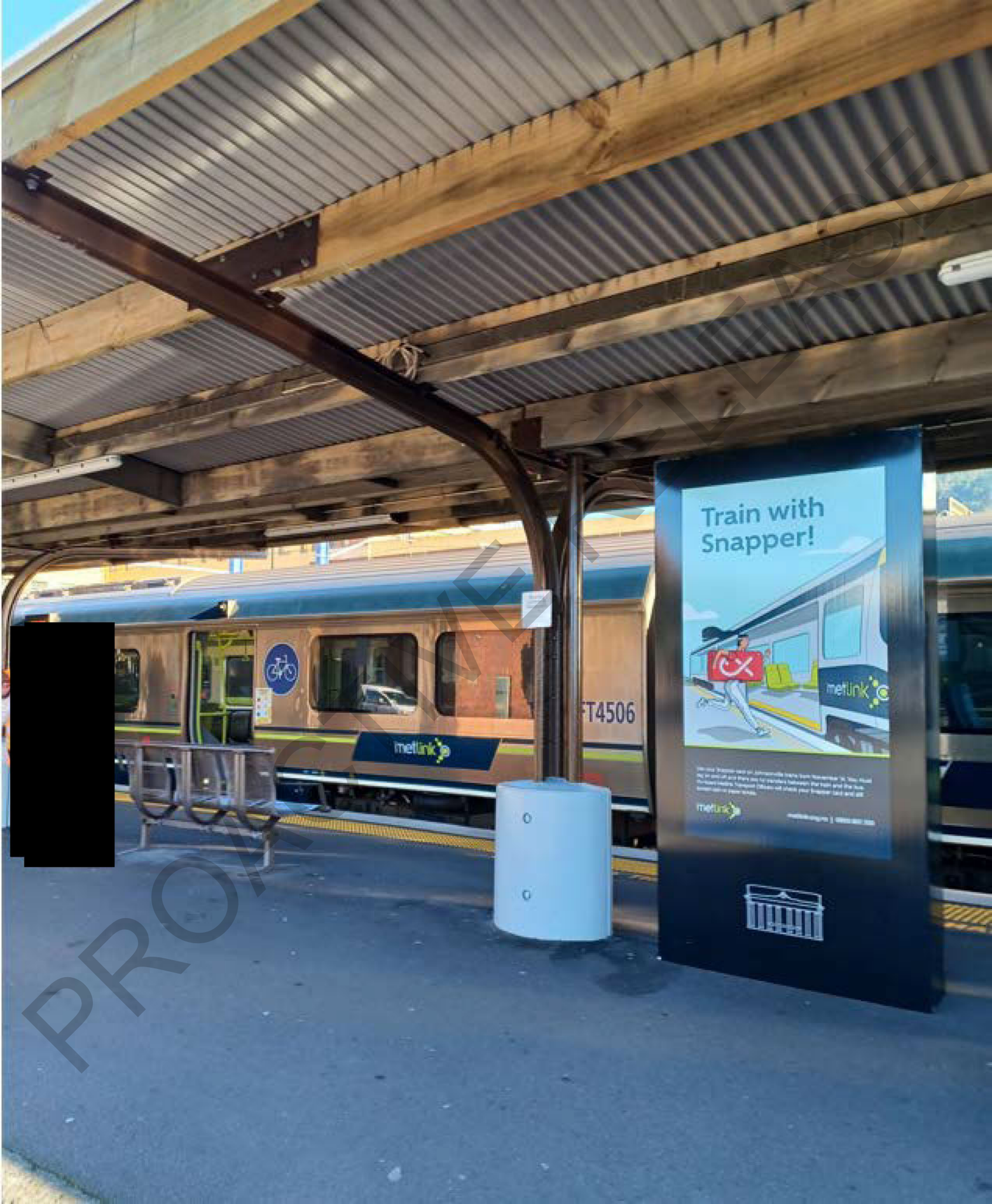
Bicycles, scooters & skateboards

Train with Smart



PROACT





# Train with Snapper!



The new Snapper will get you on the train from November 10. This tool lets you use your Snapper to pay for travel between the bus and the train. It's a great way to save money and avoid the hassle of carrying cash. To learn more, visit [metlink.org](http://metlink.org) or call 1-800-442-2222.



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***Honouring the past; Inspiring the future***

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**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

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Hi Michael,

Just checking in that we're still on for tomorrow morning's on-site meeting?

Ngā mihi,

Matt

Matthew Brajkovich

Senior Consent Planner | City Consenting & Compliance | Wellington City Council

M [REDACTED] | E [matthew.brajkovich@wcc.govt.nz](mailto:matthew.brajkovich@wcc.govt.nz) | W [Wellington.govt.nz](http://Wellington.govt.nz)

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**Sent:** Wednesday, 18 May 2022 4:21 pm

**To:** Michael Freeman; Reuben Daube; Matthew Brajkovich; Shayna Curle; Mitchell Davis; Jaime Passache; Vanessa Sorce; Damien; Ian Bowman; Francesca Bradley

**Subject:** place holder - Digital Signs Wellington Station Site Visit

**When:** Wednesday, 25 May 2022 9:30 am-10:30 am (UTC+12:00) Auckland, Wellington.

**Where:** End platform 8 Welington Station

Proposed time depending on Francesca availability.

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PROACTIVE RELEASE

**From:** [Michael Freeman](#)  
**To:** [Mitchell Davis](#); [Peter Wells](#)  
**Subject:** FW: Resource Consent Pre-application Meeting Request  
**Date:** Thursday, 5 May 2022 8:56:38 pm

---

FYI

Sent from [Mail](#) for Windows

---

**From:** [Wellington City Council](#)

**Sent:** Thursday, 5 May 2022 8:56 pm

**To:** [Michael Freeman](#)

**Subject:** Resource Consent Pre-application Meeting Request

The following details have been submitted from the Resource Consent Pre-application Meeting Request form on the [Wellington.govt.nz](#) website:

Contact Details:

First Name: Michael

Last Name: Freeman

Postal Address: GWRC 100 Cuba Street

Suburb: Te Aro

City: Wellington

Phone (office hours): [REDACTED]

Email: [Michael.freeman@gw.govt.nz](mailto:Michael.freeman@gw.govt.nz)

Site Address:

Street Address: Bunny Street

Suburb: Pipitea

Legal Description (if known): Wellington Railway Station (Platforms)

Applicant / Owner Details:

First Name: Michael

Last Name: Freeman

Postal Address: 100 Cuba Street

Suburb: Te Aro

City: Wellington

Meeting Attendees:

Owner Name: Michael Freeman

Agent Name: Peter Wells

Advisor Name: Mitchell Davis

Advisor Expertise: Rail Assets

Advisor Name: Francesca Bradley

Advisor Expertise: Heritage New Zealand

Advisor Name: Ian Bowman

Advisor Expertise: Heritage Consultant

Invoicing Details:

Person being invoiced: Applicant

First Name: Michael

Last Name: Freeman



Postal Address: 100 Cuba Street  
Suburb: Te Aro  
City: Wellington  
Phone: [REDACTED]  
Email: michael.freeman@gw.govt.nz

Proposal:

Description of Proposal: To install digital screens for advertising on the platforms at Wellington Station. These will form part of a wider advertising network designed to generate revenue to support the public transport network

All the screens are positioned within the R5 classed zone on the station platform.

Specific Issues for Discussion (e.g. traffic & design guide issues, clarification of planning rules):  
Clarification of planning rules.

Advised by Rueben Daube that Urban design planner and Heritage planner to be invited to the meeting to advise on what will be required.

Type of meeting required: Comprehensive pre-application

Thank you for sending your pre-application meeting registration. We will contact you within 3 working days to arrange a time.

Please click the link below to access your file. Larger files can take longer to upload, so if your file isn't immediately available please try again in a few minutes. If you are still unable to access your file after 30 minutes please contact the survey administrator:

[http://surveygizmoreponseuploads.s3.amazonaws.com/fileuploads/187251/1550552/209-9e3d93b6f29ec07bc5e5864044b3e29d\\_Wellington\\_Commercial\\_Signs\\_Suggested\\_Placements\\_V2.pdf](http://surveygizmoreponseuploads.s3.amazonaws.com/fileuploads/187251/1550552/209-9e3d93b6f29ec07bc5e5864044b3e29d_Wellington_Commercial_Signs_Suggested_Placements_V2.pdf)

Please click the link below to access your file. Larger files can take longer to upload, so if your file isn't immediately available please try again in a few minutes. If you are still unable to access your file after 30 minutes please contact the survey administrator:

[http://surveygizmoreponseuploads.s3.amazonaws.com/fileuploads/187251/1550552/4-767930c70a9df7c66718a4e757b0b688\\_Well\\_Stn.\\_Advertisement\\_and\\_Validators.\\_2022.04.21.pdf](http://surveygizmoreponseuploads.s3.amazonaws.com/fileuploads/187251/1550552/4-767930c70a9df7c66718a4e757b0b688_Well_Stn._Advertisement_and_Validators._2022.04.21.pdf)



**From:** [Michael Freeman](#)  
**To:** [Vanessa Sorce](#)  
**Subject:** RE: Consent Application - Proposed Installation of Temporary Electronic Ticketing Validator Posts at Wellington Railway Station  
**Date:** Thursday, 28 July 2022 4:01:00 pm  
**Attachments:** [image001.png](#)

---

I have asked David L

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

M [REDACTED]

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**From:** Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>

**Sent:** Thursday, 28 July 2022 4:01 pm

**To:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Subject:** RE: Consent Application - Proposed Installation of Temporary Electronic Ticketing Validator Posts at Wellington Railway Station

I'm not sure what was provided – possibly the HIA report from Ian?

Cheers

Vanessa

---

**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Sent:** Thursday, 28 July 2022 3:56 PM

**To:** Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>

**Subject:** Re: Consent Application - Proposed Installation of Temporary Electronic Ticketing Validator Posts at Wellington Railway Station

Hi Vanessa

Reading the email chain do you know if we provide the draft consent application to HNZ?

Ngā mihi Michael

**Michael Freeman** He/Him

Kaitohutohu | Business Development Specialist

**Metlink**

M [REDACTED]

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**From:** Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>

**Sent:** Thursday, July 28, 2022 3:42:32 PM

**To:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Subject:** FW: Consent Application - Proposed Installation of Temporary Electronic Ticketing Validator Posts at Wellington Railway Station

This is the letter we had from HNZPT for snapper on rail outline plans - would be ideal to get something similar for the signage!

---

**From:** David Lewry <[David.Lewry@gw.govt.nz](mailto:David.Lewry@gw.govt.nz)>

**Sent:** Tuesday, 7 June 2022 2:28 PM

**To:** Vanessa Sorce <[vanessa.sorce@gw.govt.nz](mailto:vanessa.sorce@gw.govt.nz)>

**Subject:** FW: Consent Application - Proposed Installation of Temporary Electronic Ticketing Validator Posts at Wellington Railway Station

Hello Vanessa

Thanks for the chat and for making this sound so straightforward!

Here's HNZ's formal letter of support for the installation of validators at Wellington railway station, in respect of the heritage covenant there. Simone Hadley at KiwiRail was copied in and I believe has shared it with Michelle there too, but I think it will be well worth including in the documents to be submitted with the Plan/Waiver application.

I think you have the approved plan for Wellington station from Mitchell, but let me know if not.

Otherwise, if you could just keep me posted and also let me know if there is anything else you need to progress this, it would be much appreciated.

Cheers

David

---

**From:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>

**Sent:** Wednesday, 25 May 2022 5:47 PM

**To:** Simone Hadley <[Simone.Hadley@kiwirail.co.nz](mailto:Simone.Hadley@kiwirail.co.nz)>; David Lewry <[David.Lewry@gw.govt.nz](mailto:David.Lewry@gw.govt.nz)>  
**Cc:** Jamie Jacobs <[jjacobs@heritage.org.nz](mailto:jjacobs@heritage.org.nz)>; Nicki Lau Young <[Nicki.LauYoung@gw.govt.nz](mailto:Nicki.LauYoung@gw.govt.nz)>;  
Siobhan McMahon <[Siobhan.McMahon@gw.govt.nz](mailto:Siobhan.McMahon@gw.govt.nz)>; Peter Wells <[Peter.Wells@gw.govt.nz](mailto:Peter.Wells@gw.govt.nz)>  
**Subject:** RE: Consent Application - Proposed Installation of Temporary Electronic Ticketing Validator Posts at Wellington Railway Station

Kia ora kōrua Simone and David,

Please find attached Heritage New Zealand Pouhere Taonga's written consent for the works to install validators in relation to the Wellington Railway Station Platforms heritage covenant.

Thank you for consulting with us on this project.

Ngā mihi nui,

**Francesca Bradley** | Conservation Advisor | Heritage New Zealand Pouhere Taonga | PO Box 2629 Wellington 6140 | DDI: 04 471 4895 | Mob: 027 445 3599 |

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**From:** David Lewry <[David.Lewry@gw.govt.nz](mailto:David.Lewry@gw.govt.nz)>  
**Sent:** Monday, 23 May 2022 5:23 pm  
**To:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>  
**Cc:** Jamie Jacobs <[jjacobs@heritage.org.nz](mailto:jjacobs@heritage.org.nz)>; Nicki Lau Young <[Nicki.LauYoung@gw.govt.nz](mailto:Nicki.LauYoung@gw.govt.nz)>;  
Siobhan McMahon <[Siobhan.McMahon@gw.govt.nz](mailto:Siobhan.McMahon@gw.govt.nz)>  
**Subject:** Consent Application - Proposed Installation of Temporary Electronic Ticketing Validator Posts at Wellington Railway Station

Hello Francesca,

You will be expecting the attached consent application letter (and appendices), seeking HNZ's formal consent to enable the next stage of GWRC's project to extend the Johnsonville Line electronic ticketing Pilot to the rest of the Metlink rail network.

All of the relevant information should be here, but please do let me know if there is anything further you require.

To enable us to move as quickly as possible through the KiwiRail and Wellington City Council consent processes, I'd be grateful if you could give this your earliest attention.

Thanks very much.

Regards

David

**From:** [Reuben Daube](#)  
**To:** [Michael Freeman](#)  
**Cc:** [Ian Bowman](#); [Francesca Bradley](#)  
**Subject:** RE: Meeting next week. Wellington Station  
**Date:** Tuesday, 28 June 2022 9:26:12 am  
**Attachments:** [~WRD0002.jpg](#)

---

Hi Michael,

My apologies for the delay at getting back to you – I'm playing catch-up following [REDACTED]  
From our perspective, we are generally comfortable with the signs along the end of platforms, reduced height, and colour (black).

I do agree with Ian and Francesca that a narrower border around the screen will help reduce the visual impact – is this possible at all?

Again, we are generally comfortable where the project is heading, please let me know if you need anything from me at this stage.

Kind regards,

**Reuben Daubé**

Heritage Advisor RMA | Wellington City Council |

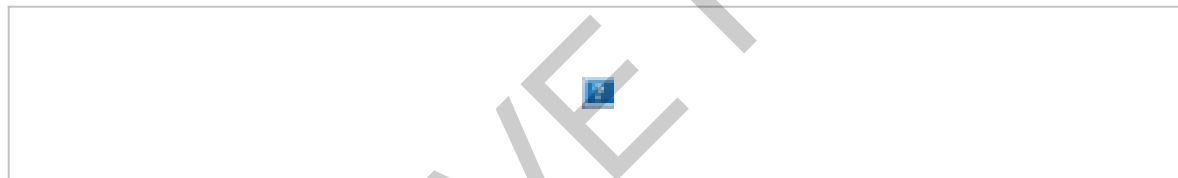
Kaiārahi Tū Taonga | Te Kaunihera o Pōneke |

M [REDACTED] | E [reuben.daube3@wcc.govt.nz](mailto:reuben.daube3@wcc.govt.nz) | W [Wellington.govt.nz](http://Wellington.govt.nz)

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**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Sent:** Monday, 20 June, 2022 9:13 PM

**To:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; [fande2000@gmail.com](mailto:fande2000@gmail.com)

**Cc:** Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>; Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>

**Subject:** Re: Meeting next week. Wellington Station

Hi Francesca

With attachments !!

Some images from today's site visit.

Ngā mihi Michael

**Michael Freeman** He/Him

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** Michael Freeman <Michael.Freeman@gw.govt.nz>

**Sent:** Monday, June 20, 2022 8:59:10 PM

**To:** Francesca Bradley <fbradley2@heritage.org.nz>; fande2000@gmail.com <fande2000@gmail.com>

**Cc:** Reuben Daube <reuben.daube3@wcc.govt.nz>; Ian Bowman <ian@ianbowman.co.nz>

**Subject:** Re: Meeting next week. Wellington Station

Hi Francesca

I hope you are well. Following on from your mail and the previous site visit we met again today at Wellington Station. It was a very productive meeting, despite the elements!

We had another screen made up, the correct size this time! and had the other signs trimmed to size. It made quite a difference in how imposing the signs were.

The screen images were actually the correct size, but the whole sign looked more in proportion to the platform and buffers. (I have attached a photo.

On the table for discussion and confirmation were:

- Colour
- Logo
- Platform services
- Side buffer placements
- End buffer placements
- Sign to display the history of the station
- Heritage archive images on the screens

#### **Colour**

It was unanimous that the black colour was best

#### **Logo**

A logo preferred with the wording Wellington station -1937, with a decision on the final placing to be either offset or in the middle, digital mock ups to be produced

#### **Platform services for on platform screens**

To come from above with black conduit to  
Minimise asphalt works on the platforms

#### **Side buffer placements**

All at the track end of the buffer

#### **End buffers placements**

Platform 2/3 OK

Platform 4/5 OK

Platform 6/7 still in discussion with additional considerations around a permanent archive heritage image/image as the 8th image.

It was generally agreed that the screens with the 160 mm shaved of the top made quite a difference to the look of the signs .

#### **A sign to display the history of the station**

This is a conversation that was started a couple of years ago. The suggested location which would need agreement from kiwi rail and Trax's bar is to have the display sign on the trax's bar wall replacing the current sign, content would be from Heritage NZ and the conservation plan, and the display could be designed by the GW team with input guidance and sign off from Heritage NZ. This would be sponsored by the project.

#### **Heritage Archive images on the screens**

Go Media are going to work up a plan of how that would work in conjunction with GW's screen allowance. I have since confirmed with Metlink's SLT that they are happy for me to explore this

and the heritage display sign for the history of the station.

**The next steps for GW are**

- Work with Ian to provide all the technical information he requires to draft the impact assessment.
- Further Engagement with Kiwi Rail
- Draft the outline plans

What further information do you, require to for the application of the outline plan?

Happy to set up a call in the next few days if you would like to discuss. Ian was going to come back to me with a timeline and a list of everything he needs by a Wednesday/Thursday.

Ngā mihi Michael

**Michael Freeman** He/Him

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** Francesca Bradley <fbradley2@heritage.org.nz>

**Sent:** Monday, June 13, 2022 4:41:40 PM

**To:** Michael Freeman <Michael.Freeman@gw.govt.nz>; fande2000@gmail.com  
<fande2000@gmail.com>

**Cc:** Reuben Daube <reuben.daube3@wcc.govt.nz>; Ian Bowman <ian@ianbowman.co.nz>

**Subject:** RE: Meeting next week. Wellington Station

Hi Michael,

Thanks for organising the site visit last week. I don't see another site visit being of benefit to HNPZT so I hope my following comments will suffice in helping progress this project forward.

Digital sign design:

- Reduced height acceptable
- Narrower border around the screen will help reduce the mass of these additions as suggested by Ian Bowman.
- Comfortable with proposed black colour of the digital signs

Proposed locations:

- Comfortable with the proposed locations along each platform (at the reduced height), centred between each set of railway iron support columns.
- HNZPT is comfortable with the proposed location centred at the end of each train line buffer. Our only remaining concern relates to the visual impact three of these signs will have stationed round the train line buffer ends. Moving the side signs back to the location of the 'Stadium' sign reduces this impact, but we will require further information on the effectiveness of each of the three signs around the buffer ends. I also note it was discussed on site that the side sign positioned at the end of platform 2 may not be needed.

Ngā mihi nui,

**Francesca Bradley** | Conservation Advisor | Heritage New Zealand Pouhere Taonga | PO Box 2629  
Wellington 6140 | DDI: 04 471 4895 | Mob: 027 445 3599 |

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**From:** Michael Freeman <Michael.Freeman@gw.govt.nz>

**Sent:** Friday, 10 June 2022 1:13 pm

**To:** Francesca Bradley <fbradley2@heritage.org.nz>

**Cc:** Reuben Daube <reuben.daube3@wcc.govt.nz>

**Subject:** Meeting next week. Wellington Station

Hi Francesca

Thanks for your time yesterday, very much appreciated. I think it was a very productive meeting with agreement on most locations. We are inviting Ian back next week to assess a burnt umber mock up. So that he can then write his impact assessment. My personal view, for what it is worth is that these will actually look more intrusive, but we will find out next week!

I am also going to get stickers to put onto the current mock ups that have the actual screen size for comparison.

I was going to suggest either Tuesday 14 between 12 pm and 4pm or Wednesday 15 between 2 pm and 3pm, it should not take more than 30 minutes, are you available? And if not can you suggest another time please.

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

**M** [REDACTED]

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**From:** [Matthew Brajkovich](#)  
**To:** [Reuben Daube](#); [Michael Freeman](#)  
**Cc:** [Francesca Bradley](#); [Shayna Curle](#); [Mitchell Davis](#); [Ian Bowman](#)  
**Subject:** RE: Digital Signs Wellington Station Site Visit next steps  
**Date:** Friday, 3 June 2022 2:35:51 pm  
**Attachments:** [image001.png](#)

---

Works for me.  
Ngā mihi,  
Matt

**From:** Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>  
**Sent:** Friday, 3 June 2022 2:34 pm  
**To:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>  
**Cc:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; Matthew Brajkovich <[Matthew.Brajkovich@wcc.govt.nz](mailto:Matthew.Brajkovich@wcc.govt.nz)>; Shayna Curle <[Shayna.Curle@wcc.govt.nz](mailto:Shayna.Curle@wcc.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>; Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>  
**Subject:** RE: Digital Signs Wellington Station Site Visit next steps

Works for me.

Cheers,  
Reuben

**Reuben Daubé**

Heritage Advisor RMA | Wellington City Council |  
Kaiārahi Tū Taonga | Te Kaunihera o Pōneke |

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**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>  
**Sent:** Friday, 3 June, 2022 2:33 PM  
**To:** Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>  
**Cc:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; Matthew Brajkovich <[Matthew.Brajkovich@wcc.govt.nz](mailto:Matthew.Brajkovich@wcc.govt.nz)>; Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>; Shayna Curle <[Shayna.Curle@wcc.govt.nz](mailto:Shayna.Curle@wcc.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>  
**Subject:** Re: Digital Signs Wellington Station Site Visit next steps

Hi all

Would 2.00 pm on Thursday at the station work for everyone.?

Ngā mihi Michael

**Michael Freeman** He/Him

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** [Simon Teagle](#)  
**To:** [Michael Freeman](#)  
**Cc:** [Mike Gray](#); [Mitchell Davis](#)  
**Subject:** RE: Minute Platform Communication network 9/6/22  
**Date:** Friday, 10 June 2022 1:14:33 pm  
**Attachments:** [ATT00001.png](#)

---

Hi Michael,

Yes noted and I've had the conversation with Frank. He, Mike and I are clear that such comms will be sent to you to disseminate, from now on.

Apologies in this instance.

Let us know how your follow up with Ian goes.

If at all possible, a site tour next Wednesday is best for us. We're unable to attend Thursday though.

Cheers

Simon

Simon Teagle  
General Manager / Tumu Whakarae

Mobile: [REDACTED]



---

**From:** Michael Freeman <Michael.Freeman@gw.govt.nz>  
**Sent:** Friday, 10 June 2022 1:09 PM  
**To:** Simon Teagle <Simon@gomedia.co.nz>  
**Cc:** Mike Gray <Mike@gomedia.co.nz>; Mitchell Davis <Mitchell.Davis@gw.govt.nz>  
**Subject:** RE: Minute Platform Communication network 9/6/22

Simon

Following our call I wanted to make it clear, that while I am happy with the contents of the minutes as a reflection of the meeting, this should have been reviewed by GW and come from GW as the owner of the relationship with Heritage and Ian Bowman and the critical importance of that relationship for GW/Metlink and the running the PT train network out of the heritage train station.

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

**M** [REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, 10 June 2022 9:32 am  
**To:** [fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz); [Matthew.Brajkovich@wcc.govt.nz](mailto:Matthew.Brajkovich@wcc.govt.nz); Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>; [ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz); Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>  
**Cc:** 'Mike Gray' <[Mike@gomedia.co.nz](mailto:Mike@gomedia.co.nz)>; 'Simon Teagle' <[Simon@gomedia.co.nz](mailto:Simon@gomedia.co.nz)>; [Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz); [Shayna.Curle@wcc.govt.nz](mailto:Shayna.Curle@wcc.govt.nz)  
**Subject:** Minute Platform Communication network 9/6/22

Hi All

In attendance yesterday, Francesca Bradley HNZ, Ian Bowman, Michael Freeman GWRC; Matthew Brajkovich WCC, Mitchell Davis GWRC, Simon Teagle Go Media, Frank Costello Go Media

Others from WCC were unable to attend. MF spoke to Transdev personnel who were in general in agreement subject to the assurance that none would face the drivers

The meeting was to discuss further toward consensus on placement and form of the Communications network at the Central station Platform.

### **Commentary summary**

- MF opened with an intro and summary of the last meeting
- FC and ST explained and discussed the purpose of the meeting, FC went on to discuss the path to which drew up the current location selections, and the criteria used:
  - Customer Experience/Interaction with Heritage elements
  - Services provision
  - Commercial viability
- FC/ST/MF discussed the form of the unit and the single design concept for the single and double faced units and its relevance to the market
- FC discussed that a different view needed to be taken in all assessments on site, that users of the station in the most part move through the station and platform and do not dwell as such their experience is from a moving perspective, that lens should be applied to onsite assessment rather than a dwell and static assessment.
- IB raised a number of queries chief amongst which was the minimum viable number of panels, FC responded that we are close to this level now and have already culled a large number of options and went on to elaborate on reasons for cull. FC discussed that the repetition of the units ensure that commuters were able to be exposed to all adverts on the rotation as they pass through the station, lesser numbers would not achieve this outcome and greatly lessen the efficacy of the network
- ST discussed the Reach and frequency around the units, FC added that the Central station was the icon location for the wider network and that without it the whole network is sunk, and that a major loss of faces at the Central station would do likewise
- Demonstrations of the placement of the demo units was conducted on the platform, it was noted that the two demo panels had been produced at the incorrect height, markups had been made on these units to better identify the heights, there was more acceptance from IB, and FB based on this
- It was generally agreed on the location on platforms 7/8 albeit that the units were better centred between the columns
- Discussion was conducted on the colour of the sides and the integration of the icon image of the station and potentially some text. FC noted that while it may match the station signage it would run the risk of being confused as a part of station signage rather than an addition. FC also noted that while the burnt Umber sides would match the steel work of the station itself, it would make the unit bulkier adding to the mass of the built environment, it was also noted by FC that the black would appear more

recessive in reality.

- Platform 5/6 it was agreed to relocate the southern Unit 2 bay North and as such do not require the removal of seating, the northern unit would also be located 2 bays North of its current proposed location, all agreed this was an acceptable outcome
- Platform 3/4 general agreement
- It was then agreed by all that the platforms were suitable albeit at the correct height, centred between the columns and with another review on the colour selection. It was agreed that the frequency and repetition of the steel arches compensated for any transient views effected by the units placement, similarly the frequency and repetition of platform identification signage would not be effected by the placement as any obstruction was only momentary
- Demonstrations on the buffer sides were undertaken on a number of sidings, generally all felt that relocation North for all sidings was better, and that removal and replacement of the stadium directional signage would move to the south.
- Discussion was conducted on the rationale behind the buffers and whether a single unit could be used. FC noted that the sidings and end caps were a reinforcement for both incoming and outbound commuters as such their placements, and that symmetry was gained by pairing these, they looked odd if only one was sited on each buffer.
- FC also raised that the platform units were a unit more aimed at incoming commuters as they leave the train, and that the buffer siding reinforcement that, the end caps the primary panel seen by outbound commuters and in reality, the icons of the station from the Digital Communications network perspective.
- Some discussion was conducted on clutter, and the end cap signage, discussion was undertaken toward consolidation into a larger icon-based sign. FC discussed that the endcap unit was centralised for symmetry purposes, to cover the least attractive concrete form and to avoid obstruction of the views of the wrought iron scroll work on the buffer tops.
- All were in agreement of the placement on the end cap of line 2/3, 4/5, no unit is proposed for 8/9 having been culled earlier in the process
- Discussion was conducted on the user experience of the station and its site related signage. FC noted that the majority of the users knew implicitly their platforms and lines etc, that user's primary guidance and decision making if unfamiliar was undertaken in the main station with the larger digital and timetable signage, and that the platform signage was reinforcement signage, also that the repetition informational signage such as line numbers and transient movement of the people through ensured that at all times the experience was not interrupted. It was also discussed that rules-based signage would primarily be less likely to be read by users and more a referral point for security to point to for people infringing, the majority of users know implicitly the acceptable behaviours e.g., smoking drinking, skateboards, sleeping onsite etc, that infringers also would know this but would knowingly have chosen the breach, security would be using any such signs just to allow enforcement. The Digital communications network would as such not in itself create new breaches through their

placement.

- FB noted greater comfort in discussion with FC with the locations based on the heights centring and the ability to see two units in place for better illustration. Saw the point that while not 100% in conjunction with the colours and forms of the built infrastructure that the units were acceptable as an addition and would be unlikely to cause an effect on heritage experience
- IB expressed concern regarding the visibility of the end cap on 7/8, FC and ST noted that this unit was the most iconic for the network. This was to be further discussed.
- Throughout the visit commentary was made on other locations since culled, some of which were to avoid clutter on the forecourt when combined with eh validators, some to avoid views for drivers and choke points for commuters (trax café and platform 2 siding), and in regard the apron area the obstruction of the Heritage elements and wall filing

#### **Action Points**

- Correct the height of the two sample units and the screen size, produce a third in burnt umber sides with the icon and Wellington Railway Station in the WRS font on the face
- Revisit the station to evaluate the Burnt Umber unit
- Further discussion end cap line 6/7

#### **Agreed on site**

- Corrected height was more agreeable to all
- Centring and revised placement of panels on platform 5/6 was agreeable
- Cabling on platforms would come into the unit from above through either black or Burnt umber conduit
- All sidings were to move the northern end of the buffers and the stadium signage south all buffer sidings met everyone requirements
- End cap on lines 2/3, 4/5 were agreed by all
- Further discussion re 7/8
- A further meeting next week.

#### **Additional points**

Go Media are more than happy to visit an Auckland station with Heritage and Ian Bowman to illustrate that the units sited in Auckland are not as imposing as thought and that the changes in creative are not as dominant as the thoughts which were noted onsite. While there are no Heritage stations the units proposed are in use and it can be illustrated that the black allows the units to be relatively recessive and that the brightness and changes in creative do not of themselves dominate the space.

Kind regards,  
Frank Costello

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**From:** [Michael Freeman](#)  
**To:** [Jaime Passache](#)  
**Subject:** RE: place holder - Digital Signs Wellington Station Site Visit  
**Date:** Tuesday, 24 May 2022 3:25:00 pm  
**Attachments:** [image001.jpg](#)  
[image002.jpg](#)  
[image003.png](#)  
[image004.jpg](#)

Hi Jamie

We should be good with the Corflute (I hope)

Dzine signs are delivering in the morning

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

**M**

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**From:** Jaime Passache <[Jaime.Passache@gw.govt.nz](mailto:Jaime.Passache@gw.govt.nz)>

**Sent:** Tuesday, 24 May 2022 3:23 pm

**To:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Subject:** RE: place holder - Digital Signs Wellington Station Site Visit

Printing an extra advert for the second may be an option? It does not have the 1200mm wide though.

**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Sent:** Tuesday, 24 May 2022 3:10 pm

**To:** Jaime Passache <[Jaime.Passache@gw.govt.nz](mailto:Jaime.Passache@gw.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>

**Subject:** Re: place holder - Digital Signs Wellington Station Site Visit

Hi Jaime

No worries, hopefully one or the other or both!!

The corflute will have adverts on!!

Dial me in if required

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

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Metlink Co Branded logo



Think green: read on the screen.

**From:** Jaime Passache <[Jaime.Passache@gw.govt.nz](mailto:Jaime.Passache@gw.govt.nz)>

**Sent:** Tuesday, May 24, 2022 2:37:47 PM

**To:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>

**Subject:** RE: place holder - Digital Signs Wellington Station Site Visit

Michael... My bad I forgot to update you on the whiteboard on wheels we do have at the Well Str. I checked it on Friday and then I guess my mind shifted to something else.

It is on wheels, it moves easily, it is roughly 2300 H x 900 W

And so for tomorrow, we could have two options, or this one in case the core flute fails...

PROACTIVE RELEASE

**From:** [Michael Freeman](#)  
**To:** [Francesca Bradley](#)  
**Subject:** RE: Railway Station work Commercial Signs Intro  
**Date:** Friday, 1 April 2022 5:19:00 pm

---

Hi Francesca  
Perfect, I will send you an invite.  
Have a great weekend, see you Monday.  
Ngā mihi Michael

**Michael Freeman** (he/him)  
Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>

**Sent:** Friday, 1 April 2022 4:31 pm

**To:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Subject:** RE: Railway Station work Commercial Signs Intro

Kia ora Michael,

Thanks for making contact – 3pm Monday works perfectly.

I look forward to meeting you then.

Ngā mihi nui,

**Francesca Bradley** | Conservation Advisor | Heritage New Zealand Pouhere Taonga | PO Box 2629 Wellington 6140 | DDI: 04 471 4895 | Mob: 027 445 3599 |

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*Honouring the past; Inspiring the future*

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**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Sent:** Thursday, 31 March 2022 4:24 pm

**To:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>

**Cc:** Dean Raymond <[DRaymond@heritage.org.nz](mailto:DRaymond@heritage.org.nz)>; Jamie Jacobs <[jjacobs@heritage.org.nz](mailto:jjacobs@heritage.org.nz)>;

Fiona Abbott <[Fiona.Abbott@gw.govt.nz](mailto:Fiona.Abbott@gw.govt.nz)>

**Subject:** RE: Railway Station work Commercial Signs Intro

Hi Francesca

Following on from the e-intro, I would like to touch base early next week, does Monday after 3 pm or Tuesday after midday work?. If not, please send across alternatives that work for you. As Fiona mentioned, it would be great to get the ball rolling and I would like to share what we want to achieve and to understand what you will need from me. I look forward to meeting and working on this project together.

Ngā mihi Michael

**Michael Freeman** (he/him)  
Kaitohutohu | Business Development Specialist

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**From:** Jamie Jacobs <[jjacobs@heritage.org.nz](mailto:jjacobs@heritage.org.nz)>  
**Sent:** Thursday, 31 March 2022 3:52 pm  
**To:** Fiona Abbott <[Fiona.Abbott@gw.govt.nz](mailto:Fiona.Abbott@gw.govt.nz)>  
**Cc:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; Dean Raymond <[DRaymond@heritage.org.nz](mailto:DRaymond@heritage.org.nz)>; Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>  
**Subject:** RE: Railway Station work

Hi Fiona,  
Yes, that sounds quite sensible.  
Ngā mihi  
Jamie

---

**From:** Fiona Abbott <[Fiona.Abbott@gw.govt.nz](mailto:Fiona.Abbott@gw.govt.nz)>  
**Sent:** Thursday, March 31, 2022 3:31 PM  
**To:** Jamie Jacobs <[jjacobs@heritage.org.nz](mailto:jjacobs@heritage.org.nz)>  
**Cc:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; Dean Raymond <[DRaymond@heritage.org.nz](mailto:DRaymond@heritage.org.nz)>; Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>  
**Subject:** RE: Railway Station work

Hi Jamie  
Thanks for that. Michael Freeman (copied) is our key contact so perhaps if Michael touches base with Francesca then we can get the ball rolling on our discussions....  
Cheers  
Fiona

---

**From:** Jamie Jacobs <[jjacobs@heritage.org.nz](mailto:jjacobs@heritage.org.nz)>  
**Sent:** Thursday, 31 March 2022 3:13 pm  
**To:** Fiona Abbott <[Fiona.Abbott@gw.govt.nz](mailto:Fiona.Abbott@gw.govt.nz)>  
**Cc:** Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; Dean Raymond <[DRaymond@heritage.org.nz](mailto:DRaymond@heritage.org.nz)>  
**Subject:** Railway Station work

Kia ora Fiona,  
Sorry to miss your call – I was out on a site visit. Yes, we definitely would like to be involved with advice and decisions around the digital signage, and as you mentioned in your message the earlier the better.  
Moving forward the primary contact about projects at the Wellington Railway Station will be Francesca Bradley (copied on this email). Dean Raymond and I will continue to be involved on an as-needed basis, and provide Francesca with support on providing useful and timely advice. And, of course, Dean and I are the contacts for any higher level issues that would need to be discussed.  
Ngā mihi  
Jamie

---

Jamie Jacobs | Director *Kaiwhakahaere Matua* | Central Region *Te Takiwā o Te Pūtahi a Māui* | Heritage New Zealand Pouhere Taonga | PO Box 2629 Wellington | Ph: +64 (4) 494 8320 | DDI 494 8321 |  
[jjacobs@heritage.org.nz](mailto:jjacobs@heritage.org.nz) | Visit [www.heritage.org.nz](http://www.heritage.org.nz) and learn about New Zealand's heritage places.

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**From:** [Reuben Daube](#)  
**To:** [Michael Freeman](#)  
**Subject:** RE: Wellington Station Digital Screens  
**Date:** Tuesday, 19 July 2022 9:37:05 am  
**Attachments:** [image001.jpg](#)

---

Excellent, thanks for the update Michael.

Cheers

**Reuben Daubé**

Heritage Advisor RMA | Wellington City Council |

Kaiārahi Tū Taonga | Te Kaunihera o Pōneke |

M [REDACTED] | E [reuben.daube3@wcc.govt.nz](mailto:reuben.daube3@wcc.govt.nz) | W [Wellington.govt.nz](http://Wellington.govt.nz)

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**From:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Sent:** Friday, 8 July, 2022 3:34 PM

**To:** Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>

**Cc:** Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>; Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>; Mitchell Davis <[Mitchell.Davis@gw.govt.nz](mailto:Mitchell.Davis@gw.govt.nz)>; Richard Baker <[Richard.Baker@gw.govt.nz](mailto:Richard.Baker@gw.govt.nz)>; Malcom Govender <[Malcom.Govender@gw.govt.nz](mailto:Malcom.Govender@gw.govt.nz)>

**Subject:** Wellington Station Digital Screens

Kia ora Reuben

Apologies for the delay in responding. [REDACTED] for my part the delay in response is because I have been immersed in getting the New Airport Service up and running!

Following the last meeting at Wellington Station I need to catch up with Ian Bowman, which hopefully I will be able to do in the next few days.

To answer your question re the screen size, after investigation, unfortunately, the screen size cannot be adjusted. What I can say is that everyone at the last site visit agreed that the reduced size of the unit did make a big difference to the visual impact.



I am writing to Kiwi Rail today with an update of where we are to keep them in the loop, I will copy you all in .

In regard to the next steps, I would like to get to a position in the next couple of weeks where we can submit the outline plan for Wellington Station and the Outline plan waivers for the rest of the network.

Any question or further feedback let me know.

Have a great weekend,

Ngā mihi Michael

**Michael Freeman** (he/him)

Kaitohutohu | Business Development Specialist

**Metlink**

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**From:** Reuben Daube <[Reuben.Daube3@wcc.govt.nz](mailto:Reuben.Daube3@wcc.govt.nz)>

**Sent:** Tuesday, 28 June 2022 9:26 am

**To:** Michael Freeman <[Michael.Freeman@gw.govt.nz](mailto:Michael.Freeman@gw.govt.nz)>

**Cc:** Ian Bowman <[ian@ianbowman.co.nz](mailto:ian@ianbowman.co.nz)>; Francesca Bradley <[fbradley2@heritage.org.nz](mailto:fbradley2@heritage.org.nz)>

**Subject:** RE: Meeting next week. Wellington Station

Hi Michael,

.

My apologies for the delay at getting back to you – I'm playing catch-up following [REDACTED]

From our perspective, we are generally comfortable with the signs along the end of platforms, reduced height, and colour (black).

I do agree with Ian and Francesca that a narrower border around the screen will help reduce the visual impact – is this possible at all?

Again, we are generally comfortable where the project is heading, please let me know if you need anything from me at this stage.

Kind regards,

**Reuben Daubé**

Heritage Advisor RMA | Wellington City Council |

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# Heritage Impact Assessment— digital signage

Wellington Railway Station Platforms

July 2022

**IAN BOWMAN**

Architect and conservator

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# 1 Introduction

## 1.1 Commission

This heritage impacts assessment (HIA) of the installation of six validators was commissioned by Michael Freeman, Project Manager, Metlink on 15 June 2022.

## 1.2 Limitations

The assessment is based on the following documentation:

- Greater Wellington “Wellington Railway Station – Digital Advertising Screens”, not dated but received on 11-7-2022 (appendix 4);
- Go Media, Digitisation of Wellington Train Platforms, Central June 2022, 5 pages

## 1.3 Site visits

Site visits to consider the location of the screens occurred on 9 and 20 June 2022.

## 1.4 Framework for this HIA

The objective of an HIA is to evaluate the potential impacts a proposed development may have on the heritage values of a listed building. The following national and international best practice guides have been considered for preparing this heritage impact assessment.

- ICOMOS, *Guidance on Heritage Impacts Assessments for Cultural World Heritage Properties*, ICOMOS, January 2011 (ICOMOS Guide)
- Buhring C., and Bowman I., *Guide to assessing historic heritage effects for state highway projects*, NZTA, March 2015 (NZTA Guide)
- City of Toronto, *Heritage Impact Assessment Terms Of Reference*, 2010 (Toronto HIA)
- The Highways Agency, Scottish Government, Welsh Assembly Government Llywodraethg Cynulliad Cymru, *Design Manual for Roads and Bridges*, HA 285/07, Volume 11 Environmental Assessment, Section 3 “Cultural Heritage”. See appendix 1.
- Queensland Government Department of Environment and Heritage Protection, *Guideline Heritage Preparing a heritage impact statement*, October 2015 (Queensland Guide).

Based on these guides, the following framework is used for this AEE.

- statutory recognition and heritage values;
- proposal description and reasons for the development;
- alternatives explored;
- regulatory assessment criteria;
- best practice assessment criteria;
- an assessment of the impacts using best practice criteria; and



- mitigation options with means of implementation.

PROACTIVE RELEASE



## 2 Statutory recognition and heritage values

### 2.1 Heritage listings

*Wellington City District Plan Chapter 21 Appendix Heritage List Buildings<sup>1</sup>*

Street	Number	Building and date of construction	Map Ref	Symbol Ref
Bunny Street		Wellington Railway Station 1933-37 (The three street facades, including the Thorndon Quay addition, the main concourse, the roof line without the air-conditioning units, the plaques in the office entrance, the Social Hall, the platforms, including all canopies)	17	44

*Wellington City District Plan Designations\Tables-Schedule of Designations<sup>2</sup>*

Desig. no	Map ref	Desig. title	Building & date of construction	Legal description and gazette	Comments/conditions
R4	17&18	Railway purposes	Wellington Railway Station	Part Lot DP 10 550	For condition refer to Appendix P (see appendix 2)
R5	15, 18, 21, 22, 24, 26, 30 & 31	Railway purposes	North Island Main Trunk Railway. Starting at the Wellington Railway Station, through Kaiwharawhara, through number 1 & 2 tunnels emerging at Glenside, Tawa and Northwards and including the Wairarapa line from Kaiwharawhara to the city boundary at Horokiwi.	Railway land pursuant to various proclamations, gazettes, & statutory ownership	Includes tunnels and bridges

<sup>1</sup> <https://wellington.govt.nz/-/media/your-council/plans-policies-and-bylaws/district-plan/volume01/files/v1chap21list.pdf?la=en&hash=A9A9EFA75DF19F3EC7D31A0BBEE00CE02AE54DFA>

<sup>2</sup> <https://wellington.govt.nz/-/media/your-council/plans-policies-and-bylaws/district-plan/volume01/files/v1chap24sch.pdf?la=en&hash=324EEE5140AD9FC0C7CC26F53D4933FB1753F683>



HNZPT Register

Name	Address	List number	Entry type	Category
Wellington Railway Station	Bunny Street, Waterloo Quay And Featherston Street, Wellington	1452	Historic Place	1

## 2.2 Heritage values of the platforms<sup>3</sup>

Criteria	Values	Description	Ranking of significance
Physical values	Archaeological information	<p>“No archaeological sites have been recorded within the footprint of the current railway station; as the building’s construction pre-dates 1900AD it is not archaeological itself. However, sites have been recorded in the vicinity of the railway station”<sup>4</sup></p> <p>Mary O’Keeffe has determined that, following the construction of the railway station, nothing pre-1900 is likely to exist.</p>	Not assessed
	Architecture	<p>The platforms are well-designed, functional elements critical to the operation of the Wellington Railway Station and are integral with “the most important railway station in New Zealand”, providing areas for embarking and disembarking from trains. The architecture of the canopies is simple and utilitarian and was described in the opening of the station as having a “simple and airy dignity” and “attained efficiency without ugliness”.</p> <p>Gray Young has demonstrated an effective use of the architectural device of contrasting spatial experiences in the design of the station. There is a dramatic sequential transition from the practical, unadorned, small-scale platform space to the elegant, soaring, complex spaces of the interior and then to the expansive, dignified, civic space outside.</p> <p>The use of curved railway irons to support the canopies was a common design since at least 1906 and the architects have successfully interpreted this historic typology.</p>	High, national
	Technology and engineering	<p>The use of railway irons to support the canopies maintains a technology common in the Troup era stations. Similarly the use of concrete line platforms was known from at least 1880 in New</p>	Moderate, local

<sup>3</sup> Bowman, Ian, *Heritage Assessment, Platforms, Wellington Railway Station*, March 2021

<sup>4</sup> Mary O’Keeffe, Heritage Solutions *Archaeological desktop assessment: installation of validator posts at Wellington Railway Station*, 14 March 2012

Criteria	Values	Description	Ranking of significance
		Zealand.	
	<i>Scientific</i>	Based on current research, it is unlikely that the platforms contribute scientific information about the history of the region.	Low, local
	<i>Rarity</i>	The platforms at the Wellington Railway Station are unique in New Zealand in having multiple platforms serving more than two railway tracks. It is one of two original stations of the four major cities in New Zealand to be retained and the only one of these to have maintained all original platforms..	High, national
	<i>Representative</i>	The concrete lined platforms are of a representative design as is the use of railway irons for the canopy structure.	High, regional
	<i>Integrity</i>	The platform form, alignment, and canopy structure are original however, the roofing materials and timber structure of the canopies is recent, while the concrete edging to the platforms has been cut back. The platform adjoining the concourse has been extended into the tracks while additional metal stanchions have been installed through the platform roofs to support electrical cables and a walkway above.	High, local
	<i>Context or group</i>	The immediate context of the platforms is the Wellington Railway Station complex comprising the station building, platforms, tracks, the landscaped entry from bunny Street and the Social Hall. The complex is considered as having national significance. The wider context includes the stadium with raised concourses to the north and the underpass and bus interchange to the east.	High, national
<b>Historic Values</b>	<i>People</i>	The building and platforms are associated with the New Zealand Railways Department, which played a significant role in the early and subsequent development of the New Zealand economy. The platforms and station building are also associated with architectural firm, Gray Young, Morton and Young and builders, Fletcher Construction Co. Ltd.	High, local
	<i>Events</i>	The platforms are associated with mundane events	Low, local,





Criteria	Values	Description	Ranking of significance
		such as daily commuting from within the region and occasional travel further afield as well as national events such as providing the location for the Michael Joseph Savage funeral cortege.	high national
	<i>Patterns</i>	The station platforms have been modified to a minor extent over time but remain essentially unchanged demonstrating the success of the original design and the current high demand for regular railway commuting from as far away as Palmerston North. It is likely that this demand will increase. It appears that Wellington is unique in New Zealand to have built and retained a large inner city railway hub.	High, regional
<b>Cultural Values</b>			
	<i>Public esteem</i>	Public esteem for the platforms is unknown, however as an essential elements within a nationally recognised landmark building and as a railway station where passengers begin or end their commute from Wellington, it will be known by many.	Unknown
	<i>Commemorative</i>	There are no known people commemorated on the platforms, however many Railways Department staff are commemorated in the war memorials in the office entry to the east.	Unknown
	<i>Education</i>	Given the high levels of significance in architectural, representative, rarity, integrity, context, and patterns, the platforms have significant educational values.	High, national

### ***Summary statement of heritage significance***

The Wellington Railway Station platforms have high national significance as essential functional elements in the nationally significant Wellington Railway Station. The platforms are nationally unique having been designed with and retaining multiple railway platforms that are still in use.

The platforms, as the station in general, are associated with the station architects, Gray Young, Morton and Young, the station builders, Fletcher Construction, and the owner, the New Zealand Railways Department.

The architect has demonstrated considerable design skill in creating a series of moving, sequential, spatial experiences between the platforms and the exterior of the building.

The structural design of the canopy has heritage values in the use of curved railway irons maintaining a railway tradition established at the turn of the century, although using a butterfly design rather than a gable.

### **2.3 Heritage values of the railway station**

The heritage values of the railway station are included in appendix 3.

PROACTIVE RELEASE





## 3 Proposal description, objectives, alternatives

### 3.1 Project Objectives<sup>5</sup>

*The outcome of the Digital Screen on the rail corridor project is to increase non-fare revenue contributions to the running of the Public Transport network. These digital screens will complement the current static advertising network and are forecast to double Greater Wellington's revenue from advertising. The income from this project will contribute towards the maintenance and upkeep of the station platforms.*

### 3.2 Proposal

The proposal is to install nine single screen and eight double screen digital signs according to the locations shown in appendix 4. The size of signs are as shown in the cover photo. They will be black with a Wellington Railway Station logo on the lower right of each screen face. Cables to the screens will be from above for those screens located under the platform roofs and from underground when located by the buffers using a trench to be constructed when further validators are to be installed.

### 3.5 Alternatives considered

The size of signs are “industry standard”<sup>6</sup>. Black and umber were options considered for the frame while numbers were reduced from 18 to 17. The locations of the screens on the buffer sides were modified during consultation.

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<sup>5</sup> Email from Michael Freeman 19 July 2022

<sup>6</sup> Letter from Michael Freeman, 7 June 2022

## 4 Assessment criteria

### 4.1 Section 176A Outline Plan , Resource Management Act 1991

(3) *An outline plan must show—*

- (a) *the height, shape, and bulk of the public work, project, or work; and*
- (b) *the location on the site of the public work, project, or work; and*
- (c) *the likely finished contour of the site; and*
- (d) *the vehicular access, circulation, and the provision for parking; and*
- (e) *the landscaping proposed; and*
- (f) *any other matters to avoid, remedy, or mitigate any adverse effects on the environment.*

In order to consider (3) (f), the following assessment criteria are used.

### 4.2 Wellington City District Plan (WCDP)

Given that the application is for an Outline Plan, there are no specific WCDP assessment criteria. However several of the assessment criteria for Discretionary Activities (Restricted) provide a useful guide. These comprise:

- 21A.2.1.3 The extent to which the work significantly detracts from the values for which the building or object was listed.
- 21A.2.1.5
- respects the scale of the original building or object. The Council seeks to ensure new work is not visually dominant, particularly where rooftop additions are proposed.
  - avoids the loss of historic fabric and the destruction of significant materials and craftsmanship.
  - respects the historic or other values for which the building was listed.

### 4.3 Heritage New Zealand Pouhere Taonga (HNZPT)

An appropriate guide for assessing the installation of validators is HNZPT Heritage Guidance Sheet 16 *Assessing Impacts on the Surroundings associated with Historic Heritage*, 2007.

The relevant criteria from the guide comprise:

- a The proposed activity should not visually dominate or distract from the qualities of the heritage place.
- b The proposed activity should provide for adequate visual catchments, corridors or sightlines to the heritage item.
- c Any new building should not affect the character and setting of the historic building.
- d the height, location and proportions of any new building should be compatible with the existing historic environment, with heights and



proportions reflective of the predominant height and proportions of adjacent buildings.

- e The size, orientation, scale, massing, density, modulation, and shape of the new building or addition should be compatible with the existing historic building(s). These elements should relate to surrounding buildings.
- f Any new building or addition should adopt materials and colours that relate to and use as reference points, the materials, colour and details of adjacent buildings and the surrounding areas.
- g The architectural style should be compatible with the historic design and should not imitate, replicate or mimic surrounding historical styles.

# 5 Assessment of impacts

## 5.1 WCDP criteria

Criteria	Relevant value	Description of change	Magnitude of effect on all platforms
21A.2.1.3	<i>Architecture</i>	<p>The signs proposed under the platform roofs have been aligned with the platform orientation between railway iron canopy posts to integrate with the existing architecture and have little visual impact when viewed from the railway station building. Similarly the signs proposed on the sides of the buffers will have little visual impact as they too are aligned with the platforms.</p> <p>The black colour of the sign frames will be recessive reducing the apparent bulk of the signs. The signs themselves will obviously be highly visible with changing signs every eight seconds and of different colours.</p> <p>However the signs located against the buffers facing the concourse will be highly visible as they are oriented at right angles to platforms. Of particular concern is the sign proposed at between platforms 6 and 7 as it will be visible when entering the concourse from the ticket lobby. They will contribute to additional visual “noise” which includes existing small-scale signage fixed to the buffers and building and way-finding signage fixed to the building and platform canopies (see figure 1).</p>	<p>Negligible</p> <p>Minor</p>
	<i>Technology and engineering</i>	There will be no change to technology and engineering values of the platforms.	No change
	<i>Rarity</i>	There will be no change to the uniqueness nor rarity of the platforms.	No change
	<i>Representative</i>	There will be no change to the concrete lined platforms.	No change
	<i>Integrity</i>	The integrity of the platforms will be reduced by the addition of the signs.	Negligible



Criteria	Relevant value	Description of change	Magnitude of effect on all platforms
	<i>Context or group</i>	There will be no impact on the group of buildings associated with the railway station.	No change
	<i>People</i>	There will be no impact on the people historically associated with the platforms.	No change
	<i>Events</i>	There will be no impact on events historically associated with the platforms.	No change
	<i>Patterns</i>	The proposed signs demonstrate the current pattern of increasing demand for rail passenger use in Wellington.	No change
	<i>Public esteem</i>	It is unlikely that there will be any impact on the public esteem of the platforms.	Negligible
	<i>Commemorative</i>	There will be no change to the commemorative values of the platforms.	No change
	<i>Education</i>	The proposal will not affect the education values of the platforms.	No change
21A.2.1.5	<i>Scale</i>	The scale of the signs is not large in comparison with the platforms and canopies but will occupy a noticeable portion of the space when located between canopy posts. The signs against the buffers are aligned with the platforms and their scale will also not be noticeable. However the signs proposed against the buffers facing the concourse will also be more noticeable when compared with the scale of the buffers.	Negligible/minor
	<i>Loss of historic fabric</i>	There will be no loss of historic fabric with the installation of the digital signs given that the canopy timber framing onto which conduits will be run is not original fabric and nor is the asphalt required to be removed to install both the screens against the buffers and the validators, for which there is already a consent.	Negligible
	<i>Respects values</i>	See above.	





Figure 2 Buffer signage viewed from the concourse, photo Ian Bowman 9 June 2022



Figure 1 Signage located between canopy posts, photo Ian Bowman 9 June 2022



## 5.2 HNZPT Heritage Guidance Sheet 16 *Assessing Impacts on the Surroundings associated with Historic Heritage, 2007*

Clause	Description and assessment of effect	Magnitude of effects
a, no visual dominance or distraction from qualities of heritage place	The scale and number of screens will not visually dominate the platforms, however, as described above there will be visual impacts of the screens located facing the station against the buffers. The buffers are low scale and do not impede the impression of openness, however the addition of the digital signage against the buffers, particularly looking from the concourse to platforms 6 and 7 will	Negligible/minor
b, appropriate visual catchments, corridors or sightlines	As can be seen from figure 2 there will be little impact in visual catchments, corridors or sightlines along platforms from the digital signs on the platforms and to the sides of the buffers. However as can be seen from figure 1, sightlines and visual catchments from the concourse to the platforms will be negatively impacted by changing focus from the platforms to the digital signage.	Negligible/minor
c, effect on character and setting	The character and setting of the platforms will largely be unaffected by the screens located on the platforms and to the sides of the buffers as they will not be highly visible from either ends of the platforms as they align with the platform and structure. However the screens facing the station building will have an impact on the setting of the platforms as described above and on the character of the platform ends as they are taller than the buffers and will be brightly lit with changing screens.	Negligible/minor
d, compatibility with the existing environment	The existing historic environment comprises the platforms and the railway station building. There will be no impact on the exterior or interior of the railway station but there will be a visual impact on the platforms as described above.	Negligible
e, compatibility of new and old	A definition of compatible is “capable of existing together in harmony”.  The proposed screens on platforms and against buffers are generally aligned with and in close proximity to existing, larger elements such as platform canopy posts and are therefore compatible. However the screens facing the station against the platform buffers are less compatible given that they will be highly visible to passengers walking from the concourse to the platforms and will likely compete with existing historic spaces, such as the	Negligible/minor



Clause	Description and assessment of effect	Magnitude of effects
	concourse and platforms.	
f, adoption of colours and materials that relate to those of adjacent buildings	The black colour of the frames will be recessive however the screens will be brightly lit with changing advertisements. The use of metal for the construction of the screen frames is not inconsistent with the platform canopies and furniture such as seating and rubbish bins.	Minor

### 5.3 Evaluation of impact

Appendix 1 describes a methodology for evaluation of effects. Based on this methodology the following are the assessed effects on building heritage:

Value of the building	Magnitude of impacts	Significance of impacts
The Railway Station, including the platforms have a HNZPT category 1 listing and are listed on the WCDP. This equates to a rating of <b>high</b> heritage values, based on the ICOMOS Guide.	The magnitude of the proposed digital signs range from no change to <b>negligible</b> where located on the platforms but those of the digital signs located against the buffers facing the concourse is assessed as <b>minor</b> .	Based on the matrix in Appendix 1 the significance of impact is assessed as <b>slight</b> for the screens under the platform canopies and <b>moderate/slight</b> for those against the buffers.



## 6 Conclusions and mitigation

### 6.1 Conclusions

The significance of impacts to the platforms of the proposed digital signs on the platforms between canopy posts and against the sides of the buffers are assessed as being **slight** while those digital signs facing the concourse are considered to have a moderate/slight negative impact.

### 6.2 Mitigation measures

The following are recommended mitigation measures to reduce the impacts of the digital signs located against the buffers include:

- remove the digital sign facing the concourse between platform 6 and 7 as this has the most significant negative impact;
- increase the dwell time of the digital signs facing the concourse and reduce their level of brightness.

### 6.3 Recommendations

The following are recommended actions consistent with good conservation practice:

- that all areas impacted by the proposal are recorded to HNZPT Archaeological Guidelines Series 1 *Investigation and Recording of buildings and standing structures*, November 2018, level II;
- that a Temporary Protection Plan for areas affected by the proposal be provided. This should be prepared based on the following documents:

Christchurch City Council, *Heritage Information, Guideline 14: Temporary Protection of Heritage Items*, Christchurch City Council, n.d.;

Frens, Dale H., *Temporary Protection Number 2, Specifying Temporary Protection of Historic Interiors during Construction and Repair*, US National Park Service Cultural Resources, 1993.



Ian Bowman  
19 July 2022

# Appendix 1

## Assessment of values and effects

### Grading of heritage values

Based on the ICOMOS Guide, the relative importance of built heritage is graded as follows:

Value	Descriptors
Very high	Very high importance and rarity, international scale, category 1 HNZ listing
High	High importance and rarity, national scale, category 1 HNZ listing
Medium	High or medium importance, regional scale, category 1 or 2 HNZ listing or equivalent local authority listing
Low	Low or medium importance and rarity, local scale, not HNZ listed, local authority listing
Negligible	Very low importance and rarity, local scale, not listed

### Magnitude of effect

The ICOMOS Guide recommends ranking the magnitude of the impact or effect (also called the degree of change) as follows:

- Major
- Moderate
- Minor
- Negligible
- No change

The approach used to assess significance of impact/effect is determined by two variables; the value of the receptor, as described below, and the magnitude of change upon the receptor. The consideration of value and magnitude takes into account the severity of the impact of the project, together with the vulnerability of the receptor to change. The table below summarises the possible types of change and their magnitude<sup>7</sup>.

Effects can be direct and indirect; cumulative, temporary and permanent, reversible or irreversible, visual, physical, social and cultural, even economic.

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<sup>7</sup> UK Highways Agency, HA 208/07





<b>Factors in the Assessment of Magnitude of Impacts</b>	
Major	Change to key historic building elements, such that the resource is totally altered. Comprehensive changes to the setting.
Moderate	Change to many key historic building elements, such that the resource is significantly modified. Changes to the setting of an historic building, such that it is significantly modified.
Minor	Change to key historic building elements, such that the asset is slightly different. Change to setting of an historic building, such that it is noticeably changed.
Negligible	Slight changes to historic buildings elements or setting that hardly affect it.
No change	No change to fabric or setting.

Possible effects could include changes to use, access, views, topography, structures, vegetation, sound environment, approaches and context. The effect on the heritage resource has been ranked without regard to its level of significance.

### **Significance of effect**

The matrix below illustrates that combining the magnitude of impact/effect (before mitigation) and the heritage significance of the heritage resource will determine the extent of impacts of the project. Mitigation measures however influence the evaluation of effect. Where the matrix suggests more than one likely outcome, for instance moderate/slight, professional judgement has been used in conjunction with the descriptors in the following table to arrive at an appropriate result.

The scale of possible effects is:

- Very large (beneficial or adverse)
- Large (beneficial or adverse)
- Moderate (beneficial or adverse)
- Slight (beneficial or adverse)
- Neutral

<b>VALUE</b>	<b>Very High</b>	Neutral	Slight	Moderate/ Large	Large or Very Large	Very Large
	<b>High</b>	Neutral	Slight	Moderate/ Slight	Moderate/ Large	Large/ Very Large
	<b>Medium</b>	Neutral	Neutral/ Slight	Slight	Moderate	Moderate/ Large
	<b>Low</b>	Neutral	Neutral/ Slight	Neutral/ Slight	Slight	Slight/ Moderate
	<b>Negligible</b>	Neutral	Neutral	Neutral/ Slight	Neutral/ Slight	Slight
		<b>No change</b>	<b>Negligible</b>	<b>Minor</b>	<b>Moderate</b>	<b>Major</b>
<b>MAGNITUDE OF IMPACT</b>						

The Magnitude of Impact shows the potential effect of the project on the heritage item or setting without mitigation.

In general if the effects on all heritage resources were adverse the overall impact would be the highest impact. Conversely if the effects were all beneficial, the average level of benefit would be selected, rather than the greatest, as assessments should be conservative.



## Appendix 2

### Wellington City District Plan Appendix P Conditions

The following condition shall apply to the designation of the Wellington Railway Station (designation R4) in the Wellington District Plan:

(i) Nothing in this designation authorises the demolition or partial demolition of the following parts of the Wellington Railway Station:

- the 3 streets facades including the Thorndon Quay addition • the main concourse
- the roofline without air-conditioning units
- the plaques at the office entrance

which are heritage features. Any such proposal shall require Tranz Rail to either obtain any necessary resource consent or to seek the alteration of this designation by the removal of this condition. For the avoidance of doubt, this condition does not cover repairs or maintenance, or additions or alterations, or any other activity requiring an outline plan under section 176A.

(ii) Prior to the preparation of any proposal to undertake any additions or alterations to the identified heritage features of the Wellington Railway Station building, Tranz Rail shall meet with the NZ Historic Places Trust to discuss the proposal.

(iii) Tranz Rail shall provide any subsequent plan(s) of any additions or alterations, as specified above, for comment by the NZ Historic Places Trust within 15 working days. In the event that there are any points raised by the NZ Historic Places Trust, Tranz Rail shall arrange to meet with the Trust to discuss the points raised.

(iv) Tranz Rail shall provide a copy of any application for outline plan approved in respect of the identified heritage features of the Wellington Railway Station building to the NZ Historic Places Trust at the same time it is lodged with the Council. The Trust will then forward its comments on the proposal to the Council within 5 working days.

# Appendix 3

## Heritage values of the railway station

The summaries of heritage values is taken from the WCC on-line heritage inventory<sup>8</sup>.

### *Aesthetic value*

#### *Cultural value*

The Wellington Railway Station has significant architectural values. The design is bold and influenced by the world's great railway stations, possessing a generous forecourt and sweeping driveways leading to the impressive colonnade. The internal spaces, particularly the booking hall, are a continuation of this tradition. It is a fine example of one the city's leading architectural firms Gray Young, Morton, and Young. It has been recognised as one of the best 20th century buildings in New Zealand for its architectural qualities.

The Railway station is associated with a number of historically important events including the focal-point of the funeral cortege for Prime Minister Michael Joseph Savage, as a casualty clearing station in the aftermath of the Wahine disaster, and as part of the home-front defence system during World War Two.

This building has immense townscape value; it defines the Waterloo Quay, Featherston, and Bunny Street area. It is a landmark building that is used by, and seen by, thousands of commuters daily.

#### *Group*

With the Old Government Buildings, Waterloo Hotel and Shed 21, it forms a small precinct of heritage buildings in the Waterloo Quay/Bunny Street/Featherston Street area.

#### *Townscape*

This building has immense townscape value; it defines the Waterloo Quay, Featherston, and Bunny Street area. It is a landmark building that is used by, and seen by, thousands of commuters daily.

### *Historic value*

#### *Association*

The Railway station is associated with a number of historically important events including the focal-point of the funeral cortege for Prime Minister Michael Joseph Savage, as a casualty clearing station in the aftermath of the Wahine disaster, and as part of the home-front defence system during World War Two.

This building has a range of historic associations that give it significant value. It is a fine example of one the city's leading architectural firms Gray Young,

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<sup>8</sup> <https://www.wellingtoncityheritage.org.nz/buildings/1-150/44-wellington-railway-station?q=>



Morton, and Young. It was designed as the main Railway Station and Offices for the Railways Department and was the culmination of 65 years of railway development in Wellington.

### ***Scientific value***

#### *Technological*

This building has technical value for the innovation of its construction. It was designed using the latest technology utilising steel framing and reinforced concrete and bricks to withstand earthquakes. At the time it was constructed it was one of the largest buildings in New Zealand and its size, scale, and construction on reclaimed land provided a significant building challenge that was overcome by the architects and engineers.

### ***Social value***

#### *Identity Sense Of Place Continuity*

This building is a focus of community identity as it is a major landmark building for the city of Wellington. The retention of this building has helped to promote a sense of continuity in Wellington with its history. As a major development for the Railways Department in the 1930s, it also contributes to a sense of continuity for the presence of the railways in Wellington.

#### *Public Esteem*

This building is held in high community esteem. It has significant heritage values for the people of Wellington.

#### *Sentiment Connection*

This building is a focus of community sentiment and connection – it is a public space that is still in use.

#### *Symbolic Commemorative Traditional Spiritual*

This building has traditional values for the community of commuters who use it daily. It has been in continuous use as a station since its construction.

### ***Level of Cultural Heritage Significance***

#### *Authentic*

This building has authenticity and integrity as it retains significant original materials. Modifications and additions have been carried out in mostly harmonious ways.

#### *Rare*

This building is of outstanding heritage significance for its architectural, historical, townscape, technical, public education and esteem, values.

#### *Representative*

This building is an excellent example of the work of Gray Young, Morton, and Young designed in the Neo-Classical Revival style with Beaux Arts influenced interiors. It is also influenced by Modernism and Art Deco, making this building a good representative of New Zealand interpretations of these architectural forms.



*Importance*

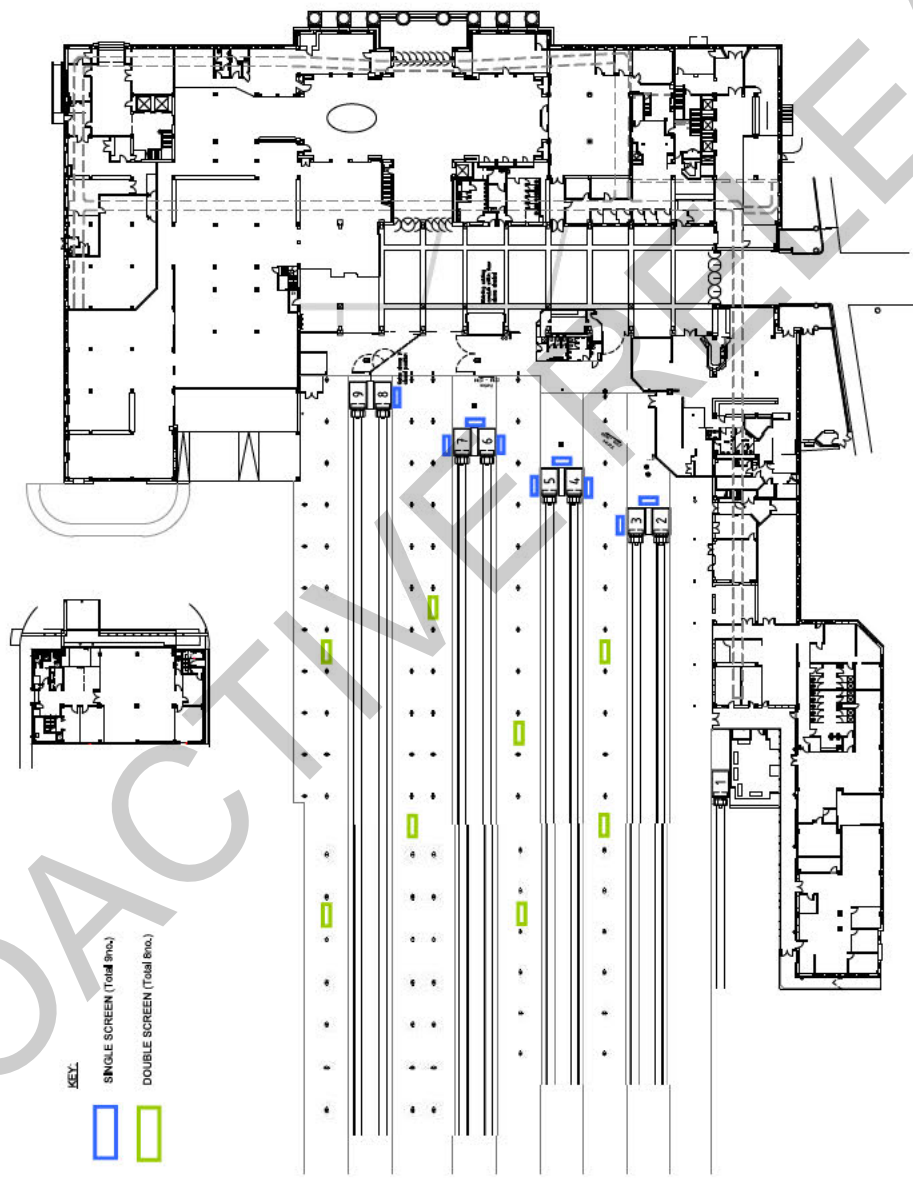
This is a nationally important building for its architectural, historical, townscape, technical, public education and esteem, values.

PROACTIVE RELEASE



# Appendix 4

Proposed location and type of digital signs



WELLINGTON RAILWAY STATION - DIGITAL ADVERTISING SCREENS

## Application for Resource Consent

### NOTICE OF DECISION

<b><u>Site Address:</u></b>	2 Bunny Street, Pipitea
<b><u>Legal Description:</u></b>	Lot 1 DP 548049 and Lot 3 DP 548049
<b><u>Applicant:</u></b>	Greater Wellington Regional Council C/- Michael Freeman
<b><u>Proposal:</u></b>	Installation of 16 digital screens for advertising and customer communication on the Wellington Railway Station platforms
<b><u>Owners:</u></b>	His Majesty the King
<b><u>Service Request No:</u></b>	522428
<b><u>File Reference:</u></b>	1057846
<b><u>Operative District Plan Area:</u></b>	Central Area
<b><u>Notations in Operative District Plan:</u></b>	Heritage Building: Wellington Railway Station 1933-37 (ref. 44) Designation R4: Wellington Railway Station Designation R5: North Island Main Trunk Railway Hazard Area: Ground Shaking
<b><u>Other Notations:</u></b>	HNZPT List: Wellington Railway Station (ref. 1452)
<b><u>Activity Status Operative District Plan:</u></b>	Restricted Discretionary Activity
<b><u>Proposed District Plan Zone:</u></b>	City Centre Zone
<b><u>Notations Proposed District Plan:</u></b>	Height Control Areas: 35.4m and 50m Coastal Inundation Hazard – Medium Flood Hazard Overlay – Inundation Area Liquefaction Hazard Overlay Tsunami Hazard Overlay – Medium and High Heritage Building: Wellington Railway Station (ref. 44) Heritage Building – Extent: Railway Station (ref. 44) Coastal Environment Designation KRH1: Wellington Railway Lines Designation WIAL1: Wellington Airport Obstacle Limitation Surfaces
<b><u>Activity Status Proposed District Plan:</u></b>	Restricted Discretionary Activity

## **DECISION – Land Use Consent:**

Officers, acting under delegated authority from the Wellington City Council (the Council) and pursuant to section 104C of the Resource Management Act 1991 (the Act), **grant resource consent** to the proposal to install 16 digital screens for advertising and customer communication on the Wellington Railway Station platforms at **2 Bunny Street, Pipitea** (being Lot 1 DP 548049 and Lot 3 DP 548049), subject to the conditions below.

### **Conditions of Consent:**

#### **General:**

- (a) The proposal must be in accordance with the information provided with the application Service Request No. 522428 and the plan titled 'Wellington Railway Station - Digital Advertising Screens'.

#### **Digital Screen Operation:**

- (b) Images must have a minimum dwell time of 8 seconds.
- (c) Illumination of the screens must:
- i. be controlled and automatically adjusted to ensure it does not exceed typical ambient light levels; and
  - ii. not exceed 2,500 cd/m<sup>2</sup>.

#### **Monitoring and Review:**

- (d) Prior to starting work the consent holder must advise the Council's Compliance Monitoring Officer of the date when work will begin. This advice must include the address of the property and the Service Request number and be provided at least 48 hours before work starts, either by telephone on 04 801 4017 or email to [rcmonitoring@wcc.govt.nz](mailto:rcmonitoring@wcc.govt.nz).
- (e) The conditions of this resource consent must be met to the satisfaction of the Council's Compliance Monitoring Officer. The Compliance Monitoring Officer will visit the site to monitor the conditions, with more than one site visit where necessary. The consent holder must pay to the Council the actual and reasonable costs associated with the monitoring of conditions (or review of consent conditions), or supervision of the resource consent as set in accordance with section 36 of the Act. These costs\* may include site visits, correspondence and other activities, the actual costs of materials or services, including the costs of consultants or other reports or investigations which may have to be obtained. More information on the monitoring process is available at the following link:  
<https://wellington.govt.nz/property-rates-and-building/building-and-resource-consents/resource-consents/applying-for-a-resource-consent/monitoring-resource-consent-conditions>

\* Please refer to the current schedule of Resource Management Fees for guidance on the current administration charge and hourly rate chargeable for Council officers.

### **Advice Notes:**

1. The land use consent must be given effect to within 5 years of the granting of this consent, or within such extended period of time as granted by the Council pursuant to section 125 of the Act.

2. Section 36 of the Act allows the Council to charge for all fair and reasonable costs associated with the assessment of your application. We will confirm in due course whether the time spent on the assessment of this application is covered by the initial fee paid. If the time exceeds the hours covered by the initial fee you will be sent an invoice for additional fees. If the application was assessed in less time you will be sent a refund. For more information on your fees contact [planning.admin@wcc.govt.nz](mailto:planning.admin@wcc.govt.nz).
3. Where appropriate, the Council may agree to reduce the required monitoring charges where the consent holder will carry out appropriate monitoring and reporting back to the Council.
4. This resource consent is not a consent to build. A building consent may be required under the Building Act 2004 prior to commencement of construction.
5. This resource consent does not authorise any works that also require consent from the Greater Wellington Regional Council. If necessary, separate resource consent(s) will need to be obtained prior to commencing work.
6. As far as practicable all construction activity related to the development must take place within the confines of the site. No buildings, vehicles, materials or debris associated with construction may be kept on Council land, including the road, without prior approval from the Council. Please note that landowner approval is required under a separate approval process and that this will need to be sought and approved prior to any works commencing.

For more information on the traffic management process and what further separate land owner approvals may be required in relation to the logistics of working within the legal road either contact the Transport Asset Performance team or visit this link: <https://wellington.govt.nz/services/parking-and-roads/road-works/work-on-the-roads/permissions-and-approvals>

7. As consent involves the construction of a new building / additions and alterations in the Central Area the consent holder may be required to provide details about how the construction will integrate with other major construction projects. For more information contact the Network Activity Manager by email: [denise.beazley@wcc.govt.nz](mailto:denise.beazley@wcc.govt.nz)
8. The consent holder must ensure that construction, earthworks and any demolition activities are managed and controlled so that the noise received at any residential or commercial site does not exceed the limits set out in Table 2 and Table 3 of 'NZS6803:1999 Acoustics – Construction' noise when measured and assessed in accordance with that standard. Where a specific construction activity cannot comply with the limits set out in 'NZS6803:1999 Acoustics – Construction' the consent holder must provide the Council's Compliance Monitoring Officer an assessment of physical and managerial noise control methods that must be adopted. The assessment must be in line with section 16 of the Act (Best Practical Option (BPO)).

The BPO is defined as the best method for preventing or minimising the adverse noise or vibration effects on the environment having regard to (1) the sensitivity of the receiving environment to adverse noise or vibration effects, (2) the financial implications and (3) the current state of technical knowledge and the likelihood that the option can be successfully applied.

9. The subject property is a known place of historic habitation. An archaeological site is defined as physical evidence of pre-1900 human activity. This can include above ground structures as well as below ground features. Below ground features can include burnt and fire cracked stones, charcoal, rubbish heaps including shell, bone and/or glass and



crockery, ditches, banks, pits, old building foundations, artefacts of Māori and European origin or human burials.

If any activity associated with this proposal modifies, damages or destroys any archaeological site, an archaeological authority (consent) from Heritage New Zealand Pouhere Tāonga (HNZPT) must be obtained for the work to proceed lawfully. Under the Heritage New Zealand Pouhere Tāonga Act 2014 it is illegal to modify or destroy an archaeological site without obtaining an authority. The applicant is advised to contact HNZPT for further information prior to works commencing.

10. Rights of objection to the conditions specified above may be exercised by the consent holder pursuant to section 357A of the Act. Any objection shall be made in writing, setting out the reasons for the objection within 15 working days of this notification or within such extended period as the Council may in its discretion allow.

**Reasons for Decision:**

1. Pursuant to section 95A and 95B of the Act, there are no mandatory requirements to notify the application, the effects of the proposal on the environment will be no more than minor and there are no affected persons. There are no special circumstances.
  2. Pursuant to section 104 of the Act, the effects of the proposal on the environment will be acceptable.
  3. The proposal is in accordance with the relevant objectives and policies of the Operative District Plan and Proposed District Plan, and Part 2 of the Act.
-

# **DECISION REPORT**

## **PROPOSED DISTRICT PLAN**

On 18 July 2022 the Council notified the Wellington City Proposed District Plan (PDP).

The PDP gives effect to the Resource Management (Enabling Housing Supply and Other Matters) Amendment Act 2021 (the Amendment Act), enacted in December 2021, as well as the NPS-UD policies 3 and 4 (intensification and qualifying matters). The following provisions in the PDP have immediate legal effect:

- Historic Heritage
- Significant Natural Areas
- Medium Density Residential Standards (MDRS) – being intensification provisions within the Medium Density Residential Zone (MRZ) and High Density Residential Zone (HRZ) that give effect to the Amendment Act.

Decision making processes for the PDP will follow both the Resource Management Act 1991 (RMA) Intensification Streamlined Planning Process (ISPP) and the Part One, Schedule One process. This means that the notification of the PDP will be split into two separate processes:

- The ISPP process uses an independent hearings panel, has no merit appeals to the Environment Court and must be completed in around one year.
- The First Schedule process follows the normal Plan Change process and can be subject to appeals to the Environment Court.

Provisions relevant to the Resource Management (Enabling Housing supply and other matters) Amendment Act 2021 and NPS-UD will be determined through the ISPP. The remaining provisions will be determined through the Schedule 1 process.

## **SITE DESCRIPTION**

The subject site comprises the Wellington Railway Station, located toward the northern end of the Wellington city centre. Of note, the Wellington Railway Station is a listed heritage building in both the Operative District Plan and Proposed District Plan, as well as the Heritage List administered by Heritage New Zealand Pouhere Tāonga (HNZPT).

## **PROPOSAL**

Greater Wellington Regional Council (GWRC) proposes to install 16 digital screens for advertising and customer communication on the Wellington Railway Station platforms. Eight screens will be single-sided and eight will be double-sided. The single-sided screens are proposed to be placed adjacent to the buffers at the southern end of the platforms. The double-sided screens are proposed to be placed further along the platforms, with up to two screens per platform. The screen structures have a total height of 2.33m and screen dimensions of approximately 1.65m by 0.93m.

Further details of the proposal are provided in the AEE and application plans. I adopt the applicant's proposal description should be read in conjunction with this report.

## ACTIVITY STATUS

### **Operative District Plan:**

Resource consent is required under the following rule:

#### **Rule 21D.3.1 – Signs on heritage buildings and objects**

Resource consent is required for the installation of signs on a listed heritage building/object (Wellington Railway Station), which are not a Permitted Activity. This is because the proposal exceeds the number and size of signs permitted under Rule 21D.1.1.

There are no conditions, standards or terms under this rule.

The proposal is assessed as a **Restricted Discretionary Activity**.

Discretion is restricted to:

- Sign design, location and placement
- Area, height and number of signs
- Illumination
- Fixing and methods of fixing

Notification status: Under Rule 21D.3.1 there is no preclusion to public or limited notification.

The proposal is assessed as a **Restricted Discretionary Activity** under the Operative District Plan.

### **Proposed District Plan:**

Resource consent is required under the following rule:

#### **Rule SIGN-R6.2 – Signs on heritage buildings and structures**

Resource consent is required for the installation of signs on a listed heritage building/structure (Wellington Railway Station), which are not a Permitted Activity. This is because the proposal exceeds the number and size of signs permitted under Standard SIGN-S12 and Rule SIGN-R6.1.

The proposal is assessed as a **Restricted Discretionary Activity**.

Discretion is restricted to:

- The matters in SIGN-P3
- The Signs Design Guide and the Heritage Design Guide

Notification status: Under Rule SIGN-R6.2 there is no preclusion to public or limited notification.

The proposal is assessed as a **Restricted Discretionary Activity** under the Proposed District Plan.

## WRITTEN APPROVALS

No written approvals were provided with the application.

## SECTION 95 ASSESSMENT AND DECISION

### **Public Notification – Section 95A:**

#### Mandatory Public Notification:

Mandatory public notification is not required as the applicant has not requested public notification [s95A(3)(a)], there are no outstanding section 92 matters [s95A(3)(b)], and the application has not been made jointly with an application to exchange recreation reserve land under section 15AA of the Reserves Act [s95A(3)(c)].

#### Preclusion to Public Notification:

There is no preclusion to public notification as the relevant rules in the ODP and PDP do not preclude notification of the application [s95A(5)(a)] and the application is not for one of the activities listed at section 95A(5)(b)(i) or 95A(5)(b)(iii) of the Act.

#### Public Notification – Rule/Adverse Effects:

Public notification is not required as the application does not include an activity that is subject to any rule in the ODP or PDP that requires public notification and it has been determined in accordance with section 95D adverse effects on the environment will not be more than minor [s95A(8)(a) and (b)]. The reasons why the effects on the environment have been deemed to not be more than minor are detailed in the Assessment of Adverse Effects and conclusions set out in this report.

#### Special Circumstances:

None of the circumstances of the application are exceptional or unusual. Therefore, there are no special circumstances that warrant public notification under section 95A(9).

### **Limited Notification – Section 95B:**

#### Customary Rights and Marine Title Groups, and Statutory Acknowledgements:

There are no protected customary rights groups or customary marine title groups that will be affected by the proposal and the proposal is not on, adjacent to, or likely to affect land subject to a statutory acknowledgement [s95B(2)(a) and (b) and s95B(3)].

#### Preclusions to Limited Notification:

There is no preclusion to limited notification as there is no rule in the ODP or PDP that precludes limited notification of the application [s95B(6)(a)] and the application is not for a district land use consent with Controlled activity status [s95B(6)(b)].

#### Limited Notification – Affected Persons:

Limited notification is not required as the effects on any person will be less than minor [s95B(8)]. The reasons why the effects have been deemed to be less than minor are detailed in the Assessment of Adverse Effects and conclusions set out in this report.

### Special Circumstances:

I have considered whether there are special (ie exceptional or unusual) circumstances that exist relating to the application that warrant limited notification to any persons who have not been excluded as affected persons by the assessment above [s95B(10)]. There are no special circumstances that warrant limited notification of any additional party under section 95B(10).

### **Public and Limited Notification Decision:**

For the reasons set out above, the application does not require either public or limited notification.

## **ASSESSMENT OF ADVERSE EFFECTS**

### **Potential Adverse Effects**

Having regard to the proposal, the Operative and Proposed District Plan rules, and the lens of the relevant matters of discretion; the actual and potential effects of this proposal are considered to be heritage and design, including visual amenity/impact effects.

In assessing these effects, I have sought advice from the Council's Senior Heritage Advisor Reuben Daubé and Urban Design Advisor Shayna Curle. Mr Daubé's assessment dated 31 October 2022 and Ms Curle's assessment dated 2 November 2022 should be read in conjunction with this report.

In terms of design, Ms Curle raises no issues with the proposal. Specifically, she notes that the signs are a standard design commonly found throughout Wellington and agrees with the proposed locations of the signs on the platforms with them being appropriate and logical.

In terms of heritage, Mr Daubé has reviewed the Heritage Impact Assessment prepared by the applicant's heritage consultant Ian Bowman. Mr Bowman concludes:

*The significance of impacts to the platforms of the proposed digital signs on the platforms between canopy posts and against the sides of the buffers are assessed as being slight while those digital signs facing the concourse are considered to have a moderate/slight negative impact.*

Mr Daubé accepts Mr Bowman's expert heritage advice and makes the following conclusion:

*The screens on the platforms will have a noticeable effect on the heritage values and add unnecessary visual clutter at the Wellington Railway Station. However, [...] the effect of the digital advertising screens is considered to be acceptable in this situation. Therefore, based on my assessment, the proposal is supported on heritage grounds.*

Having considered the assessment provided by Mr Daubé, I consider the adverse effects on heritage values equate to being no more than minor in this instance.

Overall, and for the reasons set out above, I conclude that the adverse effects of the proposal will be no more than minor. The effects on any specific persons will be less than minor and therefore no persons are adversely affected in this respect.

## **SECTION 104 ASSESSMENT – SUBSTANTIVE DECISION**

### **Section 104(1)(a) – Effects Assessment:**



### Adverse Effects:

An assessment of the effects on the environment has been made above. The matters discussed and the conclusions reached are also applicable with regard to the adverse effects assessment under section 104(1)(a) of the Act and no further assessment is required. Based on this assessment, I conclude that the adverse effects of the proposal have been adequately mitigated and minimised and are acceptable.

### Positive Effects:

The meaning of 'effect', as set out in section 3 of the Act, includes positive effects. Positive effects are an important consideration in the overall balancing exercise involved in assessing resource consent applications.

The positive effects of the proposal include providing an additional source of revenue to GWRC which will contribute toward investment into the Wellington Region's public transport network.

### Conclusion:

Overall, I consider that the effects of the proposal on the environment will be acceptable.

### **Section 104(1)(ab) – Measures to ensure positive effects to offset or compensate for any adverse effects on the environment:**

The applicant has not proposed or agreed to any measures to ensure positive effects on the environment to offset or compensate for any adverse effects on the environment that will or may result from allowing the activity. In this case I consider that no measures are necessary as the effects on the environment will be acceptable.

### **Section 104(1)(b) – Relevant Planning Provisions:**

I have had regard to provisions of the following planning documents as specified at section 104(1)(b)(i)-(vi) of the Act:

- National Environmental Standards
- Other regulations
- National Policy Statement
- The New Zealand Coastal Policy Statement
- The Wellington Regional Policy Statement
- The Operative District Plan
- The Proposed District Plan

### **Higher Order Planning Documents:**

There are no National Environmental Standards, other regulations or National Policy Statements that are directly relevant to the consideration of this proposal. Similarly, the New Zealand Coastal Policy Statement is not relevant.

### Regional Policy Statement:

The policies of the Wellington Regional Policy Statement (RPS) have been taken into consideration. In particular I have had specific regard to the following policies:

- **Policy 39:** Recognising the benefits of renewable energy and regionally significant infrastructure.
- **Policy 46:** Managing effects on historic heritage values.

- **Policy 54:** Achieving the region’s urban design principles.

The proposal is considered to accord with the general strategic direction of the RPS and is not contrary to any of the relevant objectives or policies, noting that these are generally reflected in the objectives and policies of the Operative District Plan and Proposed District Plan.

**Operative District Plan:**

I have had regard to the objectives and policies of the Operative District Plan. The following objectives and policies and assessment criteria are considered relevant to the proposal:

- Objective 20.2.1 and Policy 20.2.1.9
- Assessment criteria 21D.3.1.5 to 21D.3.1.11

Overall, for the reasons discussed in this Decision Report, I consider that the proposal is acceptable in terms of the assessment criteria and is consistent with the objectives and policies as set out above. In particular, the signs are not considered to detract from the heritage values of the railway station to an inappropriate and unacceptable extent.

**Proposed District Plan:**

I have had regard to the objectives and policies of the Proposed District Plan. The following objectives and policies are considered relevant to the proposal:

- Objective SIGN-O1 and Policies SIGN-P1 and SIGN-P3
- Objectives HH-O2 and HH-O3

Overall, for the reasons discussed in this Decision Report, I consider that the proposal is consistent with the objectives and policies as set out above. In particular, the signs are not considered to detract from the heritage values of the railway station to an inappropriate and unacceptable extent, and their installation supports sustainable long-term use of the station and wider public transport network.

I note that there is no significant policy shift between the relevant provisions of the ODP and PDP considerations and find that the proposal is acceptable under both Plans.

**Section 104(1)(c) – Other Matters:**

Heritage New Zealand Pouhere Tāonga:

The building is included in the New Zealand Heritage List (Register No: 1452) and is subject to a heritage covenant on the Record of Title. The applicant has consulted with Dean Raymond at HNZPT in preparation of the resource consent application. The comments raised by HNZPT generally reflect those of Mr Daubé and Mr Bowman, and HNZPT concludes that “we are satisfied the heritage values of the Wellington Railway Station Platforms can continue to be protected under the heritage covenant.” Ultimately, it is the consent holder’s responsibility to ensure that any HNZPT requirements are satisfied.

There are no other matters that the Council needs to consider when assessing the application.

**PART 2 – PURPOSE AND PRINCIPLES OF THE ACT**

Part 2 of the Act sets out the purpose and principles of the legislation, which as stated in section 5, is “to promote the sustainable management of natural and physical resources”. Section 5 goes on to state that sustainable management should enable “people and communities to provide for their social, economic and cultural wellbeing and for their health and safety while

(amongst other things) *avoiding, remedying or mitigating any adverse effects of activities on the environment*".

In addition, Part 2 of the Act requires the Council to recognise and provide for matters of national importance (section 6); have particular regard to other matters (section 7); and to take into account the principles of the Treaty of Waitangi (section 8).

For the reasons outlined in this report, I consider that consent should be granted when the proposal is assessed against the matters in section 104(1)(a) to 104(1)(c) of the Act. The planning and regulatory framework clearly indicates the outcome for this application. I have considered the purpose and principles in Part 2 of the Act, and I do not consider that detailed evaluation of Part 2 matters is necessary and would add anything to my evaluative exercise.

## **SECTION 108 CONDITIONS**

In accordance with section 108 of the Act, I have included the following conditions on the decision:

- A requirement to undertake the development in accordance with the information provided within the application and the approved plans (condition (a)).
- Conditions relating to the on-going operation of the digital screens.
- Conditions relating to the monitoring of the resource consent.

The Council must not impose conditions under section 108 unless:

1. Section 108AA(1)(a) – The applicant agrees to the condition
2. Section 108AA(1)(b) – The condition is directly connected to:
  - An adverse effect of the activity on the environment (s108AA(1)(b)(i)) and/or
  - An applicable district or regional rule, or NES (s108AA(1)(b)(ii))
3. Section 108AA(1)(c) – The condition relates to administrative matters that are essential for the efficient implementation of the relevant resource consent.

Condition (a) relates to mitigating possible effects on the environment, which may occur if the proposal is not built in accordance with the approved plans. Therefore, this condition meets section 108AA(1)(b)(i).

The remaining conditions satisfy section 108AA(1)(b) of the Act for the reasons discussed in this report.

The applicant has agreed to the conditions, therefore, section 108AA(1)(a) is satisfied.

The Council's standard monitoring conditions are applied in accordance with s108AA(1)(c).

## **CONCLUSION**

The effects of this proposal are acceptable, and the proposal is consistent with the objectives and policies of the Operative District Plan and Proposed District Plan. Having applied section 104 of the Act resource consent can be granted subject to appropriate conditions.

## **REASONS FOR DECISION**

The reasons for the decision are informed by the analysis above. The principal reasons for the decision are summarised as follows:

1. Pursuant to section 95A and 95B of the Act, there are no mandatory requirements to notify the application, the effects of the proposal on the environment will be no more than minor and there are no affected persons. There are no special circumstances.
2. Pursuant to section 104 of the Act, the effects of the proposal on the environment will be acceptable.
3. The proposal is in accordance with the relevant objectives and policies of the Operative District Plan and Proposed District Plan, and Part 2 of the Act.

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Report prepared by Matthew Brajkovich



**Matthew Brajkovich**  
Delegated Officer

8 November 2022



**Cedric Tevaga**  
Delegated Officer

8 November 2022