

Before a Commissioner
Appointed by the Christchurch City
Council

Under the Resource Management Act 1991

In the matter of a resource consent application for a free standing digital
billboard at 235 Manchester Street (RMA/2020/1877)

Statement of Evidence of Peter Turner

15 February 2022

Applicant's solicitors:
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**anderson
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Introduction

- 1 My full name is Peter Turner. I am the Southern Regional Manager at Wilsons Parking Limited (**Wilson Parking**). I have held this position for over 8 years.
- 2 My management portfolio includes 235 Manchester Street, Christchurch (**site**).

Background to Wilson Parking

- 3 Wilson Parking operates approximately 400 car parking facilities across New Zealand, accommodating more than 30,000 vehicles each day. As part of the diversification of our New Zealand business, Wilson Parking have multiple billboards throughout New Zealand. In Christchurch, Wilson Parking has two billboards within an owned site in the centre of Christchurch CBD. These billboards are leased to Lumo. Lumo then install, operate and lease the advertising space on the billboards.
- 4 These billboards have been operating for approximately six months and we have not received any complaints relating to them.

The site

- 5 Wilson Parking purchased the site in early 2021 and conducted major upgrades to the site including:
 - (a) sealing of the carpark and re-lining of the bays;
 - (b) landscaping to add some colour to the car parking site;
 - (c) lighting to assist parkers; and
 - (d) installation of CCTV to help monitor the site, assist with crime prevention, and enable our customers to feel safe using the site at night.
- 6 These major upgrades were undertaken to make the site more attractive and to help entice regular daily and monthly car parking customers.
- 7 In the long term, Wilson Parking intend to redevelop the site with a building, however at present it is uneconomic to do so.

Billboard benefits

- 8 Wilson Parking has noticed a downturn in patronage to its site as a result of COVID restrictions, and a significant number of people now working from home. This has a significant impact on our business.
- 9 The placement of a billboard on the site is to help provide a supplementary income to support Wilson Parking. It also provides a higher value of return from the land while it is uneconomic to develop a building on the site.
- 10 The billboard will be used to advertise a range of businesses, events, services and products, including community and public health messaging.

Permitted signage

- 11 I have collaborated with Mr David Compton-Moen and he has produced a visual representation of entry signage that Wilson's carparking would likely use as onsite signage for this site. The visual representation provided is consistent with our focus on attracting customers, our corporate colours and we would illuminate it for maximum attraction at night.

Conclusion

- 12 Wilson Parking is committed to its operations in Christchurch and continuing investment into its Christchurch business. Wilson Parking seek to provide a billboard to assist with providing for increased value and return from 235 Manchester Street, which in turn will contribute to our ongoing investment into our Christchurch business.
- 13 This proposal has been carefully assess by experts, and has considered concerns raised by the Council and submitters and addressed these through proposed conditions of consent.
- 14 I confirm that the permitted onsite signage is signage that would likely be implemented by Wilson Parking.

Dated this 15th day of February 2022

Peter Turner