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Greater Wellington is the promotional name of the Wellington Regional Council

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

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

### **Background information**

To the Householder

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

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

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

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

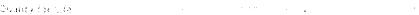
#### What happens next?

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

Andrew Samuel
Marketing Manager
Greater Wellington Water

<sup>&</sup>lt;sup>1</sup> As determined by Greater Wellington







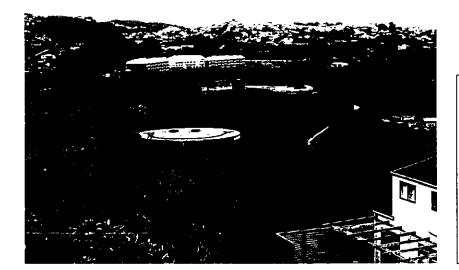


## How the proposed mural might look



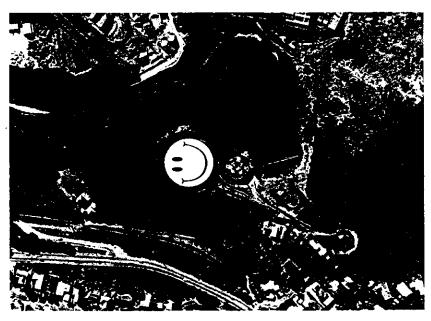
# PRESENT:

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



### PROPOSED:

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



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



# Questionnaire - Ngauranga Reservoir Smiley Face Proposal

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

Please circle the num	ber in the box	to the left of your	r chosen answer
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Is any part of the top surface of Ngauranga Research	ervoir normally visible to you from your residence?				
1 Yes (go to Q.2) 2 No (go to Q.3)					
2. <u>If you answered 'Yes' to Question 1</u> , please visible from your residence.	indicate how much of the reservoir's top surface is normally				
1 Less than a quarter	3 Between half and three-quarters				
2 Between a quarter and a half	4 More than three-quarters				
3. Mark one statement from the following list painting proposal for Ngauranga Reservoir:	of five that best describes your opinion of the Smiley Face				
1 I strongly support the proposal					
2 I support the proposal					
3 I <b>neither support or oppose</b> the pr	roposal				
4 I <b>oppose</b> the proposal					
5 I <b>strongly oppose</b> the proposal					
4. Describe briefly in the space provided (below	w) the reason for your answer to Question 3.				
Please print your response clearly.					
-					
(If you require more space to provide your answer, please of	continue on the reverse of this page)				
To help us interpret the results of this survey, phouse number (providing this information is option)	lease provide the name of the street that you live in and your ional).				
My street address is:					
(House Number) (St	reet Name)				
Please use the envelope provided (no Wellington, to be received by us no later t	stamp required) to return this page to Greater han 24 February 2003.				

## Postal Questionnaire - Summary of Numerical Response

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

OPINION	TOTAL of View	No View of Reservoir	View of Reservoir	Not Marked
TOTAL of Opinion	239	191	39	9
% across	100.0%	<b>79.9%</b>	<b>16.3%</b>   100.0%	<b>3.8%</b>
% down	100.0%	100.0%		100.0%
SUPPORT	102	89	9	4
% across	100.0%	87.3%	8.8%	3.9%
% down	<b>42.7%</b>	<i>46</i> .6%	23.1%	<i>44.4</i> %
OPPOSE	104	74	26	4
% across	100.0%	71.2%	25.0%	1.7%
% down	<b>43.5%</b>	38.7%	66.7%	<i>44.4</i> %
NEUTRAL	31	27	4	0
% across	100.0%	87.1%	12.9%	0.0%
% down	<b>13.0%</b>	<i>14.1%</i>	10.3%	<i>0.0</i> %
NOT MARKED	2	1	0	1
% across	100.0%	50.0%	0.0%	50.0%
% down	<b>0.8%</b>	<i>0.5%</i>	<i>0.0</i> %	11.1%
Strong Support	61	50	7	4
% across	100.0%	82.0%	11.5%	6.6%
% down	25.5%	26.2%	17.9%	44.4%
Moderate Support % across % down	41	39	2	0
	100.0%	95.1%	4.9%	0.0%
	<i>17.2</i> %	20.4%	5.1%	<i>0.0</i> %
Strong Oppose	73	44	25	4
% across	100.0%	60.3%	34.2%	5.5%
% down	30.5%	23.0%	<i>64.1%</i>	44.4%
Moderate Oppose % across % down	31	30	1	0
	100.0%	96.8%	3.2%	0.0%
	13.0%	15.7%	2.6%	<i>0.0</i> %

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