

URBAN SETTLEMENTS: WELLINGTON

PART THREE. URBAN CHANGE, FUNCTION & FUTURE DIRECTIONS

URBAN CHANGE

WELLINGTON IN-FILL HOUSING: APARTMENTS

PORT NICHOLSON APARTMENTS

Port Nicholson Apartments

Marmalade Video 1988

A precursor to the inner city apartment craze, eulogising the real estate value of Oriental Bay and the positive factors in Wellington's favour as a compact and multi-faceted capital.

Interesting treatment of tourism in the pre-absolutely-positively phase. The tourism emphasis in 1988 appears to be Wellington's central position with regard going elsewhere rather than Wellington itself being the tourist destination.

THE APARTMENT REVOLUTION

Apartment Life (extracts)

Visionary Film & Television 2002

"Apartment Life takes a look at the changing face of the residential topography of our cities, and asks what the reasons are for this shift in Kiwi ideals.

Canvassing a selection of people who have chosen apartment life, including inner-city apartment owners, wannabe apartment owners and apartment tenants, the documentary looks at the pros and cons of inner city dwelling in twenty-first century New Zealand..." The Wellington extracts of a recent television documentary.

QUALITY CONTROL

TV3 News 03/06/2005 (extract)

TV3 Network 2005

New design controls have been introduced by Auckland City Council to prevent ugly buildings being put up with tiny apartments and no soundproofing. Bruce Hucker (Auckland Deputy Mayor); Kerry Prendergast (Wellington Mayor). Note 2007 consent development away from the Golden Mile.

PROJECTIONS

One News 24/02/2006 (extract)

TVNZ 2006

Analysis of a housing report looking at how NZers will be accommodated in 25 years time. Elaine Barkworth (Apartment Owner); voxpop; Susan Bates (Housing Report Author); Mark Fowler (Habode Director).

FUNCTION

CULTURAL CAPITAL

THE ARTS

AN AUSTRALIAN VIEW

The Artclub: Wellington (extracts)

[2000]

An Australian TV art programme, broadcast on the Cable News Network, featuring a focus on Wellington culture. Interesting coverage of the artistic merits of the various 'quarters' of the C.B.D.

WELLYWOOD

THE RETURN OF THE KING

TV3 News 01/12/2003 (extract)

TV3 Network 2003

John and Hilary present a live programme from the world premiere in Wellington of Peter Jackson's Lord of the Rings: The Return of the King. A very, very big day out.

JACKSON & THE FILM INDUSTRY

TV3 News 01/11/2005 (extract)

TV3 Network 2005

A sculpture is being erected in Wellington as a tribute to Peter Jackson and the city's film industry.

THE CUBA QUARTER

BUCKETS OF ART

The Big Art Trip. Episode 07 (extract)

Screentime Communicado 2001

The entry piece to this episode of a popular arts series has all the appropriate vibe about how art friendly Wellington is, and ends up in the Cuba Quarter beside that fountain.

WELLINGTON'S BOHEMIA

Ansett NZ Time of Your Life 24/02/1999 (extract)

Touchdown Productions 1999

Louise Wallace, an Aucklander, experiences the charms of Wellington's bohemian quarter centred around Cuba Mall.

SPORT

THE STADIUM

Brunch - the Best of Breakfast 09/02/2002 (extract)

TVNZ 2002

The effect of an integrated inner city stadium on the capital's support for local, regional and international sporting events has been enormous. The International Sevens were only ever going to be in Wellington. Part of it's success has to be the distance from accomodation, trains and the small walking distance to and from Courtenay Place. The same paradigm operates with regional support for the Hurricanes and the Wellington Lions – Wellington has tended to buck the trend of dwindling crowds in other centres since the Stadium was opened in 2000.

THE V8s (1)

One News 18/04/2005 (extract)

TVNZ 2005

Wellington will not hold the V8 Supercar streetrace next year, leaving the future of the event in New Zealand in doubt. Note that there are now aesthetic concerns about the place of such an event – evidence that other interests have grown at a great rate since the waterfront became public facility.

THE PHOENIX RISES

One News 27/08/2007 (extract)

TVNZ 2007

After an appalling first foray crowd-wise into the Aussie soccer league with an Auckland based club, the Wellington Phoenix operation drew over 14,000 spectators for their opening encounter and have maintained much larger crowds than their northern counterparts during their first season.

CHANGING IMAGE

1966

Toehold On A Harbour

National Film Unit 1966

A colourful view of Wellington City, hills, winding streets, busy people, crazy building feats and wild winds. This footage is prior to huge changes in the nature of Wellington's city centre. Apart from the postwar themes of urban drift and general population increase, more significant things were soon on the agenda. Note the absence of the motorway and the large number of older commercial buildings that just aren't there anymore. Good shots of Newlands and modification of the landscape. Also useful for the functions of Wellington.

1986

Wellington, Harbour Capital

ANZ 1986

Post the C.B.D. demolition and reconstruction, but before the Absolutely Positively campaign kicks in. Not yet a completely self-assured image. What is not stated is that a steady drift north of economic activity and head offices of major companies was in motion, something continued during the Absolutely Positively 90s.

1993

Wellington, Capital City of New Zealand

Wellington City Council 1993

Covers similar ground as Wellington, Harbour Capital but what a difference in production values. Carefully evocative commentary with key words like *Intellectual* and *Artistic Capital* trump the earlier versions for positive speak. The branding was purchased by the Council from the original Saatchi advertising campaign made for Wellington Newspapers in 1991. From 1993 the council automotive fleet and letterhead and any number of operations repeated the new mantra ad nauseum... and it stuck. It appears it's still working.

1998

TV3 News 21/10/98 (extract)

TV3 Network 1998

Courtenay Place and the irony of development – the glass palaces of Lambton Quay are deserted while the less developed end of town buzzes late into the wee hours.

TELEVISION ADVERTISING

1991

Absolutely Positively Wellington Commercial

Saatchi & Saatchi 1991

Modern Wellington images are just a tad more up-market than the 1960s version! Apparently we're just the swingiest place nowadays. Made for Wellington Newspapers and bought up by the City Council.

2003

Positively Wellington Tourism Commercials

Clemenger BBDO 2003

A short life span – perhaps a bit too clever or perhaps a diversity that is no longer necessary to sell the place. Otari Bush, Scorching Bay, the Waterfront, Circa Theatre and Te Papa get starring roles.

2005

Love Affair With Wellington

Clemenger BBDO 2005

Hitting the nail big time again. And a dollar winner with those week-end occupancies. It's success has seen it on our TV screens for *two* years.

<http://www.wellingtonnz.com/Media/Media+Archives/Have+a+Love+Affair+with+Wellington+is+a+Winner.htm>

“Have a Love Affair with Wellington’ is Positively Wellington Tourism’s domestic marketing campaign, launched in June 2005. It came out of in-depth research into what Wellington needed to do to market itself as a leading tourism destination in New Zealand.

“Ten years ago Wellington hotels were virtually empty on the weekends. Now we have some of the highest occupancy rates in New Zealand. The latest data available shows that domestic tourism is worth \$545 million to Wellington.”

Also check out:

<http://www.wellingtonnz.com/Australia/>

“Wellington has become the first New Zealand city to ever run a television based campaign in Australia.

The commercial went to air on screens in Sydney, Brisbane and Melbourne on August 27.

Presented by Petra Bagust, the advert invites Australians to cross the ditch and experience those things the city is most famous for; a vibrant downtown area, a variety of entertainment, amazing food and wine experiences and a strong arts and cultural offering.”

DIRECTIONS FOR URBAN DEVELOPMENT

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Directions For Urban Development in Wellington City

Paul Kos / Wellington City Council

An excellent Powerpoint presentation made by Paul Kos, Senior Strategic Advisor at the Wellington City Council. Slides 1–33 are analysed in Handout One, Lesson 21 of the accompanying unit. Slides 34–51 have also been included on the third dvd and in the downloadable powerpoint on the online booklet pdfs and online unit