

**BEFORE A BOARD OF INQUIRY
NORTHERN CORRIDOR IMPROVEMENTS PROPOSAL**

IN THE MATTER of the Resource Management Act 1991

AND

IN THE MATTER of a Board of Inquiry appointed under s149J of the RMA to consider notices of requirement and resource consent applications by the New Zealand Transport Agency for the Northern Corridor Improvements Proposal

**SUMMARY STATEMENT OF SAMUEL ALEXANDER ALLAN FOR
KIWI SELF STORAGE LIMITED**

MARKETING AND BRAND DESIGN

DATED 8 AUGUST 2017

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SUMMARY STATEMENT OF SAMUEL ALEXANDER ALLAN FOR KIWI SELF STORAGE LIMITED

1. This statement provides a summary of my evidence dated 25 May 2017.

My key conclusions / findings are:

2. My evidence describes the marketing and brand impacts of the Northern Corridor Improvements project (**NCI Project**) on Kiwi Self Storage Limited's (**Kiwi**) site at 12 Holder Place, Rosedale (**Kiwi Site**), in particular it demonstrates that:
- (a) Kiwi is a visual brand and service that is best communicated visually to customers.
 - (b) Kiwi's site was positioned and developed to take advantage of visibility from State Highway 1 (**SH1**). It provides broader brand recognition for Kiwi and its business at other facilities in Auckland.
 - (c) It is important that customers see the space that they may store items in. Customers currently see the Kiwi building, connect the brand to the idea of storage, and remember the location of the building. In particular, visibility of the Kiwi site from the Constellation Drive off ramp is critical as these are people living or working in the area and are key potential customers.
 - (d) The NCI Project in its current form will severely obscure the view of Kiwi's building to potential customers on SH1. The Kiwi Buildings have been designed to 'face' SH1, and they do not have any other alternative street exposure.
 - (e) Loss of visibility will require Kiwi to rely on other advertising techniques. These are not as effective and are costly.
 - (f) Large billboards on the roof of the Kiwi Buildings (if they were approved) will not create the visual impact that Kiwi currently has by customers being able to see the buildings, signage and location.

Conclusion

3. Overall, I consider that the NCI Project will have a significant impact on Kiwi's brand awareness for both the Kiwi Site and its wider business.

Samuel Alexander Allan

8 August 2017