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Developer's 'fun' billboard campaign to keep Shelly Bay in the public eye

Matthew Tso • 19:49, Jun 19 2019

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TOM HUNT/STUFF

The first of a series of billboards promised by Wellington developer Richard Burrell who says they will be a 'fun' campaign to keep the proposed Shelly Bay development in the public eye.

A Wellington developer says his central Wellington billboard is the start of a "fun" campaign to keep proposed developments at Shelly Bay in the public eye.

Richard Burrell says the sign on the corner of Taranaki and Vivian streets is one of a series which will be displayed in the coming weeks. Another is soon to be erected near the Miramar Cutting.

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KEVIN STENT/STUFF

Wellington City Councillor Nicola Young said she was "bewildered" at becoming the subject of Burrell's billboard.

"I'm just poking a bit of fun at people," Burrell said. "I think it's going to give everyone a few laughs, that's all."

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The boards would be replaced with a fresh design once a week. Better ideas for signs were in the works, he said.

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Richard Burrell has been a vocal critic of the proposed development of Shelly Bay.

Burrell has been a vocal critic of proposed plans to develop Shelly Bay. It would be a major project for the city but people had been left in the dark over important developments.

He said Wellington City councillor Nicola Young had been a "loyal supporter" of Shelly Bay and the billboards were a simple reminder about the controversial development.

The billboard appears to make reference to a \$6400 donation to Young's 2016 election campaign from developer Ian Cassels whose companies own more than half the land at Shelly Bay.

Young was aware of the billboard and said it was "bewildering".

In 2017 she refrained from voting on the sale and lease of council land at Shelly Bay because of the donation. "I absolutely played it by the book."

She did not know what Burrell was playing at.

Burrell has used billboards in the past to get his points across including displays aimed at the directors of the failed Ebert Construction company.

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