

7. ENTRANCEWAY TREATMENT AT FERRYMEAD

General Manager responsible:	General Manager City Environment, DDI 941-8656
Officer responsible:	Transport and Greenspace Unit Manager
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PURPOSE OF REPORT

1. The purpose of this report is to seek confirmation from the Board that no entranceway treatment work be undertaken at Ferrymead.

EXECUTIVE SUMMARY

2. In 2003 the Ferrymead Business Association approached the Hagley Ferrymead Community Board and requested that their area be involved in a Mainstreet Programme similar to that which had occurred in Woolston.
3. Andrew Craig, of the Council's Urban Design Team prepared some drawings of banners and trees along Ferry Road. The Ferrymead Business Association supported the proposal and this option was presented to the Community Board (**see Attachment A**).
4. The proposed street trees were to be part of the greening of the arterial roads, however, the trees have not been planted as no agreement could be reached with businesses and property owners.
5. In the 2004/05 financial year the Board provided funding of \$5,000 from their discretionary fund for signage.
6. The options investigated were to place banners or signs on the existing lighting/power poles in the vicinity of the Fire Station and Ferrymead Bridge but this has proved to be not possible.
7. It has also been found that neither banners nor signs are appropriate for highlighting this business area.

FINANCIAL AND LEGAL CONSIDERATIONS

8. In the 2004/05 financial year the Board provided funding of \$5,675 from its discretionary fund for signage. This funding was then allocated to the 2005/06 Neighbourhood Improvements Budget. Two other projects funded by the Hagley Ferrymead Community Board in 2005/06 (Richmond Shopping Area and Redcliffs Entranceway) exceeded the amount provided by the Board. Given that the estimates for the Ferrymead Entrance Project were over budget and in the interests of completing the two already committed projects, the \$5,675 was used to help make up the extra funding for Stanmore Road and Redcliffs. Therefore this funding is no longer available for the Ferrymead Entrance Project.

STAFF RECOMMENDATIONS

That the Board support the staff recommendation that no entranceway treatment work be undertaken at Ferrymead.

CHAIRPERSON'S RECOMMENDATION

For discussion.

BACKGROUND - ENTRANCEWAY TREATMENT AT FERRYMEAD

9. The Council had proposed to undertake entranceway treatment for the Ferrymead business and shopping area in the 2005/06 financial year. The aim of the project was to highlight the entrance to the Ferrymead shopping area.
10. The entranceway was to include an avenue of trees and banners as shown in the Mainstreet plans in Attachment A.
11. The trees were to be incorporated in the greening of the arterial roads, however, no agreement could be reached with businesses and the property owners on the number, type and positioning of the trees.
12. It was proposed to place banners or signs on the existing power/lighting poles along Ferry Road.

OPTIONS

13. Three options for the installation of banner or signs were considered for the entranceway treatment at Ferrymead.

Option One – To hang banners or signs from the power/lighting poles.

Investigations were carried out into whether the power/lighting poles were able to have banners or large signs hung from them. The result of this investigation confirmed that the poles would not be able to withstand the pressures created by the wind forces on the banners/signs and therefore this option was not feasible.

Option Two - To hang banners from freestanding poles.

A price to supply the banners was sought from contractors. The banners could be made from standard flag material or spinnaker material. The cost for each banner was \$1,215 and this did not include the cost of a pole and top bracket.

Further investigation into the banners revealed that they would last approximately 18 months and would then need to be replaced. This is an ongoing cost and there has been no indication as to how the ongoing cost would be met. To make an impact with the banners the budget would be insufficient.

Option Three – Freestanding signs similar to those at Redcliffs and Sumner.

An alternative possibility was investigated for signage similar to that in place at Woolston, Redcliffs and Sumner. These would be smaller than the proposed banners. The cost for each of these signs would be \$2,620 and includes the sign, pole and installation.

These signs are smaller than the banners and concern has arisen as to how visible the signs would be. There is a lot of commercial signage along this stretch of Ferry Road. With the proposed new traffic signals and work at the Ferrymead Bridge and the business signage, the smaller signs may not be visible for the purpose intended.

RECOMMENDATION

14. That banners or signage on Ferry Road to highlight the Ferrymead business and shopping area is not appropriate and that the work does not proceed at this time because:
 - Banners and signs cannot be erected on the existing power lighting poles.
 - Banners on freestanding poles will only last about 18 months, this results in an ongoing renewal cost.
 - Signs on freestanding poles will be smaller than banners and are unlikely to be of any impact due to the amount of signage already in the area.