

8. POSTER BOLLARDS INSTALLATION



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

1. The purpose of this report is to seek Council approval for the installation of 14 poster bollards along:
 - (a) Marshland Road outside The Palms Shopping Centre.
 - (b) Main North Road, corner Papanui and Harewood Roads.
 - (c) Picton Avenue/Riccarton Road outside KFC.
 - (d) Nelson Street outside NZ Blood Service car park.
 - (e) Rotherham Street outside Westfield Mall.
 - (f) Rotherham Street outside Westfield Mall.
 - (g) Rotherham Street outside ANZ Bank.
 - (h) Chalmers Street opposite Hornby Mall.
 - (i) Lincoln Road outside PDL old site.
 - (j) Hazeldean Road outside PDL old site.
 - (k) Madras Street/Moorhouse Avenue outside Countdown Supermarket.
 - (l) Ferry Road outside Woolworth Supermarket car park.
 - (m) Buckleys Road outside Eastgate Shopping Centre.
 - (n) Buckleys Road outside Eastgate Shopping Centre.
2. The plans for these bollards are in Attachment 1.

EXECUTIVE SUMMARY

3. Phantom Billstickers Ltd has a contract with the Council to install 100 poster bollards by 2005 and a further 60 at a rate of 10 per year until 2011. The contract will expire in 2021. Currently there are 44 bollards installed in the central city.
3. The 14 bollards for the Council's consideration are in business zones. The site suitability was assessed in accordance with the Council's criteria relating to vehicle traffic safety; pedestrian movements; access issues with relation to properties; utility services and effects on businesses for example door entrances and window display areas.
4. The Council adopted in June 2003 an approval process providing for:
 - (a) site proposals to be submitted to the relevant Community Board for comments;
 - (b) Immediate property owners to be informed of the proposal and invited to comment.
5. The reports on the installation of these 14 bollards have been presented to the relevant community boards for comment. The comments from boards were mixed. The Burwood/Pegasus and Hagley/Ferrymead Community Boards raised concerns on the consultation and the Council's approval process. The impact on traffic safety was also raised at a few board meetings.
6. Following the boards' inputs a Council seminar was held on 17 April 2007 and the notes of this seminar are included as Attachment 2. The consultation issue was clarified and elected members also sought information on administration systems, traffic safety issues and a variation of the existing contract.

7. Following advice from the Legal Services Unit, staff did not proceed with the option raised at the seminar of a variation of the existing contract.
8. Immediate property owners have been invited by Phantom Billstickers Ltd, to submit feedback. Responses were received from six property owners and their comments ranged from requests for minor location change, seeking location away from their frontage, impact on their businesses and architecturally not compatible with the property, etc.
9. Staff are satisfied that the Council's approval process has been followed and are hence seeking the Council's approval for 14 bollards on legal roads.

FINANCIAL IMPLICATIONS

10. Phantom Billstickers Ltd is funding the installation of the bollards.

Do the Recommendations of this Report Align with 2006-16 LTCCP budgets?

11. Not funded by the Council.

LEGAL CONSIDERATIONS

12. The Council has a contract with Phantom Billstickers Ltd for the installation of the poster bollards in the city.

Have you considered the legal implications of the issue under consideration?

13. Yes.

ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

14. Not applicable.

Do the recommendations of this report support a level of service or project in the 2006-16 LTCCP?

15. Not applicable.

ALIGNMENT WITH STRATEGIES

16. LTCCP Page 60, "Celebrate and promote the Christchurch's identity, culture and diversity" – providing and supporting a range of arts, festivals and events.

Do the recommendations align with the Council's strategies?

17. Yes.

CONSULTATION FULFILMENT

18. Yes as required by Council resolution June 2003.

STAFF RECOMMENDATION

It is recommended that the Council:

- (a) Approves the installation of 14 poster bollards in the following locations:
 - (i) Marshland Road outside The Palms Shopping Centre.
 - (ii) Main North Road, corner Papanui and Harewood Roads.
 - (iii) Picton Avenue/Riccarton Road outside KFC.
 - (iv) Nelson Street outside NZ Blood Service car park.
 - (v) Rotherham Street outside Westfield Mall.
 - (vi) Rotherham Street outside Westfield Mall.
 - (vii) Rotherham Street outside ANZ Bank.
 - (viii) Chalmers Street opposite Hornby Mall.
 - (ix) Lincoln Road outside PDL old site.
 - (x) Hazeldean Road outside PDL old site.
 - (xi) Madras Street/Moorhouse Avenue outside Countdown Supermarket.
 - (xii) Ferry Road outside Woolworth Supermarket car park.
 - (xiii) Buckleys Road outside Eastgate Shopping Centre.
 - (xiv) Buckleys Road outside Eastgate Shopping Centre.
- (b) Grants the Transport and Greenspace Manager delegated authority to approve minor variations to the locations proposed for the 14 poster bollards set out in recommendation (a) above, where such variations are required to avoid disturbing existing underground services, or to meet requests from property owners.
- (c) Permits the installation of future bollards along shopping precincts, namely, New Brighton, Central City, Riccarton, Upper Riccarton/Bush Inn, Hornby, Bishopdale, Northlands, Papanui/Merivale, Sydenham, Lincoln, Tower Junction, Eastgate/Linwood, Shirley/Palms, and public places like Jade Stadium and suburban libraries.

BACKGROUND (THE ISSUES)

19. Reports on the proposed installation of 17 poster bollards were presented to community boards for their comments between December 2006 and February 2007. The reports also stated these bollards were assessed using criteria related to:
 - (a) Vehicle traffic safety;
 - (b) Pedestrian movements;
 - (c) Assess issues with relation to properties;
 - (d) Utility services;
 - (e) Effects on business for example door entrances and window display areas.
20. The feedback from community boards was mixed:
 - (a) Burwood/Pegasus did not support the location of the site outside The Palms shopping area on Marshland Road. The Board raised concerns about traffic safety and the Council's approval process.
 - (b) Shirley/Papanui supported two sites and raised the traffic safety issue for the site at Winston Avenue. The Board also suggested further sites for future installations.
 - (c) Riccarton/Wigram supported three sites and raised traffic safety issues relating to the site outside KFC at Picton Avenue. The Board also expressed concern about the high number of bollards proposed on Rotherham Street.
 - (d) Spreydon/Heathcote supported the two sites proposed outside the old PDL site where a new business park is being developed.
 - (e) Hagley/Ferrymead heard a deputation by the Sumner Residents' Association, expressing opposition to two proposed bollards in Sumner Village and after a long discussion on the Council's approval process decided not to consider any of the six proposed bollards. The proposed placing of the six bollards are two outside the supermarket sites on Ferry Road and Madras Street, two outside Eastgate and two in Sumner Village.
21. Phantom Billstickers Ltd having heard the concerns raised at the boards' meetings, has withdrawn its proposal for the two sites in Sumner Village and the site in Winston Avenue.
22. A Council seminar on poster bollard installation was held on 17 April 2007. At the seminar staff proposed the following:
 - (a) Approval of the 14 poster bollard sites.
 - (b) Future sites be in shopping precincts and public places, eg Jade Stadium and suburban libraries.
 - (c) Continue to seek input from community boards prior to the Council's consideration.
23. The issues raised at the seminar on 17 April 2007, were:
 - (a) Seeking clarification of the legal obligations under the Local Government Act regarding consultation aspects. Legal advice given at the seminar was that the Council resolution from June 2003 set the level of consultation. The resolutions were:

"Prior to consideration by the Council

 - (a) *site proposals be submitted to the relevant community board for comment:*
 - (b) *Immediate property owners be informed of the proposal and invited to comment."*

- (b) Whether or not there is a system in place for monitoring whether signs meet the terms of the contract. Currently the monitoring is being carried out by the Central City Co-ordinator and complaints received from the public. Since the contract has been in place the staff have on three occasions requested the removal of inappropriate posters.
 - (c) The traffic safety issues raised. Staff have assessed the impact on traffic safety as low. These bollards are in shopping precincts where general vehicle speed is low and other street furniture is present, (eg phone booth, bus shelter), and other landscape features. The road environment for these proposed bollards is not dissimilar to existing bollards in the central city.
 - (d) Consequences of withdrawing from the contract in the part. The agreement allows the Council to cancel the licence only when the company is in breach of its obligations under the licence. There is no ability for the Council to cancel licences otherwise. Legal advice given was not to proceed with the idea of withdrawing part or whole of the agreement. This action would expose the Council to legal proceedings.
24. Phantom Billstickers Ltd has invited feedback from property owners on their proposals. At the time of this report six responses have been received.
- (a) **Rotherham Street site:** The comment received from Westfield Ltd was neutral. However, ANZ/National Bank Ltd commented that the proposal would obscure vision of the money machine and there is the potential for opposition banks' logos as sponsors of events to appear on the bollards.
 - (b) **Nelson Street site:** The owner (B P Mainland Investment) requested another location and the occupier expressed concerns about traffic safety.
 - (c) **Picton Avenue and Riccarton Road Site:** The owner (Restaurant Brand) opposed the placement stating that it would breach their franchise agreement.
 - (d) **Papanui/Harewood Road site:** The owner (Blue Star Company) requested that the bollards be shifted.
 - (e) **Marshland Road Site outside Palms Shopping Centre:** The owner requested that the bollard not be installed stating it would compromise the architectural aesthetic of the centre.
25. The various comments received from property owners were not unexpected and these would assist the Council in its deliberations.

THE OBJECTIVES

26. To carry out the terms and conditions of the contract with Phantom Billstickers.

THE OPTIONS

27. Legal advice given was not to vary the current terms of the contract, hence no other option was considered.

THE PREFERRED OPTION

28. To work with Phantom Billstickers to fulfil the contract conditions and requirements.