



## Christchurch City Council

# CENTRAL CITY COMMITTEE AGENDA

THURSDAY 2 APRIL 1998

AT 4.00 PM

IN THE NO 2 COMMITTEE ROOM, CIVIC OFFICES

**Committee:** Councillor Margaret Murray (Chairman), The Mayor, Ms Vicki Buck, Councillors Graham Berry, Anna Crighton, Newton Dodge, Morgan Fahey, Alister James, Charles Manning and Barbara Stewart.

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## 1. APOLOGIES

## 2. DEPUTATIONS BY APPOINTMENT

## 3. 'CLEANER RETAIL' SCHEME

RR 7330

<b>Officer responsible</b> Communications and Promotions Manager	<b>Author</b> Candida Keithley
Corporate Plan Output: Central City Promotion	

The purpose of this report is to inform the Central City Committee of a joint promotion between City Centre Marketing, the Waste Management Unit and other parties.

City Centre Marketing are working with the Waste Management Unit, 'Keep Christchurch Beautiful', and other interested parties on a Cleaner Production scheme for retailers. About 15 retailers will be given the opportunity to have environmental experts show them how they can minimise waste in all areas including packaging, electricity etc. Most of the techniques that these retailers learn will also save them money. City Centre Marketing will contact retailers and produce a marketing plan for the scheme. Retailers will also be taught how to market their environmental image. Zero Waste New Zealand is contributing \$12,500. The Waste Management Unit is contributing \$10,000. City Centre Marketing and 'Keep Christchurch Beautiful' are both hoping to contribute about \$2,000. The scheme will run for a minimum of nine months, with continued support from the environmental expert. After this time, it is hoped retailers will carry on with the scheme without Council support.

Over the next two weeks, retailers will be invited to take part. The Waste Management Unit will also be setting the final details of the project. An update will be available at the next Central City Committee meeting.

**Chairman's**

**Recommendation:** That the information be received.

## 4. PROMOTION - 'SHOP 'TIL YOU DROP'

RR 7332

<b>Officer responsible</b> Communications and Promotions Manager	<b>Author</b> Candida Keithley
Corporate Plan Output: Central City Promotion	

The purpose of this report is to inform the Central City Committee of a joint promotion between the Inner City Promotion Team and City Centre Marketing.

#### 4 Cont'd

This is the first time the Inner City Promotion Team, as a representative retail body, have engaged in a retail promotion. They have formed an incorporated society so they can take on this promotion. Quite apart from the promotion, it is a step forward for retailers as they become more pro-active and work with us in partnership.

#### BACKGROUND

The City Centre Marketing Strategy for 1997/98 includes a lower number of higher impact retail activities. One of the key activities included in the plan is co-ordination of a major retail promotion. The rationale is to create a more competitive profile and, importantly, involve greater numbers of retailers in co-operative marketing. If it proves successful then the City Centre Marketing team will introduce this on an annual basis. As with all city centre marketing activities, it is expected that retailers will take ownership over time.

Over the last year, City Centre Marketing have had meetings with promotion agencies to identify a suitable promotional opportunity for the city centre. One of the primary goals was to involve as many city centre retailers as possible in making a financial contribution to the promotion. The objectives of the promotion are to increase the number of people coming to the city centre and to increase sales for participating retailers. The latter is particularly important in the current retail environment.

It is important that wherever there is an opportunity a partnership is established with city centre retailers, particularly in funding marketing activities. After identifying a suitable promotion concept we approached the Inner City Promotion Team and proposed that they contract the promotion agency with funding assistance from council. The Inner City Promotion Team have formed an incorporated society in order to do this and the result is the first major co-ordinated promotion for the central city, 'Shop 'Til You Drop'.

During the 'Shop 'Til You Drop' promotion, people who spend \$10 or more at participating city centre shops will receive a pull-apart ticket which puts them in a draw to win \$15,000 to spend in these shops. On one side is an entry form for the competition. On the other side is a discount from a participating store. The promotion runs from Monday 6 April until Thursday 30 April. 'Shop 'til you Drop' is being advertised by radio, newspaper and posters.

This year is a trial for this type of promotion, so the City Centre Marketing contribution covers most of the promotion costs (see attachment). However, retailers must provide an added value offer/discount which is printed in the pull-apart tickets. On average each retailer is providing at least \$500 worth of added value offers/discounts. The conservative estimate is that retailers will be contributing \$45,000 through taking part in the promotion. Retail sponsors (Ballantynes, Arthur Barnetts, Munns Menswear, Sucklings Shoes, Canterbury Sports Depot and the Guthrey Centre) have contributed \$11,000 in cash sponsorship. If the promotion is successful, and city centre retailers are keen to repeat the promotion next year, all retailers who wish to take part will be required to make a cash contribution in addition to the retail offers they provide. We would expect to raise about \$25,000 from retailers next year before we went ahead with the promotion.

#### 4 Cont'd

More FM are also sponsoring the promotion. They are contributing extra radio advertising and the breakfast team, Si and Phil, will draw the winner live on breakfast radio. The winner will then spend the day travelling around the city centre in a limousine with Si and Phil spending their prize.

#### Chairman's

**Recommendation:** That the information be received.

#### 5. SUNDAY TRADING CAMPAIGN

RR 7356

<b>Officer responsible</b> Communications and Promotions Manager	<b>Author</b> Melanie Williams
Corporate Plan Output: Central City Marketing	

The purpose of this report is to inform Council on how the Sunday trading campaign came about, how it was organised and how successful it was.

Sunday opening in the city centre is vital to the survival of the city centre, however we feel that it is important that we are not seen as rushing the city centre retailers into it; it must be their decision.

For this reason we were delighted when a group of retailers at the Bridge of Remembrance end of the City Mall (who are now known as the Bridge Retailers Association) approached City Centre Marketing wanting to get more retailers open on Sundays and to promote Sunday opening. Their plan was to get each retailer who would benefit from the promotion to contribute a small amount each week towards an advertising campaign. They asked for our advice and help to achieve this.

How we contributed:

- provided seed funding of \$3,000
- formulated a budget
- developed an advertising campaign in conjunction with retailers
- wrote and sent out press releases
- organised a graphic design student to design the poster, newspaper advert and pyramid table-talker free of charge
- booked radio and newspaper advertising to take advantage of the discount offered to the Christchurch City Council
- organised the printing and distribution of the poster
- evaluated promotional opportunities
- produced fliers at no cost to the retailers
- helped facilitate city centre retailer involvement in the promotion
- organised the billing of participating retailers through Council accounting system
- organised for payment of all invoices for advertising, etc
- attended weekly progress meetings

**5 Cont'd**

The promotional campaign ran from October to March with the main part of the campaign in November and late January. The campaign cost retailers with shops smaller than 500 sq ft \$260 (\$10 per week) and retailers with larger shops \$520 (\$20 per week).

**RESULTS**

- In all, 35 retailers were included in the advertising.
- An audit of the city centre in mid January revealed that over 100 retailers were open, the audit was done between 2pm and 3pm.
- The results of this campaign have been mixed:
  - the majority of retailers in the City Mall said that opening on Sunday was worth it as they covered their costs and make a little as well, some even said that Sundays were working fantastically well
  - retailers of the Mall didn't find it so easy
  - some retailers realise that it has to be a long-term project - it will take at least 18 months for Sunday to take off and they need to persevere for all of this time period to make it work
  - however, retailers tended to run hot and cold about Sundays depending on how the last Sunday went.

**WHERE TO NOW**

- At present, City Centre Marketing has no funds budgeted to continue through winter but we are meeting with retailers to discuss possibilities. We will try to encourage retailers to open on Sundays through the winter and try another push in Spring/Summer.
- We will advertise the shops that are open Sundays in our Saturday opening hours flier.

**Chairman's**

**Recommendation:** That the information be accepted.

**6. CRIME PREVENTION CAMERA SYSTEM - UPDATE**

RR 7352

<b>Officer responsible</b> City Streets Manager	<b>Author</b> Tony Lange
Corporate Plan Output: 9.5.32 & 9.5.72	

The purpose of this report is to update the Committee on the crime prevention camera system that has been operating since June 1996. The report has been referred to the City Services Committee for information.

## 6 Cont'd

**BACKGROUND**

Initially the system began operating with four cameras located at major intersections along Colombo Street. A spate of crime near South City and McDonald's prompted the installation of three more cameras. These three cameras were installed prior to Christmas 1996.

A report to the Central City Committee in November 1996 recommended that the camera system be expanded to 16 cameras with the work to be done during the 1997/98 year. This recommendation was approved by Council and a further 8 cameras are now operating in major pedestrian areas within the central city (see attachment). Funding exists for one more camera to be added to the system, however a site for this camera has not yet been identified.

**CAMERA BUDGET**

<b>CCC costs</b>	<b>95/96</b>	<b>96/97</b>	<b>97/98</b>	<b>98/99</b>	<b>99/00</b>	<b>Totals</b>
Capital Costs	82,000	20,000	135,000			237,000
Operating Costs		20,000	65,000	<i>90,000</i>	<i>90,000</i>	265,000
						<b>502,000</b>
<b>NZ Police</b>						
Capital Costs	50,000	29,000	<i>16,000</i>			95,000
Operating Costs		12,000	12,000	<i>12,000</i>	<i>12,000</i>	48,000
						<b>143,000</b>

*\* figures in Italics are proposed*

**MONITORING**

Since implementation the NZ police have identified key strategic times where volunteers are used to staff the camera control room. These times are: Thursday, Friday and Saturday nights from 7.00 pm-2.00 am. At all times the camera images are recorded on video tape. Recently two video monitors with camera control units have been installed in the Police C.A.R.D dispatch room. One could say that this will provide 24hr manned observation by trained Police however operational requirements in the C.A.R.D room mean the Police operators are reliant upon the volunteers to inform them of incidents occurring in the city. It does, however, give greater flexibility to the system by allowing C.A.R.D operators to take control of the camera system when an incident is in progress and when the camera control room is not staffed by volunteers.

**SUCCESS TO DATE**

The primary aim for the camera system is *"to ensure that members of the community feel that the central city is a safe place to be by deterring the incidence of disorder, violence and wilful damage"*.

Statistical evidence from the Police and an independent analyst, G Naylor (attached) confirm that absolute levels of crime within the areas covered by the camera system has decreased. However it is not clear as to what initiative(s) caused the decrease. One can though attribute some or all of the success to the camera system.

**6 Cont'd**

Observations from Police beat staff endorse the statistical evidence of lower crime figures. They feel that there is a better environment within the central city and that far fewer serious assaults and robberies have occurred since the camera system was installed.

**MAXIMISING THE BENEFITS**

Statistical evidence, to date, is based upon the coverage of seven cameras. By providing detailed coverage of the central city with 16 cameras one can assume that the benefits achieved to date will increase further with additional monitoring resources. While volunteers and Police C.A.R.D staff monitor the cameras a significant improvement could be achieved with the employment of qualified, full time staff to monitor the cameras and provide support for reviewing historical tapes for police investigators. This is seen as unattainable by Christchurch Police under their present budget. Police are currently investigating other options of resourcing this on a National and Regional level, however financial resources are stretched.

**CONCLUSION**

The camera system has been successful in achieving a reduction of crime in the central city. However given the Council's financial commitment to the project, the return on investment is not as good as it could be. The Council has provided the on street infrastructure. It is now up to the Police to fulfil their partnership obligation (see attachment). To make the camera system more effective will require a greater commitment from the Police in utilising this valuable resource.

**Recommendation:** That the Council write to the Regional Commander of Police requesting that Police staff be provided to enable the Police to meet their agreed obligations for this project.

**Chairman's**

**Recommendation:** That the above recommendation be adopted.

**7. P60 OXFORD TERRACE**

RR 7317

<b>Officer responsible</b> City Streets Manager	<b>Author</b> Peter Atkinson
Corporate Plan Output: On-street Operations Page 9.6.12	

The purpose of this report is to introduce a P60 parking restriction on the south western side of Oxford Terrace between Kilmore Street and Barbadoes Street. The residents of this street have made numerous submissions to create a parking restriction so that visitors to their site can find parking in the immediate area. This section of Oxford Terrace is extensively used for commuter parking and the nearest available restricted parking area is in Kilmore Street.

The proposed restriction is supported by the Parking Operations Manager and adjacent property occupiers.



## 7 Cont'd

**Recommendation:** That a P60 parking restriction be created on the south western side of Oxford Terrace commencing at a point 11.5 m measured in a north easterly direction from a point opposite the northern kerbline of Kilmore Street and extending in a northerly direction for a distance of 47.5 m.

**Chairman's**

**Recommendation:** That the above recommendation be adopted.

## 8. P5 LOADING ZONE - TUAM STREET

RR 7315

<b>Officer responsible</b> City Streets Manager	<b>Author</b> Peter Atkinson
Corporate Plan Output: On-street Operations Page 9.6.12	

The purpose of this report is to introduce a P5 loading zone in Tuam Street to the east of Poplar Street and to create a new metered parking space on the south side to the east of Manchester Street.

A request has been received from the shopkeeper on the north eastern corner of Poplar Street and Tuam Street for a short term parking restriction providing convenient parking for customers to his premises and to avoid problems with vehicles double parking. The proposed loading zone is to be marked in the place of an existing P60 metered space.

It is also proposed to introduce a new metered space on the southern side of Tuam Street in an area which was previously used as vehicle access to a property. This entrance is no longer required and it is proposed to create a P60 marked metered parking space in its place.

These changes have the support of the Parking Operations Manager.

- Recommendation:**
1. That a P5 loading zone be created on the northern side of Tuam Street commencing at a point 1 m measured in an easterly direction from a point opposite the eastern kerbline of Poplar Street and extending in an easterly direction for a distance of 10 m.
  2. That a parking meter with a time limit of 60 minutes be installed on the southern side of Tuam Street commencing at a point 35 m from its intersection with the eastern kerbline of Manchester Street and extending in an easterly direction for a distance of 6 m.
  3. That the existing metered parking and no stopping area in the above described areas be revoked.

**Chairman's**

**Recommendation:** That the above recommendation be adopted.

**9. PARKING RESTRICTIONS - WORCESTER STREET**

RR 7316

<b>Officer responsible</b> City Streets Manager	<b>Author</b> Peter Atkinson
Corporate Plan Output: On-street Operations Page 9.6.12	

The purpose of this report is to create a five minute loading zone and adjust the existing P15 parking restriction outside the Emmanuel Christian School.

The school is currently experiencing a number of problems with an expanding role and related concerns about the ability of parents to park outside the school. To assist with solving the problems it is proposed to create a new P5 loading zone and to relocate the existing P15 during school hours parking restriction. These changes have the support of the school, the adjacent neighbour and the Parking Operations Manager.

- Recommendation:**
1. That a P5 loading zone be created on the southern side of Worcester Street commencing at a point 64 m measured in a westerly direction from a point opposite the western kerbline of Barbadoes Street and extending in a westerly direction of 12 m.
  2. That a parking restriction with a time limit of 15 minutes between the hours of 8.30 and 9.30 am and 2.30 and 3.30 pm be located on the southern side of Worcester Street commencing at a point 88 m measured in a westerly direction from a point opposite the western kerbline of Barbadoes Street and extending in a westerly direction for a distance of 18 m.
  3. That the existing parking 15 restriction in the above described area be revoked.

**Chairman's**

**Recommendation:** That the above recommendation be adopted.

**10. CONTRACT NO 96/97-271  
OXFORD TERRACE REDEVELOPMENT  
LICHFIELD STREET TO HEREFORD STREET**

RR 7339

<b>Officer responsible</b> City Streets Manager	<b>Author</b> Design Engineer Roding, Stuart McHugh Projects Engineer, Murray Angus
Corporate Plan Output: Infrastructural Asset Improvements page 9.5.61	

The purpose of this report is to obtain Committee approval for acceptance of a tender which is above the \$300,000 authority delegated to Council Officers.

**10 Cont'd**

This Contract is for the realignment and narrowing of Oxford Terrace. Also included is the reshaping of the Avon Riverbank, trenching/cable excavation, interlocking concrete block paved boardwalk, dining platform, parking by areas, street furniture, asphaltic concrete paths/cycleways, drainage works, raised median islands, shoulder restoration, lighting upgrade, roadmarkings and signage.

Tender prices have been received as follows:

Local Construction Limited	\$449,502.30
Works Operations Limited	\$465,725.45
Calcon Asphalt Limited	\$489,989.87
BD Construction Limited	\$558,450.60

All prices exclude GST.

These prices include a contingency sum of \$40,000 and the work is for a twelve (12) week period.

The estimate for the work was \$443,000.

The Contract is separated into three stages:

Stage 1 - \$369,710	Cashel Street to Hereford Street (1997/98)
Stage 2 - \$54,854	Lichfield Street corner (1998/99)
Stage 3 - \$24,941	Cambridge Terrace corner (1998/99)

Professional Services Fees total \$78,800, therefore the total project cost is \$528,300 including a \$40,000 contingency.

There is presently \$320,000 in the budget this year, and a further \$180,000 in the 1998/99 year.

It is proposed not to construct Stage 3 until the actual construction costs for Stage 1 are known, so that the project is within the \$500,000 budget.

The standard roadworks information leaflet and a specific questionnaire, have been circulated inviting comments relating to the project and all enquiries and comments from residents and others have been satisfactorily resolved (refer attachment).

- Recommendation:**
1. That the lowest price conforming tender of Local Construction Limited for the sum of \$449,502.30 be accepted.
  2. Stage 3 of the works not commence construction until Stage 1 is complete and costs known so that the total project is within budget.

**Chairman's**

**Recommendation:** That the above recommendation be adopted.

## 11. CATHEDRAL SQUARE REDEVELOPMENT - MONTHLY REPORT

RR 7351

<b>Officer responsible</b> Major Projects Co-ordinator	<b>Author</b> Andrew Robinson
Corporate Plan Output: Corporate Plan, Volume 3, Capital Output 9.5.61	

The purpose of this report is to bring members of the Central City Committee up to date on progress on the Cathedral Square redevelopment project.

**REPORT PERIOD ENDING: 20 MARCH 1998****PROJECT PHASE: CONSTRUCTION****GENERAL**

- Construction is continuing in the Colombo Street sections (north and south) leading into the Square.
- Resource consent for the Stages 1-3 groundworks was granted on 10 March 1998 and construction in the north-west quadrant (Stage 1) will commence on 30 March 1998 after the buses and taxis in that area are relocated to new temporary positions.
- The Canterbury Regional Council are responsible for the publicity campaign involving the temporary bus shift and the City Council's ongoing publicity will dovetail into this.
- The hearing for the bus shelters resource consent was reconvened on 23 March 1998. A decision is expected from the independent Commissioner within 15 working days of the hearing. The consent required for bus shelters under Section 339 of the Local Government Act is expected to be granted in April 1998.

**OUTSTANDING ISSUES**

- Resource consents are still required for lighting standards and Stage 4 groundworks. These applications will be lodged in April 1998.

**APPROVALS REQUIRED**

- No approvals sought.

**PROGRAMME**

- The completion date for Stages 1-3 will be in November 1998. Overall, project completion is still expected by October 1999, as originally intended.

**11 Cont'd**

**COST CONTROL**

- The monthly financial report is attached. The total contingency as at 13 March 1998 is \$69,863. (This figure excludes a \$210,000 contingency which is in Stage 4.) The Major Projects Co-ordination Unit has requested the consultants to carry out a thorough review of anticipated project costs including an assessment of the adequacy of the contingency. A value engineering exercise will form part of this review.

**Chairman's**

**Recommendation:** That the information be received.