

4. POSTER BOLLARDS

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| Officer responsible Director of Policy | Author Terence Moody, DDI 371-1834 |
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The purpose of this report is to put forward a proposal to replace existing poster bollards and erect additional poster bollards on roadways and other public places in Christchurch.

INTRODUCTION

A meeting was held recently, attended by representatives of Phantom Billstickers, the City Streets Unit and the Environmental Services Unit to discuss the proposal of Phantom to erect, or have erected, replacement and additional poster bollards in the central city area and possibly in some suburban commercial areas. The Council has already provided a number of poster bollards, particularly in the central city area, for this purpose.

Phantom Billstickers stated they were a 100% Canterbury owned business with 16 full time employees through offices in Christchurch, Wellington and Auckland. Mr Wilson estimated that, in Christchurch, they undertook about 90% of the poster pasting for, in particular the arts and events. A copy of a letter from Mr Wilson is attached.

THE PROPOSAL

Mr Wilson has advised that they were prepared to pay for the installation of new poster bollard type constructions in the city. They have employed a professional designer to work with them in producing a design that reflects a more modern approach. They are proposing that there is a need for 100 bollards now to clean up the situation with 50 of these in the city centre. These would be to replace the current bollards [about 38].

Of the other 50 they propose 10 should be placed in the vicinity of the Polytech, in Madras and Barbadoes Streets, Ferry Road and Moorhouse Avenue. The remaining initial 40 would be installed in the suburbs to *promote and enhance the idea of suburbanites visiting the inner city as the cultural centre*. He has identified the key suburbs in his letter. Mr Wilson sees the whole plan as being over five years with the 100 being installed almost immediately and having the approval to install a further ten bollards per year for five years. They would maintain all bollards daily and cover all ongoing maintenance costs.

He sees this as an immediate advantage to the arts, which is an increasing market in the city, and he makes the point that this method of advertising is cheaper than other forms and generally more effective in his view.

He is prepared to consider a simple contract with the Council in which they will do a certain portion of the work at lower rates for clearly specified community groups who cannot afford their usual rates.

CONCLUSION

The Council has already accepted the concept of placing poster bollards in appropriate public places for the increasingly common practice of advertising by the use of posters. The Council increasingly uses this method of advertising its events as it is seen as very cost effective, particularly in the last few years as printing and distribution costs have improved.

- Recommendation:**
1. That a strategic plan be drawn up for poster bollards to identify appropriate sites for their installation.
 2. Those costings be obtained for the removal and replacement of existing poster bollards.

- Chairman's Recommendation:**
1. That the Phantom Billstickers' offer to provide, install and maintain newly designed poster bollards be accepted.
 2. That Phantom Billstickers offer a free or discounted service to charitable or community groups, who are unable to meet the full poster sticking charges.

3. That a strategic plan be initiated to establish appropriate sites within the central city and suburbs of New Brighton, Sydenham, Ilam, Woolston, Beckenham, Edgware, Hornby, Hoon Hay, Addington and Aranui.
4. That once the central city and suburban sites have been identified the relative Community Boards for the consultation process to be carried out.