

street furniture report[©]

Stadtmoebel Report[©]

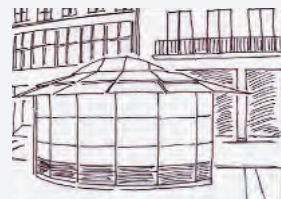
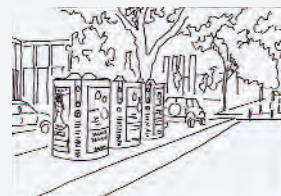
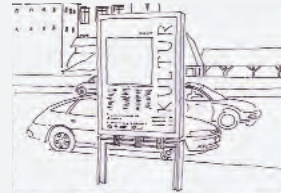
Volume 1

Boosting city revenue

Steigerung des Stadt-Einkommens

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Reading Sample

Tender advisor **street furniture report**©

The **street furniture report**© is a guide for

- towns with more than 35,000 people
- architects, designers, planners of shopping centres
- printers and media companies in outdoor advertising
- operating companies with street furniture
- manufacturers and suppliers of street furniture

What can you, the reader, expect?

- more profit with the most important street furniture
- tips on economical construction and operation
- ways of increasing profits with extra benefits
- tips on drawing up tenders and contracts
- a basis for audits

What subjects are covered in this selection?

- tips on community planning with good design
- example of use – bus shelter
- use in towns with more than 35,000 people

A guide to community planning

The **street furniture report**© is a survey showing a summary of street furniture with its most important advantages and disadvantages. The **independent editors** do not make any claim to comprehensiveness, as there are many variations. The selection focuses on **economically relevant street furniture**.

At a time of diminished revenue and budgets, **concrete suggestions are made** for achieving **extra income**. However, attention is also given to the appropriate design of street furniture.

The **street furniture report**© is aimed at helping towns to achieve a **sustainable increase in profits**. This applies to awards made to **outsourcing companies** of street furniture, but also to the **town's own operator scheme**.

It is not a dictionary, but a collection of **valuable specialist tips** on economically effective street furniture for outdoor advertising.

It is relatively seldom that a town has a street furniture project. As it is usually only every 15 to 25 years that a town has a project of this kind, many details and new opportunities for greater economy have to date gone unused.

The **street furniture report**© brings you up to date on this special know-how. It gives insider tips from the fields

of **mechanical- and electrical engineering** and **business administration**. The most important items of street furniture for outdoor advertising are described and their **cost background** explained. This also affects **how a contract is drawn up**.

It's ideal for **lawyers, economists, administrators** and **advertising specialists** who want to get up to date on the subject. After reading up on individual specialist matters, they are able to **ask more specific questions** when part of a project team. After discussion, it is then easier for the guidelines in tenders to be jointly defined and established.

The requirements made on suppliers of street furniture thus become more specific and the options presented are more easily scrutinized. All those involved have a clearer view of the subject.

This makes the town's **stated objectives** more precise, which in turn helps establish **clear specifications in tenders**. The document produced is in line with the decision-makers' conceptions.

The tender can be assessed by a wider range of **responsible representatives**. Calculations can be made with more accuracy and varied in the tender. New ideas are more quickly introduced, in order to improve the town's targeted profit share in the project.

The decision-making process is accelerated because it is supported by a **wider specialist basis**.

Local citizens can be given more **comprehensive details** of the plans, increasing people's trust in their representatives and their decisions.

It is possible to argue in very concrete terms, as mutual understanding has been established between the various specialist disciplines.

The **street furniture report**[©] can result in positive changes.

For most citizens, bus shelters are a visible aspect of public

Example bus shelters

service and also help to improve the town's image. This makes attractive advertising possible.

The **shelters' appearance** is the primary factor for many people and why not? However, bus shelters are a bit like models. With sophisticated lighting and cunning use of the airbrush, the final picture is very different from a daylight view without the make-up. For another thing, bus shelters get older, while models make way for younger ones.

But when you want your town or city to appear in a good light over a number of years, you can forget about make-up. What's important then is the "inner value" or character. It's the initial technical planning that pays off. These features are presented to make them generally comprehensible. The questions that now arise relate to the **long-term financial effect**.

Is it possible to make **important spare parts** of a particular model of bus shelter available after ten years, without any problems? What sort of prices are we talking about? Are there any alternative suppliers? These are only some of a long list of questions.

What will happen if a city furnishing company is only able to carry out limited maintenance, for whatever reasons?

The **street furniture report**[©] raises questions whose answers may be taken into account when drawing up contracts.

For this reason, administrators, lawyers and economists can find **tips** on where to **take a second look**, where constant, **expensive improvements** may become necessary to preserve their good looks. These tips are made on a **rule-of-thumb calculations** with simple-to-understand estimates. Now it's easier to make more reliable **forecasts of staff and running costs**.

Those responsible find it easier to spot any hidden information, often with major implications or of long-term effect. That gets vital questions decided on earlier, with more economical solutions becoming feasible.

As the investment is to be worthwhile, everyone involved will have many years of satisfaction with such bus shelters.

Another aspect covered by the **street furniture report**[©] in the example of the bus shelter is that of **added benefits**. This is aimed at achieving further, **multiple income** from the same basic investment. The town can earn considerably

more money from **additionally installed applications** at relatively little extra cost.

Communities get useful tips, e.g. on how to use **intelligent planning** to get **two bites at the cherry**, e.g. with telephones and wireless LAN, without running any risks. Where circumstances are favorable and with the right procedures, doubling of income at appropriate locations is not unrealistic.

Advertising may even be dispensed with entirely at **historically sensitive locations**, as other sources of income can compensate for this.

Outdoor advertising is an important source of income, but it doesn't have to be the only one. This is particularly true of intelligent operator plans which can bring the town additional income along with greater independence.

In this way, by skilful specification of the general conditions at the planning stage, the municipality can prepare the way for later, additional income. Generally, no great financial outlay is necessary at this stage.

If the possibilities for these subsequent options are not exploited at an early stage, expansion of the scheme is difficult and generally results in extra costs. The town then earns less money for a number of years.

General application on towns

towns benefit from this?

What's good for a city with over 100,000 inhabitants is just as valid for **towns of over 35,000 people**.

The **street furniture report**[©] is designed to help. The essential point is to recognize any technical snares at an early stage and plan **intelligent ways** to avoid them.

Many of the recommendations made can be implemented in small and medium-sized towns, if **comprehensive project management** is applied and **binding specifications** are drawn up.

Based on the revenue to be achieved, the project here will be on a more limited scope than in a town of 150,000 inhabitants. But here too are consumers and therefore advertising markets with a need for additional lucrative services.

First, the **potential advertising market** and its possible **revenue from additional benefits** are established, before any implementation can begin.

As these projects are intended to **keep staff numbers down**, the personnel salary structure is also to be performance-linked. This is a key success factor. There are a lot of options for implementation with lucrative incentive systems for staff.

Once the general cost framework has been determined, the project goes through a number of planning steps designed to make it viable.

In all probability, less street furniture will be used and close attention will be paid to **long-term costs**. A **platform strategy** can be used to limit costs. Local order placement has to accept open trading from outside the area.

This approach can result in exciting, individual schemes with attractive street furniture for small and medium-sized towns.

Overview of the covered topics
by the table of contents

Introduction	7
Preface	7
Target groups	8
Starting point for considerations	12
Chapter 1 Bus Shelters	14
Installations	15
The materials – steel and aluminum	18
Line up structure	21
Safety panes	27
Pane holders	28
Roof shapes (style) and foundations	30
Additional functions and benefits	38
Summary Shelters	52
Checklist for Shelters	55
Chapter 2 Display Boxes	54
Flat display boxes	55
Display boxes with poster changer	64
Additional functions of display boxes	68
Posting and maintenance	70
Curved display boxes	72
Additional technical information	75
Ultra slim display boxes	79
Luminous foils	81
Wireless LAN	82
Platform strategy	83
Summary display boxes	86
Checklist display boxes	87
Chapter 3 Columns and Pillars	88
Simple three-fold column	89
Doubled three-fold column	90
Rotating three-fold column	93
Pillars	96
Advertising column	98
Summary columns and pillars	101
Checklist columns and pillars	102
Chapter 4 Mega-Light-Boards	103
Mechanical structure	106
Electrical parameters	108
Packaging of 18/1-Formats	111
Maintenance	115

Page

Considerations on locations	116
Summary mega-light-board	118
Checklist mega-light-board	119
Chapter 5 Recycling Containers	120
Different concepts	120
Summary recycling containers	124
Checklist recycling containers	125
Chapter 6 Kiosks	126
Varieties	126
Space versus price	128
General requirements	132
Summary kiosks	138
Checklist kiosks	139
Chapter 7 City-Toilets	140
Growing needs	140
User frequencies	145
Availability and reliability	147
Control modules	149
Additional parameters	150
Cleaning and hygiene	151
Cost	154
Contract issues	155
Summary city-toilets	156
Checklist city-toilets	157
Chapter 8 Project Management	158
Time is money	158
Network plan	159
Bar graph or Gant chart	160
General legal issues	162
Chapter 9 Color Coating	164
Checklist color coating	166
Chapter 10 Reuse of Street Furniture	167
Checklist for reusable street furniture	169
Chapter 11 Furnishing Towns	170

Page

Content information

Chapter 12 Installing Small-Sized Posters	175
Pricing alternatives	175
Methods of resolution	177
Chapter 13 Toilet Facilities	180
A brief history	180
Public facilities	182
New concepts for toilet facilities	185
Inventory and location analysis	188
Planning analysis	190
Different concepts	191
Preliminary planning stages	193
Over-all appearance (CI)	202
Cost analysis	203
Checklist planning and design	207
Index	208
Reference Literature	216
Appendix	217
Checklists	
Project plans	

Check list for bus shelters

Fitting instructions

- Multi-pillar bus shelters with three panels
- Two-pillar bus shelters
- Type approval – also for different depths of roof
- Individual approval
- Series of shelters required
- Streets and areas on a slope
- Other

Roof style and foundation

- Flat roof, sloping down at back
- Flat roof with solar panel
- Metal roof
- Arched roof
- Roof combining features
- Foundation frames usable

Material instructions

- Steel construction
- Aluminum construction
- Single-pane safety glass
- Composite safety glass
- Use of Perspex or acrylic glass
- Type of corrosion protection
- Type of surface coating
- Material for bench and seats

- Power connection
- Protection class used
- Protective grounding (near overhead cables)
- Underground installation box
- Wireless LAN, telephone connection
- Terminal option, video monitoring
- Dispenser connection
- Type and position of bench in the shelter
- Electronic display of timetable
- Land register of other connections to the location
- Specific conditions for buildings (historic area)
- Special authorization
- Conditions for bill-posting and cleaning
- Parking approval for service

Planning and design check list

Example: public toilet facilities

Analysis

Status review – location, surroundings, construction type, building condition
 Function study – accessibility, operational scheme
 Equipment analysis
 Location analysis – visitor frequency, traffic junctions
 Determination of need for action – remediation, new construction, facility closure
 Determination of building operations and cost check
 Building cost distribution – owner, operator
 Other

Preparatory measures

As-built plans, structural analysis, facility management (remediation)
 Clarify interfaces, points of transfer
 Operator plan determines the draft
 Selection of sanitary systems and technology
 Draft for remediation or new construction
 Approval process
 ISO standards
 Specifications, tender

Equipment-selection

Ladies' toilet
 Men's toilet
 Urinal section
 Wash-up section – separate or together
 Handicapped toilet with access in acc. with ISO
 Nappy changing – as a single room or combined
 Access control system, access barriers
 Means of payment, change dispenser
 Security measures – emergency call, emergency lights
 Fire prevention, facility monitoring
 Operator room for facility
 Storage- and machine room
 Technical revision accesspoints
 Other:
 Lighting, sound insulation, air conditioning, scent supply, technical design of operating elements, overall appearance – pictograms

Material characteristics

durable, vandal-proof, resistant to urine, water-repellent, scratchproof, acid-proof, easy-care, zero join concept, replaceable parts

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