

## 16. ADVERTISING ON BUS SHELTERS

At its meeting on 4 August 1999, the Board considered a report recommending the installation of advertising bus shelters at eight locations in the Hagley/Ferrymead Community Board area.

After considering this matter, the Board had decided:

1. To review the policy guidelines for advertising on bus shelters at its next meeting with a view to making recommendations to the Environment Committee.
2. To defer consideration of the present request for approval for the installation of bus advertising shelters until the October 1999 meeting of the Board, to allow the proposed review of the policy guidelines to be carried out by the Board.

The Transport Planner, George Hadley, had provided written comments to the Board for its guidance in carrying out the review of the policy guidelines for advertising on bus shelters.

In addition, responses had been received from residents' groups indicating their support for the proposed new advertising bus shelters. At the meeting a late letter from the Woolston Community Association Inc, expressing support for three proposed new advertising shelters in Ferry Road, was tabled. This letter also sought the provision of a further bus shelter at the inbound bus stop at Woolston Park, Ferry Road, in addition to the new shelters already proposed.

The Board **resolved:**

1. That the Board approve the particular bus stop advertising shelters submitted for approval at the 4 August 1999 Board meeting as follows:
  - (i) Buckleys Road – inbound stop 15 metres west of Butterfield Avenue.
  - (ii) Ferry Road – inbound stop 20 metres west of Gould Crescent.
  - (iii) Ferry Road – inbound stop 20 metres east of Tunnel Road.
  - (iv) Ferry Road – inbound stop 250 metres east of Tunnel Road.
  - (v) Main Road – inbound stop 50 metres west of The Brae.
  - (vi) Main Road – inbound stop 60 metres east of Mt Pleasant Road.
  - (vii) Main Road – inbound stop 20 metres east of McCormacks Bay Road.
  - (viii) Main Road – outside New World Supermarket.
  - (ix) Main Road – 20 metres east of Clifton Terrace.
2. That the Board would prefer to see the “classic” style of bus shelter installed.
3. That the Board supports the existing Council policy guidelines for advertising on bus shelters with the following additions, which are recommended to the Environment Committee:

- (a) That policy guideline No 4 be amended to read:

“No advertising of alcohol or tobacco products or of a religious, political or anything of an implicit or explicit sexual nature shall be permitted. (This does not prevent Community Boards placing further limits on advertising type if desired, in a particular circumstance.)”
- (b) That the following new policy guidelines be included:
  - (i) That all advertising should be to a standard which would be acceptable to the Advertising Standards Authority.
  - (ii) That the advertising displayed be limited to one end panel only on each shelter.