

4. POLICY REGARDING ELECTION PROMOTIONS AND SIGNS

Officer responsible Director of Policy	Author Terence Moody, DDI 941-8834
--	--

The purpose of this report is to respond to a request from the Shirley/Papanui Community Board that the Council's current policy (adopted in 1999) of prohibiting election signs on Council owned or controlled land be reviewed.

CONTEXT

A request has been received from the Shirley/Papanui Community Board for a report to examine the feasibility of the Council changing its policy to allow advertising on road reserves or other land owned or controlled by the Council.

The matter has been raised as in both Wellington and Auckland there have been provisions made for this to occur.

RELEVANT CURRENT POLICY

The current policy on *Parliamentary and local body election campaign – requirements for promotions and erection of advertising signs* arose from a review undertaken in 1999 and was adopted by the Council at its meeting on the 22 July 1999 (the full policy is tabled). The appropriate clause in the policy is as follows.

*2. Advertising signs (including placards, posters and banners on or adjacent to roads)
(c) No advertising signs are permitted on any road structure such as poles or cabinets, trees or on parks and reserves, footpaths, roads, road reserves or other land owned or controlled by the Council.*

In addition to the Council's policy there are restrictions in relation to State Highways passing through Christchurch that come under the control of Transit New Zealand.

ISSUES FOR CONSIDERATION

Provisions do exist in the City Plan that limit the signage that may be placed in various zones. This needs to be taken into account in determining how many signs would be appropriate.

The Council as the road controlling authority would have the power to say as to what would be allowed as signage in the road reserve; subject to the rules of the City Plan (see particularly Volume 3, section 8, special purpose road zone). The provisions of the Christchurch City Public Places and Signs Bylaw 1992 will also apply. Similar provisions apply in regard to parks and reserves where permitted signage is set out in codes of practice, which currently exclude the display of election signs.

There may be a problem in allowing more "road side" obstacles where there may be a safety issue (especially related to visibility and/or flying objects when hit), or where there may be complex driving decision making required (i.e. roundabouts or some pedestrian crossings).

If the Council allowed election signs on land it has control over this would pose considerable administration difficulties, in particular, it would be difficult for the process of allocating sites for signs to be fair and to be seen to be fair.

CONCLUSION

The officers do not support any change to the policy as contained in 2 (c) above as it is considered this would create significant difficulties.

Recommendation: That no change be made to the current policy.