

22. ADVERTISING BUS SHELTERS

Officer responsible City Streets Manager	Author George Hadley – Transport Planner
Corporate Plan Output: Signals, Signs and Shelters Page 9.5.70	

The purpose of this report is to obtain approval for the installation of advertising shelters within the Hagley/Ferrymead Community Board area.

BACKGROUND

The Council has not allocated any funding for the provision of bus shelters in the financial year 1999/00. The main reason for this decision was the fact that Adshel Ltd, the company that currently has a contract with the Council for the provision of advertising bus shelters, has proposed to install 50 advertising shelters over the next 12 months. The benefits to the City Council of this arrangements are:

- (i) The Council saves \$10,000 per shelter, which is the cost to the Council of providing its own bus shelter.
- (ii) The Council saves \$750 per annum in maintenance/cleaning costs for each bus shelter.
- (iii) The Council receives an income of 10% of the advertising revenue for each shelter, which is used to provide additional public transport infrastructure.
- (iv) The advertising shelters are cleaned weekly by Adshel Ltd compared to the monthly cleaning of Council owned bus shelters. Also any damage to the advertising bus shelters is usually repaired within 24hours, as a 0800 telephone number is displayed in the advertising shelter for bus passengers to inform the company of any damage to the shelter.

COUNCIL POLICY ON ADVERTISING BUS SHELTERS

A copy of the Council policy regarding advertising bus shelters is attached and the location of the proposed shelters complies with the current policy. Also the existing bus shelters at seven of the proposed sites will be re-located to other bus stops at Adshel's expense.

PROPOSED SITES

Adshel Ltd are proposing to install advertising shelters in the following locations within the Hagley/Ferrymead Community Board area:

1. Buckleys Road – inbound stop 15 metres west of Butterfield Avenue
2. Ferry Road – inbound stop 20 metres west of Gould Crescent
3. Ferry Road – inbound stop 20 metres east of Tunnel Road
4. Ferry Road – inbound stop 250 metres east of Tunnel Road
5. Main Road – inbound stop 50 m west of the Brae
6. Main Road – inbound stop 60 m east of Mount Pleasant Road
7. Main Road – inbound stop 20 metres east of McCormacks Bay Road
8. Main Road – outside New World supermarket
9. Main Road – 20 metres east of Clifton Terrace

The adjoining and adjacent residential property owners, where applicable, in the vicinity of the advertising shelters have been consulted on this matter and have given their consent. The local Residents Associations have also been informed of these proposals and their response is awaited.

Recommendation: That the installation of advertising shelters at the above locations be approved.

**Chairman's
Recommendation:** For discussion