

11. 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 Riccarton/Wigram 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 arrangement:

- The Council saves \$10,000 per shelter, which is the cost to the Council of providing its own bus shelter.
- The Council saves \$750 per annum in maintenance/cleaning costs for each bus shelter.
- The Council receives an income of 10% of the advertising revenue for each shelter, which is used to provide additional public transport infrastructure.
- 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 shelter at one of the proposed sites will be re-located to another bus stop at Adshel's expense.

PROPOSED SITES

Adshel Ltd are proposing to instal advertising shelters in the following locations within the Riccarton/Wigram Community Board area:

1. Ilam Road - 30 metres north of Homestead Lane.
2. Main South Road - the outbound stop outside Sockburn School
3. Blenheim Road - the inbound stop 10 metres east of Tika Street
4. Blenheim Road – the inbound stop 10 metres east of Wharenui Road

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.

Chairperson's Recommendation: That the officer's recommendation be adopted.