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Corporate Plan Output: City Design & Heritage Policy	

The purpose of this report is to advise the Board that the Council policy relating to Advertising on Bus Shelters is being monitored and reviewed. The policy (copy follows) has been in operation for five years.

The Council is promoting greater use of public transport, which could lead to an increased demand for bus shelters. Furthermore with the advent of the Orbiter bus route there is likely to be more demand for shelters within residential areas. Advertising in residential areas is a sensitive issue. For these reasons an examination of the policy is considered necessary in order to determine whether any changes need to be made.

Each of the Community Boards is being asked for their views on the policy and its operation to date. In addition market research has been undertaken to ascertain public opinion about the acceptability of bus shelters with advertising on arterial roads or main roads in residential areas. All the above information will be incorporated in a report to the Environment Committee.

Matters the Board may wish to comment on include:

- the content of the policy
- the process for approving a bus shelter with advertising
- the criteria for selecting sites
- any difficulties in interpreting the policy
- any difficulties in assessing cumulative effects of advertising
- weighing public opinion about the desirability of a bus shelter with advertising in a particular location
- whether there is a limit to the number of bus shelters with advertising which should or can be provided, i.e. is there likely to be a saturation point?
- whether any difficulties have arisen with the advertising matter placed on bus shelters on arterial roads and outside non-residential activities

Recommendation: That the Board discuss the operation of the policy to date and report any problems and issues that have arisen.

Chairman's

Recommendation: For discussion.

ADVERTISING ON BUS SHELTERS

The policy guidelines for advertising on bus shelters is as follows:

1. *Advertising on bus shelters be permitted on roads within or adjoining a Commercial, Industrial or Business zone, except where they were located within ten metres of a residential property, in which case written notification (allowing for submissions to be made) be given to the affected property occupier and/or owners.*

2. *In all areas other than 1 above and Memorial Avenue and Fendalton Road, advertising on bus shelters shall be at the discretion of the Community Board, which shall have regard to the following criteria:*
 - (i) *Locations should be:*
 - *on arterial roads and*
 - *outside non-residential activities and/or*
 - *against high walls/fences, vegetation, embankments/hillsides*
 - (ii) *The cumulative effect of advertising on bus shelters should not impact on the overall amenity and coherence of residential areas.*
 - (iii) *Written notification including a photograph (allowing for submissions to be made) be given to the immediate and adjoining occupiers and/or owners and local residents' association where established.*
3. *All matters involving written notification will be subject to approval by the relevant Community Board for information. (It should be noted that in most cases consent for advertising is likely to be in conjunction with the shelter itself).*
4. *No advertising of alcohol or tobacco products, or of a religious, political or pornographic nature shall be permitted. (This does not prevent Community Boards placing further limits on advertising type is desired, in a particular circumstance).*
5. *This policy be monitored on an annual basis by the Environment Committee.*
6. *That when establishing a new, or replacing an existing bus shelter without advertising, the immediate adjoining occupier and/or owner continue to be notified in writing, and in addition, notice of the proposal be given to surrounding properties giving them the opportunity to make submissions.*