

POLICY NAME

Advertising on Council Bus Shelters

DATE ADOPTED

24 August 2020

REVIEW DATE

August 2024

COUNCIL MINUTE NUMBER

ORD 183

RELATED DOCUMENTS

Local Government Act 1993 (NSW)

Disability Discrimination Act 1992

Disability Standards for Accessible Public

Transport, Commonwealth of Australia, 2002

Australian Human Rights Commission Guideline

Community Strategic Plan

Penrith Local Environmental Plan 2010

RESPONSIBLE DEPARTMENT

Asset Management

POLICY TYPE

Council

Purpose

The purpose of the Advertising on Council Bus Shelters Policy is to provide the guidelines for Council to enter a Partnership Program that will enable the provision of bus shelters that meet Disability Standards for Accessible Public Transport (DSAPT) requirements and generate a revenue stream that is invested back into improving our public transport infrastructure.

Policy Statement

The objective/s of the Bus Shelter Policy is to:

- Enable Council to provide transport accessibility infrastructure for the community, compliant with the DSAPT requirements in a sustainable manner
- Provide guidance on the provision of bus shelter infrastructure under a Partnership Program agreement
- Ensure that only advertising that meets Council's Policy are promoted on bus shelters within the road reserve for which Council is the roads authority

POLICY:

1. Council's intent is to partner with one or more multi-format outdoor advertising solutions companies to provide DSAPT compliant bus shelters, including cleaning and maintenance, at no cost to the Penrith LGA.
2. The revenue gained from advertising on the shelters will be directed to accelerate the Bus Stop Capital Works Program to meet our legislative requirements as the provider of public transport infrastructure.
3. All advertising compatible bus shelters constructed in the LGA will comply with the Penrith Local Environmental Plan 2010, Schedule 2 Exempt Development, Signage – bus shelter advertising (Appendix A).
4. Any advertising agreements entered by council ensure a balance between national multi capital city advertisers, regional local advertising and, Council led community advertising, under arrangements that are mutually agreeable.
5. Prohibited advertising would include any signage or advertising that in the opinion of the General Manager:
 - a) Is political, religious or in any other way likely to be considered offensive to any person or class of persons
 - b) Promotes smoking, or tobacco products
 - c) Promotes alcohol or the consumption of alcohol
 - d) Promotes junk food and drinks, i.e. those that are high in fat, salt and sugar
 - e) Promotes gambling
 - f) Could be mistaken for a traffic sign, or that constitutes a traffic hazard; or
 - g) That is, or the content of which, is false, deceptive or misleading

Council will however have discretion to approve any signage in respect to the sponsorship of local clubs and community groups within local government property.

APPENDIX A

Penrith Local Environmental Plan 2010, Schedule 2 Exempt Development:

Signage—bus shelter advertising (in Zones R1, R2, R3, R4, R5, B1, B2, B3, B4, B5, B6, B7, IN1, IN2, SP1, SP2 and SP3)

- (1) Must not extend beyond the perimeter of the bus shelter.
- (2) A maximum of 2 advertising panels per bus shelter that may comprise an advertisement on 2 sides.
- (3) Must not contain flashing or neon signage.
- (4) Must not obscure pedestrian paths of travel.
- (5) Must be able to increase or decrease the intensity of illumination.
- (6) Illumination must not adversely impact on the amenity of residential dwellings, serviced apartments or other tourist and visitor accommodation.
- (7) Must not be located on land that comprises a heritage item or is within a heritage conservation area.
- (8) Illumination must not adversely impact on the safety of pedestrians, cyclists or drivers of motor vehicles.

DEFINITIONS

Bus Shelter – under this policy a bus shelter refers to an advertising compatible, DDA compliant shelter comprising of up to 2 advertising display units 1800mm (h) x 1200mm (w).

Bus Stop – a location at which a bus may stop and which may include facilities such as seats, a shelter or concrete pad.

DSAPT bus stop – a bus stop that includes a hardformed kerb, boarding hardstand, signage, information timetable, warning tactile ground service indicators, direction tactile ground service indicators, kerb warning tactile ground service indicators, seating, shelter hardstand, shelter and continuing path.

Infrastructure – is any structure or facility that is used by passengers in conjunction with travelling on a public transport service.

Provider – Council is a *provider* for the purpose of the Disability Standards for bus stops that are located within the road reserve for which Council is the roads authority (and, therefore, landowner) under the *Roads Act 1993*. Council is *not a provider* in respect of bus stops on roads for which it is not roads authority.

Document Control

Policy History	Date