

POS	ADVERTISING ON LITTER BINS AND BUS STOP SEATS	PSEW2
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POSITION STATEMENT CODE:	PSEW2
DIRECTORATE:	Engineering & Works
BUSINESS UNIT:	Engineering Services
SERVICE UNIT:	Works Services
RESPONSIBLE OFFICER:	Manager, Engineering Services
FILE NO.:	182/002
DATE FIRST ADOPTED:	November 1999
DATE LAST REVIEWED:	9 March 2017
ATTACHMENTS:	N/A
VERSION NO.	3

Dates of Amendments / Reviews:	
DAPPS Meeting:	23 May 2013 27 August 2015 23 February 2017
OCM:	12 October 2006 10 September 2015

BACKGROUND:

The Council has reviewed the current Policy and recommend that the Council call for a Tender for the "Supply and Maintenance" of an "Innovative street advertising litterbin and/or a bus seat" at no cost to the Council, in return for advertising rights on the bins for an initial 10 year period with an option of a 5 year extension.

PURPOSE:

- To provide a uniform and effective medium for street advertising to direct people to various business and community facilities within the City of Cockburn;
- To provide a uniform and effective facility for street litter and seating;
- To provide a uniform and effective item of street furniture for customers to sit on while waiting for public transport;
- To ensure that Advertising Bins/seats do not cause any loss of amenity or adversely affect the natural or built environment or the efficiency, safe use or appearance of any road.

POSITION:

(1) General Requirements

1. Messages
Preference will be given to:

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- (a) All commercial messages related to businesses or business facilities situated within the district.
- (b) The City of Cockburn will not support general/generic advertising messages for products or services not provided by local businesses within reasonable proximity to the sign.
- (c) The City of Cockburn will not support messages that it considers to be advertising facilities or services that could cause offence or are illegal or immoral.
- (d) Guidelines for the nature of the advertising.

The message shall not contain matters of the following nature:

- (i) Messages of a political nature.
- (ii) Messages that advertise businesses outside the district
- (iii) Messages likely to encourage or inflame racial hatred
- (iv) Messages, which do not conform to accepted standards of decency and morality.
- (v) Messages contrived to mislead.
- (vi) Messages pertaining to illicit products or substances.

All of the above cases shall be subject to the absolute determination of the City of Cockburn and the ALB/Seat proponent shall agree to extinguish any message so determined immediately upon demand of the Chief Executive officer or his duly authorised agent.

2. Locations

- (a) ALB's/Seats shall generally be restricted to commercial and public areas of the district and would not normally be supported in a residential area, unless adjoining a bus stop.
- (b) Generally ALB's shall be located at or as close as possible to the post where an existing Council provided street litterbin is located.
- (c) Devices are generally not permitted within or in the vicinity of intersections where traffic speed and movements are such that the driver needs to concentrate fully on the task of driving (e.g. at channelised intersections where high speed arterial traffic does not proceed straight ahead).
- (d) ALB's shall be located a minimum of 300 mm from back of kerb or edge of footpath and seats are to be at the rear of any footpath. In areas where the edge of the carriageway is not kerbed, no portion of the device shall be closer than three (3) metres to the edge of the carriageway.

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- (e) ALB's/Seats shall not be located in positions which detract from the aesthetics, amenity or streetscape of the locality in which it is situated.
- (f) In all cases the final location of ALB's/Seats shall be subject to the discretion of a review group comprising a representative from the following services: Roads and Manager of Engineering.

3. Description of Bins

- (a) Each ALB shall have four side panels, 2 for advertising, 1 for promotion of Council services or activities and the fourth for other purposes such as a litter bag for the use by dog owners for example
- (b) The advertising panels shall be of a standard size (approx. 770 x 520 mm) preferably applied as an adhesive poster to a recessed panel. The external dimensions of the bin surround shall be such that they permit easy removal of a full 120L MGB but not >1.2m high or >750mm square.
- (c) The door/ hinge must be firmly fixed to the bin surround and be secured with an approved vandal proof locking mechanism. 4 sets of keys (initial installation only) shall be issued to the Roads Supervisor on approval of bin locations.
- (d) The ALB's/Seats shall be adequately fixed to existing paving or on their own concrete footing, if stand-alone, in order to minimise the impact of vandalism. i.e. fixings shall improve the rigidity of the structure, preventing it from being moved or permanently distorted.
- (e) The size of the opening for the deposit of rubbish in the bin surround, shall be minimised to restrict access for domestic waste and rainwater, preferred opening 280 x 280mm.
- (f) The external finish of the ALB's/Seat shall be smooth and formed or coated with a material that facilitates easy cleaning including removal of graffiti and no possibility of causing injury to any users of these items.
- (g) Maintenance response time for the repair or replacement of ALB's/Seat shall be within 2 working days of advice of damage. The bin/Seat shall be replaced if permanently damaged by fire or force.

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4. Duration of Approval
 - (a) The approval shall have an initial duration of five (10) years which shall commence from the date of the Council approval with the option to extend for a further period not exceeding five (5) years at the discretion of Council.
 - (b) If the proponent is in breach of the policy then Council may revoke its approval and if there are any outstanding debts, these may be recovered in a court of competent jurisdiction.

5. Relocation or Removal
 - (a) The City of Cockburn shall advise the proponent in advance of any road or other works that may require the removal or relocation of the ALB/Seat and the proponent shall remove or relocate the ALB/Seat at the proponents cost.
 - (b) The City of Cockburn reserves the right to have the ALB/Seat repositioned or removed at any time either permanently or temporarily, without cost to the City.
 - (c) The removal of ALB's/Seat by the City will only be exercised in any or all of the following circumstances:
 - (i) Where the ALB/Seat has not been maintained to the satisfaction of the Council.
 - (ii) Where the ALB/Seat is damaged and remains un-repaired for a period of 2 weeks.
 - (iii) Where roadworks and/or the installation of public utility services necessitates the removal of the ALB/Seat.
 - (iv) Where there is a substantial change in the nature of traffic or the alignment of the road in the vicinity of the ALB/Seat.
 - (v) Where the road is reclassified to accommodate a higher speed.
 - (vi) Where the message conveyed on the ALB/Seat in the opinion of the Council is no longer current, appropriate or acceptable.
 - (vii) Where the proponent has not complied with the terms of the approval for the ALB/Seat issued by the Council.
 - (d) At the termination of the approval period the Principal may require the proponent to remove the ALB's/Seats and reinstate the roadway/verge at the proponents' cost.

6. Legal Costs
 - (a) The proponent shall pay all costs incurred by both parties of and incidental to the preparation, execution and stamping of any

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agreement that may be prepared between the proponent and the City of Cockburn.

(2) Indemnity

1. The proponent shall indemnify the City of Cockburn against any claim or action and shall procure and maintain a Public Liability Insurance Policy to ten (10) million dollars in the names of the proponent and the City of Cockburn