

Council's policy is to consider applications for roadside advertising by the calling of a public tender where interest has been shown, and / or Council believes the outcome has a net public benefit within aesthetic criteria. Council will consider only advertising on bus shelters, street bins, and street seats in urban areas. Advertising shall not be offensive to the broader community, as determined by Council. Where there is a call for roadside advertising which conforms to this policy, a tender specification shall be prepared and referred to the relevant Townscape Advisory Committee. Specifications shall address issues of size, height, location, lighting and colour and the guidelines presented in the Dunsborough and Busselton Town Centre Studies (2002).

In considering advertising on shelters bins and seats, Council will apply the following tests:

- Function – facility must be reasonably accessible and placed where there is a need;
- Costs – saving and / or income opportunities for Council;
- Number – spacing and number of units shall be limited;
- Aesthetics – visual impact shall not detract from surroundings;
- Location – safety standards for traffic and pedestrians;
- Quality – facility shall be of architectural standard and built to a high quality;
- Compliance with adopted Council Townscape Guidelines.

A legal agreement shall be drawn up at the Contractor's expense for the contract period and containing conditions and clauses which protect the community interest and for the contractor to meet all costs of maintenance and repairs, insurance and servicing. At the end of the contract period the contractor to either transfer ownership to Council at no cost or to remove them. The contract period shall not exceed fifteen (15) years.

Council shall approve each and every site (to be stated in the tender) that has advertising prior to finalising the agreement and commencing works; such approvals to include Main Roads WA if on a Main Road.

All costs, including the connection of power if applicable, are to be met by the contractor.

Shelters, bin surrounds and seating shall be of a standard and type which enhances the aesthetics of its surrounds, is functional and conveniently located for use by the public. Litter bin surrounds shall be of the type that forms an enclosure for 120 litre or 240 litre mobile garbage bins.

LITTER BINS SURROUNDS

Where litter bins surrounds with advertising are to be provided by private contractors, the general criteria will be set by Council in considering the tender and reflect the following conditions:

- i) Obtaining Council approval for each and every site that has advertising prior to finalising the agreement and commencing works; such approvals to include Main Roads WA if on a main road.
- ii) All costs, are to be met by the contractor.
- iii) A legal agreement being drawn up at the Contractor's expense for the contract period, with no option to extend, and containing conditions and clauses which protect the community interest. The contractor to meet all costs of maintenance and repairs, insurance and servicing. At the end of the contract period the contractor to either transfer ownership to Council at no cost or to remove them. The contract period shall not exceed fifteen (15) years.
- iv) Litter bins surrounds to be lockable and suitable to contain standard 120 or 240 litre mobile garbage bins (MGB) of a standard and type which enhances the aesthetics of its surrounds, is functional, conveniently located and finished in colours selected by Council.

STREET SEATS

Council recognises the potential for street seats with advertising to be provided by private contractors, the general criteria will be set by Council and reflect the following conditions:

- i) Obtaining Council approval for each and every site that has advertising prior to finalising the agreement and commencing works; such approvals to include Main Roads WA if on a main road.
- ii) All costs, are to be met for by the contractor.
- iii) A legal agreement being drawn up at the Contractor's expense for the contract period, with no option to extend, and containing conditions and clauses which protect the community interest. The contractor to meet all costs of maintenance and repairs, insurance and servicing. At the end of the contract period the contractor to either transfer ownership to Council at no cost or to remove them. The contract period shall not exceed fifteen (15) years.