

Item 13.10

Notices of Motion

Review of Electronic Billboards

By Councillor Ellsmore

It is resolved that:

(A) Council note:

- (i) the City's streets and other public places exist to facilitate access, recreation, enjoyment and community life of the City's residents and visitors;
- (ii) concern within the community about the impact of the placement, size and other aspects of the design and use of electronic billboards installed under the City's contract with QMS Media has led to a proposed review of the electronic billboards;
- (iii) around the world, a growing number of international cities and towns are restricting the positioning, content, size, brightness and number of electronic billboards, for reasons including:
 - (a) concern about visual pollution, including brightness;
 - (b) importance of ensuring public spaces are prioritised for free, non-commercial and community uses;
 - (c) concern about the increasing dominance of advertising in the lives of residents and visitors, particular as a major driver of unsustainable patterns of consumption;
 - (d) privacy concerns, where advertising billboards also include surveillance, or are used to collect instantaneous facial images designed to measure the impact of advertising; and
 - (e) environmental impact including energy use; and
- (iv) action taken by other international cities include:
 - (a) in many French cities, including Rennes, Grenoble, Lyons and Paris, there have been successful campaigns to halt the introduction of new digital advertising billboards and replace existing ones with public notices, public art, and/ or trees;
 - (b) in Germany and Spain, electronic signage on billboards and in shop windows must be turned off after 10.00pm; and

- (c) Sao Paolo has banned outdoor advertising altogether; several major Indian cities now restrict outdoor advertising whether poster or digital; and Ireland is considering reducing the use of electronic billboards for energy use and privacy reasons; and
- (B) the Chief Executive Officer be requested, in the City's review of the electronic outdoor advertising, to:
 - (i) prioritise reviewing the accessibility impacts of the placement of signs that restrict pedestrian and active transport (including people using prams and mobility device users);
 - (ii) prioritise reviewing the placement of signs that restrict the ability to see oncoming buses, trams and other forms of transport, including at the newly installed bus stops;
 - (iii) include consideration of the energy use of electronic billboards, the impact on the heritage of heritage items through the adjacent placement of incongruous electronic billboards, the potential for the billboards to be used for surveillance or the collection of data, and whether the billboards increase the commercialisation of the public realm;
 - (iv) include options for solutions which include: not installing billboards that are scheduled to be installed, removing or moving existing billboards, reducing their brightness and other strategies to reduce their visual prominence, and changing their use; and
 - (v) include options so that Council can consider changing the use of the billboards (where their placement is not a concern) so that they are primarily or exclusively for:
 - (a) community notices; and
 - (b) the promotion of public art and cultural activities.

X086655