

2009-08-27.CCN

Advertising Restrictions

1. False, misleading or deceptive
2. Relates to an illegal activity
3. Is explicit sexual materials, obscene by City standards, or is material harmful to minors
4. Advertises the use of alcohol or tobacco products
5. Depicts violence and/or anti-social behavior
6. Includes language which is obscene, vulgar, profane or scatological
7. Relates to instruments, device and items, products or paraphernalia which are design for use in connections with specified sexual activities
8. The City shall have the right to utilize all unsold advertising space at sole discretion

Potential Benefits

- Installation of more shelters and amenities
- Provide a new revenue source
- Vendor pays for capital installations
- Cleaning and maintenance by vendor
- Additional shelters increased use and ridership
- Unused advertising space can be used by the City

Potential Risks/Drawbacks

- Visual clutter
- Negative community response
- Possible long-term maintenance responsibility
- Considerations for additional costs:
 - Staff resources (Engineering, Real Estate, Transportation)
 - Ongoing management of the program