

Item 13.12**Notices of Motion****Digital Billboards, Light Pollution, and the Commercialisation of Public Space**

By Councillor Ellsmore

It is resolved that:

(A) Council note that:

- (i) light pollution in cities has been identified as negatively impacting people's health, and native wildlife, particularly seabirds, bats, insects (including bogong moths) and terrestrial mammals;
- (ii) in addition to the human health and native wildlife impacts, illuminated billboards contribute to visual pollution, energy use, and the commercialisation of public spaces - which should be prioritised for free access, recreation, enjoyment and community life for the City's residents and visitors;
- (iii) Melbourne City Council has recently announced that it is considering turning off large digital billboards at night, because of the impacts on human health and the environment. This follows a review commissioned by the Council that recommended the introduction of a curfew for illuminated signs above ground level;
- (iv) a growing number of international cities and towns have restricted the positioning, content, size, brightness and number of electronic billboards. In parts of Germany and Spain, electronic signage on billboards and in shop windows must be turned off after 10pm. Dublin has reduced billboard use for reasons of energy wastage and visual pollution; and
- (v) in 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 trees; and

(B) the Chief Executive Officer be requested to provide advice including:

- (i) how the Council currently manages, monitors and reports on light pollution and visual pollution;
- (ii) the number and cumulation of illuminated billboards and commercial advertising in the City of Sydney; and
- (iii) opportunities within Council's planning instruments to reduce the number of illuminated billboards and otherwise address light pollution, particularly outside of the CBD in the City's residential suburbs.

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