



BANNERS & SIGNS ON ROAD RESERVES POLICY 2.8



BANNERS & SIGNS ON ROAD RESERVES

DIVISION: DEVELOPMENT & ENVIRONMENT

PILLAR: ACCESSIBILITY

FILE / BINDER: 545

POLICY STATEMENT

Banners and signs on council roads and reserves are regulated to preserve public amenity and safety, and to provide an avenue for the approval of non-commercial temporary advertising.

OBJECTIVES

- i. To prevent the proliferation of inappropriate or inappropriately positioned signage on roadsides and reserves.
- ii. To provide an avenue for the promotion of community events.

INTENT

A register of approved signs is maintained by Council. The community will be aware of the approved locations and have access to a system that promotes community events. Providing easy access to promotional opportunities will reduce illegal display of signs and make enforcement less confrontational.

DEFINITIONS

Banner	a soft plastic/canvas/polycanvas material bearing letters and numbers and/or pictures, and visible from or on a public place. Banners are usually longer than they are high and fixed to a solid frame or posts using rope or wire.
Sign	a rigid article made of wood/coreflute/ paper etc, bearing letters and numbers characters and/or pictures, and visible from or on a public place. Signs are usually affixed to one or two posts or could be an A-frame sign.
Non-commercial	the advertised event provides benefit to the community, and no person or commercial entity receives profit from the event. Any money raised (eg. Entry fees) should be donated to a registered charity.

1. ADVERTISING REQUIRES APPROVAL

- 1.1 No banner or sign will be permitted to be placed, displayed or exposed in, on or over any public place without the prior approval of Council, where Council is the appropriate authority.
- 1.2 A sign or banner observed on Council land without the required approval may be impounded and held by Council for a period of twenty-eight days. Where possible, the owner of the article will be contacted and informed of the



impounding. The owner of the article may claim the return of the article, subject to the payment of the appropriate fees. If the article is not claimed then Council will dispose of the article at its absolute discretion.

2. CONDITIONS OF APPROVAL

- 2.1 Applications for the erection of signs or banners must be submitted at least ten working days prior to the intended date of display. The decision of Council is final and not open to appeal.
- 2.2 Articles may be erected for a maximum of fourteen days prior to the advertised event.
- 2.3 Articles shall be removed within two days of the conclusion of the event.
- 2.4 Advertising will only be approved where the advertised event provides benefit to the community, and does not profit a commercial entity.
- 2.5 Electoral signs shall not be permitted to be displayed in/on/over land under Council control, in accordance with Section 151(B) of the Parliamentary Electorates and Elections Act 1912, which states:

151B Exhibition of posters
(2A) A person shall not post up, or permit or cause to be posted up, a poster:
(a) on or within any premises occupied or used by, or under the control or management of:
(i) the Crown, any instrumentality or agency of the Crown, or any statutory body representing the Crown or any other body prescribed in the regulations as a statutory body representing the Crown, or
(ii) any local authority
- 2.6 Where events are sponsored, any corporate sponsor's logos on any sign or banner shall not exceed 20% of the total area of the subject article.
- 2.7 Dimensions of banners shall not exceed 6000mm long, and 1000mm high, and dimension of rigid signs shall not exceed 1000mm by 1000mm.
- 2.8 Applications must be made on application form 545/7(ADVERTISING), and be accompanied by a photograph/plan of the article(s) to be erected.
- 2.9 All articles erected must be safely secured with either rope or wire to star pickets with protective caps, embedded at least 500mm into the soil. Freestanding articles of any nature will not be permitted.
- 2.10 Banners should have appropriate number and sized holes to ensure that they do not trap the wind and tear away from the anchor points.
- 2.11 Articles shall be positioned close and parallel to fences where possible, or otherwise positioned so as not to cause vehicular or pedestrian obstruction, or impede traffic sight lines.
- 2.12 Maximum overall height allowed shall not exceed 1.5m above ground level.

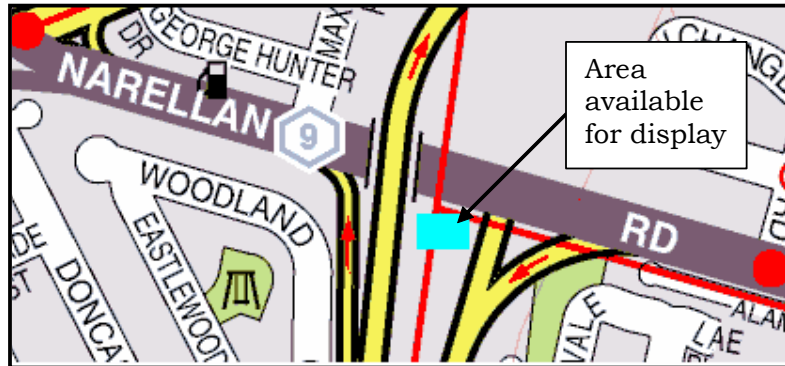
2.13 No more than two approvals may be issued for any location at the same time, and only one sign from each organisation may be displayed at any or all of the approved sites.

2.14 Failure to comply with any of the above conditions may result in the impounding of the article, and/or a fine of \$330.

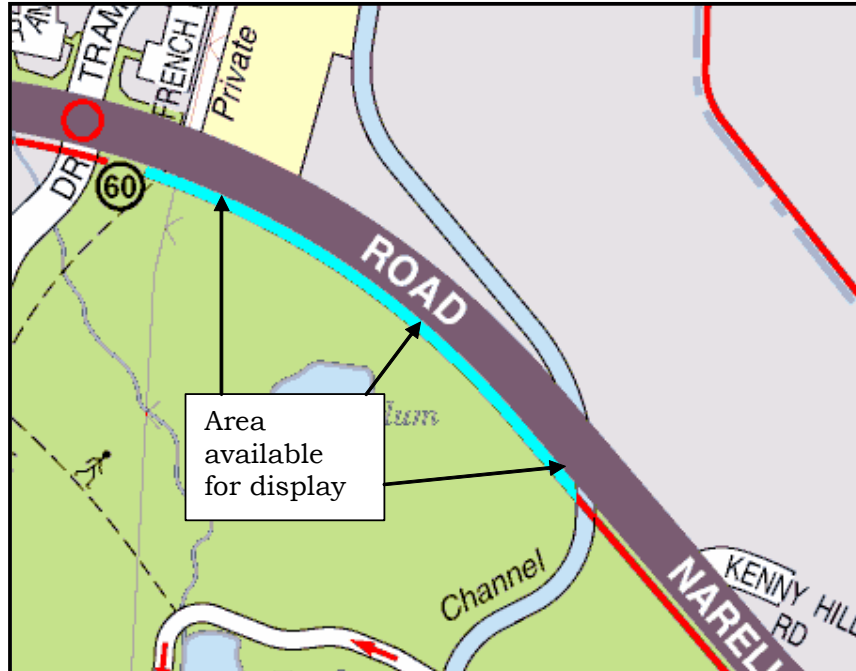
3. LOCATIONS WHERE ADVERTISING MAY BE APPROVED

3.1 Narellan Road

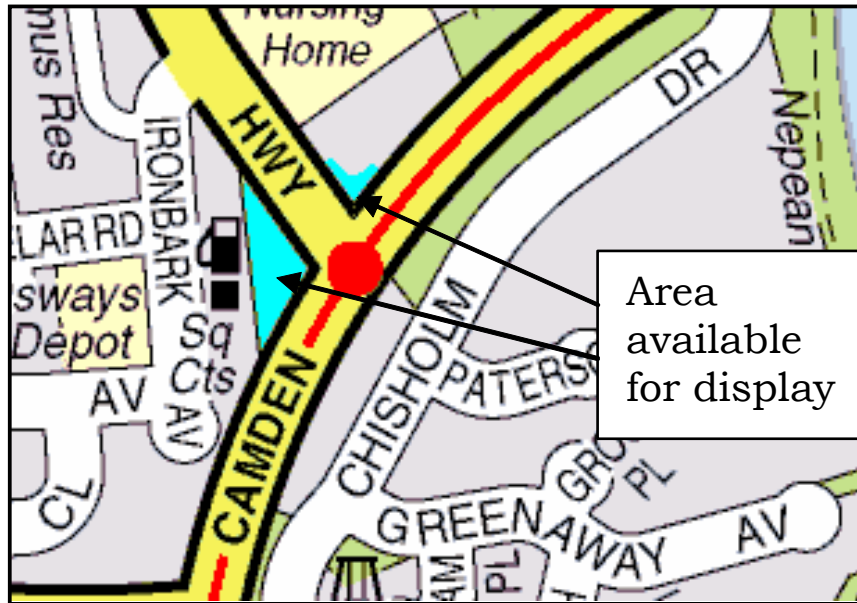
(a) intersection of Narellan Road and Camden Bypass



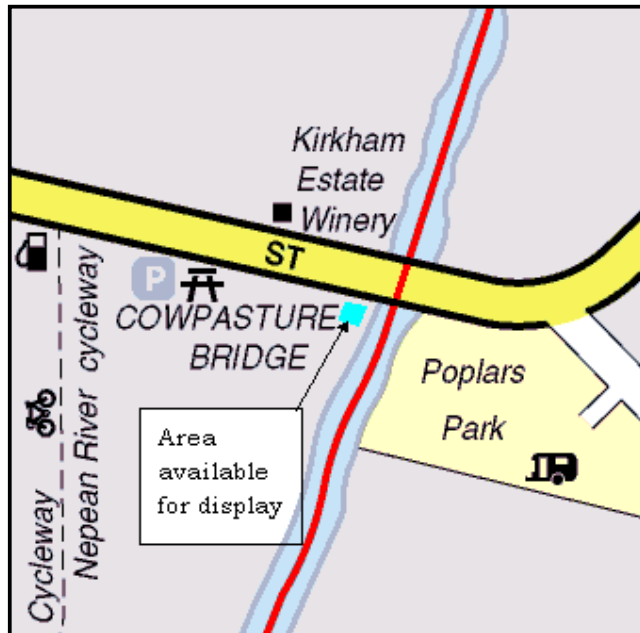
(b) Southern side of Narellan Road, East of Mt Annan Dr.



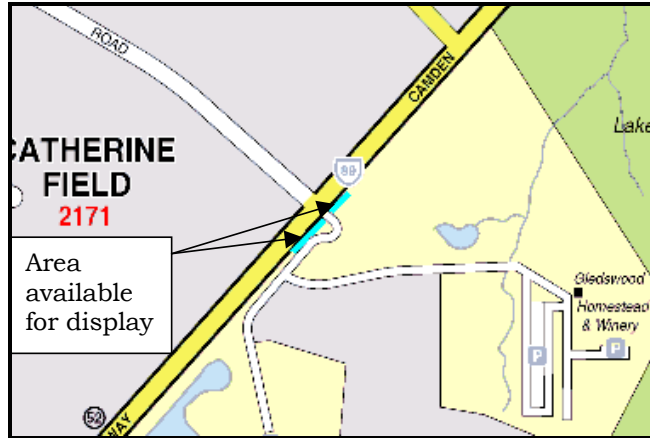
3.2 Corner of Old Hume Highway and Camden Bypass



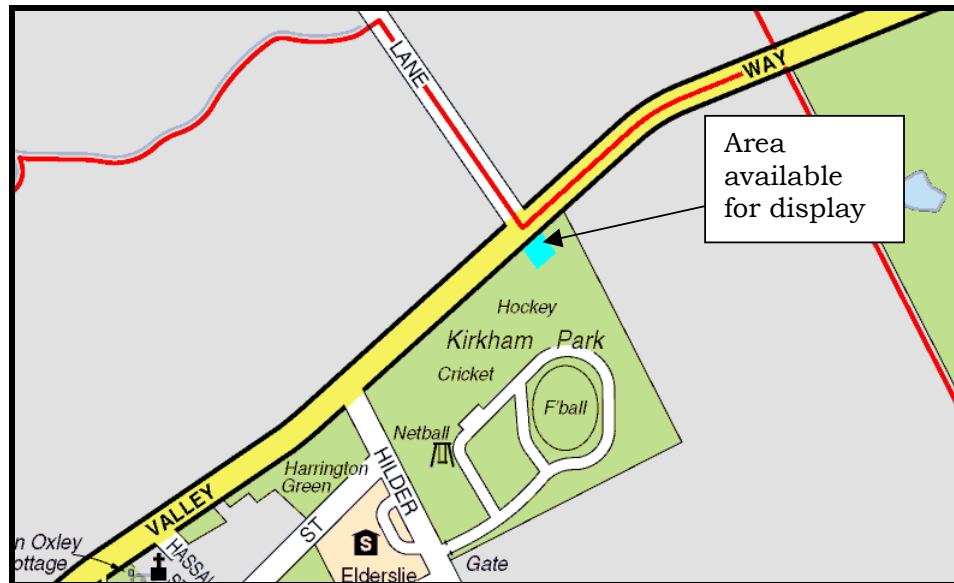
3.3 Rotary Cowpasture Reserve, Argyle St near Cowpasture Bridge



3.4 Camden Valley Way, opposite Catherine Fields Road



3.5 Kirkham Park, Kirkham, opposite Kirkham Lane



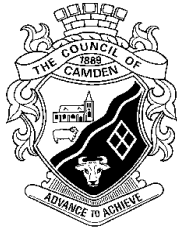
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RELATED LEGISLATION	Local Government Act 1993
RELATED POLICIES	n/a
STAFF TRAINING REQUIRED?	Y

NEXT REVIEW DATE: SEPT 08

**PREVIOUS POLICY
ADOPTED:
MINUTE:**



Application Form 545 (ADVERTISING)

Please ensure you have read the policy attached before filling out this form.

Name _____

Address _____

Phone _____

Organisation _____

Event _____

Date of Event _____

Proposed location of advertising (please tick):

- Narellan Road, at intersection of Camden bypass
- Narellan Road, East of Mt Annan Drive
- Intersection of Old Hume Highway and Camden bypass
- Rotary Cowpasture Reserve, Argyle St near Cowpasture Bridge
- Intersection of Catherine Field Rd and Camden Valley Way
- Kirkham Park, Kirkham, opposite Kirkham Lane

Please attach photograph of article to be erected.

I, the undersigned, have read and understand the attached policy, and agree to the conditions within. I am aware that a fine of up to \$330 may result if I fail to comply with the conditions contained in the policy.

Signature _____

Date _____