

**Temporary Community Advertising Signage Policy - ADOPTED 9-12-2019**

<b>HPRM number</b>					
Policy owner	Compliance Services Team				
Adopted by	Council				
Adoption date	9/12/2019	Scheduled review date:	5/02/2025	Last Review Conducted:	27/6/2024
Publication	CardiNet and website				
Revision/version number	Version 1.2				

## **1 Policy alignment**

This policy is in alignment with the Council Plan, in that it will encourage community participation, supporting community groups in their activities as well as protecting the built and natural environment.

## **2 Purpose**

The regulation of Temporary Community Advertising Signs is an important function of Council. This policy contributes to the orderly display of Temporary Community Advertising Signs on road reserves. Control of advertising signs is necessary to reduce visual clutter that could otherwise detract from the natural environment of Cardinia Shire and potentially reduce the effectiveness of essential traffic and road safety signs.

## **3 Scope**

The Temporary Community Signage Policy refers to advertising within the road reserve only and does not relate to advertising on private property which is dealt with separately.

Council Road Reserve is defined as land invested in Council for the purpose of a road and includes the reserve on the side of the road.

The type of advertising signs covered by this policy are **Temporary Community Advertising Signs** which are often sponsored by a private company (Real Estate Agents and signage companies). Council will consider issuing permits for events that may fall outside of Cardinia Shire. This consideration will only be applicable for events or community organisations that have a strong and established connection with residents and communities within Cardinia Shire. Authorised Officers of Council will be responsible for the decision making process surrounding these permits. No other form of advertising will be permitted within the road reserve unless approved by other means.

## **4 Policy description**

The objectives of this policy is to control the type, size and position of advertising that may be displayed within road reserves and to meet Council's statutory requirements under the Local Government Act, the Roads Act and other relevant legislation in relation to the use of road reserves. This policy also provides direction in relation to enforcement.

#### **4.1 Responsibilities**

Cardinia Shire Compliance Team will be responsible for administrating the requirements of this policy with the assistance of Councils Traffic Management Team and Parks & Gardens Department. Council has nominated a number of sites, on land owned or managed by Council, where temporary community advertising signage can be placed. Sites have been selected where the sign will have good exposure but will not unduly affect the amenity or road safety in the area. These sites are identified in Appendix 1.

### **5 Compliance**

Permission to erect a sign must be obtained from Councils Compliance Services department, by the way of:

- Submitting the relevant application form, (including a fee, if set by Council) obtained from Council's website,
- Applications must be received no later than two (2) weeks prior to the date on which the applicant wishes to begin advertising,
- Provide details of the proposed sign, including written details of the information to be advertised,
- Provide a signed Council indemnity form and evidence of Public Liability Insurance. The insured sum must be an amount of no less than \$20 million. Failure to comply will result in cancellation of the application.

Council will accept applications for (one) 1 sign per location per event. This is subject to approval and availability of locations.

An extension of time to display Temporary Community Advertising Signage may be granted once a new application is submitted with the applicable fee and assessed by an Authorised Officer.

Temporary Community Advertising Signage will not be approved if it promotes a private business, is for an event outside of Cardinia Shire or is deemed by an Authorised Officer to not fit within this policy.

Conditions of signage display:

- Cardinia Shire Council will allow one (1) sign per allocated site per application,
- Signs may be displayed for up to four weeks upon approval and must be removed by the expiry date specified on the permit,
- Signage must be removed within 3 days after the event unless otherwise agreed upon by Council,
- The applicant/responsible person(s) or organisation shall properly maintain the sign in a clean condition and the sign presented must be of a professional and quality finish,

- The sign must not obstruct or obscure the sight distance to motor vehicles or pedestrians,
- Signs must not be animated or illuminated in any way,
- The proposed signage display area must not exceed 3 square metres with no part of the sign higher than 2 metres above ground level. No more than 15% of the sign may be dedicated to the sponsor's information in total,
- Signs are to be freestanding and cannot be attached to trees, power poles, light poles, fixtures, Council buildings or any other structures within the approved location unless stated otherwise,
- Signs are to be located only in approved locations as specified on the permit,
- The sticker provided must be affixed to the back of the board. This sticker will outline the permitted dates for which the sign may be displayed.

## 5.1 Recourse for non-compliance

Signs without the appropriate authorisation, displayed outside the authorised period or erected in the wrong location risk being removed by Council in accordance with the applicable Local Law and a fine issued. Under the Local Law, the entities that are advertised and the company that sponsors and installs the sign are liable for fines and charges.

In accordance with the applicable Local Law, Council or an Authorised Officer may cancel or amend a permit or require a sign to be relocated in accordance with the requirements of the policy.

Cardinia Shire Council is obliged to manage the installation and control of directional signage under its obligations as a coordinating road authority pursuant to Section 66 of the *Road Management Act 2004* (the 'Act'). VicRoads is the relevant coordinating authority for all freeways and declared arterial roads and local government is the relevant coordinating authority for municipal roads.

To ensure consistency between VicRoads managed road reserves and Council owned road reserves, Cardinia Shire Councils Compliance Services department will enforce signage on both forms of reserves and public land.

## 6 Related documents

Type of document	Title and/or HPRM reference
Commonwealth/Victorian legislation	N/A
Strategic directions paper	N/A
Policies	Compliance and Enforcement Policy V2
Strategies	N/A
Guidelines	N/A
Procedures	N/A

# 7 Glossary of terms

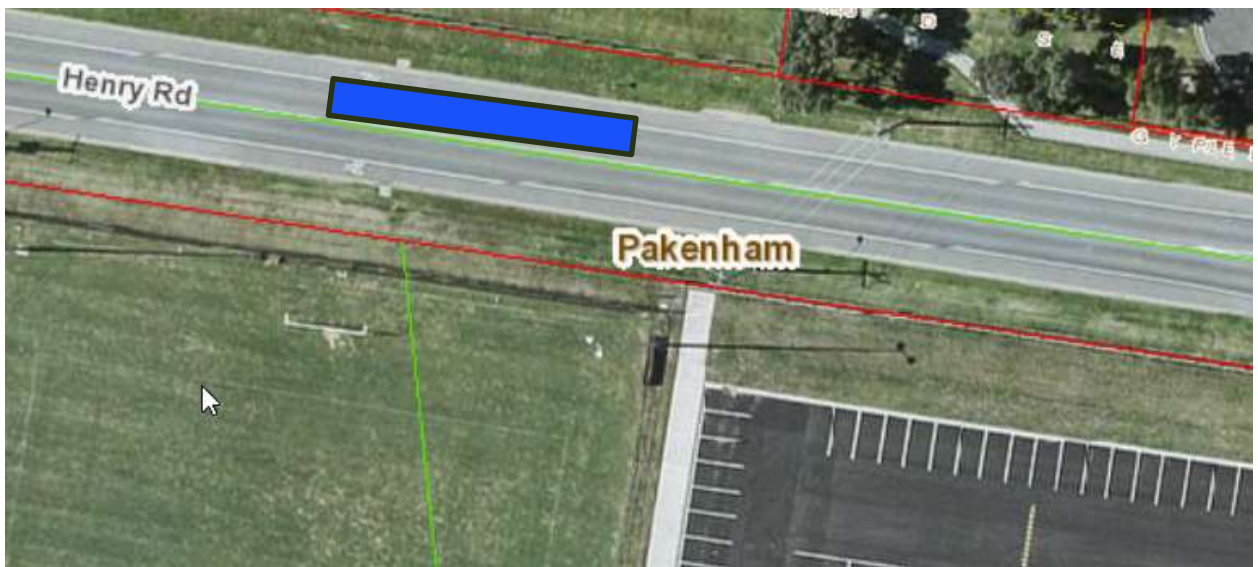
## Appendix 1 – Growth Corridor

### PAKENHAM

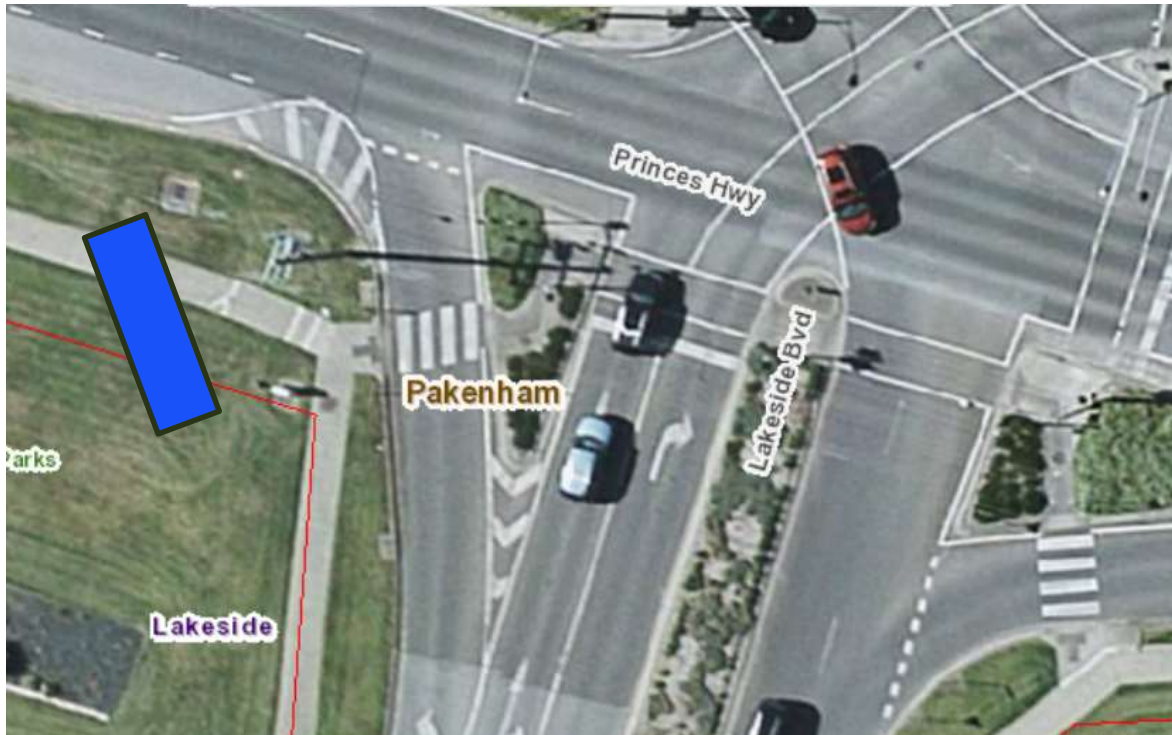
- 1. Pakenham Park, McGregor Rd, Pakenham (opposite Main Street)  
(3 Signs)



- 2. IYU Recreation Reserve, Henry Rd Pakenham (On IYU land behind property boundary)  
(3 Signs)



3. Corner Lakeside Blvd and Princess Hwy, Pakenham  
(4 Signs)



4. Corner Henry Rd & Cardinia Rd Pakenham Next to Lakeside Sign – On reserve land behind property boundary  
(2 Signs)



5. Corner Shearwater Dr & Cardinia Rd Pakenham – On reserve land behind property boundary (1 Sign)



6. Corner Superior Waters and Windermere Blvd – On reserve land behind property boundary (1 Sign)



**BEACONSFIELD**

- 7. O'Neil Recreation Reserve, O'Neil Rd – On reserve land behind property boundary (2 Signs)

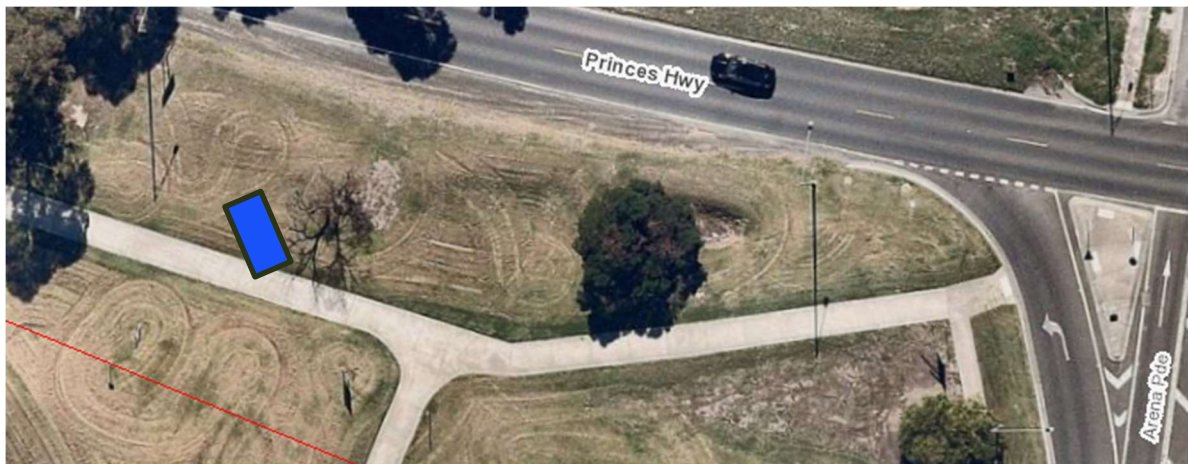


- 8. Bob Burgess Reserve– On reserve land behind property boundary (1 Sign)



OFFICER

9. Heatherbrae Recreation Reserve – On reserve land behind footpath (within property boundary (2 Signs)



**Southern Rural Region**

KOOWEERUP



10. Cochrane Park – On reserve land behind property boundary  
(2 Signs)



## Hills Region

### GEMBROOK

11. Gembrook Skate Park - On reserve land behind property boundary  
(4 Signs)

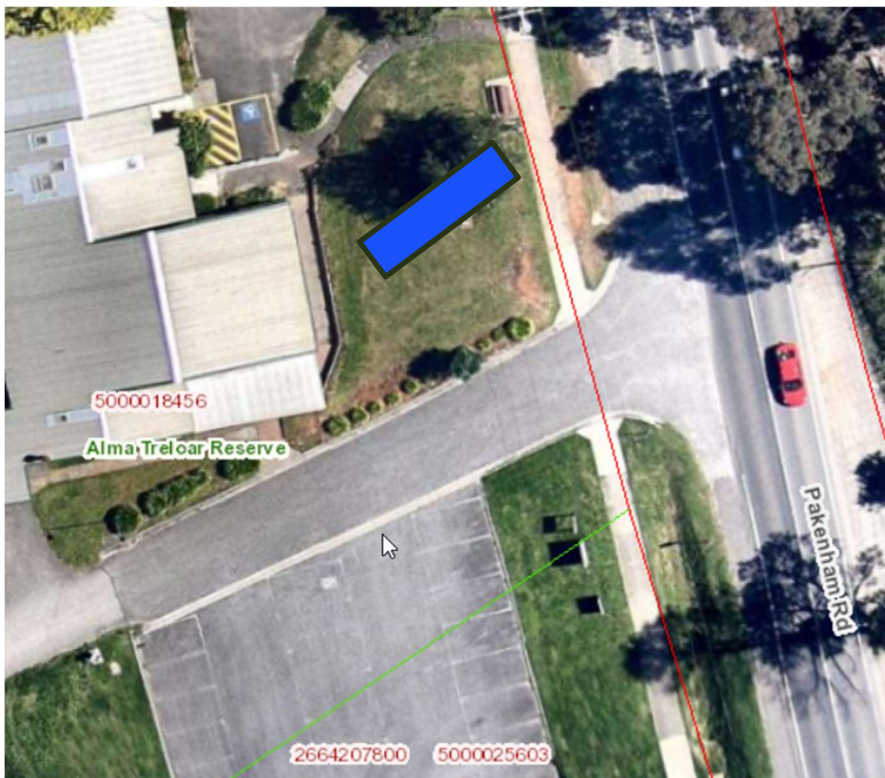


12. Gembrook Community Centre – Behind footpath within property boundary  
(3 signs)



**COCKATOO**

- 13. Alma Treloar Reserve - Behind footpath within property boundary (4 Signs)



14. Alma Treloar Reserve Tennis Club/Bowls Club - Behind footpath within property boundary  
(4 Signs)



15. Mountain Road Recreation Reserve – Within property boundary  
(3 Signs)

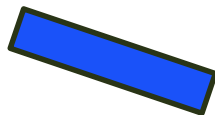


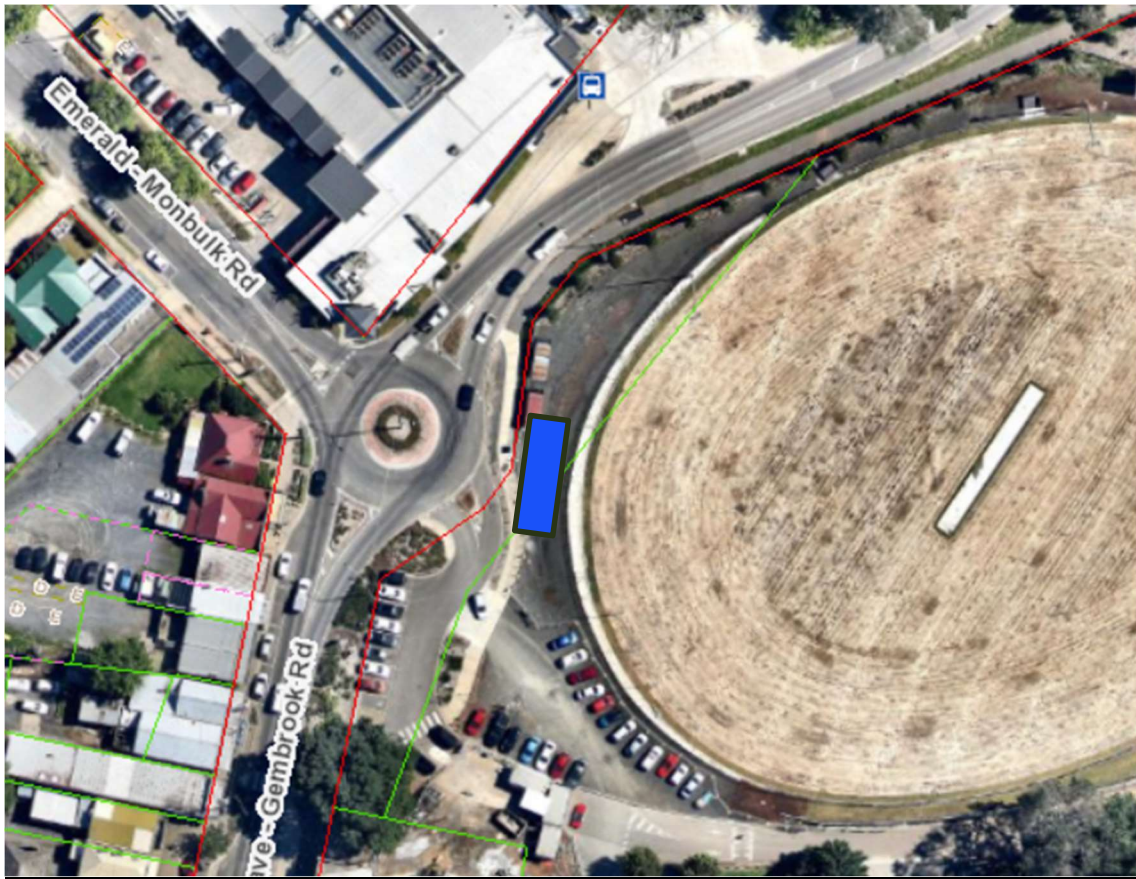
**AVONSLEIGH/EMERALD**

16. Avonsleigh Common Area – Signs must be parallel with path  
(3 Signs)



17. Worrell Reserve Car Park  
(2 Signs)





18. Puffing Billy Park – Must be parallel and behind footpath  
(3 Signs)

