

## **13 TEMPORARY ADVERTISING SIGNS IN ROAD RESERVES**

FILE REFERENCE INT189859

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### **RECOMMENDATION**

That Council:

1. Adopt the Temporary Advertising Signage in Road Reserve Policy; and
2. Incorporate location for temporary signage as listed in Policy into future master plans.

### **Attachments**

*Nil.*

### **EXECUTIVE SUMMARY**

The regulation of advertising signs is an important function of Council; it ensures the orderly display of advertising signs in Council's road reserves, can reduce visual clutter that could otherwise detract from the natural environment of Cardinia Shire and potentially reduce risk to road users. These controls need to be balanced with the needs of community groups and organisations to successfully advertise events in their community.

### **BACKGROUND**

Councils Compliance and Community Development teams have received several concerns over the past year from community members in the ranges area of the Shire, in particular the Emerald Village Committee, in regards to excess signage along road networks. With no clear policy or designated sites, it is difficult for Council to provide direction and consistency for the community; it also limits Council's ability to enforce signage removal.

This policy applies to all signage on Council owned/managed land, as permission is required for the display of temporary community event signs from Council as the land manager/owner. In particular, this policy seeks to allow temporary community event signage in permitted locations only that have been approved by Council's Traffic Engineering department.

A temporary community event sign is a sign publicising a local educational, cultural, religious, social or recreational event, which is for a non-commercial purpose. The signs are often sponsored by a private company, such as a Real Estate Agent. The community event must be held within the municipality, with the signage displayed for a limited time.

Council's Senior Traffic Engineer, Planning Enforcement Officer and Community Development Officer undertook a review of four townships in the ranges area to establish appropriate sites to locate signage. This policy aims to provide direction for these towns, being Gembrook, Cockatoo, Avonsleigh and Emerald, with the commitment to review all townships in the Shire over the following year. Once recognised, these sites will also form part of the policy.

The towns of Gembrook, Cockatoo and Avonsleigh have had sites easily identified; however, the Emerald Township has been problematic. The main area that would enable safe installation of

signs, free from distraction of drivers, as well as allowing easy viewing to the public is within the Worrell Recreation Reserve, the car park and along the toilet block.

Initial conversations were had with the Worrell Recreation Committee, they have been adamant that they will not accept signage of this nature at the reserve. This would result in one small area within Emerald that meets the criteria, Puffy Billy Park, to be the designate site for all the Emerald community events.

This site is not large enough to accommodate the requirements of the community. It is also away from main thoroughfares, which is desired by community groups to ensure maximum exposure. With a resolution for the Emerald area required to allow community groups to advertise events safely and legally, the Worrell Recreation Reserve is the soundest option

A Worrell Recreation Masterplan is currently being undertaken, this document will propose to include two designated locations to enable temporary community signage within the reserve

## **POLICY IMPLICATIONS**

Councils Compliance team has suspended issuing any temporary signage permits due to the confusion within the community, unavailable safe sites and the visual clutter of signs in unsafe areas. The introduction of this policy and the confirmation of sites in Emerald will allow Council to commence issuing permits for Temporary Advertising Signage in Road Reserve and enable enforcement throughout the towns.

The key risks to Council in not having such a policy in place are:

- Signs can be placed in location that may cause hazard to motorist or pedestrians
- Excessive amounts of signs in location causing an impact on the visual amenity
- No clear direction for community groups wishing to advertise their event
- No clear enforcement policy to allow for the removal of signage if they do not comply
- Poor customer service and not meeting community expectations

## **RELEVANCE TO COUNCIL PLAN**

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.

## **CONSULTATION/COMMUNICATION**

In the development of this policy three departments were engaged, the Compliance team who will manage the process, issuing permits and undertaking enforcement if required. The Traffic Engineering area who undertook site visits to the townships, identify safe areas, free from potential risk where signs can be placed. In addition, the Community Development team who have engaged with the Emerald Community and EVC throughout the process in relation to the potential policy. As this is an internal policy that affects Council land (road reserve) greater community consultation was not undertaken.

## **FINANCIAL AND RESOURCE IMPLICATIONS**

There is no implication on the financial budget; the Compliance team will absorb the work involved in their normal functions. A small administration fee will be required for each permit issued to assist in covering cost of stickers and permits, and fines may occur if signage does not abide by the policy.

## CONCLUSION

The issue of an excessive amount of Temporary Community Signage in our ranges region is escalating with Council receiving several complaints weekly. Currently there is no guidance for the community or Council Officers of where these signs should be located to limit the impact on the amenity of towns and to ensure safety for motorist and the public.

Officers have undertaken a thorough investigation of appropriate sites, which are specifically detailed in the policy. Emerald is considered one of the most problematic towns for community signage with a grave need to allocate appropriate sites in the township, to this end, the logic location is at Worrell Recreation Reserve.

## Temporary Advertising Signs in Road Reserves Policy



HPRM number			
Policy owner	Compliance Team		
Adopted by	SLT (internal)		
Adoption date	19/02/2018	Scheduled review date:	19/02/2019
Publication	CardiNet and website		
Revision/version number	Version 1.0		

### 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 advertising signs is an important function of Council. This policy contributes to the orderly display of advertising signs in Council's 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 Advertising Signs in Road Reserves Policy refers to advertising within the road reserve only and does not relate to advertising on private property or in Council Recreation Reserves, which are dealt with separately. The types of advertising signs covered by this policy are for **temporary community events** being undertaken in Cardinia Shire and the signs are often sponsored by a private company (Real Estate Agents and signage companies). 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 Council's 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 Council's 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.

### 5 Compliance

Permission to erect a sign must be obtained from Councils Compliance department, by the way off;

- Complete the relevant application form, (including \$20 administrative fee) obtained from Council's website or Compliance department. Applications can be received up to four (4) months in advance of the event date and no later than two (2) weeks prior to the date of the event.
- Provide details of the proposed sign, including written details of the event 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 \$20,000,000. Failure to comply will result in immediate removal of the sign.
- A sticker of approval, being Council's authorisation for the display of the sign, must be affixed to the back of the board. This authorisation will have a start and finish date, being the period for which the sign may only be displayed

Council has nominated a number of sites, on land owned or managed by Council, where temporary community event signage can be placed. Sites have been selected where the sign will have good exposure but will not unduly affect the amenity of the area. These sites are identified in Appendix 1.

Conditions of signage display:

- Cardinia Shire Council will allow only one (1) sign per allocated site per event.
- Signs must not be displayed for more than four weeks (4) weeks before the date of the event and must be removed within three (3) working days after the event has occurred.
- 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 logo.
- Signs are to be freestanding and cannot be attached to trees, power poles, light poles, fixtures, Council buildings or other structures in or on Council controlled land.
- Signs are to be located only in approved locations.

## **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 clubs and entities that are advertised are liable for fines and charges, and so are the companies that commission and install the signs.

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 department will enforce signage in both forms of reserves and public land.

## 6 Related documents

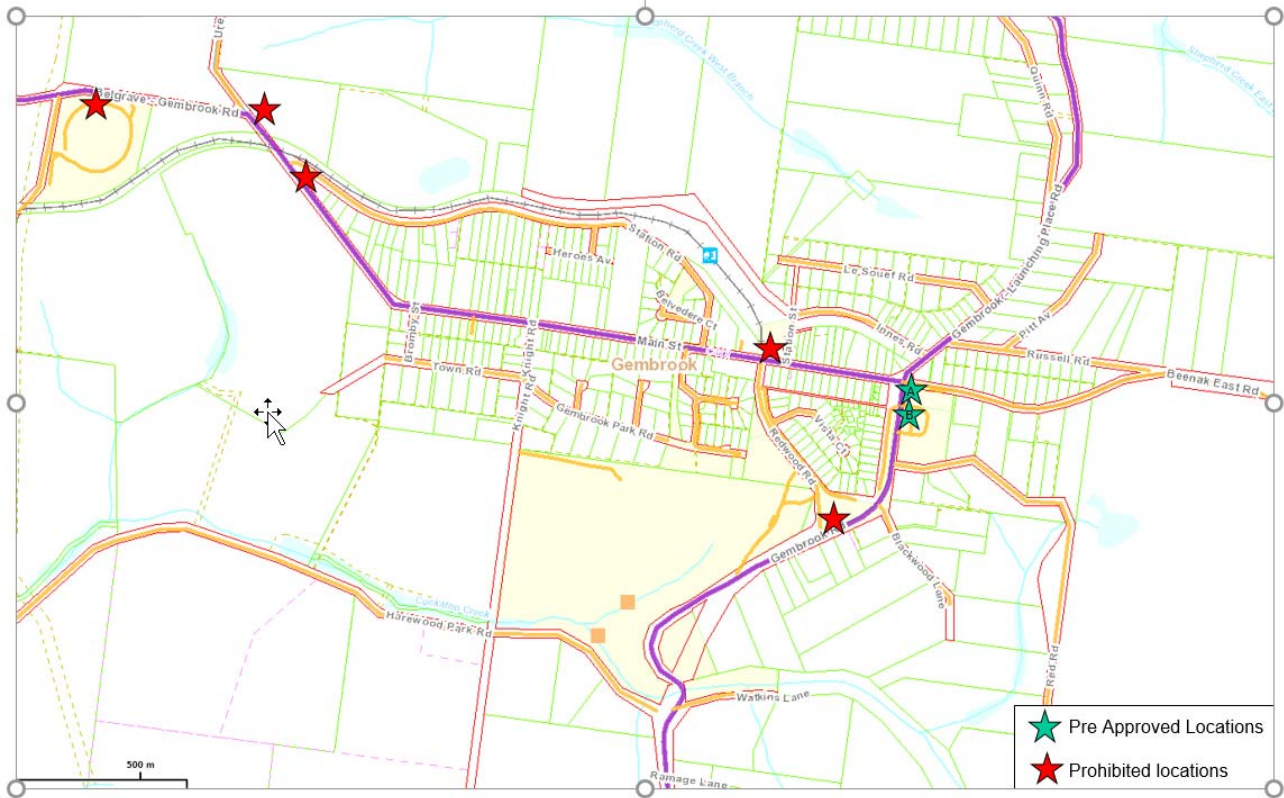
Type of document	Title and/or HPRM reference
Commonwealth/Victorian legislation	N/A
Strategic directions paper	N/A
Policies	Compliance and Enforcement Policy V2
Strategies	N/A
Guidelines	N/A
Procedures	N/A

## 7 Glossary of terms

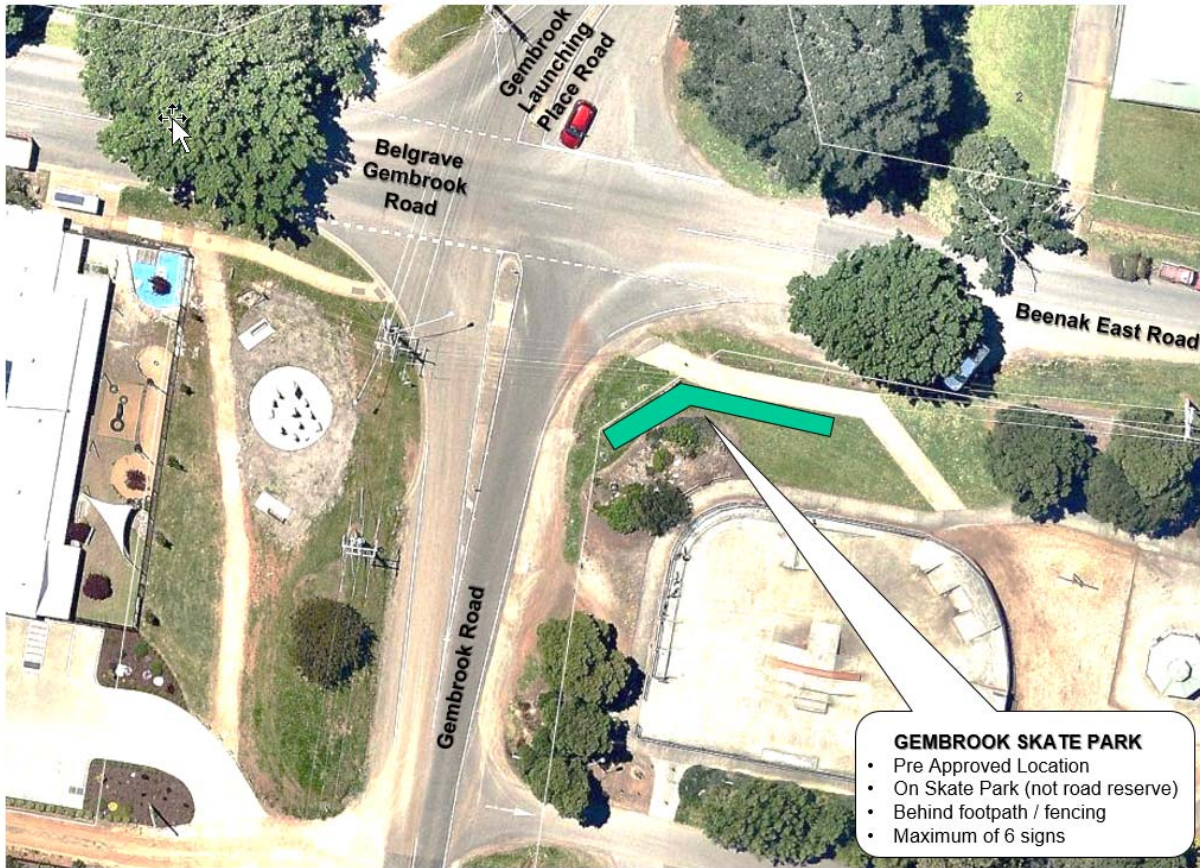
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Appendix 1 - PRE APPROVED TEMPORARY EVENT SIGNAGE LOCATIONS

**GEMBROOK**

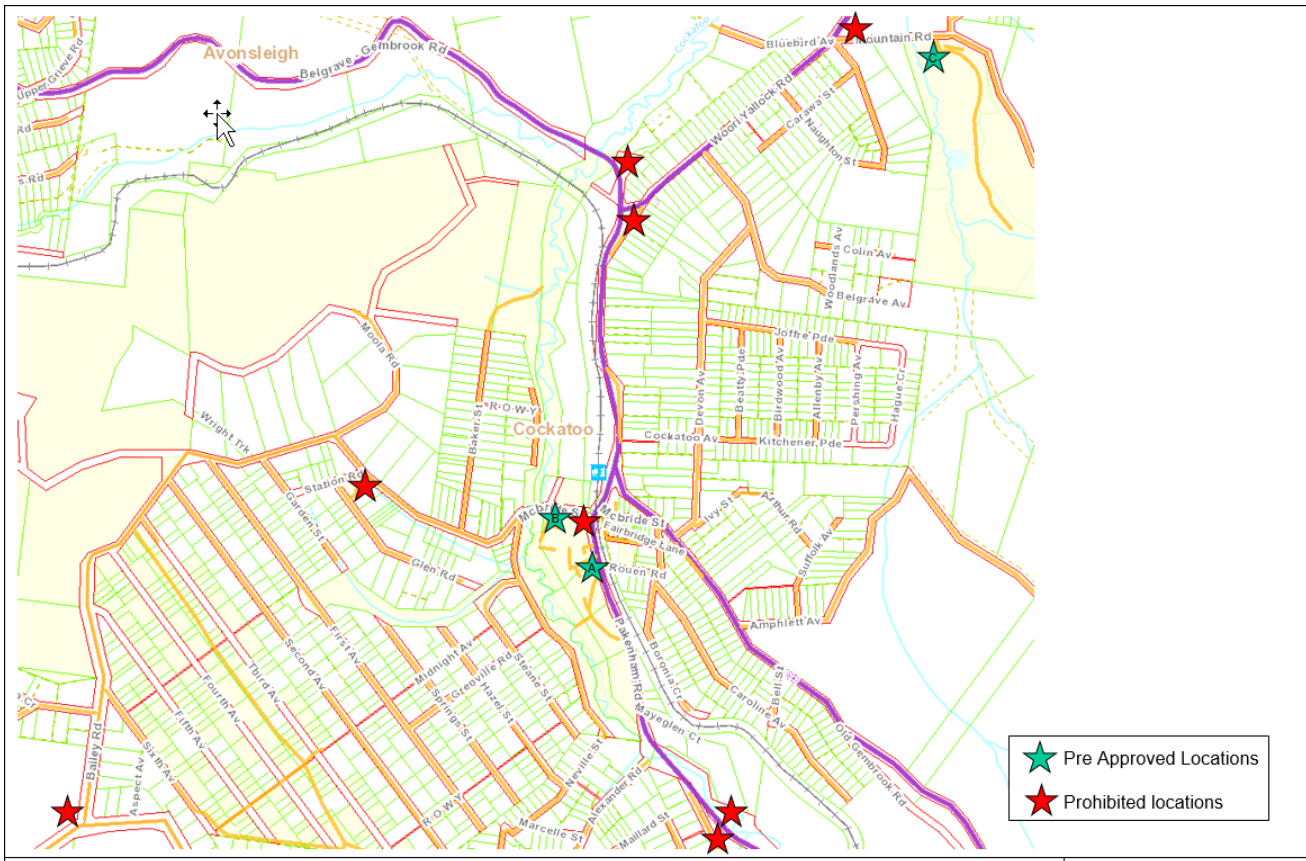


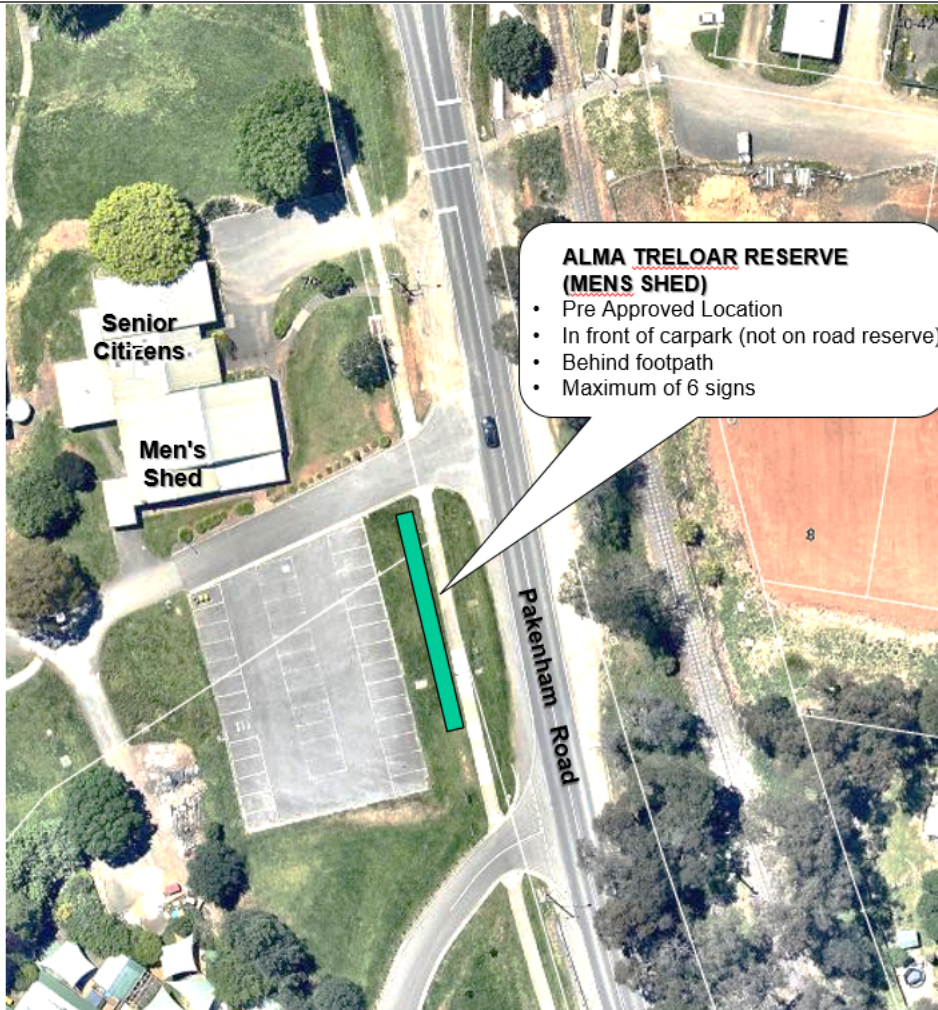






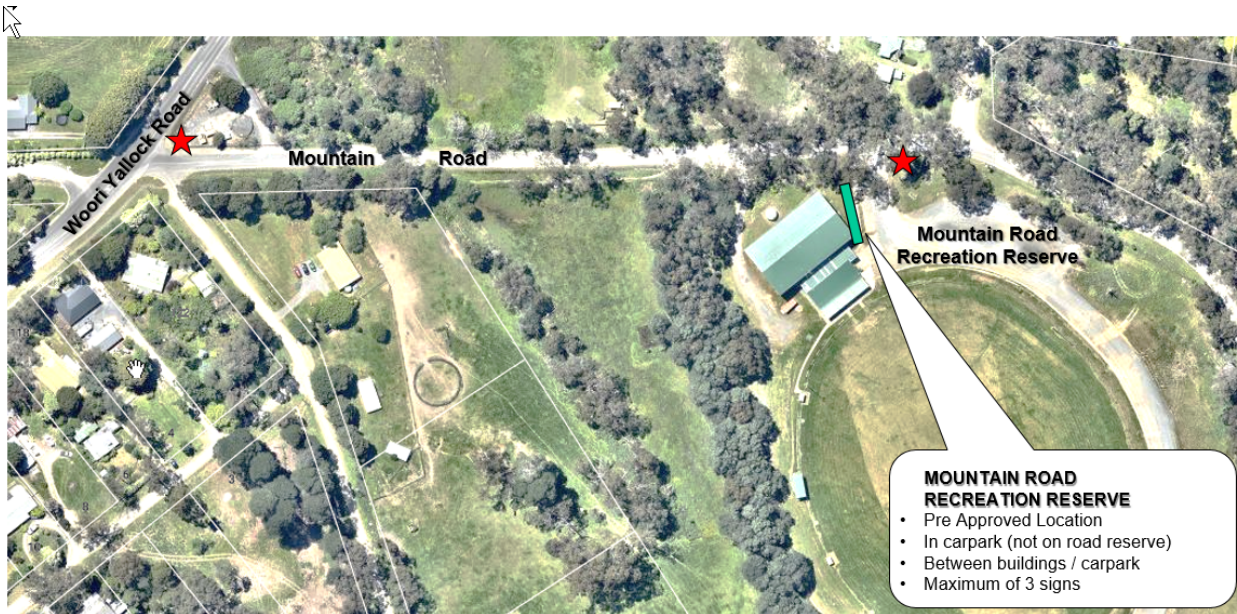
**COOKATOO**






★ Prohibited locations





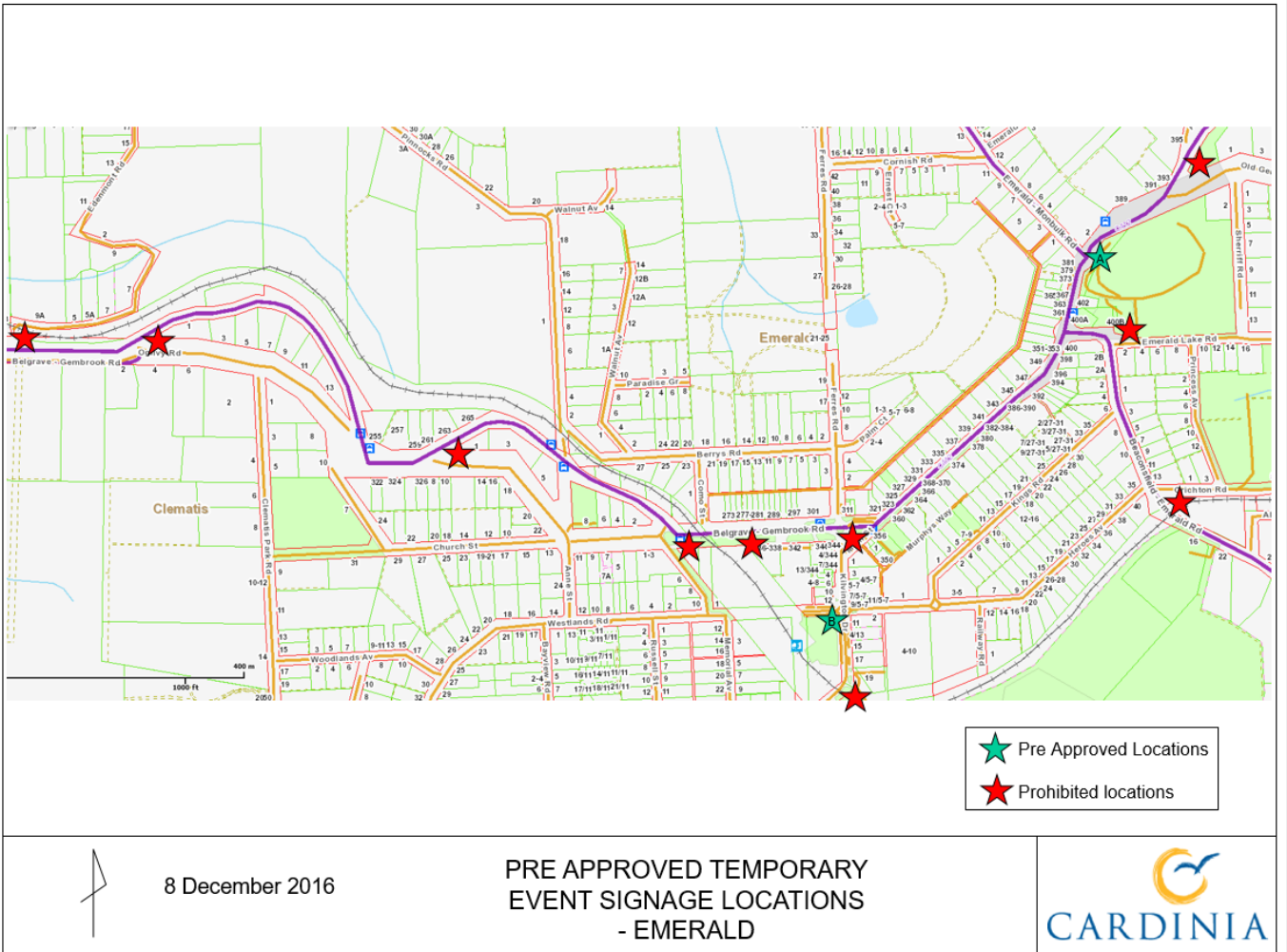
 Prohibited locations

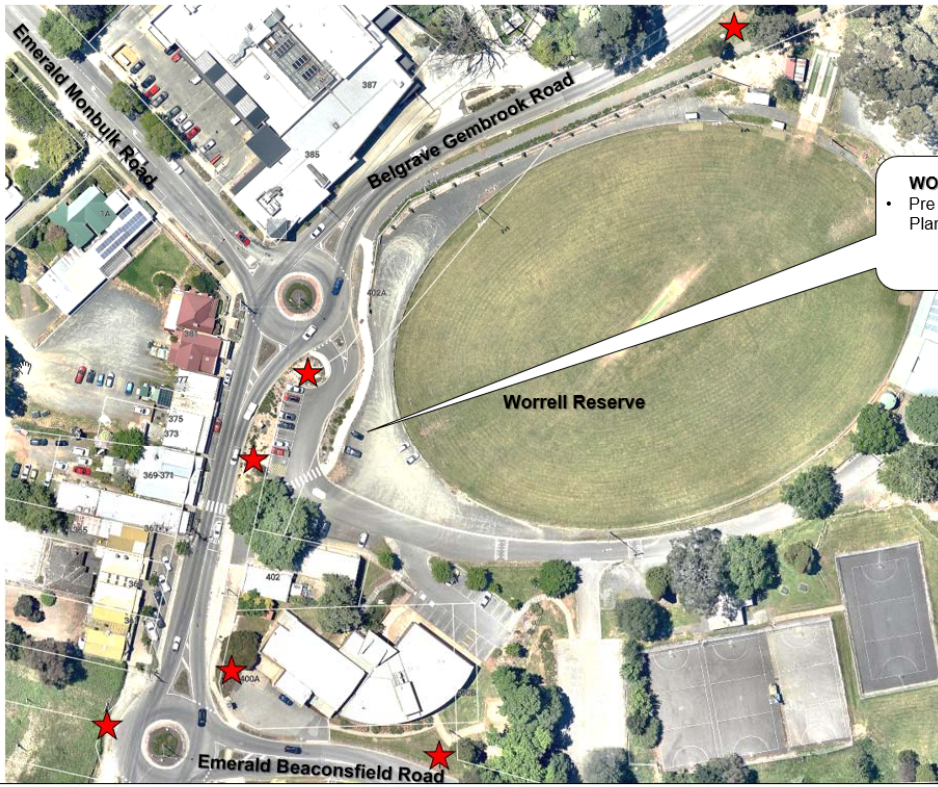
**AVONSLEIGH/EMERALD**





**EMERALD**






**WORRELL RESERVE CARPARK**


- Pre Approved Location as per Master Plan

★ Prohibited locations




8 December 2016

**PRE APPROVED TEMPORARY  
EVENT SIGNAGE LOCATION  
- WORRELL RESERVE**

**CARDINIA**



**PUFFING BILLY PARK**

- Pre Approved Location
- Behind footpath (non road side)
- Signs MUST be parallel to path
- Maximum of 3 signs

★ Prohibited locations