

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 administering 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 changes, 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

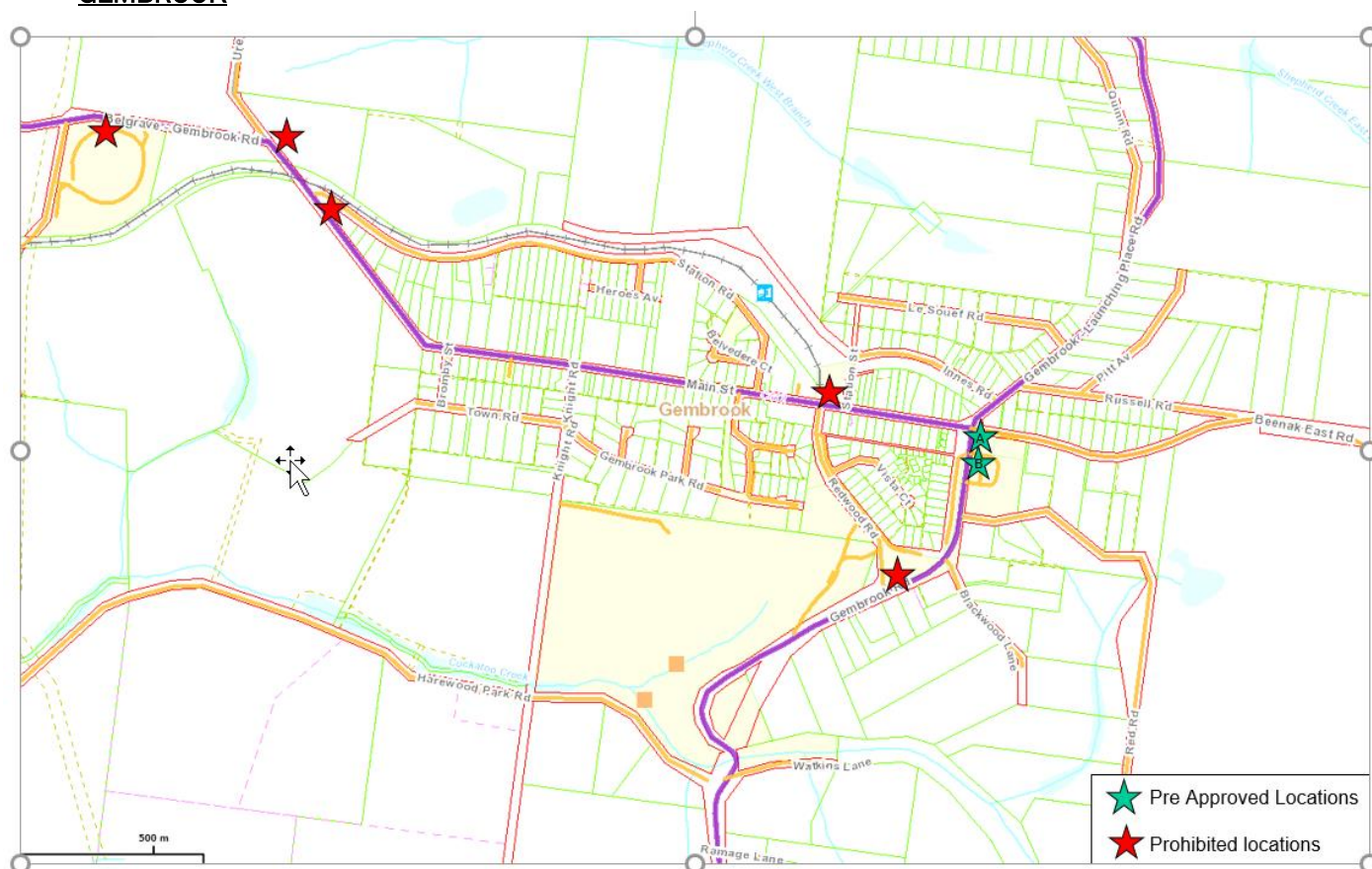
Type of document	Title and/or HPRM reference
Commonwealth/Victorian legislation	N/A
Strategic directions paper	N/A
Policies	Compliance and Enforcement Policy V2
Strategies	N/A
Guidelines	N/A
Procedures	N/A

## 7 Glossary of terms

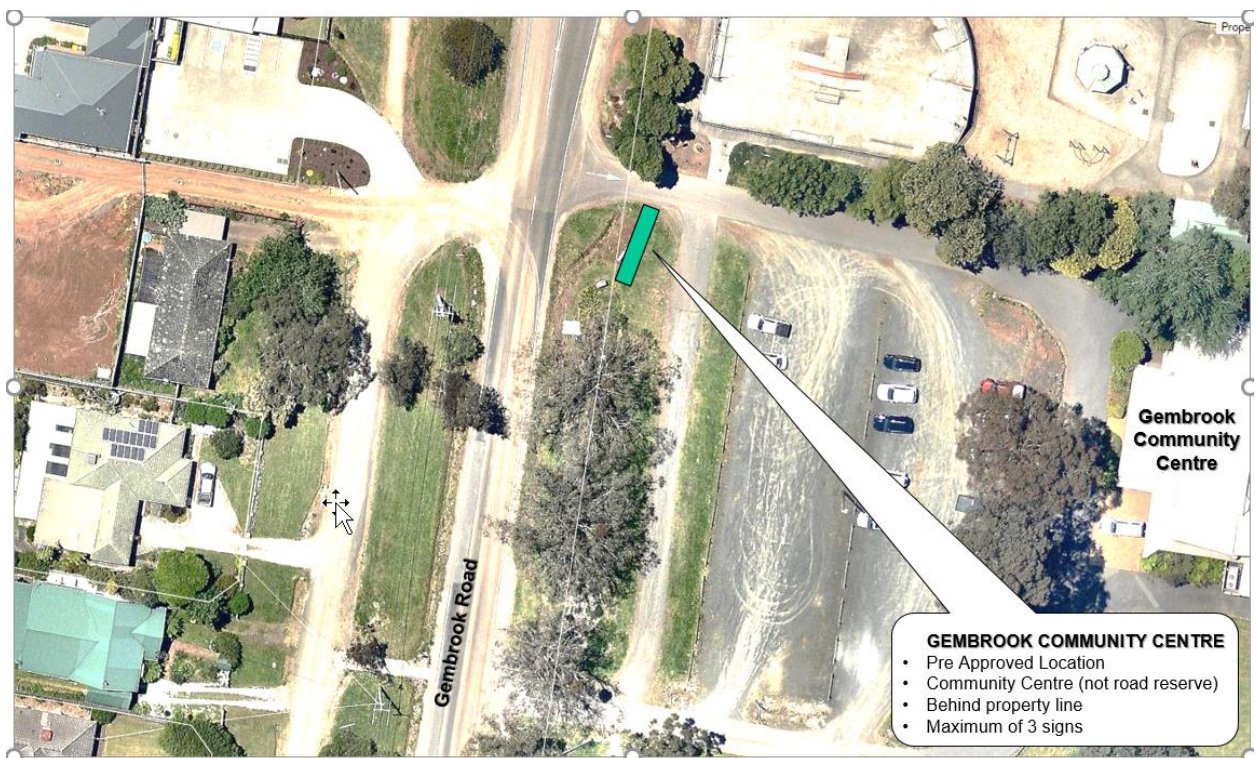
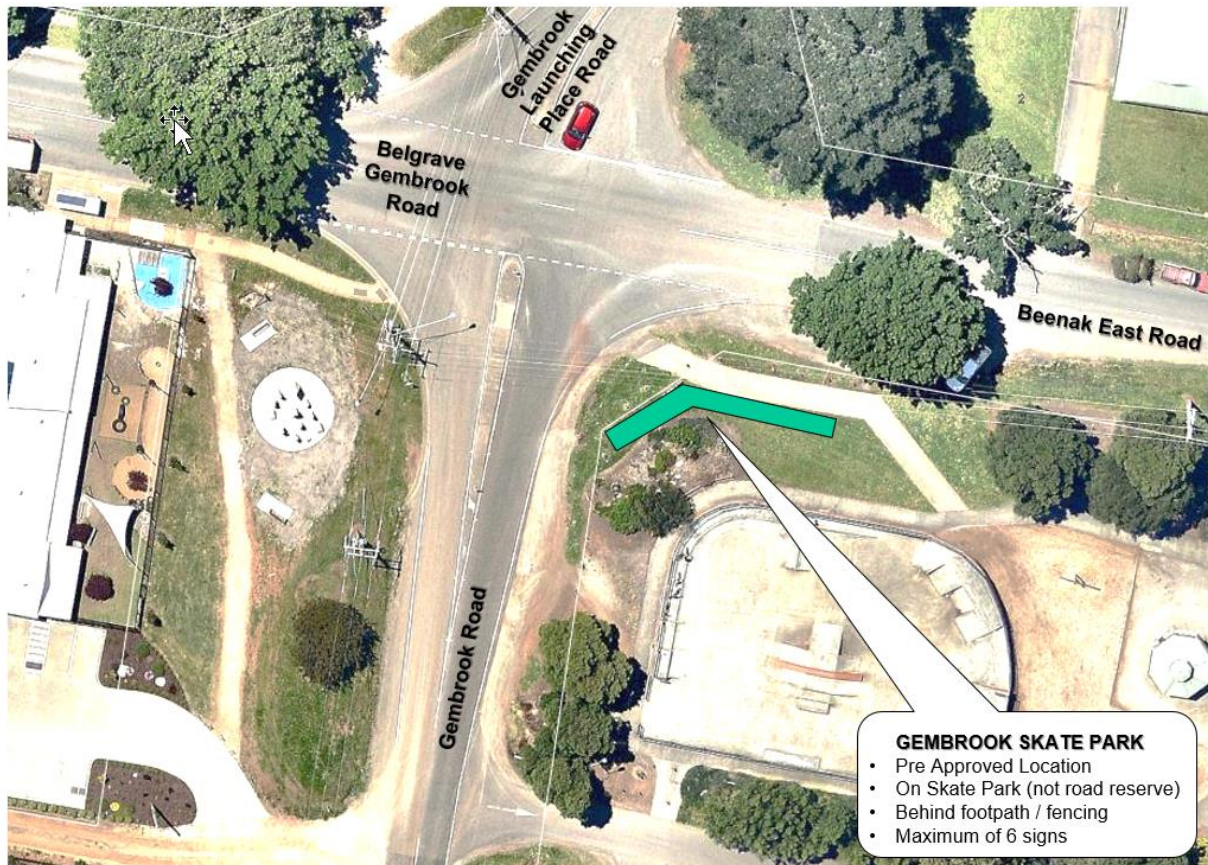
N/A

## Appendix 1 - PRE APPROVED TEMPORARY EVENT SIGNAGE LOCATIONS

### GEMBROOK

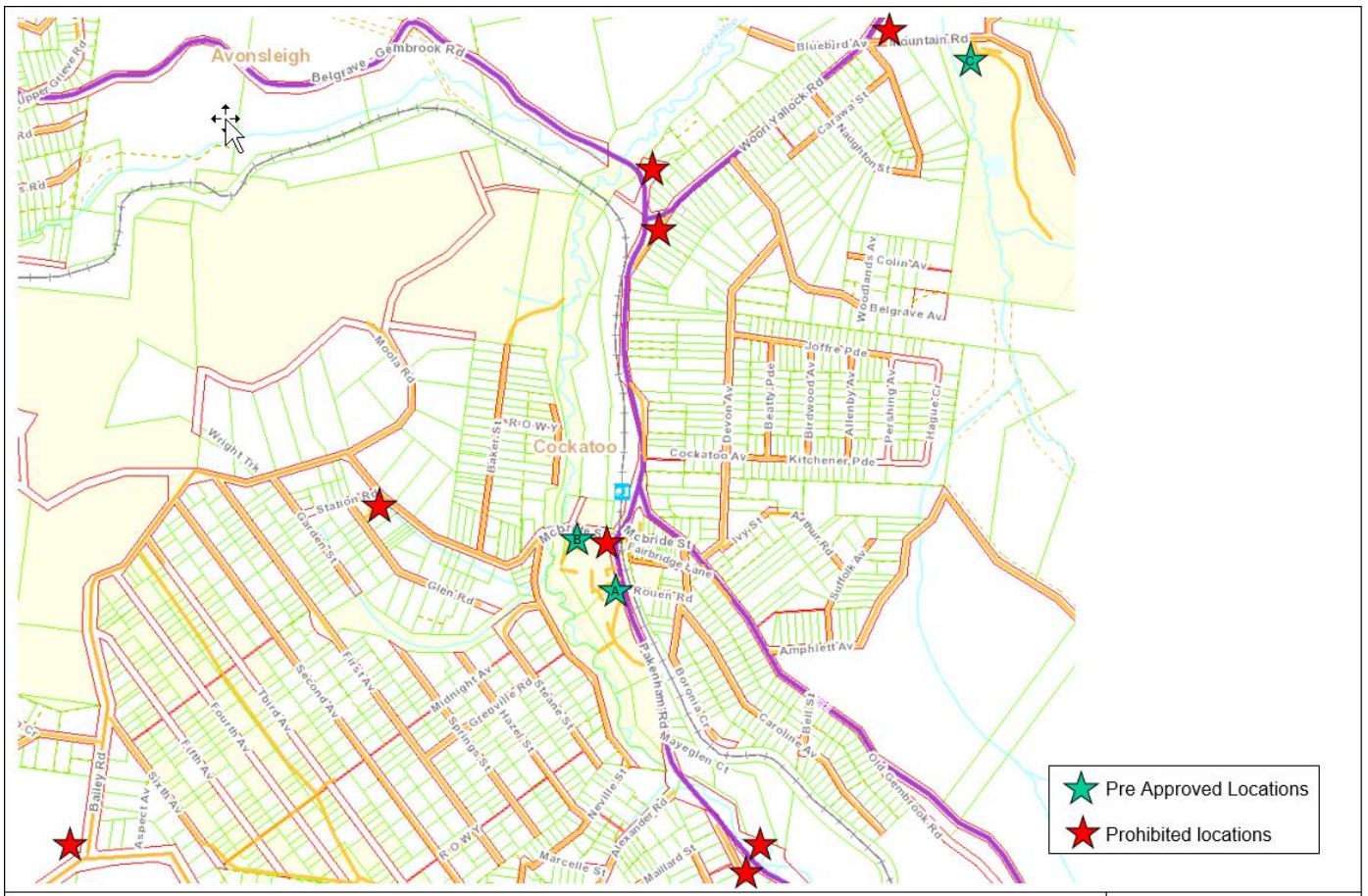




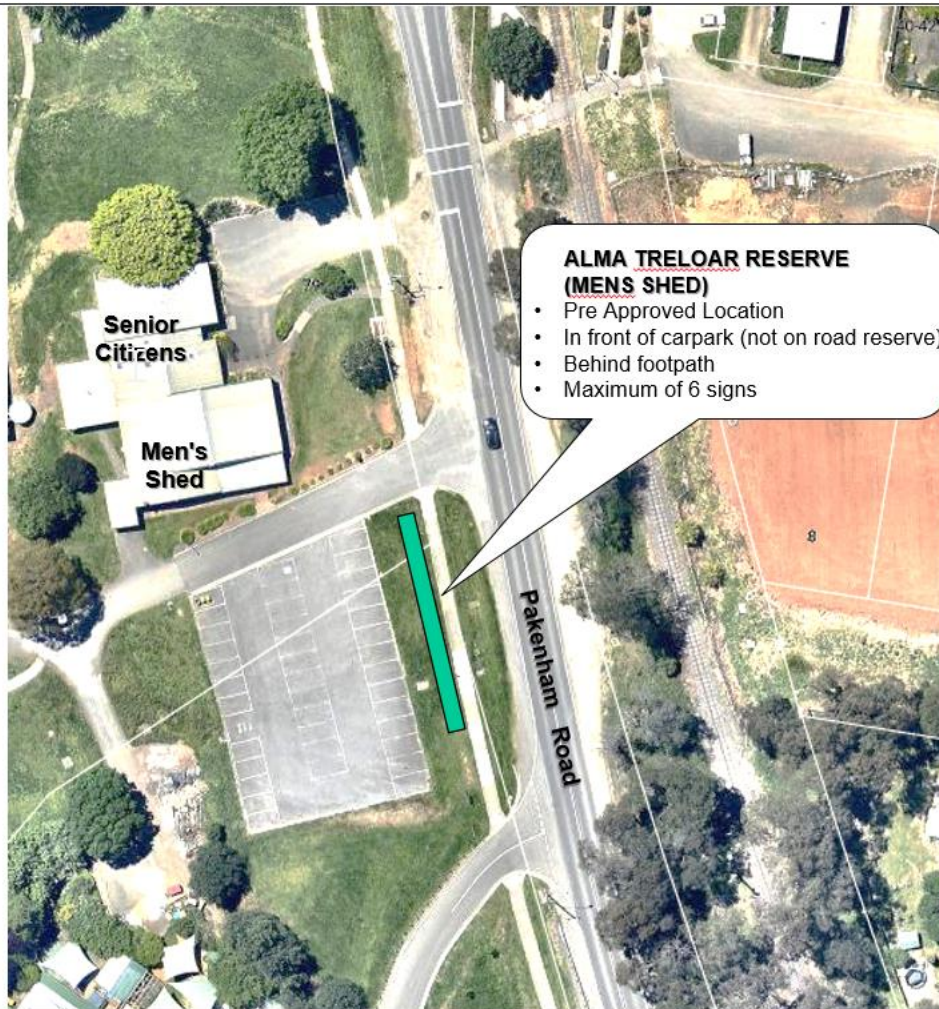




## COCKATOO

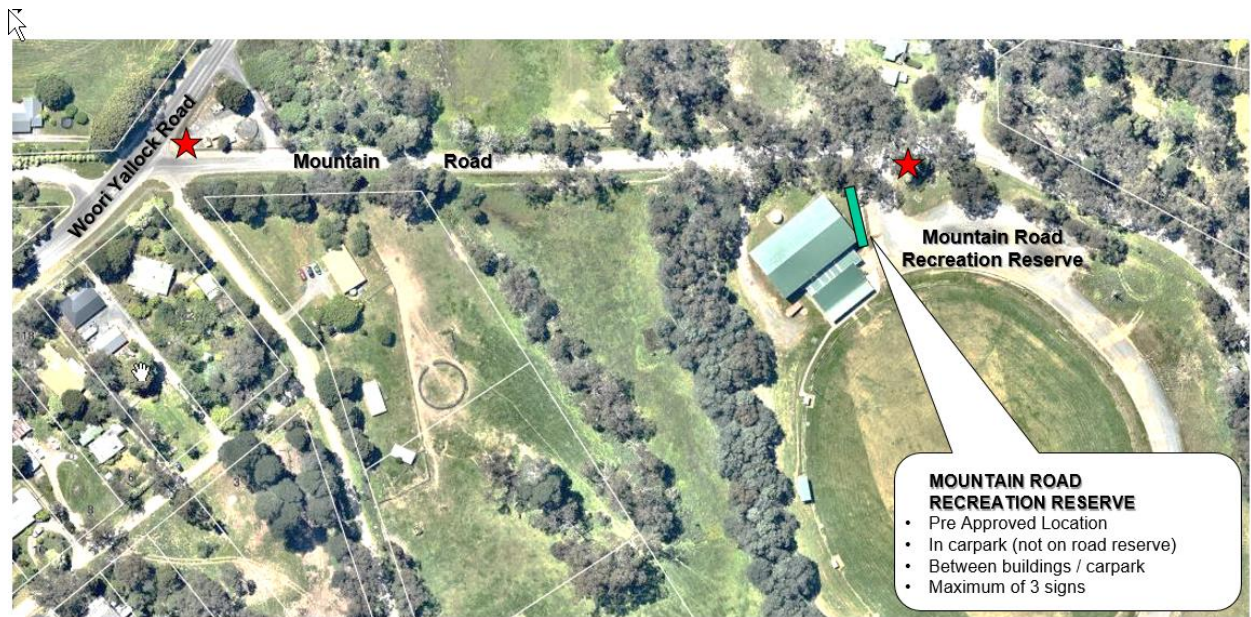






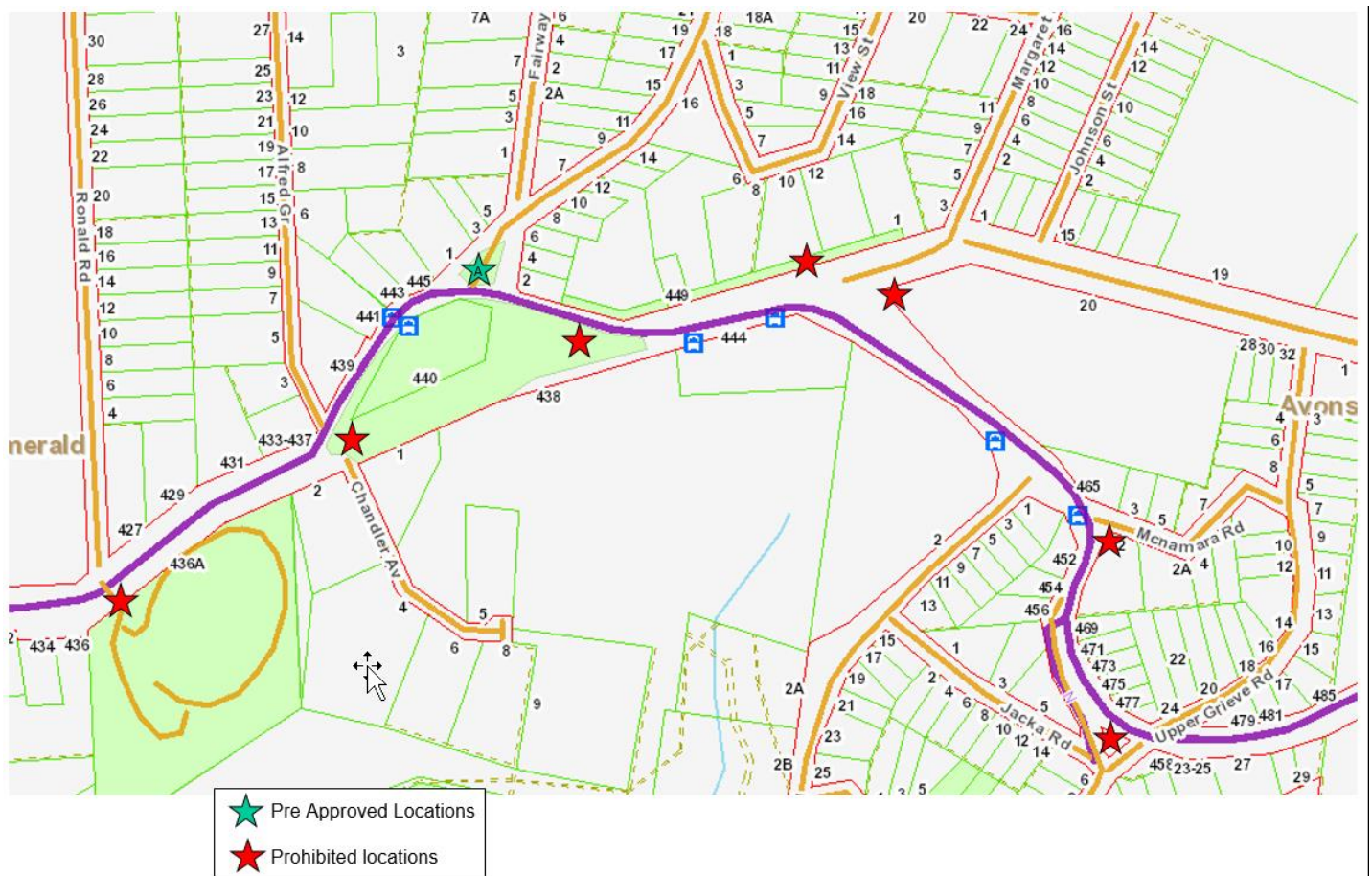
★ Prohibited locations







## AVONSLEIGH/EMERALD







## EMERALD

