

HPRM number	Click to enter HPRM reference number				
Policy owner	Compliance Team				
Adopted by	SLT (internal)				
Adoption date	19/02/2018	Scheduled review date:	19/02/2019	Last Review Conducted:	16/5/2019
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 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. 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). 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 Council's Compliance department, by the way of;

- Submitting the relevant application form, (including \$20 administrative fee per sign) obtained from Council's website.
- Applications must be received no later than two (2) weeks prior to the date in 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 \$20,000,000. Failure to comply will result in cancellation of the application.

Council will allow up to 8 sign locations for central corridor and 3 locations for Hills per application.

An extension of time to display temporary community advertising signage may be granted once a new application is submitted with 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 Council 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.
- 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 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 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 – Central corridor locations

PAKENHAM

1. Pakenham Park, McGregor Rd, Pakenham (opposite Sid Earle Reserve)
(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)



KOOWEERUP

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



HILLS LOCATIONS

GEMBROOK

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

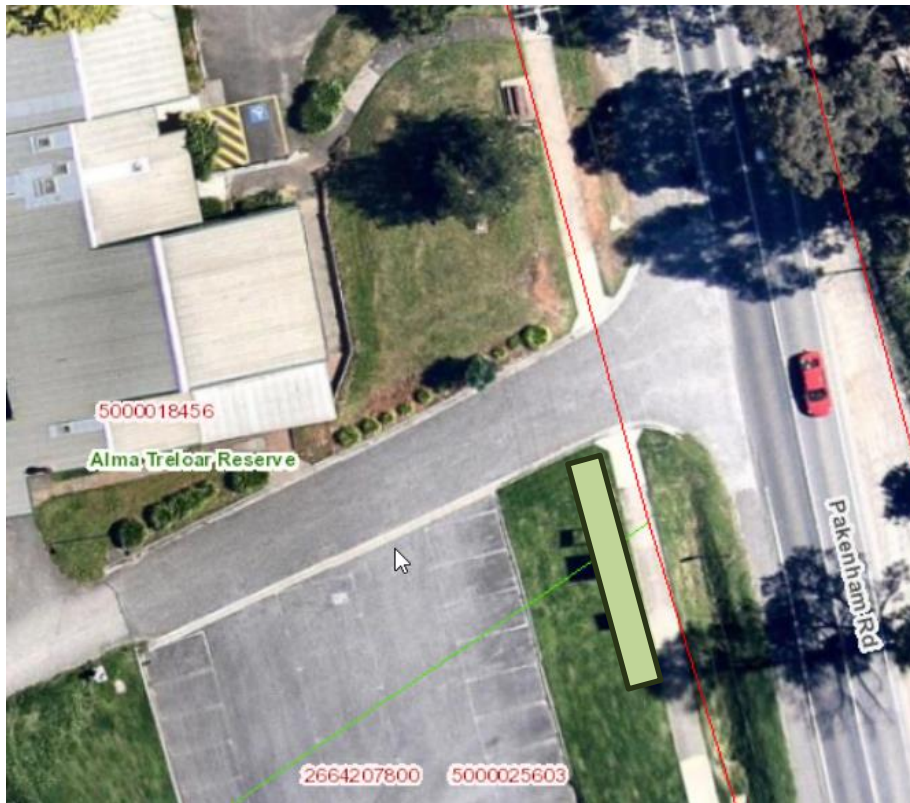


- 12. Gembrook Community Centre – Behind footpath within property boundary
3 signs



COCKATOO

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

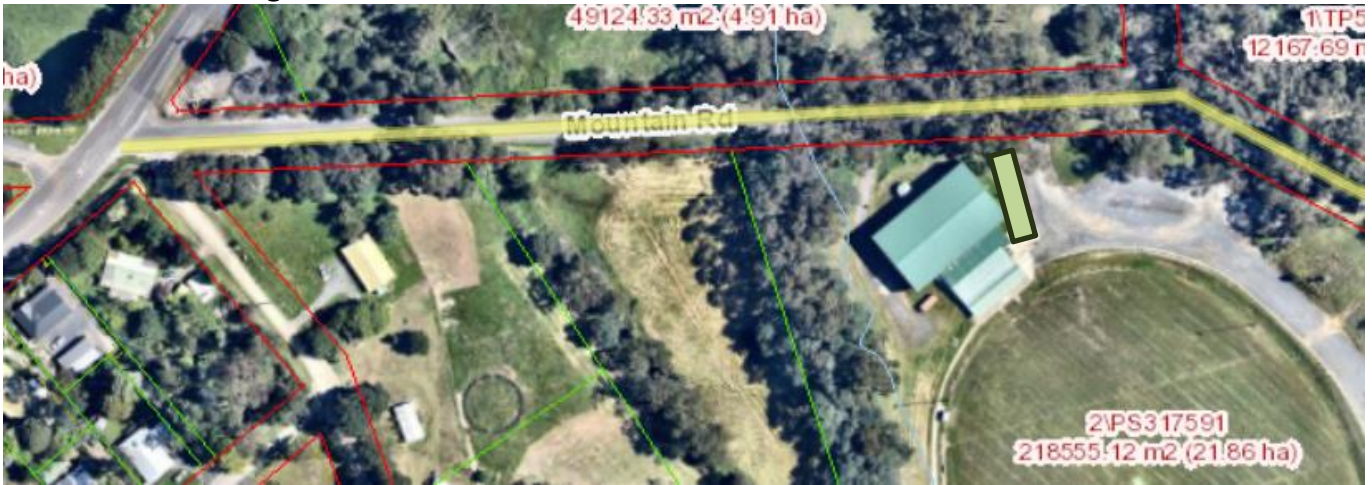


**14. Alma Treloar Reserve Tennis Club/Bowls Club - Behind footpath within property boundary
4 Signs**



GEMBROOK

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



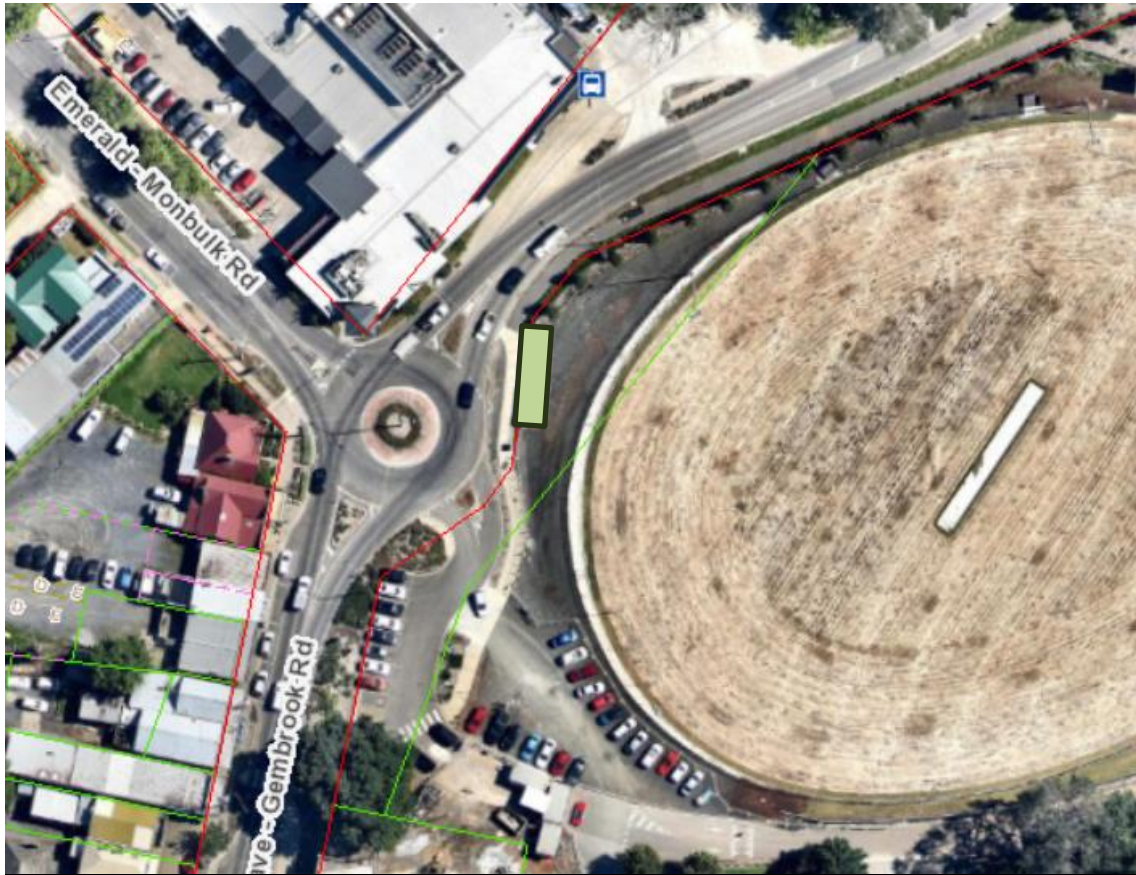
AVONSLEIGH/EMERALD

16. Avonsleigh common – Signs must be parallel with path
3 Signs



EMERALD

**17. Worrell reserve carpark
2 Signs**



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

