

Policy Type

Council

Policy Purpose

This policy details the key considerations for the installation of any promotional, directional and sponsor advertising signs (units) in road reserves within the City ensuring that signs do not cause any loss of amenity or adversely affect the natural or built environment, including the efficiency, safe use and appearance of any road.

The Policy considers all types of advertising such as promotional banners, illuminated free standing signs, directional signs and advertising on litter bins and bus stop seats. This policy must be read in conjunction with the City's Promotional Street Banner Guidelines, Illuminated Sign Guideline, Directional Sign Guideline and Advertising on Litter Bins and Bus Stop Seats Guideline.

This policy aligns with the City's Strategic Community Plan.

Definitions

1. **“Static Illuminated Device”** will mean structures erected by a proponent on road reserves under the control of the City. Static illuminated signs can incorporate community messaging, directional signage, street names and sponsor commercial advertising.
2. **“Static Electronic Display”** will mean free standing signs containing 8 static frames of instantaneous messaging change. Content of 8 frames of static electronic display signs contain no movement.
3. **“Sponsor”** will mean any entity for whom, whether for valuable consideration or otherwise, and subject to the provisions of this policy, may display static advertising or promotional materials on illuminated electronic signs.
4. **“Units”** will mean Static Illuminated Devices, Static Electronic Displays, stand alone signs, illuminated street name signs, street furniture, bus stop seats or litter bins installed within a road reserve.

Policy Statement

Application for the display of signs and advertising within a road reserve shall take into account the following considerations.

(1) Display

The display of directional, promotional, and advertising signs (units) shall:

[1]

1. Be restricted to Static Illuminated Devices, Static Electronic Displays, stand-alone signs, illuminated street name signs, street furniture bus stop seats or litter bins installed in a road reserve.
2. Sponsor advertising within road reserve is permitted within road reserve subject to adherence to this policy, associated guidelines and approval by the City.
3. All signs and associated fittings are to be constructed in accordance with current Australian Standards.
4. Each unit is to have a frangible level above the base plate and the structural adequacy of the frangible support is to be certified by a suitably qualified practicing structural engineer.
5. Each unit must be manufactured from damage resistant materials and to be non-flammable.
6. Signs including the street names and civic messages shall comply with AS1742-5-1986 for street and community signs.
7. The display size and content of each unit has to be in accordance with the relevant guideline and must be approved by the City.

(2) Location

1. Promotional signs are restricted to local roads in new and renewal development areas of the district and would not normally be supported in an established residential area.
2. Sponsor advertising signs are restricted to commercial locations within industrial areas of the district and would not normally be supported in a residential area unless adjoining a bus stop.
3. Each unit must be located a minimum of one (1) meter behind the face of the kerb. In areas where the edge of the carriageway is not kerbed, no portion of the unit shall be closer than three (3) metres to the edge of the carriageway.
4. Units are not permitted within or in the vicinity of intersections where traffic speed and movements are such that the driver needs to concentrate fully on the task of driving.
5. Each unit must be limited as follows:
 - (a) "T- Junction" - no more than one (1), unit,
 - (b) "Cross intersection" - no more than two (2) units.
 - (c) Units are not to be located in or on roundabouts or traffic islands.
6. Units are not to be located in positions which detract from the aesthetics, amenity or streetscape of the locality in which it is situated.
7. Units proposed to be located within the boundaries of highways and main roads (under the control of MRWA) shall be subject to assessment in accordance with the Main Roads (Control of Advertising) Regulations 1996, Guide to the Management of Roadside Advertising as amended from time to time.

(3) Content

1. The content on the promotional and advertising units must be approved by the City and will be restricted to marketing of the location and place of the development or events promoted by the City of Cockburn.
2. General/generic sponsor advertising messages for products or services not provided within reasonable proximity to the unit will not be supported.
3. The City will not support messages that it considers to be advertising products or services that could cause offence or are illegal or immoral.
4. Colours and shapes arranged that may be mistaken for traffic control signals, traffic signals or instructions signs will not be permitted.
5. Symbols, graphics, or text that entices drivers to immediately turn or change lanes or could be mistaken for an instruction to drivers will not be permitted.

(4) User Amenity

Amenity will be assessed at a proposed site to ensure the advertising sign does not create an aesthetically objectionable road environment, or adversely impact residents or the wider community. Digital signs should be designed and located to preserve or improve visual amenity within the road reserve and adjoining areas visible from the road or roadside vantage points.

Digital signs must not obstruct a road users' view (including pedestrians, cyclists and eRideable users) of adjacent road carriageways, cycleways, and footpaths.

(5) Ownership and Maintenance

The proponent shall retain ownership of the unit and shall implement a maintenance programme as indicated below as a minimum:

1. Illuminated signs shall be subject to approval by Western Power or other appropriate authority for all electrical systems to ensure the electrical connections are designed to be safe in all situations.
2. The proponent shall meet the full cost of any electrical connection and electricity supply.
3. The sign shall be maintained by the owner in a clean and safe condition at all times at no cost to the City of Cockburn.
4. In the case of emergency, should it be necessary for the City of Cockburn to remove, repair or otherwise modify the sign for any reason, the whole cost of such work shall be borne by the owner.
5. Removal of graffiti and rectification of any damage, on any part of the sign structure, shall be arranged promptly by the sign owner.

(6) Relocation or Removal

1. The City of Cockburn shall advise the owner in advance of any road or other works that may require the removal or relocation the unit and the owner shall remove or relocate the unit at the owners cost.
2. The removal of a unit by the City will only be exercised in any or all of the following circumstances:
 - (a) Where the unit have not been maintained to the satisfaction of the City.
 - (b) Where the unit is damaged or the legend has become illegible.
 - (c) Where road works and/or the installation of public utility services necessitates the removal of the unit.
 - (d) Where there is a substantial change in the nature of traffic or the alignment of the road in the vicinity of the unit.
 - (e) Where the road is reclassified to accommodate a higher speed.
 - (f) Where the message conveyed on the unit in the opinion of the City is no longer current, appropriate or acceptable.
 - (g) Where the proponent has not complied with the terms of the approval for the unit issued by the City.

(6) Administration

1. Administration Fee

- (a) The proponent shall pay the City an annual rental or licence fee for any unit located within the road reserve, under control and management of the City.
- (b) The licence fee will be set in accordance with the comparative market rate by assessing what other local governments in the area are charging, and will be stated in the Fees and Charges each year. The licence fee will be subject to CPI increase annually. The licence fee will be subject to a Market Rent Valuation at the commencement of each further term, if applicable.

2. Application and Duration of Approval

Applications process and duration of approval for each unit must be read in conjunction with the relevant City's Guidelines.

- (a) Promotional banner - Promotional Street Banner Guidelines;
- (b) Illuminated sign - Illuminated Sign Guideline;
- (c) Directional sign - Directional Sign Guideline;
- (d) Advertising on litter bins and bus stop seats - Advertising on Litter Bins and Bus Stop Seats Guideline.

Title	Promotional & Advertising Sign Within Road Reserve
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3. Legal Costs

- (a) The proponent shall pay all costs incurred by both parties of and incidental to the preparation, execution and stamping of any agreement that may be prepared between the proponent and the City of Cockburn

4. Indemnity

- (a) The proponent shall indemnify the City of Cockburn against any claim or action and shall procure and maintain a Public Liability Insurance Policy to twenty five (25) million dollars in the names of the owner with the City of Cockburn noted as interested party.

Strategic Link:	Integrated Transport Strategy
Category	Transport, Traffic & Parking
Lead Business Unit:	Property & Assets
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