

POL	PROMOTIONAL STREET BANNERS	AEW6
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POLICY CODE:	AEW6
DIRECTORATE:	Engineering & Works
BUSINESS UNIT:	Engineering Department
SERVICE UNIT:	Development Services
RESPONSIBLE OFFICER:	Manager, Engineering
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OCM:	14 February 2013 10 September 2015

BACKGROUND:

The Council is frequently approached by developers to install promotional banners in road reserves of new and renewal developments within the City.

PURPOSE:

1. To provide an adequate and effective standard for street banners.
2. To provide for the orderly and regulated erection of street banners .
3. To ensure that street banners do not cause any loss of amenity or adversely affect the natural or built environment or the efficiency, safe use or appearance of any road.

POLICY:

(1) Approval Process

This policy does not include the approval process for promotional banners on light poles, but only for stand-alone banners installed in road reserve.

Before the erection of any promotional banner poles in a road reserve within the district a proponent will be required to address the following matters:

1. Compliance with Guidelines - all proposals for the erection of promotional banners shall comply with these guidelines, although compliance with the guidelines alone shall not ensure approval.

POL	PROMOTIONAL STREET BANNERS	AEW6
------------	-----------------------------------	-------------

2. Applications - applications shall be in duplicate and shall be made individually for each and every section of road.

Applications shall include the following information:

- (a) Site plan
 - (b) Details including a drawing of the banner message/s
 - (c) Certified engineering drawings
 - (d) Main Roads Western Australia approval if the proposed banner/s is situated on a declared main road and Council does not have delegated approval authority or within a traffic signal control area
 - (e) Banners 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.
 - (f) Traffic engineers statement that the proposed banners will not restrict visibility or create a distraction for motorists.
3. Submission - All applications for promotional banners are to be submitted to the City for determination.
 4. Approval - Should the proposed banners be approved, one copy of the stamped approved drawings shall be returned to the proponent and one copy shall be retained by the City of Cockburn for record purposes.

(2) General Requirements

1. Messages

- (a) The content on the banners must be approved by the City and will be restricted to marketing of the location, environment, lifestyle and place of the development or events and strategies promoted by the City of Cockburn.
- (b) The City of Cockburn will not support general/generic advertising messages for products or services not provided within reasonable proximity to the banner.
- (c) Council will not support messages that it considers to be advertising products or services that could cause offence or are illegal or immoral.

2. Locations

- (a) Promotional banners shall generally be restricted to local roads in new and renewal development areas of the district and would not normally be supported in an established residential area.

POL	PROMOTIONAL STREET BANNERS	AEW6
------------	-----------------------------------	-------------

- (b) Promotional banners are generally 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 (e.g. at channelised intersections where high speed arterial traffic does not proceed straight ahead).
- (c) Promotional banners on street light poles shall be limited as follows:-
 - (i) T junction - no more than one (1) banner.
 - (ii) Cross intersection - no more than two (2) banners.
 - (iii) Banners are not to be located in roundabouts.
- (d) Banners shall be located such that the nearest point to a notional line drawn vertically from the face of the kerb shall be not less than 600mm. In areas where the edge of the carriageway is not kerbed, no portion of the banner shall be closer than three (3) metres to the edge of the carriageway.
- (e) Banners shall not be located in positions which detract from the aesthetics, amenity or streetscape of the locality in which it is situated.
- (f) In all cases the final location of banners shall be subject to the discretion of the Council.

3. Description of Banner Structure'

- (a) The size and shape of the banners shall be approved by the Council.
- (b) Banner material shall be approved by the Council
 - (i) the maximum height of the banner including all attachments shall be 6.2 metres.
- (c) The banner shall have a minimum clearance of three (3) metres between the lowest portion of the banner and ground level.
- (d) All banners, poles and associated fittings are to be constructed in accordance with current Australian Standards. 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.

(3) Administration Basis

1. Administration Fee'

- (a) The proponent shall pay the Council an annual administration fee for any banner located in the road reserve or other reserve in the care, control and management of the Council.

2. Duration of Approval

- (a) The approval shall have an initial duration of one (1) year which shall commence from the date of the Council approval with the

POL	PROMOTIONAL STREET BANNERS	AEW6
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option to extend the approval for a further period not exceeding one (1) year at the discretion of the Council.

- (b) If the proponent is in breach of the policy then the Council may revoke its approval and if there are any outstanding debts, these may be recovered in a court of competent jurisdiction.

3. Ownership and Maintenance

- (a) The proponent shall retain ownership of the banner and shall implement a maintenance programme as indicated below as a minimum:
 - (i) Clean and safe condition at all times at no cost to the City of Cockburn.
 - (ii) In the case of emergency, should it be necessary for the City of Cockburn to remove, repair or otherwise modify the banner for any reason, the whole cost of such work shall be borne by the proponent.

4. Relocation or Removal

- (a) The City of Cockburn shall advise the proponent in advance of any road or other works that may require the removal or relocation of the banner unit and the proponent shall remove or relocate the banner unit at the proponent's cost.
- (b) The City of Cockburn reserves the right to have the banner unit repositioned or removed at any time either permanently or temporarily, without cost to the City.
- (c) The removal of banners by the City will only be exercised in any or all of the following circumstances:
 - (i) Where the banner has not been maintained to the satisfaction of the Council.
 - (ii) Where the banner is damaged or the legend has become illegible.
 - (iii) Where road works and/or the installation of public utility services necessitates the removal of the banner.
 - (iv) Where there is a substantial change in the nature of traffic or the alignment of the road in the vicinity of the banner.
 - (v) Where the road is reclassified to accommodate a higher speed.
 - (vi) Where the message conveyed on the banner in the opinion of the Council is no longer current, appropriate or acceptable.
 - (vii) Where the proponent has not complied with the terms of the approval for the banner issued by the Council.
- (d) At the termination of the approval period the proponent shall completely remove the banner and its fittings (including footings and cabling) and reinstate the roadway at the proponents' cost. Alternatively, the proponent may come to an arrangement with the

POL	PROMOTIONAL STREET BANNERS	AEW6
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City for the City to take over the banners for its own community purposes.

(4) Indemnity

1. The proponent shall indemnify the City of Cockburn against any claim or action and shall procure and maintain a Public Liability Insurance Policy to ten (10) million dollars in the names of the proponent and the City of Cockburn.