



POLICY

Adopted: 4/11/1995
Minute No: 147
Amended: 25/11/2014
Minute No: 318

FILE NO: PSC2006-0806

TITLE: ADVERTISING SIGNS IN ROAD RESERVES POLICY

RESPONSIBLE OFFICER: CIVIL ASSETS MANAGER

BACKGROUND

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 Port Stephens and potentially reduce the effectiveness of essential traffic and road safety signs.

The 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 by separate policies. The types of advertising signs covered by this policy are sandwich boards, advertising on bus shelters and directional signs. No other form of advertising will be permitted within the road reserve.

OBJECTIVE

- 1) To control the type, size and position of advertising that may be displayed within Council's road reserves
- 2) 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

PRINCIPLES

- 1) Council is responsible for controlling or monitoring activities being undertaken in its road reserves.
- 2) Council will adopt clear and consistent procedures when dealing with applications for advertising within the road reserve.
- 3) The only forms of advertising permissible within the road reserve are: sandwich boards, bus shelter advertising and information directional signage.

- 4) Advertising situated on private property is controlled by the Port Stephens Council Development Control Plan
- 5) Council will assess all applications for advertising within the road reserve in a fair and equitable manner.

POLICY STATEMENT

- 1) All sandwich board advertising must be approved through Council's annual permit system and conform to the requirements of the Port Stephens Development Control Plan
- 2) Bus shelter advertising must conform to the requirements of 'Advertising on bus shelters in Port Stephens - terms of agreement' and be approved by the Civil Assets Engineer
- 3) Information and directional signage must conform to the requirements of the Signage Guideline and be approved by the Civil Assets Engineer with installation and maintenance costs to be met by the applicant
- 4) Advertising signs on buildings or awnings is controlled by the Port Stephens Council Development Control Plan

RELATED POLICIES

- 1) Bus Shelter Policy
- 2) Outdoor Trading Policy
- 3) Temporary Structures on the Footway (road reserve) Policy
- 4) Port Stephens Council Information & Direction Signage Code
- 5) Port Stephens Council Development Control Plan

SUSTAINABILITY IMPLICATIONS

The continued regulation of the placement of advertising within Council's road reserves will assist in reducing visual clutter while allowing business operators to display essential information for potential customers.

SOCIAL IMPLICATIONS

Council seeks to assist in the creation of a vibrant business community by implementation of a fair and equitable advertising signs policy. Driver safety, awareness and focus will all be improved through proper management of sign clutter.

ECONOMIC IMPLICATIONS

Council will continue to charge an annual fee for management and compliance of the display of sandwich board advertising material. This fee is contained in Council's Fees & Charges. Council will also continue to gain income from advertising on Council owned bus shelters. Income gained from advertising on bus shelters that are owned and managed by Community Groups will be in accordance with the agreement noted in the Bus Shelter Policy.

ENVIRONMENTAL IMPLICATIONS

Reasonable limitation on the size and number of advertising signs displayed within Council's road reserve will ensure that the visual amenity of the Port Stephens environment is maintained.

RELEVANT LEGISLATIVE PROVISIONS

- 1) Local Government Act 1993
- 2) Roads Act 1993

IMPLEMENTATION RESPONSIBILITY

- 1) Civil Assets Section

PROCESS OWNER

- 1) Civil Assets Engineer

REVIEW DATE

- 1) Once in the term of Council