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## 1 Purpose

To establish a position on advertising signs located on private land and within thoroughfares within the Commercial and Industrial Zones.

## 2 Policy

2.1. Advertising signs shall not be approved on land other than on the land where the business being advertised operates from.

2.2. An unnecessary proliferation of signs shall be avoided. Where a number of signs may exist or are proposed, the applicant or landowner should be encouraged to rationalise the number and type of signs.

In determining whether a proliferation of signs would exist if a sign were displayed on land, due regard shall be given to the number of pylon, free standing and fence signs that already exist on the land as well as the size of the area of the land or landholding relating to the sign and the length of frontage along a main road.

2.3. Permanent advertising signs shall:

- not be approved for display within any thoroughfare - neither along a particular road or at an intersection; and
- shall be located entirely within the land where approved.

2.4. Fence signs may be permitted only where other locations for advertising signs are not available.

2.5. No sign shall be approved that would be displayed either upon the roof cladding or above the roof.

2.6. No sign shall be approved that protrudes from a wall beyond one metre.

2.7. No sign shall be installed with an underside clearance that may be hazardous to or an unnecessary obstruction to any pedestrian;

2.8. Any sign visible from a road shall be designed and installed in such a manner so as not to confuse or distract motorists or obstruct sight lines.

2.9. Moving advertising devices or advertising devices incorporating flashing or pulsating light shall not be approved.

2.10. Portable signs may only be licensed for display within a thoroughfare where there are:

- No safety or obstruction problems;
- No pylon or free standing signs on the land; and there are

- significant obstacles preventing effective display of the portable sign on the land.
- 2.11. Temporary soft material signs may be displayed to promote new businesses, special events, or promotions for a reasonable period. This may include decorative flags, banners and the like but shall not include bunting. Soft signs should not be placed within thoroughfares so as to cause a nuisance or be an obstruction.
- 2.12. Signs may contain the following features:
- Business logo
  - Street number;
  - Owners name and contact details;
  - Main services provided; and be clear and well maintained.
- 2.13. Ongoing inspections and enforcement shall be undertaken to ensure that advertising signage does not occur to the detriment of maintaining an attractive commercial and industrial area.

### 3 Outcome

Through the effective control of advertising signs, contribute towards the development of well signed commercial and industrial precincts.

### Governance References

<b>Statutory Compliance</b>	.
<b>Industry Compliance</b>	.
<b>Organisational Compliance</b>	
<b>Decision Maker</b>	Council
<b>Process Links</b>	

### Policy Administration

<b>Business Unit Name</b>	<b>Officer Title</b>	<b>Contact:</b>
Strategic Planning	Manager, Strategic Planning	9267 9279
<b>Risk Complexity Classification</b>	<b>Review Frequency</b>	Biennial
	<b>Next Due</b>	2016

<b>Version</b>	<b>Decision Reference</b>	<b>Synopsis</b>
1.	Executive - 31/07/2014	Endorsed renewal of policy for 2 years.
2.	Governance - 26/08/2014	Endorsed renewal of policy for 2 years.
3.	OCM - 10/09/2014	Adopted policy for 2 years.