



SIGNS & BANNERS

POLICY 2.8

SIGNS & BANNERS

DIVISION: PLANNING & ENVIRONMENTAL SERVICES

BRANCH: ENVIRONMENTAL & HEALTH

PART 1 - INTRODUCTION

OBJECTIVE:

- I. To provide an avenue for the promotion of community events and functions that contribute to the Camden Community; and
- II. To manage the erection of signage in all public places to prevent inappropriate or inappropriately positioned signage on roadsides and reserves.

BACKGROUND:

In acknowledgment of the need for non-profit community groups, and Council to publicise local community events, a Policy is needed to put in place control measures on banners and signs erected in a public place within Camden Local Government Area.

The Policy primarily aims to provide an approval mechanism for the erection of non-commercial, temporary advertising such as banners and signs on roads and reserves. Such approval is generally restricted to community, non-profit groups and organisations for the erection and placement of such signage so as to preserve public amenity and safety. Any other organisation that purports to serve the community benefit but does not achieve compliance with the definition of non-profit, consideration may be given to approval of an application based on a written justification as to the community benefit. Any such approval may be granted no more than 2 weeks prior to the event and in any case all conforming non-profit applications will be given precedent.

To assist non-profit and community organisations Council does not currently charge a fee for the use of the approved locations, however this is subject to change as determined by the annual fees and charges schedule adopted by Council.

There are thirteen (13) sites in the Local Government Area where the erection of banners or signs may be approved within a public place.

The approved sites are:

Suburb	Location	Number of banners
Camden	South western corner of Old Hume HWY and Camden Bypass	2
Camden	Northern corner of Old Hume HWY and Camden Bypass	2
Camden	Rotary Cowpasture Reserve, Argyle Street near Cowpasture Bridge	2
Catherine Field	Catherine Field Road corner of Barry & Deepfields Road	2

Catherine Field	Catherine Field Road next door to the Rural Fire Service building (see below diagram – behind copper logs)	1
Gregory Hills	Intersection of Camden Valley Way and Gregory Hills Drive on the south east side of the intersection	1
Harrington Park	The Northern Road north of Hillside Drive	2
Kirkham	Kirkham Park, Kirkham opposite Kirkham Lane	2
Leppington	Camden Valley Way north east of Denham Court Rd	2
Mount Annan	Narellan Road, east of Mount Annan Drive	2
Narellan	Intersection of Narellan Road and Camden Bypass	2
Narellan	Southern side of The Northern Road, south east of Porrenede Street	2
Rossmore	Bringelly Road corner of Masterfield Road	1

POLICY STATEMENT:

To develop and maintain a register and booking system of banners and signs approved by Council to be erected in/on a public place for the advertising of community events and functions.

The primary aim of the Policy is to permit applications for the erection of signs and banners by eligible organisations that achieve the “non-profit” status. However should any party or organisation that does not satisfy the definition of “non-profit” be able to adequately justify why they should be permitted access to the Policy then consideration will be given to that request. Any such request must be made in writing justifying the benefit to the community of Camden.

Banners or signs should not interfere with pedestrian or vehicular movement and must not encroach over the kerb toward the carriageway.

A maximum of two banners or signs may be displayed at any approved location at the same time with the exception of three sites that only allow 1 banner to be erected. Approval will be given for a **maximum of three banners or signs from each organisation** to be displayed at any of the approved sites per event. A further application may be made to Council two weeks prior to the event for additional sites and this request will be reviewed subject to current demand.

LIABILITY:

Any damage to public land as a result of the erection of any banner or sign will be repaired at the expense of the organisation displaying the banner or sign.

It should also be noted that Council is not liable or responsible for banners or signs, which are lost, stolen or damaged.

All organisations must have their own Public Risk Insurance Policy which nominates Camden Council as an interested party. The subject policy must provide insurance coverage for the display of the banner and any such incident which may arise from having that banner erected in a public place.

DEFINITIONS:

Banner	A soft plastic/canvas/polycanvas material bearing letters and numbers and/or pictures, and visible from or on a public place. Banners are usually longer than they are high and fixed to a solid frame or posts using rope, wire or cable ties.
Sign	A rigid article made of wood/coreflute/ paper etc, bearing letters and numbers characters and/or pictures, and visible from or on a public place. Signs are usually affixed to one or two posts.
Non- Profit Organisation	<i>Is an organisation that is not operating for the profit or gain of its individual members, whether these gains would have been direct or indirect. Any profit made by the organisation goes back into the operation of the organisation to carry out its purposes and is not distributed to any of its members.</i>

(Definition as defined by the Australian Tax Office)

BANNER DESIGN:

This Policy applies to all banners and signs erected in a public place within the Camden Local Government Area. Council reserves the right to refuse the application of any banner or sign in which Council feels is inappropriate and does not reflect the amenity of Camden Local Government Area or if it is believed the organisation is dominating the area with requests for advertising. Banners that contain any but not limited to the following will not be approved or permitted:-

- Projects an offensive message
- Displays an offensive image
- Contains offensive language
- Incites hatred or aggression in any form
- Is unlawful under local, state or federal law
- Is considered as promotion of a political, racial or religious nature; and
- Is of a commercial nature that provides benefit to a private entity or person.

With the erection of banners and signs close to roads, Council needs to consider the safety of all road users. With the potential of banners and signs detaching from their anchor point during strong winds, banners must contain at least one of the below measures:

- Be constructed from a “breeze through material”
- Be constructed from heavy gauge sign vinyl
- Contain at least 3 air holes of not less than 12cm diameter

Council has the discretion to remove immediately any banner or sign which Council feels is a safety threat to road users and members of the community. The owner will be contacted to collect the banner or sign and it will be the discretion of Council as to whether the approval is to be rescinded at that time.

1. TEMPORARY SIGNAGE THAT WILL NOT BE CONSIDERED

In accordance with Council's Development Control Plan 2011 the following temporary signs in a public place are prohibited and will not be considered for approval:

- (a) Advertising on parked cars, trailers, shipping containers, whether or not registered where the principal purpose is for advertising (other than vehicles used for the primary purpose of conveying passengers or goods)
- (b) Flashing, electronic, running or moving signs (other than those signs authorised for traffic management)
- (c) Any temporary advertising placed on the footpath or roadway (includes "A" frame signage)
- (d) Inflatable balloons or other inflatable devices
- (e) Any temporary advertising attached to power poles, trees, street lights, guide posts or the like.
- (f) Real Estate signs on public land – All Real Estate signs must be within the boundary of the advertised property.

2. STANDARDS FOR APPROVAL

- a) No banner or sign will be permitted to be placed, displayed or exposed in, on or over any public place without the prior approval of Council, where Council is the appropriate authority.
- b) Advertising will only be approved where the advertised event provides benefit to a community within the Camden Local Government Area, and does not in any way profit a single commercial entity.
- c) The person or organisation erecting the banner:
 - a) Is responsible for maintaining the banner during its display and for its removal;
 - b) Is responsible for the banner to be securely fastened at each end to the supports that will not collapse in the wind;
- d) The person/ organisation erecting a banner or sign at a location is to be considerate of other banners or signs already erected at the approved site. Any banner or sign that has been placed in front of another sign may have their approval rescinded and be asked to remove the banner or sign immediately from the location. Failure to remove the banner or sign may result in the banner or sign being impounded.
- e) A sign or banner observed on public land without the required approval may be impounded under the *Impounding Act 1993* and held by Council for a period of twenty-eight (28) days.

Where possible, the owner of the article will be contacted and informed of the impounding. The article may be claimed by its owner and will be released, subject to the payment of the appropriate impounding fees. Fees for the removal and storage of the impounded article are determined in accordance with Council's "Adopted Pricing Schedule of Miscellaneous Fees & Charges" so as to recover Council's costs in providing these services.

- f) If the article is not claimed by the owner within 28 days after being notified then Council will dispose of the article at its absolute discretion by either selling the article or destroying the article in accordance with the *Impounding Act 1993*.
- g) A sign or banner that has been approved by Council but breaches any conditions contained in this Policy may be immediately impounded under the *Impounding Act 1993* and held by Council for a period of twenty-eight (28) days.

- h) Where it is considered that any one organisation is dominating the available advertising areas to the detriment of the broader community, Council may limit the number of banner applications approved for that one organisation in a calendar year. The organisation will be notified in writing by Council of any such decision.
- i) If the situation arises where Council receives two (2) or more applications where the site is limited to available numbers on a requested date, the first applicant to confirm their booking as per the Policy will take precedence over the others. The unsuccessful applicant/s will be advised of any alternate banner locations.
- j) Failure to comply with any of the above conditions may result in the impounding of the article, and/or a fine of \$330.

3. CONDITIONS OF APPROVAL

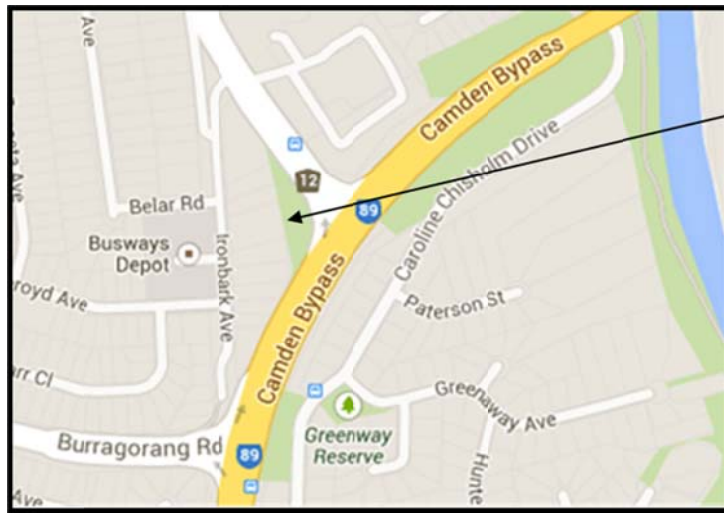
- a) Applications for the erection of signs or banners must be submitted at least fourteen (14) working days prior to the intended date of display.
- b) Applications will only be approved once the application form has been completed and returned to Council.
- c) A photograph/plan/drawing of the article must be accompanied with the application. (Photograph will only need to be submitted on one (1) occasion as Council will store on file. Note: Any new photograph/plan will need to be submitted if changes are made prior to being erected)
- d) Applications will not be accepted more than 12 months in advance of the intended date of display. The decision of Council is final and not open to appeal.
- e) Articles may be erected for a maximum of fourteen (14) days prior to the advertised event.
- f) Articles shall be removed within two (2) days of the conclusion of the event. If any banner or sign is not removed within this time frame, Council may impound the article and the owner will be subjected to all charges incurred. (refer to 1.2 & 1.3)
- g) Where events are sponsored, any corporate sponsor's logos on any sign or banner **shall not exceed 25% of the total area** of the subject article.
- h) Dimensions of banners shall not exceed 6000mm long, and 1000mm high, and dimension of rigid signs shall not exceed 1000mm by 1000mm.
- i) All articles erected must be safely secured with either rope or wire to star pickets with protective caps, embedded at least 500mm into the soil. Freestanding articles of any nature will not be permitted.
- j) Banners should have appropriate number and sized holes to ensure that they do not trap the wind and tear away from the anchor points.
- k) Articles shall be positioned close and parallel to fences where possible, or otherwise positioned so as not to cause vehicular or pedestrian obstruction, or impede traffic sight lines.

- l) Maximum overall height allowed shall not exceed 1.5m above ground level.
- m) No banner or sign shall be erected on or over any enforceable road sign which may inhibit the ability to enforce that sign in accordance with any Act or regulation.
- n) No person shall move or remove any other banner or sign erected at a site in which they do not have the authority to do so.

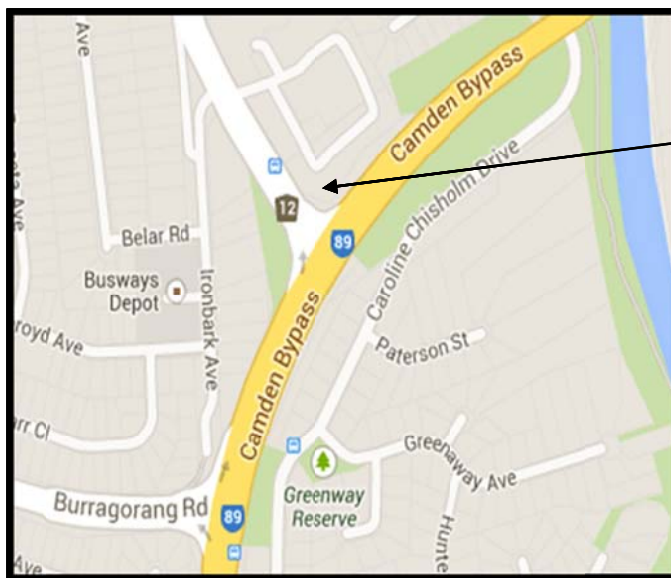
4. LOCATIONS WHERE ADVERTISING MAY BE APPROVED

CAMDEN

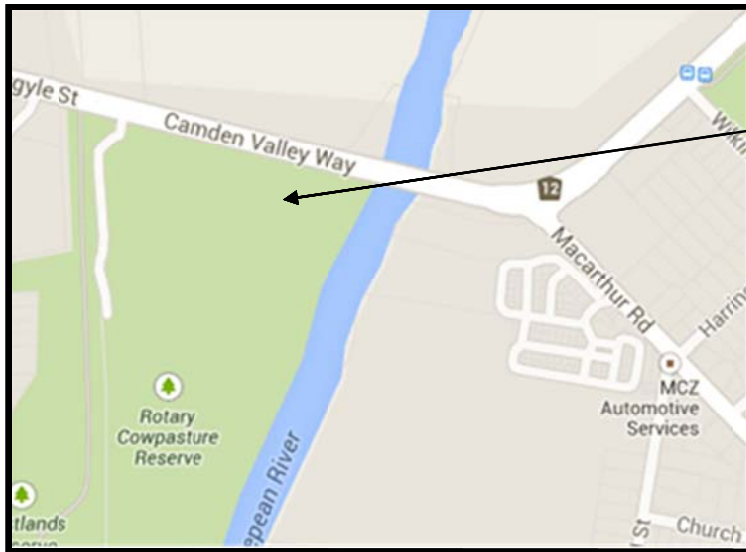
- a) South Western corner of Old Hume Highway and Camden Bypass
(2 x banners/signs at the site will be approved)



- b) Northern corner of Old Hume Highway and Camden Bypass
(2 x banners/signs at the site will be approved)



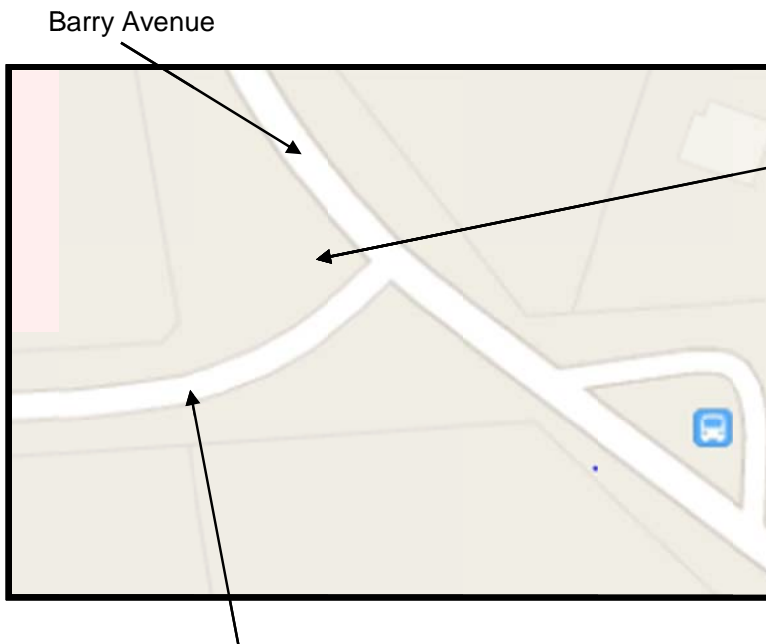
- c) Rotary Cowpasture Reserve, Argyle St near Cowpasture Bridge
(2 x banners/signs at the site will be approved)



Area available for display

CATHERINE FIELD

- a) Catherine Field Road corner of Barry Ave & Deepfields Road
(2 x banners/signs at the site will be approved)

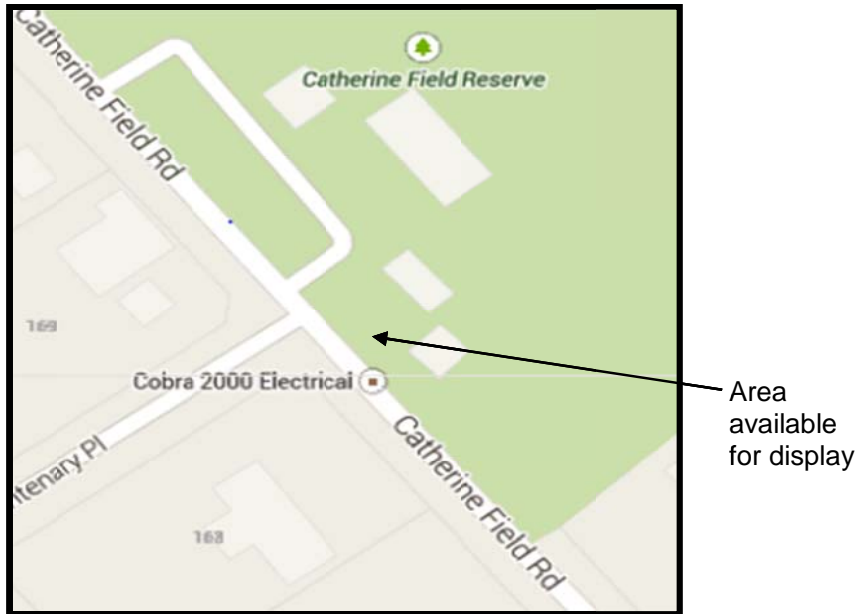


Area available for display

Barry Avenue

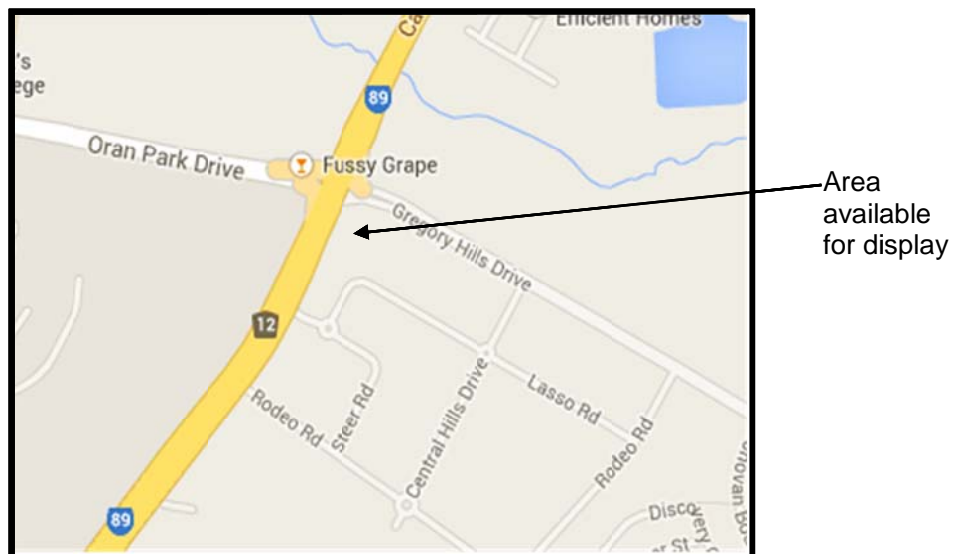
Catherine Field Road

- b) Catherine Field Road next door to the Rural Fire Service Building
(1 x banner/sign at the site will be approved)



GREGORY HILLS

- Intersection of Camden Valley Way and Gregory Hills Drive on the south east side of the intersection
(1 x banner/sign at the site will be approved)



HARRINGTON PARK

The Northern Road Harrington Park, north of Hillside Drive
(2 x banners/signs at the site will be approved)



Area available for display

KIRKHAM

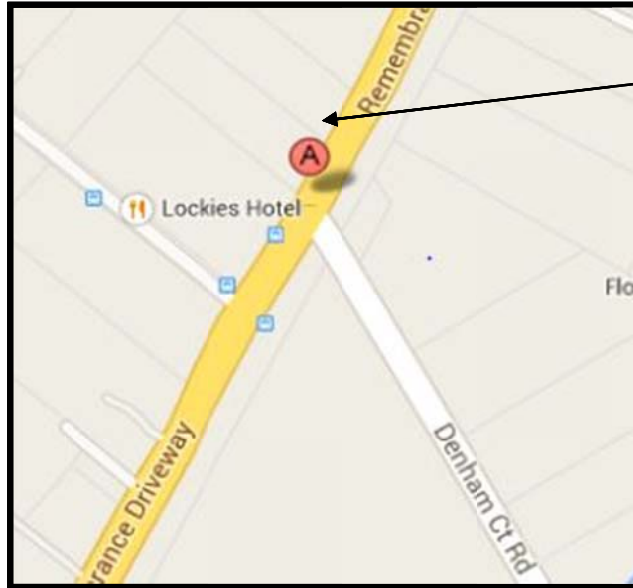
Kirkham Park, Kirkham, opposite Kirkham Lane
(2 x banners/signs at the site will be approved)



Area available for display

LEPPINGTON – (Please note site is currently unavailable)

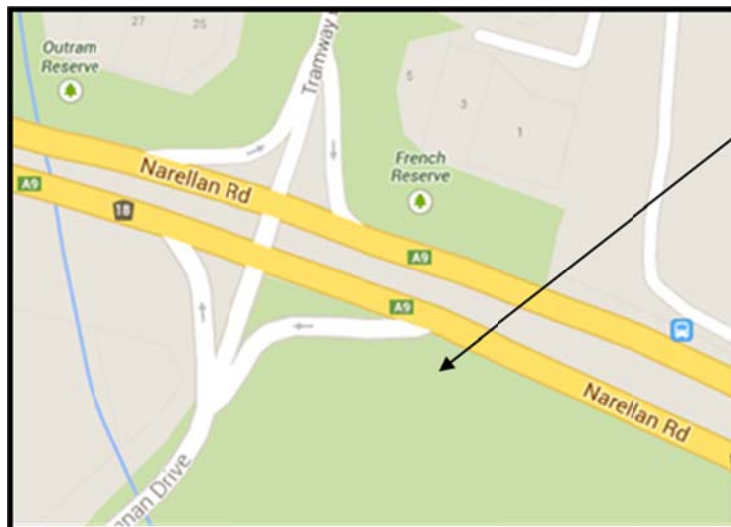
Camden Valley Way north east of Denham Court Road
(2 x banners/signs at the site will be approved)



Area available for display

MOUNT ANNAN

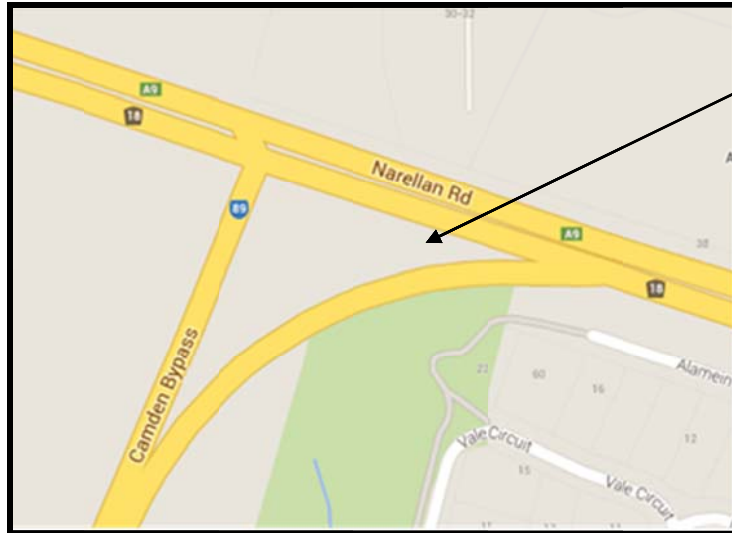
Southern side of Narellan Road, East of Mt Annan Dr
(2 x banners/signs at the site will be approved)



Area available for display

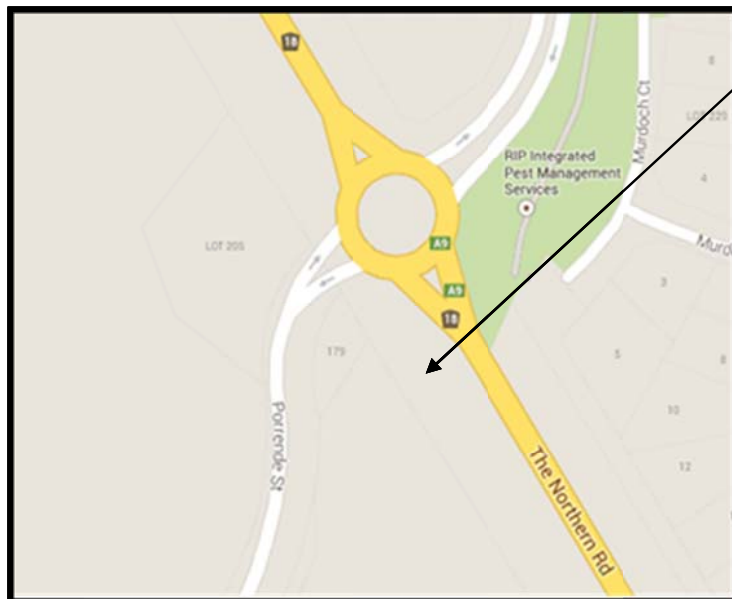
NARELLAN

- a) Intersection of Narellan Road and Camden Bypass
(2 x banners/signs at the site will be approved)



Area available
for display

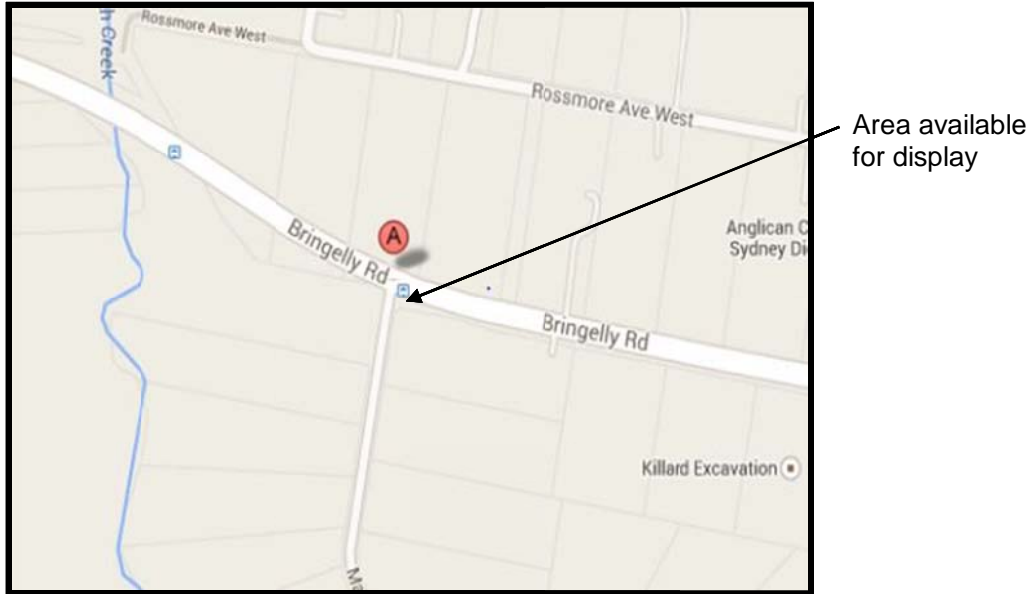
- b) Southern side of The Northern Road, south east of Porrenede Street Narellan
(2 x banners/signs at the site will be approved)



Area available
for display

ROSSMORE

Bringelly Road corner of Masterfield Road
(1 x banner/sign at the site will be approved)



* * *

RELEVANT LEGISLATION: Local Government Act 1993 no30
Impounding Act 1993
Road and Transport Act 2013

RELATED POLICIES AND PROCEDURES: Camden Council Development Control Plan 2011 Chapter B4 Advertising & Signage.

RESPONSIBLE DIRECTOR: Director, Planning & Environmental Services

APPROVALS Council

NEXT REVIEW DATE: February 2017

ATTACHMENTS: Application Form

CONFIDENTIALITY/PRIVACY REQUIREMENTS: Available on Council Website

HISTORY:

Version	Amended by	Changes made	Date
1	Approved by Council	Nil	27/8/2001
2	Approved by Council	Amendments	24/2/2015



Banner Application Form Policy 2.8

Please ensure you have read the policy before filling out this form

Name:..... Address:..... Phone:.....

Organisation:..... Event:

Date of event: Start date for display: End Date for Display:

I have attached a clear Photo/Diagram of banner, inc. measurements - (banner will NOT be approved if not provided).... Yes ... No

Proposed location of advertising (please tick) **Maximum 3 sites - subject to availability**

<input checked="" type="checkbox"/>	Suburb	Location	<input checked="" type="checkbox"/>	Suburb	Location
N/A	Camden	South western corner of Old Hume HWY and Camden Bypass	N/A	Camden	Northern corner of Old Hume HWY and Camden Bypass
	Camden	Rotary Cowpasture Reserve, Argyle Street near Cowpasture Bridge	N/A	Catherine Field	Catherine Field Road corner of Barry & Deepfields Road
N/A	Catherine Field	Catherine Field Road next door to the Rural Fire Service building	N/A	Gregory Hills	Intersection of Camden Valley Way and Gregory Hills Drive on the south east side of the intersection
	Harrington Park	The Northern Road north of Hillside Drive		Kirkham	Kirkham Park, Kirkham opposite Kirkham Lane
N/A	Leppington	Camden Valley Way north east of Denham Court	N/A	Mount Annan	Narellan Road, east of Mount Annan Drive
N/A	Narellan	Southern Side of The Northern Rd, south east of Porrenede Street	N/A	Narellan	Intersection of Narellan Road and Camden Bypass
N/A	Rossmore	Bringelly Road corner of Masterfield Road			

I, agree that my banner is no larger than 6000mm long and 1000mm high (or rigid sign 1000mm by 1000mm), and will not exceed 1.5m above ground level when constructed. I have attached a clear photograph/diagram with the measurements marked. I also declare that the event is organised by a non – profit organisation as defined in the Policy and no member or private person will make a direct profit from such event. I, the undersigned, have read and understood the attached policy, and agree to the conditions within. I am aware the proposed banner may be impounded, any further requests denied and a fine of up to \$330 may result if I fail to comply with the conditions contained in the policy.

Print Name _____ Signature _____ Date _____

This section to be completed by Council employees only

Has the sign/banner been approved by Councils Public Relations Officer prior to the submission of this form? Yes No

Note: Approval will not be granted until the sign/banner has been approved by Public Relations.

How to lodge your application: Hand deliver – Camden Council 70 Central Ave ORAN PARK Post - PO Box 183 Camden 2570 FAX: 02 4654 7829 Email: mail@camden.nsw.gov.au

POLICY 2.8 Adopted by Council:

Minute No: