
Advertising Signs at Town Entrances Policy

CONTROL:

Policy Type:	Community
Authorised by:	Council
Head of Power:	Local Government Act 2009
Responsible Officer:	Deputy Chief Executive Officer
Adopted / Approved:	January 20 2015, Minute No. 2015.01.20-OM-12
Last Reviewed:	20 January 2015
Review:	June 2016
Version:	2

1. INTRODUCTION

1.1 PURPOSE:

This policy seeks to inform Council staff and the community of the requirements for advertising at town entrances.

1.2 POLICY OBJECTIVES:

To control the erection of advertising signage at town entrances and ensure that Council signage bays are managed effectively.

1.3 COMMENCEMENT OF POLICY:

This Policy will commence on adoption. It replaces all other specific Advertising Signs at Town Entrances policies of Council (whether written or not).

2. POLICY

2.1 CONTEXT:

Signage bays have been constructed at the entrances to Bedourie and Birdsville (Birdsville - 3, Bedourie - 2) for Council and businesses and organisations within the Shire to advertise on.

2.2 POLICY STATEMENT:

No advertising signage is permitted to be erected within a Town Common in the Shire other than on the authorised town entrance signage bays.

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3. STANDARDS AND PROCEDURES

3.1 SPECIFIC AND STANDARD

3.1.1 Town Entrance Signage Bay

- A fee is to be set per 1m² area of advertising space per sign per year.
- Should invoices not be paid after a 12 week period or the business ceases operating then council reserves the right to remove or replace the advertising panels.

3.1.2 Free Standing Signs

- An application to install free standing signs is to be lodged with Council in accordance with Local Law No. 1 (Administration) 2013 and Subordinate Local Law No. 1 (Administration) 2013 – Schedule 10 and approval received prior to the installation of a sign;
- A maximum of three (3) free standing signs be allowed per business adjacent to or within the road reserve on the approach to each town but must not be within the town common boundary;
- Signs must be professionally made and be a maximum size of 2400mm by 1200mm;
- All signs must be approved for installation by the Department of Transport and Main Roads where they are located within the road reserve;
- The sign content must be approved by Council;
- Upon cessation of the business or activity to which the advertisement refers, the advertisement must be removed and the site made good within 30 (30) days of the last day on which the business or activity operated;
- The applicant ensure that at all times during its existence, the advertisement and structure is structurally sound, maintained in good repair and sightly appearance;
- The applicant indemnifies Council from any loss or damage to any person or thing arising from the installation of the advertising device.

4. REFERENCE AND SUPPORTING INFORMATION

4.1 DEFINITIONS:

To assist in interpretation, the following definitions shall apply:

Word / Term	Definition
Council	means Diamantina Shire Council.

4.2 RELATED POLICIES, LEGISLATION AND DOCUMENTS:

Links to supporting documentation
Shire Planning scheme
Local Law No. 1 (Administration) 2013 and Subordinate Local Law No. 1 (Administration) 2013 – Schedule 10

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4.3 VERSION CONTROL:

Previous Version Number	Adopted/Approved Date
Version 1 - Original	October 20 2014, Minute No. 2014.10.20-OM-15