

Advertising in Road Reserves Policy

POL-RDS 08



Objective:

The purpose of the Advertising in Road Reserves Policy (Policy) is to ensure a strategic approach to signage for commercial uses, which addresses road and pedestrian safety, the public versus private interests, reduces visual pollution, ensures advertising is consistent with the City of Mandurah (the City) plans and policies and ensures signage contributes to the amenity of the City.

Whilst this Policy does not address the requirements for signage located within private property or crown land not vested in the City or signage used by the City of Mandurah for its own messaging, the Policy is consistent with the objectives of the City's Local Planning Policy LPP2 Signage and relevant local laws.

Statement:

1. Scope

This Policy applies to commercial advertising on bench seats located in road reserves in the City of Mandurah.

Advertising bench seats should be aligned with the following:

- City of Mandurah Public Health and Wellbeing Plan 2020 – 2023;
- City of Mandurah Strategic Community Plan 2020 - 2040; and
- Council Alcohol Management Policy POL-PBH 04.

1.1 Advertising Permitted

Advertising will be used primarily for the purposes of wayfinding for the following:

- Local businesses, person or entity that have the relevant approvals to operate out of an established premises within the district of Mandurah; and
- Shopping Centres, Commercial or Industrial Precincts.

1.2 Advertising Prohibited

The following advertising is prohibited:

- Depict images of unhealthy food;
- Promoting smoking or tobacco products;
- Depict images that promote alcohol or the consumption of alcohol products; or
- Include content that is considered by the City to be false, deceptive or misleading, considered by the City to be offensive or discriminatory or not in the spirit of this Policy.

There will be no option for the City to advertise in a road reserve using illuminated street signs.

2. Bench Seats

2.1 Purpose of Advertising

Bench seats are for the primary purpose of providing an affordable option for businesses to advertise their location. Bench seat advertising must be used for the purposes of wayfinding.

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2.2 Location and placement

The following conditions relate to the location and placement of signage on bench seats:

- Advertising will be permitted on a limited number of bench seats in locations determined by the City of Mandurah. The total number of bench seats available throughout the City for commercial advertising is 30.
- Placement of advertising is only allowed at bench seats located at bus stops.
- Wayfinding signage must be located within a 2-kilometre radius to the business or entity to which they relate.

Wayfinding for any one business, person or other entity is limited to a maximum of two locations. Signage should have regard and consider the streetscape and amenity impact of the immediate environment.

2.3 Advertising

The following conditions relate to the display of bench seats:

- Advertising must include business names only and must not contain images that are non-compliant with section 1.2 of this Policy.

3. Other conditions

The City may impose additional conditions on any approval or contract relating to illuminated signs or bench seat advertising provided that it does not conflict with this Policy.

4. Commercial infrastructure prohibited

Advertising on banner poles, bus shelters and bins is not permitted for commercial purposes.

5. Advertising and Signage Generally

All signage must be in accordance with the City's Planning Policy LPP2 Signage and relevant local laws.

Responsible Directorate: Built and Natural Environment

Reviewer: Technical Services

Creation date and Reference: 23 February 2021, Minute G.4/2/21

Last Review: 22 August 2023, Minute G.7/8/23

Amendments			
Version #	Council Approval Date, Reference	Date Document In force	Date Document Ceased
1	23 February 2021, Minute G.4/2/21	24/02/2021	23/08/2023-
2	22 August 2023, Minute G.7/8/23	23/08/2023	