

Council Policy

Policy 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.

Policy Statement:

1. Scope

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

Advertising on illuminated street signs and 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.

2. Illuminated Street Signs

2.1 Purpose of illuminated signs

Illuminated Street Signs are to be utilised primarily for the purposes of wayfinding.

2.1 Location

Illuminated Street Signs must only be installed at approved locations across the City (refer to *Annexure 1*).

The following conditions relate to the locations for Illuminated Street Sign applications in the City:

- Wayfinding signage must be located within a 2 kilometre radius to the business or entity to which they relate. Note: the distance may be extended to a maximum of 5.0 kilometres where the Illuminated Street Sign relates to a large shopping centre, commercial or industrial precinct.
- A maximum of two (2) signs may be erected at any one road intersection if the location is suitable and only where the road is divided by a traffic island.

2.2 Placement

The following conditions relate to the approval of the placement of Illuminated Street Signs:

- Signage should not restrict or cause interference with necessary sight lines required for safe vehicular and pedestrian movement or conflict with the residential amenity.
- Signage should have regard and consider the streetscape and amenity impact of the immediate environment.
- Placement of signage should consider the extent of signage congestion or clutter presently existing within streetscapes, and the potential impact and effectiveness of the Illuminated Street Signs in such an environment.

Applications received by the City for the installation of an Illuminated Street Signs within City road reserves must comply with any relevant requirements set out by Main Roads Western Australia.

2.3 Display

The following conditions relate to the display of Illuminated Street Signs:

- All Illuminated Street Signs must be illuminated internally.
- Display must include business names only and must not contain images that are non-compliant with section 1.2 of this Policy.
- Illuminated panels must indicate the names of the streets to which they relate, and indicate a message relating to distance, with arrows pointing in the appropriate direction where applicable.
- The City of Mandurah logo may be installed at the top of each Illuminated Street Sign, if requested by the City.
- Rotating static displays/multi display will not be permitted.
- Wayfinding for any one Business or other entity is limited to a maximum of two locations.
- Wayfinding signage for Shopping Centres, Commercial or Industrial Precincts is limited to a maximum of four locations.
- Wayfinding signage is only allowable to a business, person or entity that has an established premise and has the applicable approvals to operate the business from the premises.

2.3 Sustainability

- To reduce the impact that the Illuminated Street Signs have on the environment, the power source must be using a renewable energy source, unless approved by the Director Built and Natural Environment. This condition comes into effect for any new installations once Council has approved the Policy.

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3. Bench Seats

3.1 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.

3.2 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.

3.3 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.

4. 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.

5. Commercial infrastructure prohibited

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

6. 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
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Last Review:	-

Amendments			
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