

9.1 Policy (Review) - Vehicle Signs

POLICY NAME: DRAFT REVIEW
VEHICLE SIGNS

POLICY REF: V01

MEETING REVIEWED: 27 JANUARY 2011

POLICY HISTORY: 250506/023/024
230605/016



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OBJECTIVE

This policy aims to regulate the display or erection of advertising signs on vehicles parked within Council's road reserves, where the vehicle is parked primarily for the purposes of advertising (hereafter referred to as "vehicle signs").

The policy **does not** aim to regulate signage on vehicles parked on Council roads where advertising is ancillary to the primary function of the vehicle or the purpose for which the vehicle is parked, such as advertising on tradesperson vehicles.

Further, the Council wishes to promote vehicle signage erected on restored vehicles that are over 50 years old, which may add to the character of the shire. The annual fee is waived for vehicle signage erected in such circumstances.

This policy aims to regulate vehicle signs in a way that is consistent with statutory requirements and which does not compromise road safety.

BACKGROUND

The display or erection of general advertising signage within Ballina Shire is regulated under Ballina Development Control Plan No.14 – Advertising Signage. The only exception to this is, by Council resolution 240205(017), signs erected or displayed on cars parked on Council roads.

Council is empowered by s.68 of the *Local Government Act 1993* to require approval to:

"Expose or allow to be exposed (whether for sale or otherwise) any article in or on or so as to overhang any part of the road..."

A register of approvals will be maintained in accordance with Local Government Act requirements. Vehicle signs which do not conform to all the conditions of this policy are prohibited and Council has the authority to require their removal in accordance with s.626 of the *Local Government Act 1993*.

DEFINITIONS

Vehicle Sign is a sign which is affixed or connected to a vehicle that is parked primarily for the purposes of advertising.

SCOPE OF POLICY

This policy applies to Community members.

RELATED DOCUMENTATION

- Local Government Act 1993

POLICY

Signs, which are affixed or connected to vehicles that are parked primarily for the purposes of advertising, may be granted an annual approval to be displayed within Council's road reserves only under the following conditions:

1. Prior written application is made and approval granted by Council under this policy.
2. Payment is made of the prescribed annual fee, except where the vehicle on which the sign is erected is a restored and registered vehicle that is more than 50 years old (in which case no fee applies).
3. The location and position of the vehicle is approved by Council's Authorised Officer¹.
4. The premises to where the sign relates is a business providing temporary accommodation within Ballina Shire.
5. The premises to which the vehicle sign relates does not have frontage² to either:
 - a road having an Sub Arterial Road function or higher; or
 - a commercial main-street (such as River Street, Ballina).(A map indicating these roads is attached, Map 1.)
6. There is only one vehicle sign per premises.
7. The sign is sign-written to a professional standard.
8. The sign is not animated or flashing.
9. The vehicle sign is not visible from a State Highway. A map showing State Highways within Ballina Shire is attached (Map 2.).
10. The vehicle is a registered vehicle with the New South Wales Roads and Traffic Authority.
11. The sign is securely and legally fastened to the vehicle.
12. The vehicle is legally parked.
13. The sign will not impact adversely on the safety of pedestrians, cyclists and other vehicles on any public road. The sign must not obscure sightlines to public areas.
14. The sign will not be liable to interpretation as an official traffic sign or to be confused with instructions given by traffic signals or other devices, or block the view of traffic signals or signs.

The approval will remain current for a period of 12 months from the date of issue. Notwithstanding, Council reserves the right to order the removal of any sign approved in accordance with this policy where, in the opinion of an Authorised Officer of Council, the sign:

- does not conform with any condition of this policy
- the sign has become redundant, or unsightly due to deterioration
- the sign is placed or located in a manner which poses a hazard to property or public safety

or where the elected Council resolves to no longer allow such advertising in Council's road reserves.

REVIEW

This policy is to be reviewed every four years.

¹ At the 25 May 2006 Ordinary Meeting of Council, the Council resolved that permission will not be granted for the placement of vehicle signs on the southern side of River Street, Ballina, or on land immediately south (Resolution 250505(024)).

² At the 25 May 2006 Ordinary Meeting of Council, the Council resolved that the term 'frontage' is to be interpreted as referring to the main entry to the property (Resolution 250505(023)).



