

Advertising on Public Open Space

Policy Owner: Community Development
Contact Person: Manager Community Programs and Services
Date of Approval: 4 May 2010 – CS05-05/10

POLICY OBJECTIVE

To give guidelines for advertising on Public Open Space (Passive and Active Reserves)

POLICY STATEMENT

- To give guidelines for advertising on Public Open Space (Passive and Active Reserves)
- To limit the advertising on public open space to the promotion of sport and recreation groups, community based organisations and events and their sponsors.
- To prohibit the promotion of alcohol and tobacco products, companies, wholesalers and retailers (where alcohol and/or tobacco are the major product)

SCOPE

The policy applies to all groups and individuals wishing to advertise on public open space.

BACKGROUND

The City of Wanneroo has a significant amount of public open space, which is utilized by the community. As a result, it is necessary to ensure that all advertising being placed on this space is appropriate to all user groups, and supports the promotion of the city's sporting and recreational groups.

CONSULTATION WITH STAKEHOLDERS

Amendments to the policy were made in consultation with internal stakeholders, as well as correspondence with external stakeholders through the evaluation period.

IMPLICATIONS (Financial, Human Resources)

Nil

IMPLEMENTATION

Only signage promoting sport and recreation groups, community based organisations and events and their sponsors will be permitted under this policy.

Guidelines for Temporary Signs

- Stakes or poles used to secure the signs can only be set into the ground at a maximum depth of 300mm.
- Signs are to be made of a lightweight, non-rigid material, such as cloth, canvas or similar fabric.
- As a guide, signs should not exceed dimensions of 1.0m and 3.0m. and should not be placed in such a manner that obstructs pedestrian walkways, presents a hazard to motorists or pedestrians or obstructs car parking bays.
- The wording of the signs should not include any offensive language.
- The signage may not advertise alcohol and tobacco products, companies, wholesalers and retailers (where alcohol and/or tobacco are the major product)
- No bond for the erection of a temporary sign on a reserve will be charged. However should the erection of the sign cause damage to the reserve, the reserve hirer will be invoiced the cost of repairing damage caused.
- Temporary signs must be removed at the end of the activity or each day if the event occurs over multiple days. Failure to remove the sign will result the sign being removed by the City of Wanneroo at the cost of the owner of the sign.
- No approval is required from the City of Wanneroo for the erection of temporary signs. Should it come to the attention that a temporary sign erected or an event or activity contravenes the guidelines as outlined above, the owner of the sign will be required to ensure that the relevant guidelines are adhered to. Ongoing instances of non-compliance to the guidelines of this policy will result in permission being withdrawn from the individual or group to erect temporary signage.

Guidelines for Permanent Signs

- Permanent signs on City of Wanneroo buildings, regardless of if they are located on a City of Wanneroo Reserve or not, will not be supported on the basis of the impact this type of signage has on the visual amenity. Signage on leased buildings will only be considered via written application to the Manager Governance and Executive Services.
- The only signs permitted to be fixed to perimeter fencing on City of Wanneroo Reserves, are those that promote the home team(s) and the next game to be played by the home team at the venue.
- Permanent signage fixed to internal barrier fences (ie fencing around match pitches) will be considered subject to the following conditions:
 - a) That the signs face onto the match pitch only.
 - b) That a maximum of six signs can be displayed by any one group at any one time.
 - c) That the signs do not extend beyond the length or height of the fence.
 - d) The signs are maintained at no cost to the City of Wanneroo.
 - e) The wording of signs should not include any offensive language.
 - f) The signage may not advertise alcohol and tobacco products, companies, wholesalers and retailers (where alcohol and/or tobacco are the major product)

- Written application to the Manager Community Programs and Services is required for the erection of permanent signage as outlined within the above conditions

ROLES AND RESPONSIBILITIES

Manager Community Programs and Services

WHO NEEDS TO KNOW ABOUT THIS POLICY?

- Corporate Strategy and Performance – Property
- Rangers Safety and Emergency Services

EVALUATION AND REVIEW PROVISIONS

The policy will be reviewed every two years, in consultation with Community Facilities, and taking into account feedback given from external stakeholders over the two year evaluation period.

DEFINITIONS

DEFINITIONS: Any definitions listed in the following table apply to this document only.

Temporary Signs

Temporary signs are those that are not attached to a building or other fixed structure and relate directly to an event or activity. Temporary signs can only be erected for the duration of the event or activity for a maximum of 12 hours.

Permanent Signs

Permanent signs are those that are attached to a structure or building for an extended period of time.

REFERENCES

- Signs Local Law 1999 (amendment 2008)
- Signs Local Planning Policy

RESPONSIBILITY FOR IMPLEMENTATION

Manager Community Programs and Services

Versions	Next Review	Record No:
1 July 2001		
May 2010 – CS05-05/10	May 2012	888389 TRIM: 10/965