



# **SIGNS AND BANNERS POLICY P2.0047.4**

# SIGNS AND BANNERS POLICY

**DIRECTORATE:** Planning and Environment  
**BRANCH:** Environment and Regulatory Services  
**CATEGORY:** 2

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## 1. Purpose

- 1.1 The purpose of this Policy is to provide an approval process for displaying temporary, non-commercial advertising such as Signs and Banners on roads and reserves, to enable Non-profit Groups and Organisations to publicise local community events.

## 2. Alignment with Community Strategic Plan

- 2.1 Councils Community Strategic Plan 2036 identifies five key directions to guide Council towards achievement of the vision for Camden to 2036 that "Camden is a connected, diverse, and thriving community, embracing opportunities of growth, while valuing our rich heritage and protecting and sharing responsibility for our natural environment". The following objectives and strategies are applicable to this Policy and relevant to the key direction of a Welcoming Camden:

- W3.3 Address community needs through the provision of services and facilities targeting specific user groups

## 3. Scope

- 3.1 This policy applies to all Non-profit Groups and Organisations intending to promote community events and functions on Public Land within the Camden Local Government Area.

## 4. Objectives

- 4.1 The main objectives of this policy are to:
- Detail the process for Non-profit Groups and Organisations to gain approval to display approved Signs and Banners on Public Land to advertise and promote community events and functions.
  - Provide guidelines for displaying signage on Public Land to prevent inappropriate or inappropriately positioned signage on roadsides and reserves.

## **5. Policy Statement**

### **5.1 Standards for approval**

- 5.1.1 The primary aim of this policy is to permit applications and approvals for the temporary display of Signs and Banners by Non-profit Groups or Organisations.
- 5.1.2 A maximum of two Signs or Banners may be displayed at any approved location at the same time except for certain sites that only allow one Sign or Banner to be displayed (refer to table of approved sites).
- 5.1.3 An application is made using the 'Signs and Banners Application Form' located on Council's website at <https://www.camden.nsw.gov.au/payments-and-forms/forms-a-z/>.
- 5.1.4 Approval may be given for a maximum of three Signs or Banners from each group or organisation to be displayed across the various approved sites per event. A further application may be made to Council two weeks prior to the event for additional sites and this request will be reviewed subject to demand at the time.
- 5.1.5 No Sign or Banner will be permitted to be placed, displayed or exposed in, on or over any Public Land without the prior approval of Council (where Council is the appropriate authority).
- 5.1.6 Advertising will only be approved where the advertised event provides community benefit within the Camden Local Government Area and does not in any way profit a commercial entity.
- 5.1.7 The group or organisation displaying the Sign or Banner:
- Is responsible for maintaining the Sign or Banner during its display and for its removal.
  - Is responsible for the Sign or Banner to be securely fastened at each end to the supports that will not collapse in the wind.
- 5.1.8 The group or organisation placing a Sign or Banner at a location is to be considerate of other Signs or Banners already at the approved site. Any group or organisation that has placed a Sign or Banner in front of another Sign or Banner may have their approval rescinded and be asked to remove the Sign or Banner immediately from the location.
- 5.1.9 If Council receives two or more applications for the same site and date, the first applicant to satisfy the requirements under this Policy and confirm their booking will take precedence over other applications. The unsuccessful applicants will be advised of any alternative Sign or Banner locations.

5.1.10 A Sign or Banner observed on Public Land without the required approval may be impounded under the *Public Spaces (Unattended Property) Act 2021* and held by Council for 28 days.

5.1.11 Fees may apply for the removal and storage of impounded Signs or Banners in accordance with Council's Fees and Charges (available on Council's website).

## **5.2 Liability**

5.2.1 Any damage to Public Land as a result of the display of any Sign or Banner will be repaired to its original condition at the expense of the group or organisation displaying the Sign or Banner.

5.2.2 Council is not liable or responsible for Signs or Banners that are lost, stolen or damaged.

5.2.3 All groups and organisations must have their own public liability and products insurance policy which lists Camden Council as an interested party to the value of \$20 million. The subject policy must provide insurance coverage for the display of the Banner and any such incident which may arise from having that Sign or Banner displayed on Public Land.

## **5.3 Signs and Banner Design**

5.3.1 Council reserves the right to refuse the application of any Sign or Banner that Council considers inappropriate.

5.3.2 Signs and Banners that contain or could be perceived to contain any of, but not limited to, the following will not be approved or permitted:

- Any offensive message, image or language;
- Anything that may incite hatred or aggression in any form;
- Anything that is unlawful under local, state or federal law;
- Anything that may be considered as promotion of a political, racial or religious nature; and
- Anything of a commercial nature that provides benefit to a private entity or person.

5.3.3 With the display of Signs or Banners close to roads, Council must consider the safety of all road users. With the potential for Signs or Banners to detach from their anchor point during strong winds, Signs or Banners must contain at least one of the below measures:

- Be constructed from a "breeze through material";
- Be constructed from heavy gauge sign vinyl; or
- Contain at least 3 air holes of not less than 12cm diameter.

5.3.4 Dimensions of Banners shall not exceed 6000mm long and 1000mm high, and dimensions of Signs shall not exceed 1000mm by 1000mm.

5.3.5 Council has the discretion to immediately and without notice remove any Sign or Banner that Council considers is a safety threat to road users or community members. The owner will be contacted to collect the Sign or Banner and it will be the discretion of Council as to whether the approval will be rescinded, or the group or organisation may amend the Sign or Banner in accordance with this Policy and reapply for the display of that Sign or Banner.

#### **5.4 Conditions of approval**

5.4.1 A photograph/plan/drawing of the Sign or Banner must be included with the application. A new photograph/plan must be submitted if changes are made to the Sign or Banner following any previous approvals.

5.4.2 Applications will not be accepted more than 12 months in advance of the intended date of display.

5.4.3 The decision of Council is final and not open to appeal.

5.4.4 Signs or Banners may be displayed for a maximum of fourteen days prior to the advertised event.

5.4.5 Signs or Banners must be removed within two days of the conclusion of the event. If any Sign or Banner is not removed within this timeframe, Council may impound the Sign or Banner and the owner may be subjected to any applicable charges in accordance with Council's Fees and Charges.

5.4.6 Where events are sponsored, any corporate sponsor's logos on any Sign or Banner shall not exceed 25% of the total area of the subject article.

5.4.7 All Signs and Banners must be safely secured with either rope or wire to star pickets with protective caps and embedded at least 500mm into the soil. Freestanding articles of any nature will not be permitted.

5.4.8 Signs and Banners shall be positioned close and parallel to fences, where possible, or otherwise positioned so as not to cause vehicular or pedestrian obstruction or impede traffic sight lines.

5.4.9 Maximum overall height allowed shall not exceed 1.5m above ground level.

5.4.10 No person shall move, remove or otherwise alter any other Sign or Banner displayed at a site where they do not have the authority to do so.

5.4.11 Any community group or organisation that does not satisfy the definition of “non-profit” and can adequately justify why they should be permitted to display Signs and Banners on Public Land per this policy, will have their request considered at Council’s sole discretion. Any such request must be made in writing justifying the benefit to the community of Camden.

## **5.5 Approval for other Signs, Banners and/or advertising**

5.5.1 Any other type of Sign, Banner and/or advertising will not be considered or approved under this Policy.

5.5.2 All applicable environmental planning instruments and policies must be referred to for any other development controls and specific objectives for the provision of signage in the Camden Local Government Area.

This includes but is not limited to the Camden Local Environmental Plan 2010, Camden Development Control Plan 2019, *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008* and *State Environmental Planning Policy (Industry and Employment) 2021*.

## **5.6 Approved sites**

5.6.1 There are 12 sites in the Camden Local Government Area where the display of Signs or Banners may be approved on Public Land.

<b>Suburb</b>	<b>Location</b>	<b>No. of signs/ banners proposed for site</b>
Camden	Rotary Cowpasture Reserve, Argyle Street near Cowpasture Bridge	2
Camden South	Old Hume Highway south bound 100m north of Griffiths Avenue	2
Camden South	Old Hume Highway north bound 150m south of Cowper Street	2
Catherine Fields	Catherine Fields Road next to Rural Fire Service	1
Cobbitty	Macquarie Grove Road 200 metres south west of bridge	1
Currans Hill	Currans Hill Drive front of “Jack Nash Reserve” near carpark on the southern side of the footpath	2
Elderslie	Camden Valley Way 130 metres south west of Kirkham Lane on the southern side	2
Gregory Hills	Gregory Hills Drive off Lorikeet Street	1
Harrington Park	Camden Valley Way 150 metres north east of Smeaton Grange Road on the western side of	1

	Camden Valley Way	
Harrington Park	The Northern Road 260 metres north of Hillside Drive on the eastern side	2
Leppington	Raby Road 220 metres south east of Emerald Hills Boulevard	1
Mount Annan	Waterworth Drive front of "Elizabeth Reserve" 200 metres west of Holdsworth Drive on the southern side of Waterworth Drive	1

## 6. Roles and Responsibilities

### 6.1 Manager Environment and Regulatory Services and Team Leader Rangers

The Manager Environment and Regulatory Services and Team Leader Rangers are the Responsible Officers for this Policy and are responsible for:

- Keeping the Policy current
- Investigating breaches and enforcing compliance
- Providing a point of contact about the meaning and application of the Policy.

### 6.2 Business Support Team Environment and Regulatory Services

The Business Support Team Environment and Regulatory Services is responsible for:

- Maintaining records.

## 7. Reporting

7.1 There is no formal reporting required under this Policy.

## 8. Evaluation

8.1 The success of this Policy will be measured by:

- No reported breaches of this Policy.

## **9. Definitions**

<b>Banner</b>	Means a soft plastic/canvas/polycanvas material bearing letters and/or numbers and/or pictures that is located on Public Land. Banners are usually longer than they are high and fixed to a solid frame or posts using rope, wire or cable ties
<b>Council</b>	Means Camden Council.
<b>Non-Profit Group or Organisation</b>	As defined by the Australian Tax Office, means a group or organisation that provides services to the community and does not operate to make a profit for its members. All profits must go back into the services the organisation provides and must not be distributed to members.
<b>Public Land</b>	Means any land (including a public reserve) vested in or under control of Council.
<b>Sign</b>	Means a rigid article made of wood/coreflute/paper etc. bearing letters, numbers, characters and/or pictures, and visible from or on Public Land. Signs are usually affixed to one or two posts.

## **10. Related Materials**

### **10.1 Related Legislation**

- *Local Government Act 1993*
- *Public Spaces (Unattended Property) Act 2021*
- *Road Transport Act 2013*
- *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008*
- *State Environmental Planning Policy (Industry and Employment) 2021*

### **10.2 Related Policies, Procedures and Other Guidance Material**

- Camden Development Control Plan 2019
- Camden Local Environmental Plan 2010



<b>Approval and Review</b>	
<b>Responsible Branch</b>	Environment and Regulatory Services
<b>Responsible Manager</b>	Manager Environment and Regulatory Services
<b>Date Adopted</b>	Council – 23/06/2020
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<b>Version Control</b>				
<b>Version</b>	<b>Date Adopted</b>	<b>Approved By</b>	<b>EDMS Ref.</b>	<b>Description</b>
1	27/08/2001	Council		Initial adoption of policy.
2	24/02/2015	Council	15/220961	Minor amendments.
3	23/06/2020	Council	20/260531	New sites added, minor amendments to wording.
4	11/07/2023	Governance	20/260531	New template and editorial amendments.



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