


STRATHFIELD COUNCIL

# PUBLIC SPACE ADVERTISING POLICY

**7 JULY 2023**

	<h2>Public Space Advertising Policy</h2>		
<b>RESPONSIBILITY</b>	Manager Engineering		
<b>DATE ADOPTED</b>	7 July 2023	<b>MINUTE</b>	34/2023
<b>REVISED</b>	NA	<b>REVIEW</b>	NA
<b>CM10 No</b>	23/43793		
<b>ASSOCIATED POLICIES</b>	Park Plans of Management		
<b>ASSOCIATED LEGISLATION</b>	Local Government Act 1993 Local Government (General) Regulation 2021 Environmental Planning & Assessment Act 1979 State Environmental Planning Policy (Industry and Employment) 2021 Public Health (Tobacco) Act 2008		

## 1. Introduction

### 1.1. Title and Commencement

Strathfield Council's Public Space Advertising Policy was first adopted on 7 July 2023. The policy was prepared and placed on public exhibition from 9 June 2023 to 7 July 2023.

### 1.2. Purpose of Policy

The purpose of this policy is to provide clear direction on advertising on Council owned or managed properties.

### 1.3. Objectives of the policy

The objectives of this policy are to ensure signage:

- Does not present a hazard or obstruction to pedestrians or motorists or the efficiency of a road or traffic control devices.
- Does not detract from any safety messaging.
- Is suitably designed and located to maintain and enhance the amenity of the surrounding locality.
- Contains appropriate content.
- Is managed in a coordinated approach and does not result in a proliferation of advertising signage.
- Does not detract from the heritage significance of a building or area.

## **1.4. Application of the Policy**

The policy applies to all Council owned or managed property.

## **2. Policy**

Advertising signage is an important aspect of business promotion. They help inform the community and promote goods and services. Well-designed advertising signs can make a positive contribution to their setting. Equally, poorly designed, located or excessive advertising signs can detract from the visual appeal and safety of an area.

### **2.1 Approval**

An application must be lodged for all advertising signage on Council owned or managed property. The application will be considered by the relevant approval authority.

The fees for signage are outlined in Council's Schedule of Fees and Charges, which is available on the Council website.

### **2.2 Legislation**

This Policy is subject to the provisions of all relevant legislation.

### **2.3 Location**

The following principles will be applied to the location of all advertising signage:

- The advertising signage must not create a physical obstruction or hazard. For example, the sign must not obstruct the movement of pedestrians or bicycle riders.
- The advertising signage must have suitable clearance from roads and meet appropriate road safety standards.
- Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design or behind an approved crash barrier.
- If a sign is proposed to be located to hang above a road or footpaths, it must meet the wind loading requirements as specified in AS 1170.1 and AS1170.2.

### **2.4 Sporting Club Advertising**

No permanent sporting club advertising may be displayed. Seasonal hirers may display advertising signage during their allocated sporting ground hours only. Advertising is limited to temporary banner signage only. No fee is payable for this type of advertising.

Except for fences, advertising may not be affixed to the facilities.

### **2.5 Content**

All advertising must contain appropriate content. Council will not approve advertising with the following content:

- Alcohol
- Firearms
- Gambling
- Pornography
- Tobacco

In addition to the above, Council will not approve advertising in parks, sporting grounds and reserves with the following content:

- Fast food
- Soft drinks

## 2.6 Removal

Council reserves the right to remove any advertising on Council owned or managed properties at its sole discretion.

## 3. Version Control

Date	Type	Minute
6 June 2023	Version 1 - Draft for public exhibition	151/23
14 July 2023	Final version endorsed by the General Manager	