

MURRAY RIVER COUNCIL  
COUNCIL POLICY

**DRAFT**  
**SIGNAGE  
&  
ADVERTISING  
STRUCTURES  
POLICY**

POL-407.V#1



murray river  
council

## 1. INTRODUCTION

The purpose of this Policy is to;

- 1.1 Address the different standards and provide guidance on the appropriate size and location of all signs and advertising structures across the Murray River Council area.
- 1.2 Ensure that signs erected or displayed in the Murray River Council area are appropriate to their location and function and do not diminish;
  - ▶ the visual amenity;
  - ▶ the aesthetics, heritage, cultural values and character of the locality;
  - ▶ the appearance of buildings; and
  - ▶ public places and streetscapes.
- 1.3 Ensure that they accord with public safety requirements in terms of structure, fixing and location
- 1.4 Ensure that movable signs are approved to be displayed in accordance with the provisions of this Policy.
- 1.5 Ensure that any signage and advertising structures are located appropriately across the Murray River Council area.

## 2. OBJECTIVES

Council strives to deliver high standards of signage quality and prevent excessive visual advertising clutter by ensuring that signs do not detract from the amenity of the Murray River Council area. Council will assess and ensure that advertising signs and structures are compatible and complement the character and locality.

The Council also has a responsibility for the safety of the community and all signs in terms of their location, size and construction need to be appropriate.

We acknowledge and recognise the legitimate need for signs to provide directions, business identification and promotion and for tourism and marketing purposes. Appropriate opportunities for signage on a temporary nature such as for community events and markets etc. or promotion of tourism in the area will also be considered under this Policy.

This Policy provides direction on the allowable construction standards, dimensions, siting and location of the signage and the ongoing requirements on the owner to maintain the signage and advertising structure in a safe and tidy condition.

## 3. SCOPE

This Policy applies to the following areas within the Murray River Council area:

- ▶ Business areas/business parks and town areas;
- ▶ Trade and industrial areas;
- ▶ Residential areas;
- ▶ Environmental and heritage areas; and
- ▶ Public recreation reserves (excluding sponsorship signs directly associated with sporting clubs)

All of the areas listed above are defined by the land zoning under Murray River Council's planning instruments.

Signs or advertising structures outside the areas listed above or that do not meet other conditions of this Policy are to be formally submitted, to Council, via a Development Application (DA) process and will be subject to a merits-based assessment where the objectives and intent of this policy will be used to inform the determination process.

## 4. LEGISLATION

- ▶ Local Government Act 1993 (NSW);
- ▶ State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (NSW)
- ▶ State Environmental Planning Policy No. 64 - Advertising and Signage 2001 (NSW)

## 5. POLICY STATEMENT

### OVERVIEW

5.1 Murray River Council appreciates the need for clearly legible and well-located signs throughout the Council area for direction, locality information and advertising purposes. Whilst Council acknowledges this need, we are also mindful of the unique natural character of the Council area and the importance of enhancing and maintaining the built environment as well as providing for public safety.

The material used, how signs are designed and where they are placed can have an impact on the safety of our community including road users and pedestrians. Well-designed and maintained signs which respect the locality and character of the area should be appreciated by both residents and visitors to our area, whilst enhancing the commercial activity.

Council wants to ensure that signs and advertising structures are not of excess size, are not blatant and discordant in their design and meet relevant standards and safety parameters.

### GENERAL SPECIFICATIONS

- 5.2 Any sign or advertising structure Council will have regard to the following matters: location, position, size, shape, colour, degree of illumination and the presence or rate of flashing lights.
- 5.3 Any sign or advertising structure should be located as close as possible to the premises to which it relates, unless Council is satisfied that there are local circumstances which makes this requirement difficult and an alternative location, acceptable to Council, is identified. A limit of one (1) sign within one (1) kilometre (km) from the premises will be applied, but any sign must not be displayed on private land that is not the same owner as the sign or advertising proponent.
- 5.4 Any sign or advertising structure will not be allowed to be placed or to remain where, in the Council's opinion, they would obstruct or conflict with pedestrian or vehicle movements or sightlines or obstruct access to views from any other premise. Any pathway for pedestrians on footpaths and walking tracks will be of at least two (2) metres wide and shall be unobstructed and maintained at all times.

### BUSINESS IDENTIFICATION SIGNS ATTACHED TO PREMISES

(within town centres, business centres and business parks, trade and industrial areas and home businesses)

- 5.5 Council regards advertising signs for businesses appropriate if they are attached to the shop-front/premises and:
- ▶ identifies the name or business of the owner or occupier;
  - ▶ identifies the name or address of the building or use of a site to which it is attached;
  - ▶ identifies activities carried out on the building or at the site or identifies the goods and services available; and
  - ▶ home business signage in residential areas is limited to a signage and advertising structure not exceeding 0.4 x 0.4 metres and can only be located on a fixed structure such as a fence, or building.

**\*Note** Business identifications signs must comply with the General Specifications Clauses 5.2, 5.3 and 5.4 above.

## SPECIFICATIONS FOR MOVABLE SIGNS

(including A-Frame and trolley signs)

- 5.6 Movable signs and advertising structures must not to exceed one (1) metre<sup>2</sup> in total face area (i.e. 1.25 metre x 0.8 metre or 1.0 metre x 1.0 metre) and meet the General Specifications Clauses 5.2, 5.3 and 5.4 above.
- 5.7 All businesses will be permitted to have one (1) movable sign for each street frontage except where a business is located on a corner where the premises will be allowed one (1) sign for each street frontage (primary and secondary street frontage). Placement of the signage must not allow pedestrian and vehicle obstruction for views or otherwise at each corner.
- 5.8 Movable signs will be permitted to remain in situ where they include the name, location, details of the business.
- 5.9 Movable signs such as A-frames, trolleys, and trailer mountable signs are not permitted in residential areas.

**Note** - The display of signage/advertisements on trailers and vehicles parked on roads, road shoulders, road reserve, footpaths and nature strips are not permitted under this Policy and requires formal consent of Council via a Development Application (DA), which will be a merits-based assessment in accordance with the objectives of this policy.

## SPECIFICATIONS FOR TEAR-DROP BANNERS/FLAGS

- 5.10 Tear-drop banners/flags should not exceed the height of any awning. Where an awning exists, or to a maximum height of 3.6 metres. No part of the tear-drop sign/banner/flag is permitted to overhang a roadway and must be located a minimum of two (2) metres from the street kerb/gutter (refer to item General Specifications 5.4).
- 5.11 Where a tear-drop banner/flag overhangs a footpath/pedestrian movement way, a minimum clearance of two (2) metres is required (refer to item General Specifications 5.4).
- 5.12 Tear-drop banners/flags are required to be securely fixed into the ground, attached to a building or similar solid structure and are not to impede vehicle sightlines, pedestrian movements or obscure or impede surrounding businesses. At all times the structure owner is responsible and liable for fixing the structure to the ground, building or solid structure.
- 5.13 Each business will be limited to two (2) tear-drop banners/flags per each fifteen (15) metres of the business's street frontage to a maximum of 8 in total across the total length of the business's street frontage (in built up areas or retail shop fronts outside of business parks and industrial areas, a maximum of two (2) tear-drop banners/flags/signs are permitted). Only two (2) tear-drop banners/flags are permitted if a moveable sign has been approved by Council.

## PUBLIC LIABILITY INSURANCE REQUIREMENTS

- 5.14 The owner of any sign or advertising structure located on any Council land (including easements, nature-strips, and road reserves) is required to have public liability insurance for the sign or advertising structure to the value of \$20 million whilst the sign or advertising structure is in place or visible at all times.

## EXEMPTIONS

Council has applied the following exemptions to some types of signage and advertising structures, however this policy does not override relevant NSW State legislation and standards including the general specifications section of this Policy:

- ▶ Council owned and managed land and buildings (includes delegated land managers that are operating on behalf of Council excluding leases);
- ▶ Displayed sponsorship signage at sporting clubs and recreational reserves;
- ▶ Information signage located at heritage, cultural and environmental areas from the appropriate authority;
- ▶ Temporary community events and markets (maximum of two (2) weeks for a single event) (up to twelve (12) individual events per year) or otherwise approved by Council;
- ▶ Directional signage in relation to traffic management, public safety, and building and construction statutory requirements or any other signage Council determines appropriate.
- ▶ Business identification signage within the private property boundaries within business parks, business centres and township centres (i.e. Motels, Bakeries etc.).
- ▶ Temporary real estate signage (directional and on the property that is for sale only)

## COUNCIL'S RIGHT TO REMOVE SIGNS AND ADVERTISING STRUCTURES

Council's authorised officers may exercise its authority to remove, impound or direct the owner to remove signs and advertising structures which are in contravention of this policy or in any case where the Council considers that the display of such a sign or advertising structure is not appropriate or offensive.

## 6. RESPONSIBILITIES

Position	Responsibility
Mayor	To lead Councillors in their understanding of this Policy and the compliance requirements of the business community within the Murray River Council area.
CEO	To lead employees (either directly or through delegated authority) in their understanding of, and compliance with, this policy and related Procedures.
Directors, Managers and Supervisors	To communicate, implement and comply with this Policy and related Procedures.
All Council Employees	To be aware of and ensure compliance with this Policy.

## 7. EVALUATION AND REVIEW

It is the responsibility of the Director Planning & Environment to monitor the adequacy of this Policy and recommend appropriate changes.

This Policy will be formally reviewed every four (4) years or as needed, whichever comes first.

## 8. ASSOCIATED DOCUMENTS, DEFINITIONS AND ACRONYMS

- ▶ SEPP - Advertising and Signage Exempt Development Code

## 9. DOCUMENT CONTROL

Version No.	Details	Dates	CM9 Reference	Resolution No.
1	Initial Issue	DRAFT		DRAFT

Council reserves the right to review, vary or revoke this policy at any time

This Policy is scheduled for review in before 2026

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