



Liverpoolcity council
creating our future together

SIGNAGE ON COUNCIL LAND POLICY

Adopted: 28 September 2011

TRIM 093915.2011

SIGNAGE ON COUNCIL OWNED LAND

1. DEFINITIONS

“Variable message sign” means an advertisement whereby the message, design or wording displayed may be changed at pre-set timing intervals or by any mechanical or electric source of power.

“Vehicle-mounted sign” means an advertisement displayed on a vehicle, trailer or the like, where the vehicle acts as part of the supporting structure for the advertisement. This definition does not apply to vehicles with magnetic, painted, or sticker advertising.

“Portable Sign” advertising or advertising structure that is not fixed to a physical point and is removed from its position at the close of business every day and includes A frame signs, sandwich boards and the like

2. BACKGROUND

On 29 November 2010, Council resolved to prepare a policy regarding trailer advertising signs in the City of Liverpool, review the policy and seek public comment.

Signage is regulated through Council’s Liverpool Local Environmental Plan 2008, Development Control Plan 2008 and the State Environmental Planning Policy No. 64 Advertising and Signage.

Some signage structures have the potential to be a hazardous distraction to drivers and potentially cause an obstruction to traffic and pedestrians; Council needs to be clear on what signage is strictly prohibited on Council owned land.

3. PURPOSE/OBJECTIVES

The purpose of this Policy is to address the issue of unauthorised signage on Council owned land.

4. POLICY STATEMENT

4.1 Unauthorised signage

4.1.1 Variable message signs, vehicle-mounted signs and portable signs are not permitted on Council owned land, including public roads and road verges.

4.1.2 Signs erected by Council or other public authorities are exempt from this policy.

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4.2 Enforcement

Council officers may issue penalty infringement notices and initiate legal proceedings for any detected breaches.

AUTHORISED BY

Council

EFFECTIVE FROM

28 September 2011

DEPARTMENT RESPONSIBLE

City Planning

REVIEW DATE

September 2016

REFERENCES

Environmental Planning and Assessment Act 1979

Liverpool Development Control Plan 2008

Liverpool Local Environmental Plan 2008

State Environmental Planning Policy No. 64 Advertising and Signage