

Warrnambool City Council

Promotional Signs on Highways Policy

To allow community groups and organisations located in Warrnambool, to promote their events through the display of appropriate advertising at specific highway locations, with Council being the single permitting authority.

Policy Guidelines

In order to achieve the purpose of the guidelines, Council will:

1. Enforce the policy through adherence to Vic Roads requirements, and Local Law 5 (Streets and Roads), which states that no person without a permit may erect or place an advertising sign over any other part of a road.
2. Require that any sign erected shall comply with the following conditions:
 - a) Short term, community based promotions
 - b) The earliest that any sign shall be erected will be 1 week prior to the event, and the sign(s) shall be removed at 10am – no later than 12 hours after the completion of the event.
 - c) The sign(s) shall only be located in the framework provided by Council on the entrances at Raglan Parade, south side, (near Simpson St) and Raglan Parade, north side, (near Laverock Rd) and on Mortlake Road, east side, (near Breton St)
 - d) The sign shall be professional in appearance and aesthetically pleasing. It shall be kept in a simple form – carrying the event name, venue, date and name/logo of organisation (if forming part of the event title)
 - e) The signs shall be provided, maintained and removed by the applicant at his/her cost. Council will not be held responsible for any damages to the sign.
 - f) The signs shall be of a size required to fit firmly within the frames provided (1200mm x 1200mm x 3mm or 5mm), and constructed of an approved material (eg.corflute)
 - g) No sign shall contain any rotating, revolving or similarly moving parts or contain illumination, flashing lights or reflective material.
 - h) The lettering on the signs shall be of a contrasting colour to the background and the letters shall be of a size between 100 and 200mm in height.
 - i) The maximum number of signs permitted to be displayed by one organisation at the same time will be 3; however, Council will determine the number permitted based on the number of applications for permits at that time.
 - j) Commercial advertising or sponsorship logos shall not exceed 10% of the area of the signs.
 - k) Approvals for signs shall be limited to applications from local, community based organisations only. No promotions of commercial events or trade promotions will be permitted, unless conducted by a community based or charitable organisation.
 - l) Written applications, issue of permits and enforcement of the Policy shall be administered out by the Manager of Events and Promotions.
 - m) Bookings shall only be taken 12 months in advance