

## **PART G. ADVERTISING / COMMERCIAL SIGNAGE**

### **1. Advertising and Commercial Signs**

#### **(i) Within Road Reserve**

Other than approved Traffic Control, Guide, Service or approved Tourism Information Signs, neither permanent nor temporary advertising and commercial signs (including sandwich boards) are permitted to be erected, put up or placed in a State or Local Government Road reserve subject to a speed limit in excess of 60kph.

#### **(ii) Within Road Reserve (60kph or lesser zones)**

Other than approved Traffic Control, Guide, Service or approved Tourism Information Signs, neither permanent nor temporary advertising and commercial signs (including sandwich boards) are permitted to be erected, put up or placed in a State or Local Government Road reserve without the permission of the road authority and Local Government.

#### **(iii) Private Property ('over the fence advertising')**

Advertising and commercial signs on private property both on and off the premise is not covered by this Manual and is controlled by Local Government under various controls such as the Land Use Planning and Approvals Act 1993, By-laws and the Local Government (Building & Miscellaneous Provisions) Act 1993.

### **2. Temporary Advertising Signs**

#### **(i) Event Advertising**

##### **(a) Definition of Event Signs**

For the purposes of this Manual, a temporary event sign is a sign that is displayed no earlier than two weeks before an activity or event of a civic or community nature and is removed by the proponent within two days after the event and is defined as:-

*Any poster or notice, placard or board, picture or banner that is temporarily placed, erected or put up within a road reservation for the purposes of attracting the attention of road users.*

Generally these signs advertise events that have either a sporting, cultural, religious, educational or recreational interest to the community at large.

**(b) Approval Process**

Section 16(1) of the Roads and Jetties Act 1935 states that any structure including an advertising sign, billboard or poster erected within any state road reservation requires the prior approval of the Minister administering the Act. Likewise, the Local Government Highways Act 1982 and Local Government (Building and Miscellaneous Provisions) Act 1993 empower Local Government Authorities to control signs proposed for erection on local roads.

**(c) Policy**

In determining whether to permit or refuse an application to erect a Temporary Event Sign a number of factors relevant to the safe use and operation of the road network need to be considered by the road authority. Aspects that should be considered are:

- the sign should not detract from the message of legitimate signs needed for the purposes of road safety, statutory control and guidance of road users;
- the sign should not obstruct or form a confusing background to traffic signs or signals;
- the sign should not obstruct a driver's or pedestrian's view of the road or of other road users;
- the method of construction, selection of materials and site installation must be such that the sign cannot cause danger to road users;
- the number of competing signs in the area - too many signs in one location can be hazardous to road safety because drivers may be overloaded with information;
- the design, location and colouring of the sign must be simple and clear;
- the sign should only be permitted within the region / town of the event.

**Acceptable Event Signs**

Subject to the necessary consent of the Local Council and the road authority, organisers of the following types of events may be permitted to place temporary signs within the road reservation boundaries of State or Local Government Roads.

Charitable Fundraising Events and Doorknock Campaigns

Tasmania (VFL) / Tassie Mariners Games

Garden Week Exhibition

Major Craft and Antique Fairs

Power Boat Titles

Agricultural Shows

Tulip Festival  
State / National Athletic Competitions  
School/Church Fairs  
Rural Exhibitions  
Interdominion Racing  
Town Festivals  
State / International Cricket Matches  
Regattas  
State / International Rowing Events

**NOTE:**

This list is not exhaustive but serves to illustrate that the only signs that may be approved are those temporary event signs intended to advertise events such as community social occasions, major sporting, cultural, religious, educational or recreational events or charity fundraising doorknocks. Undoubtedly this is an area where it is not possible to provide specific and rigid criteria and, as such, it will ultimately depend on the professional judgement of both local government authorities and DIER (on State Roads) to determine whether or not a sign application is approved or rejected.

**(e) Sign Specifications for Events**

- the total area of the sign shall be no greater than 3.0m<sup>2</sup> in size,
- sites for the location of temporary event signs should be chosen so that the sign is no closer than one (1) metre from the outside edge of the gravel shoulder or three (3) metres from the sealed road surface, whichever is greater;
- the sign shall not be illuminated, nor should retro-reflective materials be used;
- the location, selection of materials and methods of construction of the sign are to be such that no danger is caused to road users. The sign should be able to withstand the effects of wind or rain;
- the sign should inspire confidence in the event being advertised. As a result, the quality of the sign design and the materials used in its construction must achieve a professional standard;
- the message appearing on the signs must be clear and concise to ensure a road users can interpret the message;

- the sign shall be erected at right angles to the roadway but angled off the direction of the traffic by approximately 5 degrees to reduce headlight glare reflecting back into the motorists vision;
- the sign shall not conflict with the colour combinations or shape of traffic signs, so as to cause confusion to road users; and
- flashing or animated signs, including those employing flashing lights are prohibited.

### **3. Other Advertising Signs**

#### **(i) Portable Signs (A-Frame ‘Sandwich Boards’)**

This Manual does not attempt to control any freestanding portable sign such as an A-frame (sandwich board) positioned on a footpath or nature strip within an urban area. Contact should be made with the local council whether planning permission is required to place such signs.

These signs should not be positioned where they impair public safety or impede the passage of road users in particular pedestrians.

#### **(ii) Mobile Advertising Signs**

For the purposes of this Manual, mobile advertising signs are defined as:

*Those signs on vehicles, trailers, trucks or other transportable objects which are intended be driven, parked or placed within or adjacent to a road reserve with the sole purpose of advertising/ selling a product, event or to display a particular message.*

Approval of such signs on private property may be required under the Local Government Planning Scheme or By-laws and requires the prior consent of the landowner.

#### **(iii) Property Sale & Land Development Signs**

Property sale and land development signs must be located on or within the boundaries of the property for sale and must meet the requirements of the Local Authority Planning Scheme and/or by-law.

A Portable sign (sandwich board) to indicate an “Open Home” may be permitted within a State or Local Government Road outside the property in question during the inspection period, provided that due regard is given to the safety of pedestrians and other road users.

**(iv) Roadside Vendors**

This Manual does not attempt to control, prohibit or influence roadside stalls or vending. Provisions dealing with roadside stalls and vending on all public roads are contained in Section 56(c) of the Vehicle and Traffic Act 1999. The operative date was 1 January 2002.

**(v) Government Promotion**

Situations may arise where services or initiatives of Government (Commonwealth, State or Local) result in the need to display promotional signage.

Examples include: Road Safety Campaigns, Water Restriction and Fire Permit Periods.

Such signage is not to be erected nor displayed in a State or Local Government Road without the permission of the road authority. Erection of such signage on private property is subject to landowner permission and Local Authority Planning Schemes, By-laws and the Local Government (Building & Miscellaneous Provisions) Act 1993.

**(vi) Electoral**

The erection or display of electoral advertising signs within State and Local Government Roads is prohibited. The provisions of Local Authority Planning Schemes and Bylaws together with requirements under the Electoral Act make adequate provision for such advertising.