

Mildura Riverfront Signage Policy

Policy – CP064

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General Manager Community		Council	May 2016	2016/0097
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1. The purpose of this policy is

To establish guidelines and conditions for the approval of the production and installation of Guide, Regulatory, Warning, Commercial and Community (not for profit) signage at the Mildura Riverfront.

2. Policy Statement

Any signage (temporary, permanent or freestanding) erected along the Mildura Riverfront must comply with the specific guidelines associated with each signage category (see attached Mildura Riverfront Signage Policy Guidelines) to ensure that the natural aesthetic and amenity of the Mildura Riverfront, and view of the river itself, are not compromised in any way.

3. Principles

- To ensure that any signage does not cause loss of amenity (visual or physical) or have a detrimental effect on the natural or built environment, or the safety, appearance or efficiency of any public area.
- Approval of signage applications for the Mildura Riverfront will be undertaken by the Riverfront Control Group.
- To maintain a degree of uniformity and equity in the extent of any commercial signage permitted.
- Signage of any type must comply with the Mildura Riverfront Policy and its associated Guidelines.
- The Mildura Riverfront Policy Guidelines will not be negotiated to suit commercial imperatives.
- Commercial signage of any type is only permitted in the following precincts of the Mildura Riverfront: Wharf, East Promenade and

West Promenade (see Mildura Riverfront Policy Guidelines for further information on signage allowable in each precinct).

- Commercial signage is only permitted at Wharf, East Promenade and West Promenade precincts of the Mildura Riverfront if it is directly related to Tourism or Hospitality Industry operations being undertaken at these locations.
- Commercial signage in the context of this policy does not pertain to static promotional advertising (eg. Branding on temporary umbrella's etc)
- Static promotional advertising is only permissible in the following precincts of the Mildura Riverfront: East Promenade and West Promenade.
- Static promotional advertising must directly relate to hospitality operations being undertaken in the afore mentioned precincts of the Mildura Riverfront eg Branding on temporary umbrellas outside of hospitality venues, temporary food vendors, etc
- The Riverfront Control Group reserves the right to request that any static promotional advertising signage be removed if it is not compliant with the conditions outlined in Community Local Law 2.
- The Riverfront Control Group reserves the right to request that any static promotional signage be removed if it directly promotes regions outside of the Mildura area that provide like products and services.
- Permanent Commercial (advertising and flood lit) Signage will require a planning permit in addition to approval from the Riverfront Control Group.
- The Riverfront Control Group may request that any signage, which is installed without the required approval, be removed at the cost of the individual or organisation responsible for installation.
- The Riverfront Control Group reserves the right to remove any Commercial, Community (not for profit) and Guide signage (permanent, temporary or freestanding) which has been installed without approval.
- Signage which has been removed from the Mildura Riverfront at the request of the Riverfront Control Group will be handled in compliance with Community Local Law 2.
- Event / Commercial Hirer's that are Sign Owners of any approved temporary or freestanding signage must remove this signage at the completion of the hire period.
- Community groups / organisations / individuals who are Sign Owners of any approved temporary or freestanding signage must take full responsibility for the maintenance and security of their signage.
- All Temporary Signage must be removed at the completion of each day unless otherwise approved by the Riverfront Control Group.

4. Who is responsible for implementing this policy?

Riverfront Control Group

5. Definitions

Guide Signs	Signs that provide wayfinding directions, maps, general information about a town or city or historical markers (see Riverfront Signage Policy Guidelines)
Regulatory Signs	Signs which explain what people can and cannot do. It is illegal to disobey these signs.
Warning Signs	Signs which tell you there could be danger ahead such as rail way crossing signs.
Commercial Signs	Signs which are designed to promote a specific business. Information signs which direct people toward a specific business, signs which are deemed static advertising.
Community (not for profit) signage	Signage (freestanding or temporary) which relates to a reoccurring or singular hire / Service Agreement for a precinct at the Mildura Riverfront which is used to promote an event.
Mildura Riverfront	The Mildura Riverfront is the area commencing at the east end of Pioneer Way (Nowingi Place / car park) through until the west end of Hugh King Drive (Jaycee Park) See attached map.
East Precinct	The area of the Mildura Riverfront that commences at Nowingi Place through until the Mildura Wharf (see attached map). The East Precinct includes the Nowingi Place Carpark, Nowingi Place Soundshell, East Promenade Fitness Trail, Water Play, Houseboat Moorings and Mildura Skate Park.

Wharf Precinct	The area of the Mildura Riverfront which includes the Wharf itself, Wharf Carpark and lawned area between the Wharf Carpark and the Rowing Club building (see attached map).
East Precinct	The area of the Mildura Riverfront which commences at the Mildura Rowing Club building through until the end of the east promenade (see attached map). The East Precinct includes the Mildura Rowing Club building, Rowing Club Lawns, The Bill Hyder Gardens, The Langtree Connection (Terrace), the Powerhouse and the Powerhouse Art Studio.
Temporary Signage	Signage which is not affixed to or supported by a pre-existing structure. This includes banners, “A Frames” and “Sandwich Board Signs”
Freestanding Signage	Signage which is not affixed to or supported by a pre-existing structure and is not intended to be removed.
Permanent Signage	Signage which is affixed to or supported by a pre-existing structure and is not intended to be removed.
Flood Lit Signage	A fixed permanent or freestanding sign illuminated by external lighting provided for that purpose.
Promotional Advertising Signage	Static advertising signage which does not directly advertise a business but promotes products or services used by a business.
Applicant	The group, organisation, business, regulatory body or individual seeking consent to erect signage within a precinct/s at Mildura Riverfront.
Sign Owner	The group, organisation, business, regulatory body or which has approval to erect signage at the Mildura Riverfront.
Event / Commercial Hirer	An individual, group or organisation who has entered into an agreement with Council to hire a precinct (or part of a precinct) of the Mildura

6. Legislation and other references

6.1 Legislation

Community Local Law no 2

8.2(a) Advertising Signs / Display of Goods

A person must not, without a permit, place or cause or authorise another person to place:-

- (i) an advertising sign on any Council Land

8.2(c) In deciding whether or not to grant a permit the Council may take into account:-

- (ii) the amenity of the area.

6.2 VicRoads Manual of Standard Drawings for Road Signs (various chapters outlined in the attached Mildura Riverfront Signage Policy Guidelines).

6.3 Planning Scheme Public Park and Recreation Zone (PPRZ) 36.02-8 Advertising Sign Requirements Clause 52.05

7. Documents

This Policy is implemented in conjunction with the following documents:

- Mildura Riverfront Style Guide
- Planning Scheme Public Park and Recreation Zone (PPRZ), 36.02-8 Advertising Sign Requirements Clause 52.05-1 to 52.05-3

8. Risk Assessment Reference

Please tick the corporate risk(s) that this policy is addressing.

Risk Category		Risk Category	
Asset Management	✓	Financial Sustainability	
Committees		Human Resource Management	
Compliance – Legal & Regulatory	✓	Leadership & Organisational Culture	
Contract Management		Occupational Health & Safety	
Contract Tendering & Procurement		Organisational Risk Management	
Corporate Governance	✓	Project Management	
Environmental Sustainability	✓	Public Image and Reputation	✓