



NORTHERN MIDLANDS COUNCIL

POLICY MANUAL

ILLAWARRA ROAD SIGNS ADVERTISING

Originated Date: Adopted 27 June 2016 – Min No. 163/16
Amended/Review 9 February 2018
Date/s: Reviewed 14 December 2020 – Min. No. 423/20
Reviewed 17 February 2025 – Min. No. 25/0066

Applicable Legislation:

Objective The purpose of the Northern Midlands Council Highway Signs Advertising Policy is to regulate the use of the advertising space on the Welcome to Longford signs on the Illawarra Road. Northern Midlands Council, with the permission of the Department of State Growth (DSG), will make 'advertising space' available to local sporting clubs, not for profit organisations, Northern Midlands Council and community groups to promote their events, with a view to providing information to residents and visitors and promoting tourism within and surrounding the Municipality.

Administration: Community and Development

Review Cycle/Date: Every 4 years, next review 2029.

POLICY

1. Advertising signage placed on the Northern Midlands Council Highway Signs will be legible, inoffensive and in good order. The advertiser will make their own arrangements for the production and payment of good quality signs through a sign-maker of their choice, or self-made, to a high standard.
2. The sign is not to be erected more than 21 days prior to and removed immediately after the event.
3. White corflute signs are to be used and can measure either 2500mm x 445mm or 1250mm x 445mm. Both sizes can be accommodated.
4. Logos are permissible.
5. Luminous or reflective signs may be used.
6. It is the responsibility of the advertiser to deliver signage to the Northern Midlands Council by noon on Thursday (for installation the following week).
7. Council staff will install and remove signage each Monday morning or on the next available working day in the case of long weekends.
8. The advertising space is not available for candidates nominating for local, state or federal government elections. It may, however be used by Council to remind people of Council election dates.
9. The advertising space is not available for private events such as private garage sales
10. Signage remains the property of the advertiser. Signage should be collected from the Northern Midlands Council as soon as practicable at the cessation of advertising. Council may dispose of any sign not collected by the sign owner after 28 days.
11. Applicants are encouraged to submit proposed sign designs prior to manufacture to ensure the proposed message/logo is appropriate.
12. Council will have the final decision on permitted signboards, with the aim to ensure there is no inequity between advertisers.



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13. Weeks will be determined from Monday to Sundays.
14. Signage can be installed for up to three weeks (maximum) however signs can then be re-booked for another three weeks etc if the space is available. The re-booking can occur on the last Friday of the current booking period.
15. Only one space per east sign and once space per west sign is allowed per event / activity (maximum of two signs in total).
16. Bookings can be made up to twelve months in advance.
17. Council has the right to remove unauthorised temporary or permanent signs erected in the road reservation of Illawarra Road, between the two Welcome signs and within 1km on the approach to each sign.
18. Northern Midlands Council will not be held liable for lost, stolen or damaged signs.