Signage Policy 2012

Policy No.

This Policy is a tool developed by the Mornington Peninsula Shire to specify appropriate and consistent signage guidelines, and provides a clear process for the assessment of signage requests.

The objectives of this Policy are:

- To facilitate the ease of navigation using an appropriate combination of signs.
- To ensure that signage complements, rather than dominates or intrudes upon, the character and visual amenity of an area, the buildings on which they are displayed, and the general environment.
- To utilise existing structures for the erection of signage as far as practicable.
- To adopt consistent technical standards, which not only facilitate motorist recognition and comprehension, but also meet road safety objectives and requirements.
- To emphasise that tourist and community service facility signage is directional, rather than promotional.
- To encourage the rationalisation of signage.
- To ensure that all signs that are installed and maintained by the Mornington Peninsula Shire shall simultaneously aim for excellence of design, minimisation of maintenance and susceptibility to vandalism or other damage.
- To provide clarity of the application process for businesses / groups / individuals seeking to erect signage.
- To provide for short term community information signage which relates to specific events or activities.
- To give Council guidance in the formation of recommendations to VicRoads in relation to freeway and arterial road signage decision making.

The Shire’s Signage Policy was originally adopted 4th June 2001 (under the name “Comprehensive Signage Policy”), with council adopting an updated version in 2005 and 2012. This Policy will be reviewed every 5 years.

The primary responsibility for the implementation of this Policy lies with the Economic Development Unit, although the assessment of requests for signage and the enforcement of this Policy rest with a variety of different Units of Mornington Peninsula Shire.

CORPORATE FRAMEWORK

Vision
This Policy is consistent with Council’s vision for the municipality. Mornington Peninsula Shire is committed to a ‘Sustainable Peninsula’ by achieving outcomes that are environmentally, economically and socially sustainable. The Shire’s Sustainability Framework provides guidance to ensure sustainable outcomes are delivered through Shire policies and strategies.
The Shire values its vibrant community and recognises the need for local businesses, organisations and individuals to display signage for a variety of different reasons, including promotion, directional reassurance and safety advice.

**Mission**
The Policy’s primary role is to provide a framework to ensure that signage erected on the Mornington Peninsula is functional – providing clarity of direction, while being complementary to the unique natural environment of the Mornington Peninsula.

**Goals**
Consistent with the Shire Goals, this policy will assist Council towards:

- Nurturing our local character and sense of place;
- Protecting our environment and tackling climate change;
- Creating safe, healthy and engaged communities;
- Supporting a sustainable Peninsula economy; and
- Being responsive, accountable and forward looking.

**Key Policy Statement**
Through this policy Council will be able to ensure that signage erected on the Mornington Peninsula is functional – providing clarity of direction, while being complementary to the unique natural environment of the Mornington Peninsula.

Some key outcomes of the adopted processes will be the improved clarity of an individual’s or an organisation’s eligibility for signage and the transparency and equity in which assessment of various requests for signage are made. This will in turn provide the benefit of being able to deliver improved education and enforcement of this Policy.

No signage may be erected or displayed in any way that may result in a loss of safety or access.

**STRATEGY**

**Strategic Objective 1**
To provide clarity on the application process for signs.

*Action 1.1* Regularly update Fact Files and online information

*Action 1.2* Participate or facilitate information sessions for community groups

**Strategic Objective 2**
To provide clarity within the Mornington Peninsula Shire as to the roles and responsibilities for the implementation and enforcement of this Policy

*Action 2.1* Continually liaise with the responsible unit to ensure the Policy remains effective

*Action 2.2* Continually liaise with the Customer Service Unit of the Shire to:

- Determine the community’s understanding and adoption of the Policy
- Ensure they understand who are the Responsible Officers to maximise service to customers
Strategic Objective 3
To continue to work closely with the Tourism Industry on signage issues

Action 3.1  Continue the Directional Signage rationalisation program
Action 3.2  Continue to develop appropriate directional signage both off the Mornington Peninsula and within the Mornington Peninsula
Action 3.3  Develop accessible tourism information 'kiosks' / signs in various locations within the Mornington Peninsula

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1. SCOPE
This policy applies to all individuals, organisations and businesses who seek to erect signage within the Mornington Peninsula Shire. The way in which signage is controlled and managed upon public owned/managed land or private land differs depending on the type of signage proposed.

For freeway and arterial roads as outlined in the Roads Management Act 2004 VicRoads is the decision making authority for all sign applications. The Road Management Act 2004 gives applicants the ability to refer decisions to the Victorian Civil Administrative Tribunal (VCAT) for review.
2. **DEFINITIONS**

**Advertisement** - any word, letter, image, device or representation or combination used for the purpose of advertising, announcement or display.

**Advertisement area** - The total area of an advertisement. If the advertisement does not rotate or move, the area is one side only.

**Advertising Sign** - An advertisement and any structure built specifically to support it. Includes above--verandah sign, animated sign, bed and breakfast sign, bunting sign, business identification sign, floodlit sign, high-wall sign, home occupation sign, internally illuminated sign, major promotion sign, panel sign, pole sign, promotion sign, reflective sign, and sky sign (as defined by the Mornington Peninsula Planning Scheme). This also includes commercial signage mounted on vehicles and/or trailers.

**Authorised Officer** - Any person appointed under Section 224 of the Local Government Act 1989.

**Commercial Activity** - Any activity that is associated with the operation of an abutting business. For the purpose of this Policy it includes (but is not limited to) outdoor dining facilities, Aframes, display of goods, busking, markets.

**Commercial Activity Zone** - The area of public land on a footpath that is located in between the Pedestrian Zone and the Kerbside Zone that may be used for Commercial Activities.

**Community Events** - An event of recreational, cultural, social or community interest and where some of the event proceeds are returned back to the community.

**Community Service Facility** - Buildings, structures and areas which are essentially community based and operated, even though they may be used by visitors and, in some cases they may attract visitors in their own right. These may include a public golf course, swimming pool or an aerodrome.

**Directional Signs** - Signs of a non-promotional nature that serve to provide information relating to the direction towards a feature. Includes community service facility signage (white text on blue background), and tourist attraction signage (white text on brown background).

For the purpose of this policy it does not include regulatory, warning, guidance, destination and street signage.

**Footpath** - means any path that is provided for the use of pedestrians only or that is regularly used by pedestrians and not Vehicles, or that is a segregated footway or a shared footway. It includes a footway.

**Industrial Area** - Land within an Industrial 3 Zone of the Mornington Peninsula Planning Scheme.

**Kerbside Zone** - The area of public land on a footpath that is located between the Commercial Activity Zone and the back of the kerb.

**Land** - includes buildings and other structures permanently affixed to Land, Land covered with water, and any estate, interest, easement, servitude, privilege or right in or over Land.

**Movable Advertising Sign** - Any movable board, notice, structure, banner or similar device used for the purposes of notifying of a sale, soliciting sales or notifying people of the presence of an adjacent property where goods and services may be obtained. Includes A-Frame signs. This excludes commercial signage mounted on vehicles and/or trailers.
**Pedestrian Zone** - The area of public land on a footpath that is immediately adjacent to the property boundary and that is for the exclusive use of pedestrians. Where the property boundary is inset (i.e., due to a road widening reservation) and this results in irregular front property boundaries – the pedestrian zone will be taken as being a consistent line with other surrounding properties so as to provide a continuous path of access.

**Pointer Signs (Real Estate Agent Signage)** - Small signs located at the intersection of two or more roads, indicating the direction towards properties available for sale.

**Public Place** - includes a Reserve, public highway, Mall, Road, street, bridge, footway, Footpath, court, alley, passage or thoroughfare, notwithstanding that it may be formed on private property and any other place to which the public may resort.

**Real Estate Signage** - A variety of signage used by real estate agents to draw attention towards properties for sale, lease or auction. Includes flags, movable advertising signs, pointer signs, and onsite signs.

**Residential Area** - Land within a Low Density Residential Zone, Residential 1 Zone and Mixed Use Zone of the Mornington Peninsula Planning Scheme.

**Road** - means highway, street, lane, bridge, thoroughfare or other place that is open to or used by the public for passage with vehicles. It includes a public highway, carriageway, Footpath, Traffic island, nature strip and any area that is provided to separate Vehicle Traffic on a highway, street, lane, bridge, thoroughfare or other place. It also means any place that is defined as a Road, a Road Related Area or a Highway under Section 3(1) of the Road Safety Act 1986.

**Rural Area** - Land within a Green Wedge Zone, Farming Zone or Special Use 1 Zone of the Mornington Peninsula Planning Scheme.

**Safety Advice Signage** - Signage that is erected or displayed for the sole purpose of providing advice on safety issues and concerns within the Municipality. Can be either permanent structures or signs that are displayed on a temporary basis.

**Shopping Precinct** - A concentration of land that is used for retail and office based business activities as identified in the maps in Background Paper A of this policy.

**Shopping Precinct or Arcade Signs** - Signage structures and signs that direct people to a business or organisation located within an arcade or on a side street. These signs feature the business/organisation name, and are not used to increase the relative amount of advertising space for a business/organisation. They may form an integral part of a streetscape scheme.

**Temporary Community Event and Information Sign** - Temporary signage erected in an approved location to promote a community event or information relating to a community group, and from which some of the proceeds are returned to the community.

**Township Entry Structures** - Generally located at the entry to a township in the road reserve indicating the entry into a township – these are not township name signs as erected by Mornington Peninsula Shire. The structure may feature the logo or symbol of community groups and clubs but does not feature any promotional or commercial information.

**Tourist Attraction** - A commercial or non-commercial attraction or establishment, or an attraction that is actively managed by a government agency or committee of management. This facility caters primarily for tourists (for which a charge may or may not be applied), and meets the eligibility criteria listed in Table 1 of Technical Paper - Procedure - i) Directional Signs - Community Service Facilities and Tourist Facilities.
Tourist Route - A tourist route incorporates special interest visitor trails developed in conjunction with representative organisations, to link tourist facilities of related interest, attraction or theme.

Variable Message Sign (VMS) - Movable illuminated signage that can be programmed to display different messages. Used to alert road users of upcoming traffic hazards and delays.

Vehicle Mounted Signage - A vehicle displaying a sign or advertising material, and parked in the one location for the purposes of advertising.

3. TECHNICAL PAPERS - PROCEDURE

Due to the variety of different types of signs considered by this policy it is appropriate that each type of sign is assessed separately in accordance with the relevant guidelines.

Unless the sign is manufactured and erected for the Shire (or another public authority) and/or for VicRoads purposes, the individual or organisation requesting the sign or erecting the sign is responsible for the maintenance of the sign, unless otherwise specifically stated in this policy or agreed to in writing by Council.

The individual or organisation requesting the sign or erecting the sign is to indemnify the Shire and/or VicRoads against any claim or liability in respect of signs on road reserves.
A. TEMPORARY COMMUNITY EVENT AND INFORMATION SIGNAGE

The Temporary Community Events and Information Signage is affective from the 30 March 2013. Signs prior to this must comply with previous requirements.

**PURPOSE**

To enable community groups to promote their events to the wider community, while at the same time allowing Mornington Peninsula Shire to manage the approved signage sites to ensure equitable access for community groups, and ensure that any signage installed does not impact adversely on the amenity of the area, and safe passage of traffic.

**REQUIREMENTS TO BE MET**

**General**

Seventeen (17) approved sites have been identified throughout the municipality, with seventeen (17) permanent signage frames in total. These frames are 2250m x 1200min dimension and hold four (4) removable inserts.

The removable insert must promote an upcoming community event, market or community service message that is being held within the municipality or provide information on the activities.

Overall there are sixty eight (68) displays per month and the signage applicant is entitled to have five (5) removable inserts at preferred, designated locations, subject to availability.

Removable inserts are produced, installed and maintained by the Mornington Peninsula Shire SIMS contractor. The contractor will reclaim all inserts to be reused to support environmental sustainability.

Inserts will be displayed for up to four (4) weeks and removed on a fortnightly rotation.

There is a standard template for removable inserts.

- The inserts are 1100mm x 300mm, (two lines), being 21 characters (including spaces) on the first line and 21 characters (including spaces) on the second line.
- The date is a standard inclusion and not counted in total characters.

Applicants will be able to determine the content of the sign. All inserts will contain white characters on blue background. No logo’s or branding material will be accepted.

**Community Banners**

Five (5) sites have been identified throughout the municipality where groups can erect banners to assist in the promotion of events, celebrations and other important happenings within the community.
The banners can be used separately or in conjunction with the above event signage. They add excitement and festivity within the community and bring movement and life into the townships and generate community pride with the ability to notify residents of important information.

**Conditions of Use**
The following conditions are applicable to the use of Community Banners:

- Banners must relate to an event or festival occurring within the Mornington Peninsula Shire;
- Corporate sponsorship names and logos should not exceed 10% of the total banner space;
- Banners are to be displayed for a minimum of 1 week and maximum of one month;
- Banners must be professionally sign written and printed in landscape in the form of a coreflute sign or a canvas banner format;
- Banners must be 1800mm wide x 900mm high in dimension with holes in each corner to attach the banner to the structure posts;
- Banners shall be displayed only on the posts provided (locations below) and it is the responsibility of the applicant to have the banners installed / removed within the permitted timeframes; and
- The Mornington Peninsula Shire retains the right to remove Community Banners in the interest of public safety or for other reasons that such action is deemed necessary.

**Location of Community Event Banners**

**Cluster 1** – Mornington Park, Schnapper Point Drive  
- 4 displays available

**Cluster 2** – Hastings Foreshore, Marine Parade  
- 4 displays available

**Cluster 3** – The Village Green, corner of western end, Point Nepean Road  
Rosebud, east bound  
- 2 displays available

**Cluster 4** – Sorrento Foreshore, Point Nepean Road  
- 4 displays available

**Cluster 5** – Flinders Park, Cook Street  
- 2 displays available

**Events**

For an application to be eligible for Temporary Community Signage or Event Banners the event must be registered with the Mornington Peninsula Shire and can demonstrate benefit for the local community.

Where an event is being held at a number of different locations the total event is eligible for signage - not each individual component.

Signs or Banners advertising events that are entirely of a commercial nature, with no perceived community benefit, or for activities and groups out side of the Mornington Peninsula Shire, will be considered after community applications.

Where an event or activity is supported by Mornington Peninsula Shire through the Events and Festivals Policy Framework, although it may be seen as more of a corporate, sporting, promotional, or tourism event, rather than a ‘true community event’, Mornington Peninsula Shire Council may resolve to approve signage in approved locations where it believes that there is justifiable reason for a variation to this Policy.

**Markets**
Markets will be permitted to apply for signage in frames only of the same township where the market is being held.

Where a township does not have an existing frame for markets to utilise, applicants will be permitted to preference sites in neighbouring townships.

No more than one (1) removable insert will be permitted per market at one (1) location.

When an application is received at the same time as an application for an event for the same site and time, the event application will be granted immediate preference.

Inserts will be displayed for two (2) weeks preceding the market and removed thereafter.

If a market applicant wishes to apply for multiple dates, eg: first Saturday of the month - They will need to specify these dates on one application to avoid further fees.

**Important Community Message Signage**

Signage may be displayed during periods when the frames have availability and when there is a need to convey an important community message- eg: Fire Danger Days and Responsible Pet Information.

Applications for Community Message Signage will only be accepted from Government Bodies where the message is relevant to Mornington Peninsula Shire residents.

Applicants will be required to submit their application with their requested message and approval will be granted if the message is suitable and carries important community benefit and where there may be a free allocation at the site they have requested.

When more than one application is received for the same site and no free allocation is available, applications will remain on hold in the order received until a location is available.

Messages will be permitted to be displayed on a two week rotation.

**Events Outside the Municipality**

Signs advertising events that are outside of the Mornington Peninsula Shire will generally not be considered. However, where an event is being held outside the Shire there will be consideration for a maximum of two (2) removable inserts subject to compliance with the following:

- The event is to be held within one kilometre of the Municipal boundary;
- There is justifiable evidence that over 60% of the patronage of the event originates from within the Mornington Peninsula Shire; and
- All other requirements of the Signage Policy and all other relevant legislation are complied with.

**Application Process**

Applications must be made on the approved form (Application Form 1) and must be made at least 3 months prior to the date that the signs are to be displayed.

The allocation of sites is on a “first come, first served” basis. Given that there are a maximum number of sign allocations within each township, in the event that two applications are received on the same day, priority will be given to signs relating to events occurring in that township.

If there is concern over whether an event is a community event, the officer may seek confirmation regarding the level of community participation, a breakdown of the perceived benefits to the community, and/or dispersion of funds from a community event either from the organisers of the event and/or an appropriate representative of the stated beneficiary/s of an event. Such confirmation will be in the form of a statutory declaration. In this instance or where the event is outside the Shire a Council resolution to display the signs may need to be obtained.
Individuals or organisations intending to host or organise an event on Council owned and managed and/or on private land must complete the relevant Event or Market Approval Kit prior to the ‘Temporary Community Event and Community Information Signage Application Form’ being considered. The officer assessing the application for temporary community event signage must confirm that this approval has been sought.

Exceptions are Community Information Signage (Country Fire Authority fire restrictions, local Laws). Emergency services (such as Victoria Police) may seek an exemption to inform the community regarding public safety of a particular event. The request for an exemption is to be made to the Manager for Recreation and Leisure.

A community event may be advertised at no more than five (5) approved sites and/or one (1) banner site and only one (1) sign advising of the group or event may be displayed at any one (1) site. Where an event has been determined to be a Council-run or Peninsula-wide event (including Icon Events) a sign may be erected in a maximum of five (5) approved sites.

There will be two (2) categories of assessment:
1) Temporary community signs that are displayed on a one-off basis;
2) Temporary community market signs and community information signs that are displayed on a one off or regular basis during a 12 month period.

**Application Fees**

Application fees will be applied for every application made, and this will cover the production, installation, and removal of the insert.

A fee of $85.00 per event (for five (5) inserts) will apply to dates specified on the application.

A fee of $85 for each community banner (1 per event is permitted) will apply to dates specified on the application.

A fee of $60.00 per market will apply for generic multi use signage (ie 3rd Sunday of the month). Date specific signage will be priced on application and granting of signage approval.

A fee of $60.00 per community message will apply to dates specified on the application.

The above fees will increase annually according to the Consumer Price Index (CPI).

**Non - Compliance**

An Authorised Officer may remove and/or impound any signage that is placed at any of the approved sites or on any public place, road and road reserve, or land contrary to the stated requirements. A penalty notice may be issued in accordance with the provisions of the relevant Local Law and the Planning and Environment Act 1987.

It is strictly prohibited for any event organiser to remove or maintain coreflute signs in permanent frames at the approved locations. Maintenance or other queries should be directed to the responsible officer of Community and Special Events to contact the Shire’s contractor.

**Responsibility**

**Manager Responsible for Recreation and Leisure**
Receipt and assessment of temporary community event and information signage applications. Advise the Shire’s Environment Protection Unit when there are known breaches of this Policy.

**Manager Responsible for Environment Protection and Community Safety**
The enforcement of compliance with this Policy in accordance with the Local Law.
<table>
<thead>
<tr>
<th>Site No</th>
<th>Location</th>
<th>Town</th>
<th>Max No of Inserts</th>
<th>Responsible Road Authority</th>
<th>Melways Ref</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>South West CNR of Mount Eliza Way &amp; Canadian Bay Road at traffic lights.</td>
<td>Mount Eliza</td>
<td>4</td>
<td>Shire</td>
<td>105 F2</td>
</tr>
<tr>
<td>2.</td>
<td>Corner of Nepean Highway and Canadian Bay Road opposite Lintons Home Centre, facing traffic lights.</td>
<td>Mount Eliza</td>
<td>4</td>
<td>VicRoads</td>
<td>105 G3</td>
</tr>
<tr>
<td>3.</td>
<td>Nepean Hwy – 150m South of intersection with Bungower Rd, south bound lane side in front of bus shelter, facing traffic lights.</td>
<td>Mornington</td>
<td>4</td>
<td>VicRoads</td>
<td>104 H11</td>
</tr>
<tr>
<td>5.</td>
<td>Corner of Watson’s Road and Esplanade on grassy mound facing west-south bound traffic.</td>
<td>Mount Martha</td>
<td>4</td>
<td>VicRoads</td>
<td>158 G11</td>
</tr>
<tr>
<td>6.</td>
<td>Point Nepean Road Dromana, in front of Visitor Information Centre facing Rosebud bound traffic.</td>
<td>Dromana</td>
<td>4</td>
<td>VicRoads</td>
<td>159 F7</td>
</tr>
<tr>
<td>7.</td>
<td>Point Nepean Road, Rosebud 20 metres prior to Bus Depot in front of Rosebud Beach Shopping Centre opposite Clock tower.</td>
<td>Rosebud</td>
<td>4</td>
<td>VicRoads</td>
<td>158 E12</td>
</tr>
<tr>
<td>8.</td>
<td>50 metres east of intersection of Dundas Street and Point Nepean Road, after bus shelter opposite Rye Hotel.</td>
<td>Rye</td>
<td>4</td>
<td>VicRoads</td>
<td>168 F4</td>
</tr>
<tr>
<td>9.</td>
<td>South side of Point Nepean Rd - 50 metres north west of Bus Stop 36 ang flagpoles &amp; prior to Mackie Court.</td>
<td>Blairgowrie</td>
<td>4</td>
<td>VicRoads</td>
<td>167 F1</td>
</tr>
<tr>
<td>10.</td>
<td>Point Nepean Road – Foreshore Reserve, grassed area between Websters Corner car park entrance and the Information Hut.</td>
<td>Sorrento</td>
<td>4</td>
<td>VicRoads</td>
<td>157 C8</td>
</tr>
<tr>
<td>11.</td>
<td>Cook Street Flinders 50 metres west of Norman Street opposite, Flinders Bakehouse Café.</td>
<td>Flinders</td>
<td>4</td>
<td>VicRoads</td>
<td>261 J8</td>
</tr>
<tr>
<td>12.</td>
<td>South East corner of Red Hill-Shoreham Rd &amp; Point Leo Rd.</td>
<td>Red Hill</td>
<td>4</td>
<td>VicRoads</td>
<td>190 G4</td>
</tr>
<tr>
<td>13.</td>
<td>50 metres north east from the CNR of Frankston Flinders Road &amp; Warnawee Road.</td>
<td>Balnarring</td>
<td>4</td>
<td>VicRoads</td>
<td>193 A5</td>
</tr>
<tr>
<td>15.</td>
<td>Frankston-Flinders Rd – northern side of Scout Hall, northbound lane side.</td>
<td>Tyabb</td>
<td>4</td>
<td>VicRoads</td>
<td>148 H11</td>
</tr>
<tr>
<td>16.</td>
<td>Corner of Eramosa Road West and Frankston-Flinders Road, adjacent to railway crossing on the north-east corner.</td>
<td>Somerville</td>
<td>4</td>
<td>VicRoads</td>
<td>107 E12</td>
</tr>
<tr>
<td>17.</td>
<td>South East corner of Coolart Rd and Frankston-Flinders Rd.</td>
<td>Somerville</td>
<td>4</td>
<td>VicRoads</td>
<td>107 B7</td>
</tr>
</tbody>
</table>
Diagram 1 - Approved Locations for Temporary Community Event and Information Signs – Municipality Map
B. **REAL ESTATE SIGNAGE**

**PURPOSE**

To enable temporary real estate signage to be displayed in a manner that complements other forms of advertising (e.g., newspaper and window displays), while ensuring that the signs do not detract from the visual amenity of the area.

**REQUIREMENTS TO BE MET**

The placement or display of any signs relating to the sale, lease or auction of real estate must be in accordance with the Local Law and the Mornington Peninsula Planning Scheme.

*All signage displayed by a Real Estate Agent must specify the business name of the acting agent and the address of the registered or branch office of the agent.*

**Real Estate Agent Flags**

A flag, not exceeding two (2) square metres, may be displayed on a property for sale providing that the property is not a display home. A flag may only be displayed, on the day(s) in which the building and property is either open for inspection by the public (other than vacant land), or is to be sold by public auction (building or vacant land).

The flag may be displayed providing that:

- it does not obstruct the movement or safe operation of pedestrian or vehicular traffic along a road or intersection;
- it does not impair the vision of pedestrians or drivers of vehicular traffic along a road; and
- the mounting point of the flag is on or within the boundary of the property.

Any flag must be removed immediately upon the completion of the public auction or the public inspection.

**Movable advertising signs (including Pointer and Open for Inspection signs)**

Movable advertising signs relating to the sale of real estate (not being a display home) can only be displayed between 8am - 5pm on the day(s) when the building and property is open to the public for inspection and an agent is actually attending the property during the advertised times (other than vacant land) or on the day of the auction (building and vacant land).

To display movable advertising signs for the sale of real estate, the following requirements must be met:

- One (1) sign may be placed directly outside the property being offered for sale, and not more than one (1) additional sign may be placed at nearby intersections directing people to the property. The signs:
  - must be placed as close to a property boundary as is practicable. Those signs that are located at a nearby intersection must be displayed on the same side of the road as the subject property;
  - must be removed **immediately** after the public inspection period ceases on each day or when the auction has been completed and agency staff have left the premises;
  - must not incorporate flags or bunting;
  - may be placed on a reservation where a service road exists;
  - must not be placed on foreshore reserve, traffic islands or roundabouts.
• The Movable Advertising Sign must not be placed on a traffic island, round about, pedestrian refuge, or on foreshore reserve.

• The movable advertising sign(s) must not be not greater than 1.2 metres in height, and 0.9 metres in width.

• The sign(s) must be weighted or fixed to prevent them from being blown over.

• The sign(s) must specify the time that the auction or open house is to occur.

• The sign(s) may also display the address of the subject land.

Where a real estate agent elects to have a movable advertising sign(s) relating to the sale of real estate outside the subject property, the agent must take out and maintain for the duration of the activity, a public liability insurance policy with cover for an amount of not less than $10 million in the joint names of that agent and Mornington Peninsula Shire Council or, the policy must show Council as being an interested party. A copy of the certificate of currency of the insurance policy must be provided to an Authorised Officer of Mornington Peninsula Shire on being requested to do so.

**Onsite signs**

In accordance with the Mornington Peninsula Planning Scheme signs advertising the sale or letting of property shall not be illuminated or animated. Only one sign may be displayed.

A planning permit is not required for an advertising sign with an advertisement area not exceeding ten (10) square meters, which publicises the sale or letting of the property on which it is displayed. However, a planning permit may be applied for:

- The advertisement area to exceed ten (10) square metres if the sign concerns more than twenty (20) vacant lots.
- The sign to be displayed on land excised from the subdivision and transferred to the municipal council.
- The sign to be displayed longer than seven (7) days after the sale date.

**Estate Signage - Offsite**

In accordance with the Mornington Peninsula Planning Scheme signs promoting the availability of lots within an estate (that is not wholly contained within the subject land) require planning approval. These signs may not be erected until planning approval has been obtained.

### Application Process

No permit is required providing the above conditions are met.

Applications for a planning permit for onsite signage must be made on the approved form ("Application for a Planning Permit").

### APPLICATION FEE

No application fee is payable.

### NON-COMPLIANCE

An Authorised Officer may remove and impound any temporary real estate sign and/or flag that is contrary to the provisions of the Local Law, or to the Mornington Peninsula Planning Scheme.

### RESPONSIBILITY

**Manager Responsible for Environment Protection and Community Safety**

Enforcement of compliance with the Local Law and the Mornington Peninsula Planning Scheme.

**Manager Responsible for Statutory Planning**

Receipt and assessment of applications for advertising signs that require planning approval.
C. **Movable Advertising Signage (General Provisions)**

### Purpose
To provide clear guidelines for the management of movable advertising signs so as to minimise the visual impact of such signs.

### Requirements To Be Met
The placement or display of any movable advertising sign must be in accordance with the Local Law.

The below requirements are general provisions and relate to the entire municipality unless specifically identified in sections:
- D (Movable Advertising Signage – Shopping Precincts);
- E (Movable Advertising Signage – Rural Areas);
- F (Movable Advertising Signage – Industrial Areas); and
- G (Movable Advertising Signage – Residential) to this policy

Where the above specific sections do not apply a person who places any movable advertising sign in any Public Place, on any Land and road reserve with must:
- take out and then maintain for the duration of the activity, a public liability insurance policy with cover for an amount of not less than $10 million in the joint names of that Person and Council or the policy must show Council as being an interested party; and
- provide a copy of the certificate of currency of the insurance policy to an Authorised Officer on being requested to do so.

The movable advertising sign must:
- a) be displayed directly in front of the Premise to which it refers;
- b) be not greater than 1.2 metres in height, and 0.9 metres in width or display a total advertising area of 2.16m²;
- c) refer to a Premise at street-level or partly at street-level;
- d) be only displayed during the times at which the Premise is open to the public;
- e) be weighted or fixed to prevent the sign from being blown over;
- f) not obstruct the safe, continuous and dignified access of pedestrian traffic along the footpath;
- g) not obstruct the movement or safe operations of vehicular traffic along a Road or intersection;
- h) not obstruct visibility or lines of sight at an intersection of a Road (or private access);
- i) be non illuminated (internally/externally);
- j) not compromise any moveable parts (e.g. spinning, flapping etc);
- k) be removed as requested to do so by an Authorised Officer of the Shire;
- l) be colour contrasted with surrounds to ensure that it does not blend into the surrounds

### Application Process
No permit is required providing the above conditions are met.

### Application Fee
No application fee is payable.

### Non-Compliance
An Authorised Officer may remove and/or impound any movable advertising sign that is placed on any public place, road and road reserve, or land contrary to the stated requirements. A Penalty notice may be issued in accordance with the provisions of the Local Law.
Manager Responsible for Environment Protection and Community Safety
Enforcement of movable advertising signs that vary from the above listed requirements in accordance with the Local Law.
D. **Movable Advertising Signage (Shopping Precincts)**

**Purpose**
To enable a movable advertising sign to be displayed on the footpath immediately adjacent to the premises to which it refers.

**Requirements To Be Met**
The placement or display of any movable advertising sign must be in accordance with the Local Law and the Shire’s ‘Commercial Activities on Footpaths Policy’.
A permit is required to place a movable advertising sign on the footpath in the following shopping precincts:

- Balnarring
- Baxter
- Blairgowrie
- Crib Point
- Dromana
- Flinders
- Hastings
- McCrae
- Mornington
- Mount Eliza
- Mount Martha
- Portsea
- Red Hill South
- Rosebud
- Rosebud West
- Rye
- Somerville
- Sorrento
- Tyabb

Maps identifying the above Shopping Precincts are at Background paper a) “Maps of Shopping Precincts” of this Policy.

Outside of these shopping precincts, no permit is required, all other requirements of this Policy, the Local Law and the ‘Commercial Activities on Footpaths Policy’ must be complied with.

The permit shall have effect for a period of 12 months, and can not be transferred to another business or premises except with the prior written consent of the Mornington Peninsula Shire.

Where a business is undertaking any other commercial activity on the footpath (including display of goods, outdoor dining etc) the display of A-frame signage is not permitted. A permit may be obtained to alternate the display of A-frame signs and Display of Goods - but they must not be displayed together.

Each business premise, which is at street level, may only display one sign for each street frontage of that business.

Any movable advertising sign must:
- Be positioned wholly within the Commercial Activity Zone (refer to diagram - right)

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**FOOTPATH ZONES**
- **P** Pedestrian Zone - Minimum Width 1.8 Metres
- **CA** Commercial Activity Zone
- **K** Kerbside Zone - Minimum Width 0.7 Metres
- be displayed directly in front of the business premise to which it refers;
- be only displayed during the times at which the Premise is open to the public;
- be not greater than 1.2 metres in height, and 0.9 metres in width or have a total advertising area of 2.16 metres$^2$;
- refer to a business premise at street level or partly at street level;
- be weighted or fixed to prevent the sign from being blown over;
- not obstruct the safe, continuous and dignified access of pedestrian traffic along the footpath;
- not obstruct the movement or safe operations of vehicular traffic along a road or intersection;
- not impair the vision or lines of sight of pedestrians or drivers of vehicular traffic along a road or at an intersection of a road (or private access);
- Be non illuminated (internally/externally)
- Not comprise any movable parts (e.g. spinning, flapping etc)
- Be removed as requested to do so by an Authorised Officer of the Shire
- Be colour contrasted with surrounds to ensure that it does not blend into the surrounds.

Where the above requirements can not be complied with - particularly relating to the width of the footpath - Mornington Peninsula Shire will not issue a permit.

Where a person elects to have a movable advertising sign on the footpath the person must take out and then maintain for the duration of the activity, a public liability insurance policy with cover for an amount of not less than $10 million in the joint names of that person and Mornington Peninsula Shire or, the policy must show Mornington Peninsula Shire as being an interested party. A copy of the certificate of currency of the insurance policy must be provided with the permit application and to an Authorised Officer of Mornington Peninsula Shire on being requested to do so.

**Application Process**

Applications must be made on the approved form (Application Form 3) prior to the display of the signs.

Incomplete applications will be returned to the applicant for completion.

**APPLICATION FEE**

An annual application fee as prescribed by Mornington Peninsula Shire through its ‘Commercial Activities on Footpaths Policy’ is payable when lodging an application for use on public place, road and road reserve.

**NON-COMPLIANCE**

An Authorised Officer may remove and/or impound any movable advertising sign that is placed on any public place, road and road reserve, or land contrary to the stated requirements. A penalty notice may be issued in accordance with the provisions of Local Law.

**RESPONSIBILITY**

**Manager Responsible for Economic Development**

Receipt and assessment of applications for movable advertising signs in commercial precincts in accordance with Local Law and the ‘Commercial Activities on Footpaths Policy’.

**Manager Responsible for Environment Protection and Community Safety**

The enforcement of compliance with this Policy in accordance with the Local Law.
E. **Movable Advertising Signage (in rural areas)**

### PURPOSE
To enable a movable advertising sign to be displayed in rural areas while minimising the visual impact of such signs.

### REQUIREMENTS TO BE MET
The placement or display of any movable advertising sign must be in accordance with the Local Law.

Each property in a rural area may not have more than one (1) movable advertising sign located directly outside the property. Tourism businesses requiring an additional sign for a separately owned and operated business within the same property as another business that already has a moveable advertising sign must submit an application to the Tourism Signage Committee for approval for the additional sign.

Where the property to which the sign relates is located on a road that is not listed in Table 1 of this section, additional movable advertising sign may be located at a nearest intersection with a road listed in Table 1 (providing any part of that listed road is located in a rural area), except where there are directional signage pointing to the business in which case no additional signage may be displayed.

Any movable advertising sign in a rural area comply with the Local Law, and must:
- be not greater than 0.9 metres in height, and 0.6 metres in width
- be only displayed during the times at which the property is trading to the public;
- be weighted or fixed to prevent the sign from being blown over;
- not incorporate flags or bunting;
- be placed as close as practicable to the property boundary;
- not be illuminated by any means.

The Movable Advertising Sign may only be placed on a reservation where a service road adjoins the property. The Movable Advertising Sign must not be placed on a traffic island, round about, pedestrian refuge, or on foreshore reserve.

Where the above conditions can not be complied with no sign may be displayed.

### Application Process
No permit is required providing above conditions are met.

Applications must be made in writing to the Tourism Signage Committee for a Tourism business requiring an additional sign for a separately owned and operated business within the same property as another business that already has a moveable advertising sign. The applicant must meet the requirements for eligibility of at least a Local Significance tourism facility outlined in Table 1 of Section J. Applicants must demonstrate that they have exhausted all other options including shared signs with the other co located business.

### Application Fee
No application fee is payable.
An Authorised Officer may remove and/or impound any movable advertising sign in a rural area that is placed on any public place, road and road reserve, or land contrary to the stated requirements. A penalty notice may be issued in accordance with the provisions of the Local Law.

**Manager Responsible for Environment Protection and Community Safety**

Enforcement of movable advertising signs that vary from the above listed requirements in accordance with the Local Law.
<table>
<thead>
<tr>
<th>Table 1: Roads in Rural Areas Where Moveable Advertising Signs May Be Located at Intersections</th>
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</thead>
<tbody>
<tr>
<td>Arthurs Seat Road</td>
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<tr>
<td>Balnarring Beach Road</td>
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<tr>
<td>Bentons Road</td>
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<tr>
<td>Boes Road</td>
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<tr>
<td>Boundary Road</td>
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<td>Bungower Road</td>
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<tr>
<td>Camp Hill Road</td>
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<tr>
<td>Coolart Road</td>
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<tr>
<td>Dandenong-Hastings Road</td>
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<tr>
<td>Dundas Street</td>
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<tr>
<td>Eramosa Road West</td>
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<td>Golf Links Road</td>
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<td>Graydens Road</td>
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<td>Hodgins Road</td>
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<td>Limestone Road</td>
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<td>Main Creek Road</td>
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<td>Merricks Beach Road</td>
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<td>Mornington-Flinders Road</td>
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<td>Myers Road</td>
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<td>Purves Road</td>
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<td>Red Hill-Shoreham Road</td>
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<td>Sandy Road</td>
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<td>Shands Road</td>
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<td>Stanleys Road</td>
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<td>Truemans Road</td>
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<td>Tucks Road</td>
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<tr>
<td>Warrawee Road</td>
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</tbody>
</table>
F. MOVABLE ADVERTISING SIGNAGE (INDUSTRIAL AREAS)

PURPOSE
To provide clear guidelines for the management of movable advertising signs so as to minimise the visual impact of such signs.

REQUIREMENTS TO BE MET
The placement or display of any movable advertising sign must be in accordance with Local Law. Each property in an industrial area may not have more than one (1) movable advertising sign located directly outside the property. Any movable advertising sign in an industrial area must comply with the Local Law, and must:

- be not greater than 1.2 metres in height, and 0.9 metres in width
- be only displayed during the times at which the property is trading to the public;
- be weighted or fixed to prevent the sign from being blown over;
- not incorporate flags or bunting;
- be placed as close as practicable to the property boundary;
- not be illuminated by any means;
- be removed as requested to do so by an Authorised Officer of the Shire.

Where there is a footpath (either constructed or a regularly traversed path (e.g. ‘goat track’) the Movable Advertising Sign must be placed so as to not interfere with the safe and unimpeded movement of pedestrians along this pathway.

The Movable Advertising Sign must not be placed on a traffic island, round about, pedestrian refuge, reservation adjacent to a service road or on foreshore reserve. A permit may be granted to display a Movable Advertising Sign on a reservation where a service road adjoins the property where the reservation is sufficiently densely vegetated that the business is not visible from the main thoroughfare.

Where the above conditions can not be complied with no sign may be displayed.

APPLICATION PROCESS
No permit is required providing above conditions are met. Where a business seeks to display a Movable Advertising Sign on a vegetated reservation where a service road adjoins the property a Local Law Permit must be obtained. Applications must be made on Application Form 2 of this Policy prior to the erection of the signs. Incomplete applications will be returned to the applicant for completion.

APPLICATION FEE
Where a Local Law Permit is required and application fee as prescribed by Mornington Peninsula Shire is payable.

NON-COMPLIANCE
An Authorised Officer may remove and/or impound any movable advertising sign in an industrial area that is placed on any public place, road and road reserve, or land contrary to the stated requirements. A penalty notice may be issued in accordance with the provisions of the Local Law.
Responsibility

Manager Responsible for Environment Protection and Community Safety

- Enforcement of movable advertising signs that vary from the above listed requirements in accordance with the Local Law.
- Receipt and assessment of applications for the placement of Movable Advertising Signs on a vegetated reservation adjacent to a service road in an industrial area.
G. **Movable Advertising Signage (Residential Areas)**

### Purpose

To provide clear guidelines for the management of movable advertising signs so as to minimise the visual impact of such signs.

### Requirements To Be Met

The placement or display of any movable advertising sign must be in accordance with Local Law. Each property in a residential area may not have more than one (1) movable advertising sign located directly outside the property. Where there is permanent signage on the Property (in accordance with the Mornington Peninsula Planning Scheme) no movable advertising signage will be permitted.

Any movable advertising sign in an residential area must comply with the Local Law, and must:

- be not greater than 0.9 metres in height, and 0.6 metres in width
- be only displayed during the times at which the property is trading to the public;
- be weighted or fixed to prevent the sign from being blown over;
- not incorporate flags or bunting;
- be placed as close as practicable to the property boundary. Where this is impractical due to onsite conditions (for example road reserve vegetation) a permit may be issued for a more suitable location. However, this location must not interfere with the safe or unimpeded flow of pedestrian or vehicular traffic;
- not be illuminated by any means;
- not obstruct the movement or safe operations of vehicular traffic along a Road or intersection;
- be removed as requested to do so by an Authorised Officer of the Shire.

Where there is a footpath (either constructed or a regularly traversed path (e.g. ‘goat track’)) the Movable Advertising Sign must be placed so as to not interfere with the safe and unimpeded movement of pedestrians along this pathway.

The Movable Advertising Sign must not be placed on a traffic island, round about, pedestrian refuge, reservation adjacent to a service road or on foreshore reserve.

Where the above conditions can not be complied with no sign may be displayed.

### Application Process

No permit is required providing above conditions are met.

For applications that do not meet the above conditions applications must be made on Application Form 2 of this Policy prior to the display of the signs. Incomplete applications will be returned to the applicant for completion.

### Application Fee

Where a Local Law Permit is required and application fee as prescribed by Mornington Peninsula Shire is payable.
**NON-COMPLIANCE**

An Authorised Officer may remove and/or impound any movable advertising sign in a residential area that is placed on any public place, road and road reserve, or land contrary to the stated requirements. A penalty notice may be issued in accordance with the provisions of the Local Law.

**RESPONSIBILITY**

*Manager Responsible for Environment Protection and Community Safety*

- Enforcement of movable advertising signs that vary from the above listed requirements in accordance with the Local Law.
- Receipt and assessment of applications for the placement of Movable Advertising Signs on a vegetated reservation adjacent to a service road in a residential area.
H. COMMUNITY GROUP SIGNAGE AND STRUCTURES

PURPOSE

To enable the community service groups to advise the community of their presence in a township via the placement of a sign on an easily identified structure.

REQUIREMENTS TO BE MET

The placement of any sign on a community group signage structure approved by the Mornington Peninsula Shire shall only be undertaken with the prior written consent of the Mornington Peninsula Shire.

Each community service group or club is permitted to have a maximum of one (1) sign on each structure. These signs shall have a maximum dimension of 0.5m x 0.5m, and shall feature the service group or club’s logo and a contact telephone number.

Additional information including the location of meetings and meeting times should not be featured on these signs, as this structure is an advisory structure, rather than an information board. Individuals who are interested in sourcing meeting location and times shall source this information either via the contact telephone number on the sign or by contacting the Mornington Peninsula Shire. It is the service group or club’s responsibility to ensure that the contact number on the sign, and the information provided to Mornington Peninsula Shire is current.

At such time as the community service group or club no longer operates in the township, it is the responsibility of the group to remove the sign from the signage structure.

Application Process

Applications for new community township group signage structures must be made in writing, and detail the proposed location of the structure, the dimensions of the structure, and the materials of construction.

Applications for signs to be placed upon the signage structure must also be made in writing stating the location of the township entry structure, details of the information to be included on the sign, and the dimension of the sign.

APPLICATION FEE

No application fee is payable.

NON-COMPLIANCE

An Authorised Officer may remove and/or impound any inappropriate signs, or signs that do not have Shire approval that are placed on any community township entry structures.

RESPONSIBILITY

Manager Responsible for Infrastructure Strategy
Receipt and assessment of requests for community group signage structures and signs.

Manager Responsible for Environment Protection and Community Safety
Enforcement of compliance with this Policy.
I. **ADVERTISING SIGNS**

**PURPOSE**

To allow for the orderly display of effective advertising signs that are appropriate and sensitive to the zoning and the environment in which they are displayed. These controls are also to ensure that advertising signs do not cause a loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road.

**REQUIREMENTS TO BE MET**

The placement of any advertising sign (other than those provided for in other sections of this Policy) shall be undertaken in accordance with the Mornington Peninsula Planning Scheme.

When designing the sign the below considerations should be addressed:

- Visual amenity of the local area such as styles, and colours
- Size and shape of the sign consistent with the Mornington Peninsula Planning Scheme
- Artwork, graphic and pictures should be consistent with the business type and local area

Approval for any sign (other than a major promotional sign) expires on the date specified on the planning permit. If no date is specified on the planning permit, the expiry date is fifteen (15) years from the date of the planning permit.

Stationary vehicle mounted signage for the purposes of advertising is not permitted on any public place, any Land or road reserve.

**Application Process**

Applications for advertising signs shall be in accordance with the *Planning and Environment Act 1987* and shall be accompanied by the appropriate application fee as stipulated in the *Planning and Environment (Fees) Regulations 1998*.

Fact Files that provide generic information relating to application fees, information to be submitted with the application form, and the standard assessment process shall be made available to the public at all times.

**APPLICATION FEE**

Each application for planning approval for an advertising sign shall be accompanied by the application fee as stipulated in the *Planning and Environment (Fees) Regulations 1998*.

Any reduction or waiving of this fee shall be in accordance with Clause 5 of the *Planning and Environment (Fees) Regulations 1998*.

**NON-COMPLIANCE**

An Authorised Officer may commence enforcement proceedings for a breach of the Mornington Peninsula Planning Scheme for signs that are displayed in contravention to either the planning permit or the Mornington Peninsula Planning Scheme.

**RESPONSIBILITY**

*Manager Responsible for Statutory Planning*

Receipt and assessment of applications for advertising signage otherwise provided for in this Policy in accordance with the *Planning and Environment Act 1987*.

*Manager Responsible for Environment Protection and Community Safety*
Enforcement of compliance with the Mornington Peninsula Planning Scheme in accordance with the *Planning and Environment Act 1987*. 
J. DIRECTIONAL SIGNS – COMMUNITY SERVICES & TOURIST FACILITIES

**Purpose**

To provide assessment criteria for applications for tourist and community service facility directional signage to minimise the unnecessary duplication of signage, while providing sufficient navigational advice to traffic.

**Requirements to be met**

Directional signage provides the final link in the communication process between the facility operator and the consumer to reinforce precise locations and to facilitate safe, efficient and orderly travel. The signage is erected only to assist the consumer who is already aware of the facility, and has been motivated to visit the facility by other marketing and promotional efforts.

This section of the Signage Policy provides guidance for the assessment of directional signs for tourist facilities and community service facilities. The Signage Policy provides for four (4) categories of directional signs:

- **Reassurance**
  Where a facility is considered to be of regional significance, the facility may be signed from a considerable distance away. These signs are generally located after major intersections to provide reassurance to the motorist that they are travelling in the correct direction to get to the facility.

  Where there is more than one (1) route available for motorists to travel, a facility must select the safest and most direct route to the facility as the route to have signed. An exception can be made where two routes are equally relevant and used.

  If there is more than one (1) facility located in the same immediate area, then combined directional signage is preferred.

- **Intersection**
  Located on the road reserve at the intersection of the road on which the facility is located and the closest intersecting road. These signs indicate the turn-off to a facility.

  These signs are generally erected on poles in association with street name signs, and it is preferred to have a maximum of three (3) tourist and community services & facilities signs in total per pole. However additional signs may be added by agreement by the Mornington Peninsula Tourism Signage Committee. Where there is high demand for the erection of intersection signs on a pole, and more than one (1) of a certain type of facility (eg. winery, bed and breakfast) seeks to have an intersection sign, then a generic sign stating the type of business rather than the business name may be installed.

  In general, intersection signs will not be preferred for facilities that are located on roads that intersect with Nepean Highway, Moorooduc Highway, Frankston-Flinders Road or Coolart Road (particularly where it perceived that the street name signage is sufficient). An application for an additional intersection sign may be considered where Mornington Peninsula Tourism
Signage Committee perceives that the facility of sufficient significance/disadvantage to warrant directional signage.

**Advanced warning**  
These signs, generally located in higher speed environs where there is limited sight distance, provide motorists with advanced notice of the upcoming facility. These signs are located on the road reserve on the same road on which a facility is located. It is generally located on the left-hand side of the road at a defined distance prior to the facility.

**Seasonal**  
Temporary directional signs (in the form of intersection or advanced warning signs) may be considered where the facility is only open during a certain time of the year.

The signs may only be displayed in accordance with Table 1 of this section of the Signage Policy. Where practicable and appropriate seasonal signage should be erected on existing directional signage structures.

**SIGNAGE INSTALLATION**  
All approved signs shall be erected and maintained by the Mornington Peninsula Shire at the cost of the operator. The operator shall pay for the cost to manufacture the sign plus a maintenance allowance for five (5) years. After this period the sign will be reviewed and the operator will be required to renew the maintenance payment.

**TEXT SIZE**  
The size and font of the text on directional standards must be to VicRoads and Australian standards. The number of words on a sign needs to be kept to a minimum to maintain a minimum text height of 100mm. Reducing the text size or increasing the size of the sign is not appropriate.

**Colour coding**  
The following colour coding of street signs shall be used throughout the Mornington Peninsula Shire.

- **Community Service**  
  White text on blue background (in accordance with VicRoads and Australian Standards)

- **Tourist**  
  White text on brown background (in accordance with VicRoads and Australian Standards). Signage for accommodation is white text on blue background (in accordance with VicRoads and Australian Standards).

**Signage for Tourism Facilities**  
Where the directional signage is for the purpose of a tourist facility the controls and eligibility criteria outlined in the *Tourist Signing Guidelines – Guidelines for Tourist and Services Signing on Roads in Victoria (VicRoads and Tourism Victoria)* are applicable, except where more stringent or localised controls are specified by this Policy. Where a facility is applying for a sign on a VicRoads controlled road the Shire must refer the application to VicRoads for approval to place a sign on their roads.

In the case of tourist facilities the eligibility criteria outlined in Table 1 of this section of the Policy must be met (and evidence of such must be provided) prior to the submission or consideration of an application for directional signage. Applicants may apply for ‘standard’ directional signage as outlined in Table 1 of this section of the Signage Policy. Where a tourist facility believes that it is regionally significant, it may apply for signage over and above the ‘standard’ directional signage. A Fact File outlining the eligibility criteria for tourist facilities must be made available by the Shire at all times.
Mornington Peninsula Shire, in partnership with Mornington Peninsula Tourism Inc. has formed the Tourism Signage Steering Committee. The role of this committee is to assess applications for signage to regionally significant facilities, more complex applications for directional signage relating to tourist facilities, and to assist in the development of appropriate signage practices by tourist facilities on the Mornington Peninsula. The form and role of this Committee in addition to the Signage Rationalisation Program is outlined in Background Paper b) ‘Mornington Peninsula Tourism Signage Steering Committee’ of this Policy.

The Tourism Signage Committee is empowered to resolve any areas of conflict in this policy if they so arise.

**Signage Rationalisation**

Mornington Peninsula Shire has commenced a Signage Rationalisation Program. This program will continue after the adoption of this Policy. It is intended that all current signs be included onto a signage register and maintained by the Shire at the cost of the operator, as per the process for all new signs.

The rationalisation program will involve the reassessment of all signs, which may result in the removal of signs and signage structures which:

- Fail to comply with the *Tourist Signing Guidelines – Guidelines for Tourist and Services Signing on Roads in Victoria (VicRoads and Tourism Victoria)* and the Mornington Peninsula Shire’s Signage Policy;
- Are obsolete or outdated – in that the facility which is signed is no longer in operation or the trading name of the business on the sign is incorrect;
- Have been erected without approval;
- Have not been manufactured to Mornington Peninsula Shire approved, VicRoads and Australian standards;
- Are an impediment to the safe thoroughfare of traffic (both vehicular and pedestrian);
- Are deemed to be unwarranted by either Mornington Peninsula Shire or VicRoads;
- Should be incorporated or replaced with an aggregate signage structure.

There will be no compensation for the removal of signs as part of the rationalisation process that fall into the categories listed above. This Policy over-rides all previous approvals for community service and tourist facility directional signage.

**Application process**

Applications for directional signage must be made to Mornington Peninsula Shire on Application 4 to this Policy. Incomplete applications will be returned to the applicant for completion.

An application for tourism attraction or community facility signage must clearly explain how the proposal meets the eligibility criteria as outlined in Table 1 of this section of the Policy.

The applicant must submit with their application for directional signage evidence that the facility is a permitted land use in accordance with the Mornington Peninsula Planning Scheme through the issuing of a planning permit or a letter from the Mornington Peninsula Shire stating that no approval is required.

As these signs are for the purpose of directing motorists and not for the purpose of promotion of facilities, assessment of applications for directional signage for tourists or community service facilities will be based on the need for the sign to ensure the safe and unimpeded flow of traffic (both vehicular and pedestrian).

Successful requests for directional signs will be notified and invoiced for the cost of installing and maintaining the sign for five (5) years. The fee schedule for the cost of the signs is outlined below in the Applications Fee and in the application form (Application form 4). After this time the
appropriateness of the sign will be reassessed. If it is perceived by an authorised officer of Mornington Peninsula Shire that the sign is no longer appropriate the sign must be removed. If the sign is considered to still be appropriate then a permit renewal notice for a further 5 years maintenance will be sent to the facility.

**Grievance Process**

If an applicant does not agree with the Shire’s decision on a directional signage application, they can apply to have this decision reviewed by the *Mornington Peninsula Tourism Signage Appeals Committee* (as outlined in Background Paper B of this Policy).

If a satisfactory resolution cannot be found through the internal appeals process, an applicant has grounds to appeal the decision through the *Victorian Civil and Administrative Tribunal (VCAT)*.

### Application fee

A non-refundable application fee of $75.00 for a new directional sign, and $125.00 to assess two (2) or more tourist signs or a tourist signing scheme as prescribed by Mornington Peninsula Shire is payable. The cost of any signs approved will be payable on top of the application fee.

The fee for each sign is outlined below, with prices valid as at January 2012. The fees will increase yearly as per the Consumer Price Index (CPI).

<table>
<thead>
<tr>
<th>Sign Type (each)</th>
<th>Cost (inc. 5 years maintenance)</th>
<th>Renewal cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fingerboard (existing pole)</td>
<td>$129.00</td>
<td>$50</td>
</tr>
<tr>
<td>Fingerboard (new pole)</td>
<td>$179.00</td>
<td>$60</td>
</tr>
<tr>
<td>Advanced warning sign</td>
<td>$250.00</td>
<td>$60</td>
</tr>
<tr>
<td>Large intersection sign</td>
<td>P.O.A.</td>
<td>P.O.A</td>
</tr>
</tbody>
</table>

### Non-compliance

The erection of a sign that is not in accordance the *Tourist Signing Guidelines – Guidelines for Tourist and Services Signing on Roads in Victoria (VicRoads and Tourism Victoria)*, or the Mornington Peninsula Shire’s Signage Policy may be removed and/or impounded by an Authorised Officer of Mornington Peninsula Shire or VicRoads.

A penalty notice may be issued in accordance with the provisions of the Local Law.

### Responsibility

**Manager Responsible for Infrastructure Strategy**

Receipt and assessment of applications for directional signage for community service facilities and tourism attraction facilities, and enforcement of this Policy. Applications for signs shall be referred to VicRoads for consideration as applicable. Requests for tourist facility signage shall be referred to the Manager Economic Development.

**Manager Responsible for Economic Development**

Assessment of applications or renewals for directional signs that have been referred by the Manager Infrastructure Strategy with regards to their eligibility for consideration as a tourist facility.
<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>ESSENTIAL / PREFERRED</th>
<th>LOCAL SIGNIFICANCE</th>
<th>SEASONAL ATTRACTION</th>
<th>REGIONAL SIGNIFICANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>Essential</td>
<td>Current Financial Member of Mornington Peninsula Tourism</td>
<td>Current Financial Member of Mornington Peninsula Tourism</td>
<td>Current Financial Member of Mornington Peninsula Tourism</td>
</tr>
<tr>
<td>Individual brochures</td>
<td>Essential</td>
<td>Must have current brochures</td>
<td>Must have current brochures</td>
<td>Must have current brochures – that are available from Peninsula Visitor Information Centre and locations off the Mornington Peninsula (eg/ Federation Square, Melbourne Town Hall)</td>
</tr>
<tr>
<td>Opening times</td>
<td>Essential</td>
<td>Must be open a minimum of every weekend, or provide explanation for different opening times.</td>
<td>Must be open for a minimum of nine months of the year to gain permanent signage. However, such signage must include the period of closure, for example: – Desert Trail Rides (Closed Jan-March) • Attractions operating for less than nine months, but for more than three months of the year may make some limited use of temporary signage (as defined in section 4.5.7 of the Tourist Signing Guidelines – Guidelines for Tourist and Services Signing on Roads in Victoria (VicRoads and Tourism Victoria) • Attractions open to the public for less than three months of the year are not eligible for tourist attraction signage • 363 days per year • 10am-4pm (minimum of 6hr/day) • Attractions that are not open all year round will need to explain their basis for seasonal operations.</td>
<td></td>
</tr>
<tr>
<td>Level of marketing</td>
<td>Preferred</td>
<td>Regional Promotion (excludes Internet marketing) – Mornington Peninsula wide</td>
<td>Regional Promotion (excludes Internet marketing) – Mornington Peninsula wide</td>
<td>International and tourism trade marketing (excludes Internet marketing)</td>
</tr>
<tr>
<td>Type of marketing</td>
<td>Preferred</td>
<td>• Participation in a current collaborative marketing program • Promotion of the region off the Mornington Peninsula is desirable</td>
<td>• Participation in a current collaborative marketing program • Promotion of the region off the Mornington Peninsula is desirable</td>
<td>• Must be participating in Tourism Victoria promotions • Must be participating in a current collaborative marketing program • Must be promoting the region off the Mornington Peninsula and generating a positive media profile for the Mornington Peninsula</td>
</tr>
<tr>
<td>Amenities</td>
<td>Preferred</td>
<td>Offer amenities (for example, toilets/cafè)</td>
<td>Offer amenities (for example, toilets/cafè)</td>
<td>Offer amenities (for example, toilets/cafè)</td>
</tr>
<tr>
<td>Accreditation</td>
<td>Preferred</td>
<td>Better Business Accreditation or equivalent</td>
<td>Better Business Accreditation or equivalent</td>
<td>Better Business Accreditation or equivalent</td>
</tr>
<tr>
<td>Records of numbers</td>
<td>Preferred</td>
<td>Keep accurate records of visitor numbers</td>
<td>Keep accurate records of visitor numbers</td>
<td>Keep accurate records of visitor numbers</td>
</tr>
<tr>
<td>--------------------</td>
<td>-----------------------------------</td>
<td>------------------------------------------</td>
<td>------------------------------------------</td>
<td>------------------------------------------</td>
</tr>
</tbody>
</table>
| Additional signage | Essential                         | Onsite signage advertising the venue which is visible from the road | Onsite signage advertising the venue which is visible from the road | • Onsite signage advertising the venue which is visible from the road  
• Have onsite signage that directs people towards car parking, toilets, onsite attractions etc. |
| Other              | Essential                         | • Tourism must clearly be a core business activity of the attraction;  
• Provide a substantive tourism experience in addition to or as part of any commercial/retail nature of the establishment;  
• Have all relevant State and Local government licences and approvals to operates as tourist attraction, including health, planning and parking requirements, as well as appropriate accessible facilities for people with disabilities;  
• Have appropriately trained visitor contact staff. | • Tourism must clearly be a core business activity of the attraction;  
• Provide a substantive tourism experience in addition to or as part of any commercial/retail nature of the establishment;  
• Have all relevant State and Local government licences and approvals to operates as tourist attraction, including health, planning and parking requirements, as well as appropriate accessible facilities for people with disabilities;  
• Have appropriately trained visitor contact staff. | • Tourism must clearly be a core business activity of the attraction;  
• Provide a substantive tourism experience in addition to or as part of any commercial/retail nature of the establishment;  
• Have all relevant State and Local government licences and approvals to operates as tourist attraction, including health, planning and parking requirements, as well as appropriate accessible facilities for people with disabilities;  
• Have appropriately trained visitor contact staff.  
• Onsite interpretation of the product;  
• An integrated tourism activity operation;  
• Regionally Significant (Considered to be a destination in its own right)  
• Have designated onsite coach parking. |
K. TOURIST ROUTE SIGNAGE

Purpose
To guide the development of an integrated network of tourist routes throughout the region, and establish standards and conditions for the erection of tourist directional and facility identification signs to avoid the proliferation of illegal and inappropriate signage.

Requirements To Be Met
Tourist route signage provides the final link in the communication process between the facility operator consumer to reinforce precise locations and to efficient and orderly travel. The signage is erected the consumer who is already aware of the facility, and motivated to visit the facility by other marketing and efforts (e.g. maps and brochures).

The identification and implementation of a tourist route high level of communication and agreement between and the peak tourist body. All stages of the implementation of the tourist route signage require the prior written approval of the Mornington Peninsula Shire and VicRoads. Prior to any facility approaching the Shire for the erection of tourist route signage, the tourist route and the associated signage and promotional material must have been approved by Mornington Peninsula Shire.

This section of the Signage Policy should be read in conjunction with the previous section of this Policy – ‘Directional Signs - Community Service and Tourist Facilities’. Tourist route signage should be seen as complementary to Directional signage for community service and tourist facilities and where possible tourist route signage should not be erected in addition to all other forms of signage.

Identification and implementation of a tourist route

Tourist Traffic Network
A tourist route incorporates special interest visitor trails developed in conjunction with representative organisations, to link tourist facilities of related interest, attraction or theme.

A tourist route will only be approved by the Mornington Peninsula Shire if there are more than ten (10) partnering businesses participating, and should be developed in partnership with Mornington Peninsula Tourism Inc.

Each facility that forms part of the tourist route should be allocated an identification code (generally numerical), that corresponds to the location of that facility on associated promotional brochures and maps. The code allocated to each facility should be used on tourist route signage – rather than business names.

The former Shires of Flinders, Hastings and Mornington adopted a regional “tourist traffic” network for the Mornington Peninsula, which aimed to contain visitor traffic to roads within the transport network able to support the additional traffic with minimal detriment to the resident population.

The tourist traffic network generally incorporated roads contained within the Mornington Peninsula arterial road strategy, supplemented with additional main roads that strategically link or support the arterial road network. The tourist traffic network contains a circuit of the Mornington Peninsula as a “declared tourist route” that incorporates Dandenong-Hastings Road, Frankston-Flinders Road/Boneo Road, and Nepean Highway.

Special interest visitor trails may be incorporated as part of this tourist traffic network. However, as much as practicable tourist routes should be limited to this tourist traffic network.

Tourist route signage outside the Mornington Peninsula, which directs traffic to an approved tourist route may be considered, but will need the prior written consent of VicRoads, Mornington Peninsula Shire, and the municipality in which the sign is to be erected.

An audit of all tourist route signage must be undertaken within four (4) years of the adoption of this Policy to ensure appropriateness and applicability of signage.

Visitor Stops/Refuges
The Shire or the peak tourist body, in conjunction with VicRoads, may establish a series of visitor
stops/refuges. These visitor stops/refuges shall act as “unmanned” visitor information centres containing static information about the attractions of the Mornington Peninsula. This static information shall include a map of the region depicting the tourist route(s) and the location of all visitor facilities participating in the development of the tourist route(s) and their associated identification code.

Tourist Traffic Network Trust Fund
It may be appropriate that the peak tourist body establish a tourist route trust fund, financed by facilities participating in, and benefiting from the tourist route. The peak tourist body may expend money from this trust fund for the purpose of developing and maintaining the tourist route signage including the cost of establishing declared tourist routes, special interest visitor trails, integrated directional signage and visitor stops/refuges.

At such stage as a tourist facility no longer is a fully financial member of the tourist route all tourist route signage relating to this facility must be removed by the business immediately.

Types of signage
This Policy provides for two (2) categories of tourist route signage.

- Directional Signage
- Facility Identification

Directional Signage
The key roads identified as part of the overall tourist route may have small route markers that indicate to motorists that they are still progressing along the recognised tourist trail.

These signs shall be located on the road reserve on the left hand side of the road. The route marker should depict the logo or “brand-name” of the tourist trail, and an arrow indicating in which direction motorists should proceed.

Where the tourist route branches into two (2) or more directions at an intersection, a single route marker sign may be installed to indicate to motorists the direction of the tourist route. It may be appropriate to include the range of facility identification codes in each direction.

Facilities upon the tourist route or on side-roads leading off the main tourist route may apply for directional signs in accordance with the previous section of this Policy – ‘Directional Signs - Community Service and Tourist Facilities’. If it is deemed appropriate, these directional signs may incorporate the logo/”brand-name” or the identification code of the facility.

If a facility seeks tourist route directional signage at an intersection where a tourist route directional sign already exists, the applicant for the additional sign will be required to pay for the supply and installation of a combined sign, unless otherwise agreed to by the other businesses or the peak tourist body.

Given that new facilities will be continually seeking to participate in, and benefit from the tourist route, it will be necessary for the peak tourist group to continually assess the appropriateness and effectiveness of tourist route directional signage. Where there is a concern that tourist route signage is no longer effective, or does not represent all participating businesses, the peak tourist body may need to liaise with the Shire to develop means of improving appropriate signage.

Facility Identification Signage
Where a facility forms part of a Mornington Peninsula Shire endorsed tourist route, the facility may apply to have on-site signage that recognises the facility as forming part of the tourist route.

Where possible tourist route signage should be incorporated with other directional or promotional signage to reduce the proliferation of signs.

The style, colour, design and location of the sign must be approved by Mornington Peninsula Shire prior to erection, and must be consistent with other signage used for the tourist route. Materials of construction, text size and colour shall be in accordance with VicRoads and Australian standards.

The location of the sign will preferably be located on the property, in a position set back from the road pavement/shoulder and as near as practicable to the property boundary, while maintaining adequate sight distances of the sign. Where a suitable on-site location is not available, consent must be sought from the Mornington Peninsula Shire (and VicRoads where required) to have a sign erected on the road reserve, outside the property (within 10 metres of its main entrance). Where necessary, Mornington Peninsula Shire may specify an alternate location of the sign having regard to traffic management imperatives (eg; avoidance
of traffic hazards, public safety, avoidance of clutter, maintaining the visibility of statutory signs, etc.).

**Manufacture of Signs (Register of Signwriters – Sign Manufacturers)**

Directional signs should only be manufactured with the prior written approval by either VicRoads or the Shire, and that comply with the minimum standard requirements as specified, including VicRoads Specification 860.

### APPLICATION PROCESS

Applications for directional signage must be made to Mornington Peninsula Shire on the approved application form (Application Form 4 to this Policy). Incomplete applications will be returned to the applicant for completion.

An application for tourist route signage must clearly explain how the proposal meets the eligibility criteria as outlined in Section 6 of the *Tourist Signing Guidelines – Guidelines for Tourist and Services Signing on Roads in Victoria (VicRoads and Tourism Victoria)*, the previous section of this Policy – ‘Directional Signs - Community Service and Tourist Facilities’, and that the proposed signage is integrated with and supports the tourist traffic network.

The applicant must submit written evidence of support for the requested signage from the peak regional tourist body.

The applicant must also submit evidence that the facility is a permitted land use through the issuing of a planning permit or a letter from the Mornington Peninsula Shire stating that no further planning approval is required.

Successful requests for tourist route signs will receive written advice regarding their application. Approval is valid for five (5) years. After this time the appropriateness of the sign will be reassessed. If it is perceived by an authorised officer of Mornington Peninsula Shire that the sign is no longer appropriate the sign must be removed. If the sign is considered to still be appropriate then a permit renewal notice will be sent to the facility.

### APPLICATION FEE

A non-refundable application fee of $50.00 for a new tourist route sign to be used in association with a tourist route approved by Mornington Peninsula Shire, and $100.00 to assess two (2) or more tourist route signs is payable.

There is a permit renewal fee of $25.00. If this fee is not paid within one (1) month of a renewal notice being sent to the facility, the sign may be removed and impounded by an authorised officer of Mornington Peninsula Shire.
**NON-COMPLIANCE**

An Authorised Officer may remove and/or impound any unauthorised or incorrectly located signs, and/or may commence proceedings to ensure compliance with this Policy.

**RESPONSIBILITY**

**Manager Responsible for Infrastructure Strategy**

Receipt and assessment of applications for directional signage for community service facilities and tourism attraction facilities, and enforcement of this Policy. Applications for signs shall be referred to VicRoads for consideration as applicable. Requests for community service facility or tourist facility signage shall be referred to the Manager Economic Development.

**Manager Responsible for Economic Development**

Assessment of applications or renewals for directional signs that have been referred by the Manager Infrastructure Strategy with regards to their eligibility for consideration as a community service facility or a tourist facility.
L. INTERPRETIVE AND PATH LINK SIGNAGE

Purpose

To provide information - both advisory and points of interest - on public land, including paths, parks, foreshore reserve, historic buildings, geological features.

Requirements to be Met

Signage structures may vary in style, size, shape, materials of construction - however, they must:

- be sympathetic and complementary to the surrounding environment;
- be constructed of a material that weathers in a desirable and appropriate manner;
- be constructed of a material that is vandal proof as far as practical;
- be appropriately placed so as not to become a nuisance or form safety risk;
- be considerate of the diverse information needs and styles of the community.

A community group, organisation or individual may suggest to Mornington Peninsula Shire that an Interpretive or Path Link Sign be installed at a point or series of points of interest.

The signs may only be erected by the Land Owner or Manager, and must be erected to the Public Authority's (eg. Mornington Peninsula Shire, VicRoads, Parks Victoria etc) standards.

The signs should be clear and concise, and if using symbols, should adhere to standard logos in compliance with Australian Standards.

APPLICATION PROCESS

Requests from the community must be made in writing. The application must include:

- Information of the proposed location of the sign(s);
- What type of information the sign will provide (where there is to be significant wording on the sign, a sample of the desired text should be provided);
- Evidence of any historical records (where the sign is referring to a historical point of reference);
- An explanation of how the proposed structure/sign is compatible with the local area.

Where there are multiple groups, individuals supporting the request for the sign either a letter of support or co-signatory to the initial request is desirable.

APPLICATION FEE

No application fee is payable.

RESPONSIBILITY

Manager Responsible for Infrastructure Maintenance

- Receipt and assessment of requests for Interpretive and Path Link Signage on Shire owned or managed land.
- Maintenance of Interpretive and Path Link Signage on Shire owned or managed land.
- Design and erection of Shire installed Interpretive and Path Link Signage on Shire owned or managed land.
M. SHOPPING PRECINCT SIDE STREET & ARCADE SIGNAGE

**Purpose**

To provide assessment criteria for requests regarding the erection of shopping precinct side street and arcade signage structures and signs – particularly where these structures form an integral part of the streetscape.

(Note: the practices outlined in this section may be applied in industrial estates as well).

**Requirements to be Met**

Structures, and the signs erected upon them, must be in accordance with any streetscape scheme with regard to design, scale, colours used and placement.

The structures and the signs must be designed to compliment the streetscape and shall not dominate the streetscape. In this regard, the signs shall only feature the business or organisation name and/or company logo, and an arrow pointing in the direction of the business/organisation. These structures shall not be used as additional promotional advertising signs.

Only businesses/organisations located within the arcade may be featured on an arcade sign.

These structures may only be erected in locations which Mornington Peninsula Shire’s Traffic Engineers have identified as not impacting upon the safe thoroughfare or visibility of either pedestrian or vehicular traffic.

Signage structures located at the intersection of two (2) streets, may only feature businesses/organisations located in the lower order street. *(For example, a structure at the intersection of Main Street and Blake Street, Mornington, can only feature businesses /organisations operating in Blake Street. Businesses/organisations located in Railway Grove, cannot be featured on this sign, they must be featured on a structure at the intersection of Railway Grove and Blake Street.)*

Due to the limited number of signage structures and signs available on each structure, each business/organisation may have a maximum of one (1) sign.

**Application Process**

Applications for new shopping precinct and arcade signs must be made in writing. The application must include:

- Information of the proposed location of the structure/sign;
- The dimensions of the structure/sign;
- The materials of construction;
- An explanation of how the proposed structure/sign is compatible with the existing streetscape design;
- Names and location of businesses to appear on the sign blades.

Applications for signs to be placed upon the signage structure must also be made in writing stating the location of the shopping precinct or arcade, details of the information to be included on the sign, and the dimension of the sign.

At such time as the business featured on the shopping precinct or arcade signage structure no longer operates from the business premises indicated on the signage structure, it is the responsibility of that business to remove the sign.
**APPLICATION FEE**

No application fee is payable. Businesses cover the cost of manufacturing and installation of their blade.

**NON-COMPLIANCE**

An Authorised Officer may remove and/or impound any inappropriate signs, or signage structures that do not have Shire approval that are placed on any shopping precinct or arcade signage.

**RESPONSIBILITY**

*Manager responsible for Economic Development*

The receipt and assessment of applications for shopping precinct and arcade signage. Where there is a request for new signage structures, the request must be referred to Infrastructure Strategy for comment.

*Manager responsible for Infrastructure Strategy*

Assessment of requests for new shopping precinct and arcade signage structures.

*Manager responsible for Environment Protection and Community Safety*

Enforcement of shopping precinct and arcade signage in accordance with this Policy.
N. **GARAGE SALE SIGNS**

<table>
<thead>
<tr>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>To provide clarification of the legislative requirements associated with the erection of signage advertising garage sales.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Requirements to be Met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garage sales should be promoted in the classified section or the garage sale section of the local newspaper.</td>
</tr>
<tr>
<td>A single sign may be placed on the frontage of the property where the garage sale is being held. This sign must be wholly located within the property boundaries. Where the property has more than one (1) frontage, a single sign may be placed on each frontage.</td>
</tr>
<tr>
<td>A sign may be placed on the front fence of another property, which is in a more prominent position (e.g. a corner property) only where the prior consent of that property owner has been obtained.</td>
</tr>
<tr>
<td>These signs shall be of a high standard, with clearly legible text, and the sign shall be maintained in good order and condition. Signs that blow or fall onto public land will be deemed to be contrary to the <em>Environment Protection Act</em>, and appropriate action may be taken to ensure that the site is left in a clean state.</td>
</tr>
<tr>
<td>The sign(s) shall be removed within one (1) day of the date of the garage sale.</td>
</tr>
</tbody>
</table>

In accordance with the *Summary Offences Act 1966* (Section 10), the *Road Safety Act 1986* (Road Safety (Road Rules) Regulations 1999 – Part 3/Clauses 301, 310 & 312; Part 4/Clauses 401; Part 6/Clauses 603), and Mornington Peninsula Shire Local Law, it is an offence to display signage advertising a garage sale on Public Property – especially attached to existing directional signage structures.

<table>
<thead>
<tr>
<th>NON-COMPLIANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Authorised Officer may remove and/or impound any incorrectly located signs, and/or may commence proceedings to ensure compliance with the relevant legislation or Local Law.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RESPONSIBILITY</th>
</tr>
</thead>
</table>
| **Manager responsible for Environment Protection and Community Safety**  
Enforcement of garage sale signs in accordance with this Policy, other relevant legislation and Local Law. |
O. SIGNAGE ON COUNCIL OWNED/MANAGED RESERVES (OTHER THAN ROADS)

<table>
<thead>
<tr>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>To provide consistent guidelines for clubs and organisations seeking to raise revenue from the placement of advertising (sponsorship) signage on Mornington Peninsula Shire owned/managed reserves. To ensure that all Shire and statutory processes and procedures for the erection and/or display or signage on a Shire owned or managed asset are consistent and equitable.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REQUIREMENTS TO BE MET</th>
</tr>
</thead>
<tbody>
<tr>
<td>This Policy provides for four (4) categories of signs on Mornington Peninsula Shire owned/managed reserves:</td>
</tr>
<tr>
<td>➢ Permanent – club identification boards and reserve name boards;</td>
</tr>
<tr>
<td>➢ Seasonal – advertising (sponsorship) signs on sports grounds/courts;</td>
</tr>
<tr>
<td>➢ Temporary – fixed advertising that may remain on the reserve only to advertise specific events on the subject reserve;</td>
</tr>
<tr>
<td>➢ Removable – signage that can be erected at the start of a sporting game and removed at the completion of the “days” play.</td>
</tr>
</tbody>
</table>

Mornington Peninsula Shire may at any stage erect signage that indicates that certain activities are prohibited, or warn of potential dangers. Where possible, these signs should be incorporated with other signage structures on the reserve.

Permanent Signage – Reserve Name Boards

Only the Mornington Peninsula Shire may erect a single reserve identification sign at the entry to the reserve. Tenant clubs may display their name and contact number on the signs. There may be provision to advise the public of the details of the next competition/game to be held at the reserve. No advertising or sponsorship details will be permitted on this sign.

As stated in Technical Paper H - Directional Signs - Community Service Facilities and Tourist Facilities of this Policy, all directional and advanced warning signage for the reserve, shall only refer to the name of the total reserve – and shall not list individual clubs, organisations or activities.

Permanent Signage – Club Identification Boards

These signs may only be erected on pavilions and shall not exceed 2.5metres². One (1) sign per pavilion is allowable.

Prior to the erection of any club identification boards, written consent must be obtained from Mornington Peninsula Shire.

Seasonal

Where there is shared tenancy of a reserve, occupants must not market or sell signage for an annual period. Clubs may erect advertising (sponsorship) signage subject to the following:

➢ Signage may only be erected on any fence delineating the boundary of the ground/court. Signs must not exceed the height of the fence (except for tennis court fencing, whereby the signage must be erected such that it does not exceed a maximum of 2.0m above ground level).

➢ 100% of the arena perimeter is allowed to have signage.

➢ Signage on scoreboards must not exceed 6m².

➢ Signage on any other fence other than the fence surrounding the playing arena is not permitted.

➢ Advertising (sponsorship) signage shall not be fixed to pavilions, toilet blocks, light poles or the external perimeter fencing of the reserve.

➢ Signage advertising tobacco products, alcohol, and adult bookshops is not permitted. Signage relating to gaming or gambling venues should be considered in light of Mornington Peninsula Shire’s Gaming Policy.
- All signage must be safely and securely erected such that it is not leaning on any fixed structures, or that there are protruding nails and all maintenance of signage is the responsibility of the tenant club.
- No seasonal advertising is to be placed on foreshore or other passive recreation area.

**Temporary**
- Temporary signs promoting approved community events that will be held on the reserve in question must accord with the requirements to be outlined in Technical Papers - Procedure - a) ‘Temporary Community Event Signage’ of this Policy.

**Removable**
Advertising or sponsorship signage may be displayed during a competition game. These may be erected on the morning of the game, and must be removed on completion of the days play. These signs must be secured safely, but not so that Shire property is damaged in any way.

**Alternative Signs**
From time to time a club or organisation may seek special permission to erect signs of a slightly different configuration or location if a major sponsorship agreement for a capital improvement package has been secured, or if the perimeter fencing precludes standard reserve signs. Where this type of signage is required, a Planning Permit must be obtained prior to the erection of the sign (as per ‘Technical Paper – H. - Advertising Signs’ of this Policy).

### APPLICATION PROCESS

Applications for **temporary signage** must be made in writing at least two (2) weeks prior to the date that the sign(s) are due to be erected. Incomplete applications will be returned to the applicant for completion.

Each application must provide the following information:
- The location of the proposed sign(s);
- The dimensions of the proposed sign(s);
- A sketch design of the proposed sign(s);
- Evidence of current of public liability insurance cover for an amount on not less than $10 million in the joint names of the applicant, Mornington Peninsula Shire, or the policy must show Mornington Peninsula Shire as being an interested party. This coverage must be maintained for the entire time that the sign(s) are erected.
- The date of the event to be announced on the sign (for temporary signage only);
- The dates which the sign is to be erected and removed (for temporary signage only).

In the case of **more permanent signage** - the prior written consent (either in the form of a planning permit or a letter from Mornington Peninsula Shire of ‘no objection’ should a planning permit not be required) must be obtained before the signage space may be ‘sold’ or the sign erected.

### APPLICATION FEE

Where a planning permit is required for signage then the relevant statutory fee is payable.

### NON COMPLIANCE

*Note: Clubs have a 12 month period or the expiration of any existing contract or agreement from the adoption of this policy (24 September 2012) to finalise any existing advertising arrangements that are contrary to this policy.*

Any signage erected by clubs and organisations that does not comply with this Policy is to be removed by the club or organisation within one (1) week of being advised by Mornington Peninsula Shire. After this time an Authorised Officer of Mornington Peninsula Shire may remove and/or impound any signage.

Where there has been a breach of the Mornington Peninsula Planning Scheme enforcement action may be followed.
Responsibility

Manager Responsible for Recreation and Leisure
- Receipt and assessment of applications for signage on Mornington Peninsula Shire owned/managed reserves that do not require planning approval.
- Internal referral authority where planning approval is required.
- Monitoring / auditing of signage on reserves to ensure that appropriate approvals have been granted.
- Enforcement of non-compliant signage where planning approval is not required.

Manager Responsible for Statutory Planning
- Receipt and assessment of applications for signage on Mornington Peninsula Shire owned/managed reserves that require planning approval.

Manager Responsible for Environment Protection and Community Safety
- Investigation and enforcement of non-compliant signage where planning approval is required (as advised by Recreation and Leisure Unit)
P. Safety Advice Signage

Purpose
To provide advice to the community on issues that may be relevant to their safety and well-being.

Requirements to be met
This Policy provides for two (2) categories of safety advice signage within the Mornington Peninsula Shire:
- "Fixed" – signage eg. Country Fire Authority signage along roadsides. These signs are to be periodically removed or replaced or renewed to ensure that they are ‘fresh and eye catching’.
- Removable – signage that may be easily removed eg. Signage on trailers referring to road safety, beach safety, total fire bans etc.

Prior to the erection of safety advice signage you must receive the prior written consent of the land owner-manager and the relevant road authority.

All signs shall be of a commercial quality produced by an approved signwriter (sign manufacturer).

All signs shall be displayed in such a way so as to not impede the safe flow of vehicular and pedestrian traffic, nor impede their lines of sight.

The organisation seeking to erect the safety advice signage must take out and maintain for the duration of the display of the sign, a public liability insurance Policy with cover for an amount of not less than $10 million in the joint name of that organisation and Mornington Peninsula Shire, or the policy must show Mornington Peninsula Shire as being an interested party. A copy of the certificate of currency of the insurance policy should be provided to an Authorised Officer of Mornington Peninsula Shire on being requested to do so.

Application process
Prior to erecting or displaying any safety advice signage written consent should be received from the land owner-manager and the relevant road authority.

There are no specific forms to be completed to apply for written consent. It is best if the applicant write a letter to seek the written consent.

Application fee
Not applicable.

Non-compliance
An Authorised Officer may remove and/or impound any safety advice signage that is perceived to be creating a nuisance, or impeding the safe flow of traffic and/or their line of sight.

Responsibility
Manager responsible for Infrastructure Strategy
Assessment of any requests received for the erection or display of safety advice signage.

Manager Responsible for Environment Protection and Community Safety
Enforcement of this Policy.
### Q. COMMERCIAL CENTRE BANNERS

#### PURPOSE

To provide consistency in the approach for the assessment and installation of banners in commercial centres.

#### REQUIREMENTS TO BE MET

A number of trader groups across the Mornington Peninsula have expressed an interest in erecting banners throughout the commercial centres of the Peninsula to promote the township to the wider community and to visitors. When displaying the banners it is appropriate to consider whether the style, size, and colouring is complementary to the surrounding environment. Consideration must also be given to whether or not the structures the banners are being suspended from can actually support the weight and the force of the wind upon the banners.

This Policy allows for two (2) different types of commercial centre banners

- Banners upon existing structures – eg. Power-poles, slung between buildings
- Banners upon purpose-built, free-standing structures

All commercial centre banners must be primarily promoting the commercial centre in which they are displayed. No advertising of specific businesses within the centre will be approved. However, the commercial centre banners may be sponsored by individual businesses. In this instance, the business that sponsored the banner may have a notation “Sponsored by ……….” Information pertaining to sponsorship must not take up more than 10% of the total area of the banner.

At all times organisations seeking to erect the banners must ensure that they do not interfere with the safe flow of pedestrian or vehicular traffic, nor should they impede the line of sight of traffic. This is particularly important if considering a banner which is suspended from one side of a street to another, as consideration must be given to tall vehicles travelling along that street. Similarly with banners suspended from power-poles, consideration should be given to whether or not tall vehicles (including buses and trucks) can park or stand adjacent to the kerb.

The organisation seeking to erect the safety advice signage must take out and maintain for the duration of the display of the sign, a public liability insurance policy with cover for an amount of not less than $10 million in the joint name of that organisation and Mornington Peninsula Shire, or the policy must show Mornington Peninsula Shire as being an interested party. A copy of the certificate of currency of the insurance policy should be provided to an Authorised Officer of Mornington Peninsula Shire on being requested to do so.

#### APPLICATION PROCESS

Prior to erecting or displaying any banners, prior written consent of the relevant road authority and the land owner must be obtained. In some instances it is more appropriate to obtain the consent of the building or structure owner (particularly where the banner is to be suspended from a power-pole or between two buildings). Approval may be conditional upon using a suitability qualified installation provider and traffic management service.

For non council owned or managed assets users will be required to submit an application for use of assets, the owners or managing authority will assess the application and if approved, the user will need enter into an agreement with owners or the managing authority for use of the poles. Contact the owners or managing authority for an application.
APPLICATION FEE

Not applicable.

NON-COMPLIANCE

An Authorised Officer may remove and/or impound any commercial centre banner that is perceived to be creating a nuisance, or impeding the safe flow of traffic and/or their line of sight.

RESPONSIBILITY

Manager Responsible for Infrastructure Strategy
Assessment of any requests received for the erection or display of commercial centre banners. Requests for these banners may be referred to the Economic Development Unit for comment.

Manager Responsible for Economic Development
Assessment of any requests for the erection or display of commercial centre banners referred by the Manager responsible for Infrastructure Project Management.

Manager Responsible for Environment Protection and Community Safety
Enforcement of this Policy.
R. **VARIABLE MESSAGE SIGNS**

<table>
<thead>
<tr>
<th><strong>Purpose</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>To provide clear advice to vehicular traffic of potential road hazards (including road works, closures, traffic delays etc).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Requirements to be Met</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Variable message signs should be displayed in accordance with VicRoads and/or Mornington Peninsula Shire requirements (eg. siting, size, distance to potential hazard etc) for the use of community information.</td>
</tr>
</tbody>
</table>

Where variable message signs are to be used in association with an approved festival or event on the Mornington Peninsula, the sign may not be used to promote the event. Variable message signs may only advise that the event is on at a specific date/time, that traffic delays may be caused by the holding of the festival or event, and that alternate routes may need to be used. Variable Message Signs used for advertising must comply with the Mornington Peninsula Shire Planning Scheme, however the preference is for traffic and public safety messaging only.

<table>
<thead>
<tr>
<th><strong>Application Process</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>There is no formal application form required to be filled in to display a Variable Message Sign on roads controlled by Mornington Peninsula Shire. However, prior to displaying a Variable Message Sign written consent must be received from the relevant road authority.</td>
</tr>
</tbody>
</table>

Where Mornington Peninsula Shire is the relevant road authority it is sufficient to seek approval by submitting a letter requesting the display of a Variable Message Sign, times of operation, and a site plan showing the proposed location of the sign.

The organisation seeking to erect the variable message signs must take out and maintain for the duration of the display of the sign, a public liability insurance policy with cover for an amount of not less than $10 million in the joint name of that organisation and Mornington Peninsula Shire, or the policy must show Mornington Peninsula Shire as being an interested party. A copy of the certificate of currency of the insurance policy should be provided to an Authorised Officer of Mornington Peninsula Shire on being requested to do so.

A variable message sign used for advertising including the sale of goods and services requires a planning permit. Traffic and public safety will take precedence in assessing permit applications.

<table>
<thead>
<tr>
<th><strong>APPLICATION FEE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>No application fee is payable.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>NON-COMPLIANCE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>An Authorised Officer may commence enforcement proceedings for a breach of the Mornington Peninsula Planning Scheme for signs that are displayed in contravention to either the planning permit or the Mornington Peninsula Planning Scheme.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>RESPONSIBILITY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Manager Responsible for Infrastructure Strategy</strong></td>
</tr>
<tr>
<td>The receipt and assessment of requests for Variable Message Signs, and for the enforcement of compliance with this Policy.</td>
</tr>
</tbody>
</table>
4. **RESPONSIBILITY**

The responsibility area for each type of signage is clearly outlined in each section of the Technical Papers - Procedures.

5. **RELATED POLICIES**

- Mornington Peninsula Shire Council Local Law No.7 – General Provisions.
- Mornington Peninsula Planning Scheme
- Mornington Peninsula Shire Policy 3.4 - Events
- Mornington Peninsula Shire Policy – Commercial Activities on Footpaths

6. **RELATED LEGISLATION**

- Planning & Environment Act 1987
- Planning & Environment (Fees) Regulations 1989
- Summary Offences Act 1966
- Environment Protection Act 1970
- Local Government Act 1989
- Road Safety Act 1986
- Road Safety (Road Rules) Regulations 1999
- National Competition Policy
- Road Management Act 2004

7. **REFERENCES**

- Tourist Signing Guidelines – Tourism Victoria & VicRoads
- How to Develop More Accessible Signage - Access Audits Australia

8. **REVIEW**

This Policy shall take effect for five (5) years following Council approval and be subject to review not later than 1 June 2015.

Sections of this Policy may be reviewed prior to this time if deemed appropriate.
9. BACKGROUND PAPERS

A. MAPS OF SIGNAGE PRECINCTS

Balnarring Precinct
Crib Point Precinct
Dromana Precinct

Map 2

Created 31/05/2012 - GIS Team: MPSC J:\Admin GWS\Project\Economic Development\Shopping Centre Precincts.gaw
McCrae Precinct
McCrae Precinct

Map 2

POINT NEPEAN RD

BEVERLEY RD

BURRELL ST

BARTELS ST

EUDYSTONE

Created 31/05/2012 - GIS Team MPSC J:\Admin\GWS\Project\Economic Development\Shopping Centre Precincts\gws
Mornington Precinct

Map 1

Created 31/05/2012 - GIS Team, MPSC
J:\Admin GWS\Project\Economic Development\Shopping Centre Precincts.gws
Mornington Precinct
Portsea Precinct
Red Hill South Precinct
Rosebud Precinct
Rosebud Precinct
Rosebud West Precinct
Rye Precinct

Map 1
Somerville Precinct
Tyabb Precinct

Created 31/05/2012 - GIS Team, MPSC
J:\Admin\GWS\Project\Economic Development\Shopping Centre Precincts.gws
Mornington Peninsula Tourism Signage Steering Committee
Tourism Signage Steering Committee

Mornington Peninsula Shire, in partnership with Mornington Peninsula Tourism, has formed the Tourism Signage Steering Committee. The role of this committee is to provide industry based feedback on signage issues facing the tourism industry on the Mornington Peninsula.

This Committee is empowered through Mornington Peninsula Shire’s Signage Policy.

The structure of the Committee is as follows:

- A minimum of three (3) industry representatives from the Mornington Peninsula Tourism - however it is preferred that all geographical and special interest Local Tourist Associations are represented.
- Mornington Peninsula Shire staff – representing the Dromana Visitor Information Centre and Traffic Engineering.
- Representative for VicRoads

The Committee may co-opt other individuals as required. These may include representatives from other relevant authorities eg. Tourism Victoria, Parks Victoria etc.

Copies of minutes all meetings are referred to Steering Committee members (to be relayed back to their LTA members), VicRoads and Tourism Victoria.

The role of the Committee is to provide industry based feedback on:

- Directional Signage external to the Mornington Peninsula;
- Directional Signage regarding townships within the Mornington Peninsula;
- Collaborative/combined Directional Signage within the Mornington Peninsula;
- The development of tourist routes and appropriate tourist route signage;
- Assessment of signage requests for regionally significant tourist facilities and attractions;
- Assessment of controversial or ‘borderline’ requests for standard Directional Signage;
- Development of the process for the rationalisation of existing Directional Signage;
- Identification of appropriate location, style and design of tourism information signage kiosks;
- Development and review of Shire Policy relating to signage issues on the Mornington Peninsula;
- Information about signage applications, approvals etc that has been developed for tourism businesses.
- Applicants for signage received by VicRoads

Additionally the Committee provides a conduit between the Shire Councillors, LTA members and other authorities to better understand changes or trends in state-wide practices, guidelines or legislation.

1 Non-complex applications will be assessed by a Mornington Peninsula Shire Traffic Engineer in consultation with a representative from the Dromana Visitor Information Centre. At such stage as the Tourism Signage Steering Committee is assessing a complex or controversial directional signage application where it could be perceived that one of the members of the Steering Committee has a pecuniary interest or a conflict of interests, the Steering Committee member must declare this interest and stand down from the discussion relating to the application.
MORNINGTON PENINSULA TOURISM SIGNAGE APPEALS COMMITTEE

The Mornington Peninsula Tourism Signage Appeals Committee is sub-committee of the Steering Group. It comprises only Shire staff - a Traffic Engineer, a member of the Dromana Visitor Information Centre, and a member of the Business Development Team.

A very deliberate decision has been made to not have industry representatives on the Appeals Committee - we did not want the industry representatives to be placed in an awkward position in making a decision about competitors or work colleagues.

To lodge an appeal an operator must do so in writing - clearly advising of their reason for appealing.

For further information on the Tourism Signage Steering Committee please contact Alva Hemming, Tourism Executive Officer - Mornington Peninsula Shire for further information - Ph. 03) 5987 2683 or email - Alva.Hemming@mornpen.vic.gov.au
Signage Rationalisation Program

In accordance with the Shire’s Signage Policy, the existing Directional Signage for tourist facilities and attractions is being assessed.

The Signage Steering Committee has developed a series of eligibility criteria for Directional Signage and the existing signage on the Mornington Peninsula are now being assessed in accordance with these.

The Peninsula has been divided into 10 different regions that are progressively being assessed.

The process for rationalisation thus far has been:

1. The Shire’s Traffic Engineers undertake an audit of existing directional signage within the region.

2. Assess the existing signage in accordance with the eligibility criteria and allowable placement of signage as outlined in the Signage Policy.

3. The Traffic Engineers send out standard letters advising of the following:
   - The sign complies and the 5-yearly maintenance fee is due
   - The tourist facility or attraction is not a member of either Mornington Peninsula Tourism or a Local Tourist Association (membership to be obtained)
   - The placement of signage is non-compliant with the Signage Policy (sign to be removed).

4. Should a tourist operator receive any of these letters they have the opportunity to appeal the decision to the Tourism Signage Appeals Committee.

5. The Appeals Committee will consider if there are any extenuating circumstances for why the Directional Signage should be permitted to stay - or if there are other means of providing the signage (e.g. more appropriate location, combined signage etc). It was decided that it was not appropriate (or effective) for businesses to be in attendance at the appeals committee meeting.

6. A written response is provided by the representative from the Tourism Team.

7. A database of appeals (including grounds for appeal and decision of the Appeals Committee) is to be maintained at all times - and this must be made available upon request.

8. Should the decision to remove the signs be upheld - the Shire will organise for the sign to be taken down. It is not the Appeals Committee’s preference to return the sign to the operator - however if they specifically request the sign it will be returned to them.
9. **BACKGROUND PAPERS (cont)**

c. **APPLICATION FORMS**

**Application Form 1**

Mornington Peninsula Shire
Temporary Community Event & Information Signage
Application

Mornington Peninsula Shire has established specific sites throughout the Peninsula to help promote upcoming events and/or market or to display important community messages.

Mornington Peninsula Shire will manufacture the sign which will display your entity name, location and date or community message.

You are entitled to display your signs at 5 (five) preferred locations on a monthly basis prior to the activity commencing.

Applications will be assessed on a first in first served basis.

### Applicant Details

Name of Organisation / Group

Contact Name

Postal Address

Township

Post Code

Phone Number

Mobile Number

Fax

Email

### Activity Details

Please tick

- [ ] Event
- [ ] Market
- [ ] Important Message Sign

What is this raising awareness for?

Event/Market Contact Person

Phone Number

Mobile Number

Email

Event / Market Dates

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
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<td>4</td>
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<td>10</td>
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<tr>
<td>11</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

Note Council is collecting personal information on this form in accordance with its legislative powers and functions and it will only be used and disclosed in accordance with these powers and functions. You may access the information by contacting the Council. 03/90470270.
Has the event/market received approval from Mornington Peninsula Shire's Events Team?

- □ YES  If yes, please provide reference no.  CSE  
- □ NO  You will be contacted by Community & Special Events for further information before the application will be approved. Alternatively, you can contact Community & Special Events on 03 5950 1766 or events@morpen.vic.gov.au

Design

The date is a standard inclusion and not counted in total characters. Signs will be made from corrugated material, measuring 1100mm x 300mm. Details will be in white characters on blue background.

No logos or branding material will be accepted. (see example opposite)

MONTH  DAY  DAY

Please show spaces as a blank square - these will be calculated in your total characters

Locations

Applicants must prefer all sites (1 being the most preferable and 20 being the least)

Events will be granted a total of 5 sites and displayed on a monthly basis.

Markets will be granted a total of 1 site and displayed on a fortnightly basis.

<table>
<thead>
<tr>
<th>Site</th>
<th>Location</th>
<th>Township</th>
<th>Authority</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>South West - Campbelltown Road &amp; Campbelltown Road at traffic lights</td>
<td>Rye</td>
<td>VicRoads</td>
</tr>
<tr>
<td>2</td>
<td>Point Nepean, 30 metres north of Point Nepean Road</td>
<td>Rye</td>
<td>VicRoads</td>
</tr>
<tr>
<td>3</td>
<td>Mount Martha, 50 metres north of intersection with Mount Martha Main Road</td>
<td>Mount Martha</td>
<td>VicRoads</td>
</tr>
<tr>
<td>4</td>
<td>Sorrento, 150 metres north of intersection with Sorrento Main Road</td>
<td>Sorrento</td>
<td>VicRoads</td>
</tr>
<tr>
<td>5</td>
<td>Frankston, 200 metres north of intersection with Frankston Main Road</td>
<td>Frankston</td>
<td>VicRoads</td>
</tr>
</tbody>
</table>

Note: Council is collecting personal information on this form in accordance with its legislative powers and functions and it will only be used and disclosed in accordance with these powers and functions. You may access the information by contacting the Council. CH07205_02
Community Event Banners

Banners can be used separately or in conjunction with coreflute event signage. Events will be granted a total of 1 site and the banner can be displayed on a monthly basis. Applicants must prefer all sites (1 being the most preferable and 5 being the least). Please preference locations below

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Location</th>
<th>Township</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mornington Park - CHG of Schnapper Point Drive &amp; Esplanade</td>
<td>Met Ref. 104 D10 Mornington</td>
</tr>
<tr>
<td>2</td>
<td>Hastings Foreshore - Marine Parade</td>
<td>Met Ref. 104 K11 Hastings</td>
</tr>
<tr>
<td>3</td>
<td>Village Green - 994 Point Nepean Road</td>
<td>Met Ref. 168 D12 Rosebud</td>
</tr>
<tr>
<td>4</td>
<td>Pindars Park - CHG Dook Street &amp; Norman Street</td>
<td>Met Ref. 261 JB Pindars</td>
</tr>
<tr>
<td>5</td>
<td>Sorrento Park - CHG Point Nepean &amp; Holman Road</td>
<td>Met Ref. 167 07 Sorrento</td>
</tr>
</tbody>
</table>

Banners must be professionally sign written and printed in landscape in the form of a coreflute sign or a Vinyl PVC banner. Banners must be 1800mm wide x 900mm high in dimension with holes in each corner to attach the banner to the structure posts. Corporate sponsorship names and logos should not exceed 10% of the total banner space.

Fees

Fees are applicable for signage applications. (see below). Fees will be invoiced upon approval of application

| Community Groups | $85.00 |
| Commercial Groups | $170.00 |

Authorisation

I am authorised to lodge this application. I understand the information requested on this form is being collected by the Shire to apply for Temporary Community Event & Information Signage. This information will be subject to the Shire’s Privacy Policy and will be used solely by the Shire for the purposes of promoting the event. I understand I may apply to the Shire to amend and update the information.

I acknowledge that it is prohibited to maintain/alter/modify any sign as per designated location and that any temporary community signs other than those described in the application that are erected without the prior written approval will be removed and impounded by an Authorised Officer.

I have read all the enclosed information regarding the event application form and I agree to abide with all the requirements.

Name

Signature

Date

Lodgement

Please return your application to Community & Special Events via

Post
Mornington Peninsula Shire
Private Bag 1000
ROSEBUD VIC 3939

Email
events@morpen.vic.gov.au

Fax
03 5950 1739

Contact Community & Special Events
03 5950 1766

Note: Council is collecting personal information on this form in accordance with its legislative powers and functions and it will only be used and disclosed in accordance with these powers and functions. You may access the information by contacting the Council. DH07220_02
APPLICATION FOR LOCAL LAW PERMIT

I, ...........................................................................................................................

(name of applicant)

of ...........................................................................................................................

(address)

wish to apply for a Permit ...................................................................................

(type of permit)

The relevant details are as follows:

I WISH TO BE ABLE TO:-

...........................................................................................................................

...........................................................................................................................

...........................................................................................................................

...........................................................................................................................

...........................................................................................................................

...........................................................................................................................

For further information I may be contacted on .............................. (telephone)

between the following times: .............................. and
...........................................................................................

Date:  ..........................................................  ..........................................................

(signature of applicant)

FEES:  $ ..........................................................  ..........................................................

(signature of owner where required)

PAID:  $ ..........................................................

(name of owner)

Receipt No: ..........................................................

(address of owner)
COMMERCIAL ACTIVITIES ON FOOTPATH APPLICATION FORM

Name of Business: ..........................................................................................................................
Address of Business: ......................................................................................................................
Postal Address: ............................................................................................................................... 
Contact Name: .................................................................................................................................
Daytime Phone No: .........................................................................................................................
Email Address: ................................................................................................................................. 
Business Hours: ............................................................................................................................... 
........................................................................................................................................................

I am Applying for:

☐ Display of Goods
☐ Display of A-Frame Sign *(Please select sign size - 0.9m x 0.6m ☐ : 1.2m x 0.9m ☐)*
☐ Planter Boxes
☐ Outdoor Dining Facility (please note you may be contacted separately about this)
  ☐ I will be serving Liquor to the Outdoor Dining area *(additional approvals required)*
  ☐ I am seeking to erect permanent structures
  ☐ I am seeking to provide ................. Chairs *(specify number)*
  ☐ I am seeking to erect fixed screens

Checklist for Applicant

☐ Have I attached a plan showing the location & number of items to be placed on footpath?
☐ Have I attached a copy of the Certificate of Currency of the insurance policy?
☐ Have I paid the appropriate fee?

I acknowledge that I am not able to place any items on the footpath relating to my business until such stage as I have received written consent from Mornington Peninsula Shire. Failure to comply may result in the impounding of these items and a fine.

I understand that this form is an application form, and does not constitute approval.

Signature of Authorised Person: ....................................................................................................

Date: .............................................................................................................................................

Office Use Only:  Date Received: ___________  Reference No: ________

Account No.:  01 2844 1460  Receipt No. ___________
## DIRECTIONAL SIGNAGE - APPLICATION FORM

**Name of Applicant:**

**Address:**

**Phone:**

**Fax:**

**Name of Establishment:**

**Address of Establishment:**

**Location(s) of proposed sign(s):**

**Proposed sign wording:**

**Briefly describe the nature and operation of your business:**

**Hours of operation:**

**Are there other tourism facilities in the vicinity that could benefit from a group signing scheme – if so please describe?**

**Are there any existing signs that will become redundant and/or could be removed if new signs are approved – if so please describe?**

---

**Office Use Only**

**Date Received:**

**Reference No:**
Please attach the following information in support of your application:

- Map(s) of the proposed signing location(s);
- Photograph(s) of existing signs at proposed location(s);
- Proposed signface design;
- Evidence of meeting eligibility criteria as specified in Table 1 of the relevant section of the Mornington Peninsula Shire Signage Policy, including:
  - Membership of Mornington Peninsula Tourism
  - Opening hours;
  - Promotional material including individual and collaborative marketing, promotional plans;
  - Amenities;
  - Accreditation and public liability insurance;
  - Records of visitor numbers;
  - Onsite Signage;
  - Compliance with all other relevant legislation (including Mornington Peninsula Planning Scheme) etc.

**Signage Specifications**

*Text Size*

The size and font of the text on directional standards must be to VicRoads and Australian standards. The number of words on a sign needs to be kept to a minimum to maintain a minimum text height of 100mm. Reducing the text size or increasing the size of the sign is not appropriate.

*Colour coding*

The following colour coding of street signs shall be used throughout the Mornington Peninsula Shire.

- **Community Service** White text on blue background *(in accordance with VicRoads and Australian Standards)*
- **Tourist** White text on brown background *(in accordance with VicRoads and Australian Standards)*. Signage for accommodation is white text on blue background (in accordance with VicRoads and Australian Standards).

**Signage Costs**

All tourism directional signs are installed and maintained by the Mornington Peninsula Shire on behalf of the operator. Each sign is valid for five (5) years; after which time the sign(s) will be reviewed and if deemed compliant the facility owner will be invoiced for a further 5 years maintenance.

The fees for each sign is outlined below, with prices valid as at January 2012. The fees will increase yearly as per the Consumer Price Index (CPI).

<table>
<thead>
<tr>
<th>Sign Type (each)</th>
<th>Cost (inc. 5 years maintenance)</th>
<th>Renewal cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fingerboard (existing pole)</td>
<td>$129.00</td>
<td>$50</td>
</tr>
<tr>
<td>Fingerboard (new pole)</td>
<td>$179.00</td>
<td>$60</td>
</tr>
<tr>
<td>Advanced warning sign</td>
<td>$250.00</td>
<td>$60</td>
</tr>
</tbody>
</table>
With all sections completed and the relevant support information attached, please submit this application to:

Mornington Peninsula Shire
Private Bag 1000
ROSEBUD 3939

or personally deliver it to any of the Mornington Peninsula Shire Offices.

The application will be assessed by the appropriate officers within Council, and where necessary, will be referred to the VicRoads Regional Signing Officer. Failure to submit all of the relevant information will delay the assessment of this application.
9. **BACKGROUND PAPERS (cont)**

**D. ROAD CLASSIFICATIONS & DEFINITIONS**

The majority of road classifications used in this Policy are clearly shown in Melways, with each road type being granted a different colour. The Key to Symbols is found on Page 20 (Issue 31):

1. Freeways - Dark Green
2. Primary (Main) Roads - Black
3. Secondary (Main) Roads - Red
4. Major Roads – Orange
5. Collector Roads - Grey
6. Local Traffic Streets - Brown

For the purpose of this Policy Main Roads are VicRoads Freeways, VicRoads Declared Roads and Council Local Arterial Roads.

The following are VicRoads Declared Roads within the Mornington Peninsula Shire:

- Arthurs Seat Road
- Balnarring Road
- Baxter-Tooradin Road
- Boney Road (also called Rosebud-Flinders Road)
- Cook Street (west of Wood Street through Flinders township - also called Mornington-Flinders Road)
- Coolart Road
- Dunns Creek Road (also called Bittern-Dromana Road)
- Eastbourne Road (at Rosebud West also know as Elizabeth Ave)
- Esplanade (west of Main Street)
- Frankston-Flinders Road
- Lonsdale Street
- Marine Drive
- McCulloch Street
- Moorooduc Freeway
- Mornington-Flinders Road
- Mornington-Tyabb Road
- Nepean Highway
- Point Nepean Road
- Sages Road
- Stony Point Road
- Western Port Road
- Western Port Highway (also called Dandenong-Hastings Road)
- White Hill Road (also called Mornington-Flinders Road)
- Wood Street (north of Cook Street through Flinders township - also called Mornington-Flinders Road)
9. BACKGROUND PAPERS (cont)

E. ACCC NOTIFICATION

Our Ref: C2005/528
Contact Officer: Ursula Everett
Contact Number: 02 6243 1271

28 June 2005

Ms Danielle Coleman
Lawyer
Blake Dawson Waldron
101 Collins Street
Melbourne VIC 3000

Dear Ms Coleman

Third line forcing notification No. N40841 lodged by Mornington Peninsula Shire

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 23 March 2005 and to your letter of 27 May 2005, which contained further information about the notified conduct.

The conduct notified is described as Mornington Peninsula Shire proposing to offer operators of tourism facilities or community services (Facility Operators) the opportunity of erecting directional signs on the side of the road that will direct tourists to that operator's facility or service. In order to obtain authorisation to erect such a sign, the Facility Operator must be a member of Mornington Peninsula Tourism (MPT).

Legal immunity for the notified conduct commenced on 6 April 2005.

On the basis of the information that you have provided it is not intended that further action be taken in this matter, at this stage.

As with any notification, please note that the ACCC may act to revoke the immunity afforded by this notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This letter has been placed on the ACCC's public register. If you wish to discuss this matter further please contact Ursula Everett on 02 6243 1271.

Yours sincerely

Scott Gregson
A/g General Manager
Adjudication Branch