

6.8 - Advertising Signs, Town Centre Public Space & Outdoor Eating Permits

Adoption		
Date	Meeting	Council Decision
28/05/20	OCM	08-0520
Review Details		
Date	Meeting	Council Decision
25/06/20	OCM	02-0620
26/11/20	OCM	03-1120
27/05/21	OCM	05-0521
Delegation		
No.	Title	

1. POLICY STATEMENT

The Shire of Exmouth encourages local businesses to partner in continually improving the presentation of Exmouth as the State's premier tourism town. In addition to its own efforts to enhance the visual amenity of the town the local government actively invites local businesses to create improved retail and hospitality vibrancy through this business-friendly advertising signage and trading permits policy.

This policy sets out the matters the local government will consider when assessing applications for advertising signs, town centre public space and outdoor eating space permits.

It has been prepared to support and be read in conjunction with Clause 4.31 of the Shire of Exmouth Local Planning Scheme No.4 (The Scheme). The Scheme requires the submission of an application for Development Approval only for non-exempt advertisements.

Local businesses are required to submit applications for the Town Centre Public Space and Outdoor Eating permits.

This policy is supported and should be read in conjunction with the individual guidelines for;

- Advertising Signage Guidelines
- Town Centre Public Space Permit Guidelines
- Outdoor Eating Guidelines
- Booking Temporary Banner Display Guidelines

2. POLICY OBJECTIVES

1. To assist local businesses, create vibrancy, enhance amenity and maximize business opportunities whilst reinforcing the positioning of Exmouth as a unique visitor destination.
2. To ensure that the display of advertising signs on properties complements the surrounding area without impacting on public safety and access.
3. To encourage local food businesses to create and manage quality outdoor dining areas without impacting on public safety or access.
4. To ensure consistent policy and clearly set out the requirements of the Shire of Exmouth for applicants making an application for advertising signage, use of town centre public space and outdoor eating areas.
5. To guide the design, materials and siting of advertising structures and signs in the local government area.

6. To provide improved opportunities and clear guidelines for local community and sporting groups to advertise events and activities.
7. To decrease bureaucratic procedures, restrictions and constraints, as well as legal and jargonistic guidelines.

3. DEFINITIONS

Unless otherwise defined, words and expressions in this policy are as defined in *Schedule 1* of the Shire of Exmouth Local Planning Scheme No.04. Definitions are included in respective supporting guideline documents.

4. GENERAL PROVISIONS

4.1 Advertising Signs

Businesses within the local government area are encouraged to create high quality advertising signage that complements the surrounding settings and reinforces the positioning of Exmouth as a tourism town. The [Advertising Signage Guidelines](#) details what is permitted and promotes adherence to public safety and access.

4.2 Town Centre Public Space

Commercial operators within the town centre are provided the opportunity to use the public space immediately in front of their respective tenancy. The **"Town Centre Public Space Permit"** encourages traders to use the public space immediately in front of their tenancy for advertising, merchandising or seating as detailed in the Shire's [Town Centre Public Space Permit Guidelines](#). Applicants must have and maintain Public Liability Insurance of not less than \$20 million.

4.3 Outdoor Eating Permit

Food businesses within the local government area that meet stated qualifying criteria are encouraged to create high quality outdoor dining areas in public spaces via the **"Outdoor Eating Permit"**.

This policy endorses the [Outdoor Eating Guidelines](#), failure to comply with these guidelines will result in the permit being cancelled or enforcement action taken.

To operate an outdoor eating area the following criteria applies:

1. You are a registered food business with the Shire of Exmouth.
2. Have a tenancy fronting the public place where the outdoor dining will be situated.
3. Have clear and unobstructed access and views of the area.
4. All relevant fees have been paid in respect to the permit area.
5. Maintain Public Liability insurance of not less than \$20 million dollars.
6. The Shire's Outdoor Eating Permit Guidelines are complied with.

4.4 Temporary Banner Display Advertising

The local government offers dedicated banner display infrastructure at nominated high profile locations within the township for use primarily by local community and sporting groups for the short-term promotion of events and activities.

The use of dedicated banner infrastructure is managed by the local government's **"Booking Banner Sites Guidelines"**.