



*Warrandyte Community Association*

## **Comments on Manningham Outdoor Advertising Policy Review**

### ***General Comments on WCA Policy***

The township of Warrandyte is unique to the city of Manningham, being placed in a picturesque valley, alongside the Yarra River. The Warrandyte Community Association is in favour of allowing temporary advertising for community events and appropriate commercial advertising. However, the town has become a victim of signage pollution, mainly A-Frames, chained, bolted and left out night and day, with multiple frames used for single businesses. Another concern is commercially sponsored 'community advertising' where the sponsorship is more prominent than the event, often displayed well before and after the date of the event.

WCA has used professional, unsponsored signage (printed corflute AO size only) very effectively to advertise major public meetings (e.g. those following the 2009 bushfires, local election meetings and matters of public interest). These are placed at key road intersections. Feedback from the community on their effectiveness has been good.

The WCA supports a policy that seeks to regulate 'ad hoc' but permanent commercial advertising, most particularly 'A Frames' for shops and services. WCA supports provision of appropriate commercial signage consistent with the Township character.

WCA strongly suggests that the policy review should prohibit A-frames. Businesses in Warrandyte have been given an example of directional signage that has been recommended in the Warrandyte Signage Strategy by David Lancashire Design in 2005.

Temporary community signage, provided it is well presented, not oversized, and removed immediately after the event should not be closely regulated. We accept that a contact address should be provided on temporary signage that may be deemed inappropriate and subject to removal by council officers.

Commercially sponsored community signs should be restricted in size to AO and more closely monitored for commercial impact and content.

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The WCA supports the general thrust of this policy. However, if enforced to the letter, it would effectively kill most advertising of locally organised community events. WCA favours a less restrictive policy for community signs but agrees that a contact address should be provided on the sign if it is inappropriate or has to be removed by council officers.

***Specific comments on the Policy Headings and subsections.***

1. *Location Objectives: (3)*  
Banning temporary Community Signs from road reserves, walkways and nature strips will severely inhibit a community organisations ability to get its message across.
2. *Sign Approval Process: (29) (36)(37)*  
A formal approval process for temporary community signs is unnecessarily bureaucratic and will inhibit local initiative. Smaller community organisations, including the WCA, do not carry public indemnity insurance, it is too expensive and offers limited protection.
3. *Community Event Signs (21)*  
Restricting signage in Warrandyte to events taking place only in the city of Manningham is unacceptable as the community embraces Nillumbik in North Warrandyte where some events are held.
4. *Community Event Signage Sites (42.9)*  
Restricting signage in Manningham to the SE corner of Yarra St and Jumping Creek Roads is ludicrous.

**Dick Davies**  
**President**  
**Warrandyte Community Association Inc.**  
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