

**McKINLAY SHIRE COUNCIL  
LOCAL LAW POLICY  
NO. 6  
(CONTROL OF  
ADVERTISING)**

This local law policy is to be read with Local Law No. 6 (Control of Advertising).

Made by Council resolution on 10 July 2001.

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## 1. Citation

This local law policy may be cited as *Local Law Policy No. 6 (Control of Advertising)*.

## 2. Objects

The objects of this local law policy is to provide detailed information called upon by Local Law No. 6 (Control of Advertising) to ensure that advertisements and associated structures complement or, at least, do not unreasonably detract from, desirable characteristics of the natural and built environment in which the advertisements are exhibited.

## 3. Definitions

In this local law policy:

**"free-standing advertisement"** means an advertisement which is:-

- (a) erected on a pole or poles, or on a pylon structure; or
- (b) a solid, free-standing structure; and
- (c) does not form part of any building or other structure.

## 4. Local Law - Section 6(1) - Classification of Advertisements

For the purposes of section 6(1) of the Local Law, an advertisement is a permitted advertisement if the advertisement:

- (a) is exhibited pursuant to an Act; or
- (b) is a public notice displayed by a government department, public authority or local government; or
- (c) identifies the functions or property of a government department, public authority or local government; or
- (d) an advertisement used by a candidate for an election ("a political advertisement").

## 5. Local Law - Section 7(1) - Conditions on which Advertisements are Classified as Permitted Advertisements

For the purposes of section 7(1) of the Local Law, the following are prescribed conditions on which advertisements of a particular class are classified as permitted advertisements:

- (a) advertisements must be designed so as not to detrimentally affect the amenity of the site or the locality, by reason of their location, construction or design; and
- (b) advertisements must be constructed of durable materials and maintained in good condition at all times; and
- (c) if the advertisement is a political advertisement, that it must only be displayed 21 days prior to the election day until 14 days following the election day.

**6. Local Law - Section 12(4) - Conditions of Permit**

For the purposes of section 12(4) of the Local Law, the prescribed conditions that may be imposed on a permit:-

- (a) advertisements must be designed so as not to detrimentally affect the amenity of the site or the locality, by reason of their location, construction or design; and
- (b) advertisements must be constructed of durable materials and maintained in good condition at all times; and
- (c) advertisements must be constructed in a workmanlike manner, so as not to endanger public safety; and
- (d) advertisements must not obscure a motorist's view in any way, particularly when an advertisement is proposed to be located on or near a corner; and
- (e) if the advertisement is a free-standing advertisement, that it must not exceed a height of 4m.