
COOK SHIRE AERODROME ADVERTISING AND SIGNAGE POLICY

INTENT

This Cook Shire Council Aerodrome Advertising and Signage Policy ensures that an integrated and appealing approach is applied to all site and street signage (including advertising) throughout Cook Shire airports.

SCOPE

The policy applies to all aerodrome signage and advertising.

BACKGROUND

This Policy aims to ensure that advertising and signage does not detract from the amenity of the airports, is conducive to the growth and development of Cook Shire airports and is of a consistent and high quality standard. Cook Shire Council seeks to encourage the progressive improvement of the airport environment, and is particularly concerned to see improvement in the quality and presentation of its aerodrome facilities.

To achieve the above, this advertising and signage policy aims to ensure an integrated and appealing approach is applied to all airport signage. It applies to all airport tenants, licensees, users and contractors looking to establish a visual presence within the airport precincts. This Cook Shire Council Aerodrome Advertising and Signage Policy requires that a consistent approach be undertaken for all street, tenant and directional signage. The overall objective of the policy is to meet the signage and visibility needs of all tenants while maximising and standardising the design aesthetics of the Councils airport precincts.

Document Number:	D21/4655	<p><u>CONTROLLED DOCUMENT</u></p> <p>This electronic document is guaranteed as the most current. DO NOT COPY.</p> <p>Unauthorised hard copies of this document are prohibited.</p>	Page 1 of 3
Authorised By:	Director Infrastructure		
Original Issue Date:	December 2020		
Last Modified:			
Review Date:	December 2025		
Current Version:	1.0		

STATEMENT OF INTENT

All airport signage and advertising shall be:

- Compatible with the amenity and visual character of the airport;
- Designed and installed to provide effective communication in suitable locations;
- Of a high quality design and finish; and
- Constructed, installed and maintained to essential safety standards.

Statutory signage that complies to Australian standards is permitted.

Specific procedures for the operational management and application of this policy are contained in the Airport Signage Application Terms & Conditions.

Any additional sign or signs larger than that permitted in the Airport Signage Application will incur an additional annual fee, as specified in Council's Fees & Charges.

KEY RESPONSIBILITIES

RESPONSIBLE OFFICER	RESPONSIBILITY
Director Infrastructure	Oversees this policy's implementation and management at Cook Shire Council's aerodromes.
Airport Reporting Officers/Airport Operations Manager	Monitor and report any signage and advertising activity that is not aligned with this policy.

REFERENCES, LEGISLATION AND GUIDELINES

RELATED DOCUMENTS

Airport Signage Application Form which includes the terms & conditions.

Document Number:	D21/4655	CONTROLLED DOCUMENT This electronic document is guaranteed as the most current. DO NOT COPY. Unauthorised hard copies of this document are prohibited.	Page 2 of 3
Authorised By:	Director Infrastructure		
Original Issue Date:	December 2020		
Last Modified:			
Review Date:	December 2025		
Current Version:	1.0		

IMPLEMENTATION/COMMUNICATION

Upon adoption by Council, this policy will be published on Council's website. The requirements of the policy will be conveyed to Authorised Officers through team discussions and on the job training.

APPROVED BY

Council Resolution 2020/324

REVIEW

SPONSOR:	Director Infrastructure
OFFICER RESPONSIBLE FOR REVIEW:	Airport Operations Manager
ADOPTION DATE:	TBC – proposal to December 2020 Council meeting
REVIEW DATE:	December 2025

THIS POLICY IS TO REMAIN IN FORCE UNTIL OTHERWISE DETERMINED BY COUNCIL

AMENDMENT HISTORY

VERSION	AMENDMENT DETAILS	AMENDMENT DATE	APPROVAL
V1			08/12/20 – Council Resolution 2020/324

Document Number:	D21/4655	CONTROLLED DOCUMENT This electronic document is guaranteed as the most current. DO NOT COPY. Unauthorised hard copies of this document are prohibited.	Page 3 of 3
Authorised By:	Director Infrastructure		
Original Issue Date:	December 2020		
Last Modified:			
Review Date:	December 2025		
Current Version:	1.0		