



Policy Manual

Section 4 - Environmental Amenity

ENV1 Advertising

ENV1.2 Outdoor Advertising on Council Owned and Managed Property

For

**Community groups, Service clubs, Sporting clubs, Council Officers,
Councillors**

An advertising sign is defined as a 'promotion' sign in the Manningham Planning Scheme; being a sign that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold for or hire on the land or in the building on which the sign is sited.

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1. Purpose

This policy:

informs organisations seeking to erect advertising signs on Council owned or managed property, including reserves and buildings of the requirement for Council approval; and

provides guidance for decision making (including direction in the exercise of discretion) for Council Officers and Councillors in determining applications for signage on Council owned or managed property regulating the display of signs and associated structures.

2. Objectives

All sponsorship, community event, community service and service club signs on Council owned or managed land must meet and comply with the following policy objectives and requirements:

2.1. General objectives

To provide for signs that are compatible with the amenity and visual appearance of an area, including the existing or desired future character and environmental, heritage, recreational and landscape quality.

To ensure signs do not contribute to excessive visual clutter or visual disorder.

To ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or safety, appearance or efficiency of a road.

2.2. Design objectives

To ensure that signs are lettered, illustrated and constructed to professional standards.

This is achieved by:

- Size
- Height
- Proportions
- Colour
- Lettering
- Materials

2.3. Location objectives

The signs should not distract road users or conflict with traffic safety and public signs.

Signs should be displayed within the confines of the property and not on the road reserve, including any walkways and nature strips, unless the sign is to provide direction to essential or community services.

Sign clutter should be avoided in order to protect the visual amenity of an area through the unnecessary duplication of signage. Consolidation of signage is preferred.

3. Sign Type

The signs considered in this Policy include sponsorship, community event (including community organisation information), and community service/service club signs.

3.1. Sponsorship sign

A sponsorship sign is a sign that must not exceed two (2) square metres and promotes goods or services of a commercial entity that is providing financial or in-kind support to the applicant.

Free standing sponsorship signs are prohibited.

Sponsorship signs shall not be located on any building within reserves, with the exception of scoreboards, in which case signs must be internally facing, unless Council has formally considered and approved a sponsorship sign in accordance with the *Manningham Sponsorship Policy 2012-2016*.

Sponsorship signs can only be displayed at the Club's main competition oval, unless Council has formally considered and approved a sponsorship sign in accordance with the *Manningham Sponsorship Policy 2012-2016*.

Sponsorship signs on the perimeter fences of sporting ovals and other fenced sports playing areas may be permitted where:

- the signs are displayed only on the inside of perimeter fencing and not facing towards the road;
- the signs are displayed only on one side of the oval (generally opposite the sporting pavilion) or as specified for tennis, bowling, soccer, netball, baseball and horse riding (refer to plans for individual reserves);
- the exception to the first two points will be signs permitted to be erected on the spectator side of the fence immediately facing the pavilion only;
- the signs are only displayed on alternate fencing panels;
- the signs do not have a detrimental impact on areas of cultural, heritage or environmental significance; and
- the back of the signs are of appropriate material and colour to ensure minimal visual impact.

(Refer to the example shown in Attachment one)

Reserves located in visually sensitive landscape areas can only display temporary sponsorship signs. Sponsorship signs displayed on these reserves must be removed on the same day that they are erected. This applies to: Husseys Lane, Bulleen and Buck Reserves.

Council will consider advertising on selected sponsored bus shelters (in accordance with the 1991 Contract Agreement # 1762; approval by Group Manager). During the term of the contract an advertising sign may not be erected within 50 metres radius of any bus stop.

3.2 Community event signs (community organisation information)

A community event sign is a sign, not exceeding five square metres, promoting an educational, cultural, political, religious, social or recreational event that is not promoted or carried on for commercial purposes. This also includes the promotion of club activities such as sporting clubs' registration days.

Community organisations are permitted to erect signs on a designated site provided that no more than one sign is displayed at any time. Signs are to be erected for a maximum period of six weeks and must not be displayed longer than 14 days after the event is held.

Sponsorship advertising on the sign should not exceed 20% of the area of the sign. For a sign 5 square metres in size, sponsorship advertising will not exceed one square metre.

The display of advertising on the sign should clearly identify the sponsor's name, address and logo (if appropriate) and should occur across the bottom of the sign.

Council will consider advertising on selected sponsored bus shelters (in accordance with the 1991 Contract Agreement # 1762; approval by Group Manager). The term of this Contract Agreement that is relevant to this Policy is that an advertising sign is not allowed to be erected within 50 metres radius of any bus stop.

Only one community event sign can be displayed at any of the sites listed below except that up to two such signs may be permitted at the discretion of the Director Planning and Environment – during peak periods. The event being advertised must be taking place in the City of Manningham.

Signs promoting Council run events that are for the benefit of the majority of the residents of the municipality, such as Australia Day celebrations, Christmas Carols, an event in the park, may be permitted on the sites other than these listed below, at the discretion of the Director Planning and Environment.

The following are the only sites available for the display of community event signage (refer to attachment two for guidance):

- North corner of Manningham and Thompsons Road;
- North-west corner – High Street & Doncaster Road (adjacent to Scout Hall, south of path);
- Swilks Reserve, Swilk Street (east of the Templestowe Bowling Club);
- Leeds Reserve – Doncaster Road;
- Zerbes Reserve – Blackburn Road;
- Park Orchards Community Centre – Park Road;
- North West corner Yarra Road and Launder Avenue, Wonga Park;
- North of Springvale Road entrance, Mullum Mullum Reserve;
- 611 Doncaster Road, Doncaster (north-west corner of Williamsons Road);
- Greenaway Reserve, Bulleen Road, Bulleen; and
- Warrandyte Reserve, Warrandyte-Heidelberg Road street frontage

Community organisations occupying Council owned or managed land are permitted to erect a sign on the land they occupy subject to the requirements specified in this clause.

3.3 Community service signs/Service club signs

A community service sign is a sign not exceeding 0.4 square metres in size displaying the name of an essential service (e.g. transport, fuel, light, power, water, sewerage, etc.) or community service (e.g. major shopping centre, medical practice, veterinary clinic, etc.).

A service club sign is a sign not exceeding 0.4 square metres in area displaying the name and/or logo of a community organisation that serves the local community.

A service club or community service sign will only be permitted if evidence is provided indicating active involvement in an area. This could include activities such as the purchase and installation of equipment and/or active involvement in the care and on-going maintenance of an area, people or animals.

Not more than one sign is to be displayed by a community organisation on Council owned or managed property at any time.

The erection of signs displaying the names of Service Clubs using Council reserves will only be considered where the sign requested is to be located on the actual reserve and will be considered in line with Council's Signage Strategy, January 2011.

4 Inappropriate and prohibited signs

Signs that will not be permitted include, but are not limited to:

- Offensive signs (e.g., racist, sexist, homophobic), signs promoting harmful (e.g., cigarettes, alcohol and gambling) or socially unacceptable products (e.g., brothels);
- Animated, bunting, high-wall, pole, and sky signs (refer to definitions Manningham Planning Scheme, Clause 73 Outdoor Advertising Terms);
- Electronic signs;
- Signs promoting individual or multiple candidates at Federal, State and Local Government elections;
- Floodlit, internally illuminated and reflective community event signs; and
- Floodlit, internally illuminated and reflective signs located in visually sensitive landscape areas including Bulleen Reserve; Buck Reserve, Park Orchards Reserve, Colman Park, Domeney Reserve, Husseys Lane Reserve, Stintons Reserve, Warrandyte Reserve and Wonga Park Reserve.

5 Where the Policy does not apply

This Policy does not apply:

- To footpaths, nature strips or road reserves. Advertising in these areas requires a permit under the Manningham Planning Scheme;
- To the moveable advertising signs and displaying of goods (A frames) which are addressed under a Local Law;
- To the advertising on bus stops, which is managed by the 1991 'Contract for The Fabrication, Maintenance and Installation of Bus Shelters contract no 1762; and

- To the erection of reserve name signs which allow for identification of user groups. Refer to Council Outdoor Signage Strategy January 2011.

6 Application Approval Process for Community Event Signage

(Including community organisation information signage)

Community organisations wanting to erect community event signage on Council owned or managed land are required to complete an application form and pay an application fee. Please contact Council's Statutory Planning Unit on 9840 9333 for an application form.

An applicant will need to provide a letter of indemnity, public insurance and a schematic plan of the proposed sign identifying dimensions, wording, colours and pictures.

7 Application Approval Process for Sponsorship, Community Service/Service Club Signage

Community organisations seeking to erect sponsorship on community services/service club signs on Council owned or managed land are required to complete a planning permit application form and pay an application fee. One application may support multiple signs if required.

Signs must be approved by the Statutory Planning Service Unit prior to erection.

Information required to accompany an application includes:

- Type of sign, eg sponsorship
- Size
- Location
- Period to be displayed
- Design
- Content
- Name of sponsor
- Name of group being sponsored including evidence of sponsorship.

In addition to the above, some signs may require separate approval under the Manningham Planning Scheme.

8 Likely considerations of approval for this Policy

Signs must only be displayed for the length of time specified in Council's permission and then removed.

All signs permitted must be maintained in good order to the satisfaction of Council.

Notification of signs under this policy will be determined based upon the likely amenity impacts the sign will have at the time of lodgement.

A notice placed on site, which can be seen from the main entrance to the reserve.

All applications for animated, floodlit or internally illuminated signs on Council reserves shall be advertised to all regular users of the reserve and adjoining property owners. As a minimum, advertising shall consist of the above methods.

All community event signs approved by Council will be supplied with a sticker with the approved dates clearly stipulated on them that must be displayed on the bottom right hand corner of the sign or the sign may be removed and impounded by Council Officers.

A copy of the artwork and current indemnity insurance must be supplied with an application for community event signage.

Signs must be firmly attached to prevent the possibility of damage to persons or the surrounding area.

9 Non-compliance

Council reserves the right to enforce conditions when unauthorised signs are erected, including not considering future applications.

10 Enforcement

Signs erected without approval or that do not meet the conditions of this policy will be impounded without notice, held for seven days before disposal and a fine issued.

\$200 fine to the person responsible for erecting the sign.

Impoundment fine is dependent on level of resources required to undertake the sign removal. \$15 daily fee whilst impounded.

11 Related documents:

- Manningham Council Plan 2009/2013:
 - Objective 2. Strategy 2.1 'Providing support to promote community involvement and participation, through affordable and accessible services and strong community partnerships.'
- Manningham Planning Scheme:
 - Clause 21 Municipal Strategic Statement
 - Clause 22.01 Advertising Signs Policy
 - Clause 22.07 Outdoor Advertising Signs Policy
 - Clause 52.05 Advertising Signs
 - Schedule to the Public Park And Recreation Zone
 - Schedule to the Public Use Zone
- ENV 10 Local Laws, 10.5 Real Estate Agent Signs on Council Land Policy
- Manningham Outdoor Signage Strategy, January 2011
- Contract for the Fabrication, Maintenance and Installation of Bus Shelters, contract number 1762

12 Document History

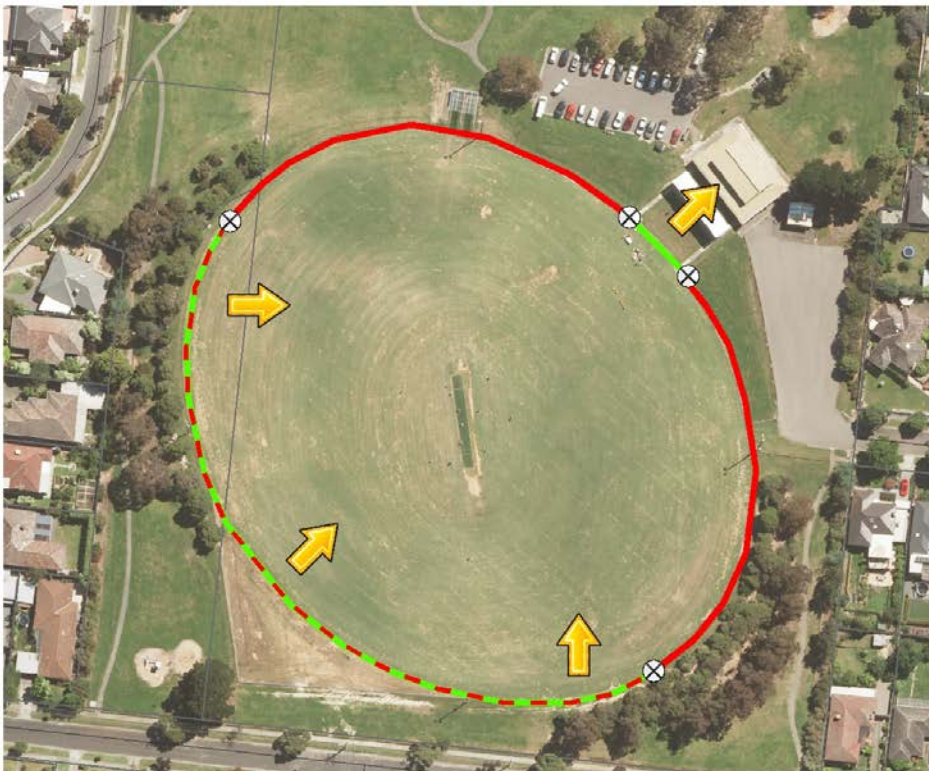
Responsible Officer:	Director Planning & Environment		
Last Updated (who & when)	Manager Economic and Environmental Planning	2017	
Authority:	Council	12/03/96	Item 21
	Council	28/04/98	Item 6.4
	Council	1/06/04	Item 9.2
	Council	28/08/12	Review of whole Policy
	EMT	19/09/12	Correction to Item 3.2
	Council	15/12/2015	Item 10.1
	Council	21/02/2017	Item of Notice No. 1/2017
References	(see above)		
Next Review Date	2020		
Included on website?	Yes		
Trim number	D12/12390		

Attachment One –Example Sports oval perimeter fencing signs

For a list of specific reserve maps contact Economic and Environmental Planning



Sponsorship signs on perimeter fence of sporting oval



- Signage Not Permitted
- Signage Permitted
- ⊗ Change of Permission
- ➔ Direction of Signage

Attachment Two - Community Event Signage Sites

Community Event Signage Sites in Manningham

 Locations

