

# Community Signage on Council Open Space Policy

Policy Number:	1997/63	Directorate:	Community Services
Approval by:	Council	Responsible Officer:	Manager Active & Creative Communities Manager Community Infrastructure
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## 1. Purpose

- 1.1 It is recognised by Council that sponsorship, promotional and advertising is important to sporting clubs, user groups and community groups in terms of advertising activities and major events, raising funds and in attracting new members. It is also recognised by Council that there is a requirement to manage and control sponsorship, promotional and advertising signage to ensure that the visual integrity of Council land is maintained through compliance with the requirements under clause 52.05 of the Knox Planning Scheme.
- 1.2 The purpose of this policy is to provide a clear direction to Council and the community for the management and control of community signage located on Council owned or managed open space which is occupied by sporting clubs, user groups or community groups on formal lease or licence agreements with Council.

## 2. Context

- 2.1 To define specific Council land where sporting clubs, user groups and community groups can apply to display signage that promotes their activities.
- 2.2 To provide guidelines for the consistent application of sponsorship and advertising signage on Council owned or managed open space.
- 2.3 To ensure that the display of signage does not interfere with Council assets or the installations of other authorities.
- 2.4 To ensure all signage complies with the requirements of the Knox Planning Scheme.
- 2.5 To minimise liability to Council resulting from signage being located on Council owned or managed open space.

## 3. Scope

This Council policy applies to Council staff, Councillors and the community, in matters relating to the display of any form of external community or business sponsorship, promotional or advertising signage on Council owned or managed open space which is occupied by sporting clubs, user groups or community groups on formal lease or licence agreements with Council.

## 4. References

### 4.1 Community & Council Plan 2017-2021

- Please nominate relevant goal

### 4.2 Relevant Legislation

- Local Government Act 1989
- Local Government Act 2020
- Amenity Local Law 2020
- Local Government (General) Regulations 2015

### 4.3 Charter of Human Rights

- This policy has been assessed against and complies with the charter of Human Rights.

### 4.4 Related Council Policies

- Election Period Policy (as amended)
- Breach of Seasonal Licence Agreements with Sporting Clubs Policy

### 4.5 Related Council Procedures

- Nil

### 4.6 Knox Planning Scheme

- Clause 52.05

## 5. Definitions

Signage	means all permanent and temporary board, notice, structure, banner, digital, projection or other similar display.
Community signage	means any sponsorship, promotional or advertising signage erected by a sporting club, user group or community group.
Advertising signage	means any board, notice, structure, banner, digital projection or other or similar display used for the purposes of soliciting sales or notifying people of the presence of a property where goods or services may be obtained.
Sponsorship signage	means any board, notice, structure, banner digital projection or other similar display used for the purposes of promoting a sponsor of a sporting club, user group or community group.
Sporting Club, User Group or Community Group Promotional signage	means any board, notice, structure, banner, digital projection or other similar display used for the purposes of promoting a sporting club, user group or community group, or any event or activity that the sporting club, user group or community group may be involved in.
Council owned or managed open space	means any passive open space, bushland reserve, active recreation reserve, or water course under control of Council. The space may be subject to a tenancy, lease or licence agreement with Council, including temporary hire agreements, seasonal or annual agreements, long term agreements and service contracts.
Council signage	means the Knox City Council corporate signage and signage which is permitted under the Local Government Act 1989 and 2020 or Local Government (General) Regulations 2015.
Active open space	means the defined area on an active reserve that is utilised for organised active recreation (i.e. sportsfield, court, track, etc.).

The sporting club and user groups	means all sporting and recreational clubs, associations, pre-schools, groups and individuals based at, or utilising Council owned or managed open space on a casual, seasonal, annual, long-term or permanent basis.
Community groups	means all community based groups or organisations including schools, churches, service clubs and various other organisations.
Applicant	means the person representing a sporting club, user group or community group who has lodged an application for a signage permit.
Act	means the Local Government Act 1989 or 2020.
Council’s policy for Community Signage on Council Owned or Managed Open Space	means this policy.
City of Knox gateways	means the main entries to the municipality along major traffic routes (defined in the planning scheme as Category 1 roads).

## 6. Council Policy

### 6.1 General

- 6.1.1 That reference to Council’s policy for Community Signage on Council Open Space be incorporated into Council’s policy for Sporting Facility Usage, User Charges and any other hire, tenancy, lease or licence agreements.
- 6.1.2 That all approved Community signage located on Council owned or managed open space be adequately displayed, constructed, secured and maintained to minimise risk of injury and liability.
- 6.1.3 That upon application, open space at the following sites be available for temporary community signage providing for city-wide advertising of prominent community events on Council open space within the structures provided. This would not include commercial sponsorship or advertising.
- Tim Neville Arboretum
  - Knox Civic Centre
  - Ferntree Gully Community Centre
  - Rowville Community Centre
  - City of Knox Gateways
  - Knox Community Arts Centre
- 6.1.4 All community signage on all Council owned or managed open space will comply with the requirements set in clause 52.05 of the Knox Planning Scheme. Signs that do not comply will be considered prohibited and removed with costs apportioned to the sporting club and user groups and community groups.
- 6.1.5 The surface finish of all signage is to be non-reflective.
- 6.1.6 The sporting clubs, user groups or community groups requiring any promotional, advertising and sponsorship signage shall apply prior to each season or licence period for a package of signage. Each application for additional signage shall be accompanied by a total list of advertising and sponsorship signage on the open space.

## 6.1.7 Positioning of any advertising and sponsorship signage must be limited to:

- (a) The inward facing perimeter fence line of a sportsfield or other playing arena and fixed in a manner approved by Council (i.e. safely attached to chain mesh fencing).
- (b) The inward facing side of a scoreboard. Signage is limited to 20% of the total area of the scoreboard and is limited to one commercial partner or sponsor. The signage must not distract from the main purpose of the scoreboard.

Sporting clubs, user groups and community groups are permitted to use advertising and sponsorship signage on the display screens of electronic scoreboards during allocated usage times.

Council reserves the right to erect advertising, promotional and sponsorship signage and the sporting club, user group or community group would be required to remove any branding conflicts that arise with their existing signage and any potential Council sponsors.

## 6.1.8 One outward facing sporting club, user group or community group promotional signage (i.e. "Home of the Knoxville Football Club") piece may be permitted and will be assessed on a case-by-case basis. This signage shall:

- (a) Identify the tenant sporting club, user group or community group and shall include the name of the tenant and tenant membership details only. Commercial representation or sponsor recognition is not permitted.
- (b) Be free-standing signage inside the fence line or connected to the Council open space perimeter fence.
- (c) Be limited to 2m<sup>2</sup> in area.

## 6.1.9 Temporary Signage must be:

- (a) Promotional in nature only (i.e. Tenant event promotion, registration day promotion, etc.). Temporary advertising or sponsorship signage is not permitted.
- (b) The size of this signage shall be limited to 2m<sup>2</sup> in area.
- (c) This signage may be installed for a maximum period of 28 days prior to the event and removed within 48 hours of the event concluding.

## 6.1.10 Temporary Banners must be:

- (a) Promotional in nature only (i.e. Tenant event promotion, registration day promotion, etc.). Temporary advertising or sponsorship banners are not permitted.
- (b) The size of these banners shall be limited to 3m<sup>2</sup> in area.
- (c) These banners must only be displayed on the day of the event.

## 6.1.11 Temporary Variable Messaging Signage (VMS) is not permitted without a planning permit.

## 6.1.12 All costs associated with the design, production, display and installation of all signage shall be borne by the sporting club, user group or community group.

## 6.2 Insurance

In granting approval for the erection and installation of signage or banners, Leisure Services, Community Laws or other relevant community facility advocates will give consideration to the matter of liability and

may determine that the applicant is required to take out a liability insurance policy in a form approved by Council's Insurance Authority.

Such policy shall be in the joint names of Council and the applicant for a minimum of \$10,000,000 against all actions, costs, claims, charges, expenses and damages whatsoever which may be brought made or claimed against Council or the applicant in regard to an incident relating to the signage.

## 6.3 Materials and Construction

The finishes and materials used in the display and/or construction of all signage is to have no sharp or exposed edges and all fixing (i.e. nails, screws, wiring, etc.) are to be adequately capped or covered.

## 6.4 Non-Compliant Signage

In the event that the requirements of this policy are not being met, the facility advocate responsible for the Council owned or managed open space will arrange for the signage to be removed. All costs incurred by Council associated with this removal process shall be recovered from the sporting club, user group or community group responsible for the display, erection or installation of the signage.

## 6.5 Maintenance

The applicant responsible for the display, erection or installation of any signage on Council owned or managed open space will be solely responsible for all ongoing inspections and maintenance.

## 7. Procedure

Should a sporting club, user group or community group wish to apply for the display, erection or installation of any signage on Council owned or managed open space, the following must be considered:

- 7.1 With the exception of road reserves, application for all signage on Council owned or managed open space is to be made in writing (i.e. email, letter, etc.) by the sporting club, user group or community group to the relevant facility advocate.
- 7.2 Applications for signage being displayed, erected or installed on road reserves is to be made to Community Laws.
- 7.3 All applications must include the following information relating to the signage:
  - An Image, Design or Sketch
  - Type (i.e. sponsorship)
  - Size
  - Location
  - Duration of Display
  - Materials
  - Display, Erection or Installation Details
- 7.4 Prior to the display, erection or installation of any signage, the applicant must provide Council with a Certificate of Currency as evidence of Public Liability Insurance cover to the satisfaction of the responsible authority (if such insurance cover has been deemed a requirement).

## 8. Non Conformance

Should a sporting club, user group or community group erect or install signage in a matter not conforming with this Policy, Council will undertake action in accordance with the club or group's respective tenancy or licence agreement (i.e. Breach of Seasonal Licence Agreement with Sporting Club Policy, etc.).

## 9. Administrative Updates

From time to time, circumstances may change leading to the need for minor administrative changes to this policy. Where an update does not materially alter this policy, such a change may be made administratively. Examples of minor administrative changes include changes to names of Council departments or positions, change to names of Federal or State Government departments or a minor amendment to legislation that does not have material impact. Where any change or update may materially change the intent of this policy, it must be considered by Council.