

Signage Policy – Council Facilities

Council Policy Number	185
Date adopted	16 June 2021
Scheduled for review	June 2026



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1. Preamble

Campaspe Shire Council ('Council') owns and/or manages a number of facilities and receives requests from users of these facilities for the installation of signage relating to their operations or to those of club sponsors.

This Policy provides guidance for the assessment of signage applications, recognising the need for an integrated, consistent and appealing approach to site and street signage, ensuring that approved signs are of a professional standard, that signage complements Council's branding, and that all signs are installed appropriately.

2. Purpose

The purpose of the policy is to address the signage and visibility needs of users, while maximising and standardising the design aesthetics of Council managed assets.

It is recognised that a particular location may reach a saturation point, at which time a report to Council to implement limitations or a moratorium on future signage will be submitted.

3. Definitions

Council facility	A place or amenity managed by Council.
Precinct	The area within identified boundaries of Council's managed property or building.
Statutory signage	Signage that is required, permitted, or enacted by a legislative body.
Regulatory signage	Signage that is required, permitted, or enacted to reinforce laws and regulations.
User(s)	An individual or group that occupies or operates out of a Council facility.

4. Policy Statement

This Policy aims to ensure that signage does not detract from the amenity of Council facilities, is designed and installed in consideration of operational safety, is conducive to the growth of the user's enterprise and is of a consistent and high-quality standard.

This Policy will provide the guidance for the approval of requests for signage to ensure a consistent decision-making approach and specifies the standards for construction, maintenance and when required, the removal of signage.

This Policy does not extend to regulatory signs, reserve name signs or any other signs installed and maintained by Council.

Any alterations to or replacement of an existing sign must comply with this Policy.

It is further noted that the installation of some signage may require planning and/or building approval, in which case, landowner consent must first be obtained from Council.

4.1. Policy Application

- a. All Council facility signage and advertising must be:
 - i. compatible with the visual character of the property or building.
 - ii. designed and installed to provide effective communication in suitable locations.
 - iii. of a high-quality design and finish.
 - iv. constructed, installed and maintained to essential safety standards.
 - v. meet any legislative, regulatory or planning requirements.
 - vi. approved by the appointed Council Service Manager for the facility, and or Public Land Managers.
- b. Statutory signage that complies to Australian Standards is permitted.
- c. The overall objective of the policy is to address the signage and visibility needs of users, while maximising and standardising the design aesthetics of the property's or building's precinct.
- d. When assessing an application for a sign, Council will also refer to signage guidelines applied elsewhere in the municipality.

4.2. Conditions

- a. The full cost of installation, preparation, maintenance and removal of all signage is to be borne by the applicant (user).
- b. Should damage to a Council asset occur as a result of the installation, maintenance or removal of any signage, the user will be charged the full cost of any rectification works required.
- c. Signage must not contain direct product advertisements for tobacco or gambling, promote any form of adult entertainment or the consumption of alcohol and fast food.
- d. Council reserves the right to remove or disallow any signage it deems inappropriate.

4.3. Temporary signs/banners

- a. Temporary signs outside of a building must meet the following criteria:
 - i. be securely anchored using weights or other approved non-permanent means in a manner that does not result in damage to Council structures.
 - ii. be removed and stored at the end of the scheduled days activities; and
 - iii. be located so as not to impede pedestrian movements along designated paths.
- b. Council will not be held liable for the theft of temporary materials, or for any damage to those materials, injury to persons or damage to property resulting from the improper fastening of those materials.
- c. Only signs/ banners promoting the activities of not for profit organisations will be considered for temporary use.

4.4. Signs on Buildings

- a. A single sign identifying the user(s) and their logos will be permitted to be affixed to the exterior of the main building and located near the main entrance of that building.
- b. Signage must not be painted directly onto the walls or the roof of any facility, building or structure on the property.
- c. Sponsor acknowledgement signage may be permitted to be installed on buildings if they comply with Council guidelines in relation to the size and location of the sign(s) and at the discretion of the General Manager Infrastructure.
- d. Approvals will specify the terms and conditions e.g. duration of the approval, ongoing condition and maintenance of signage etc.

4.5. Signs on reserves and reserve infrastructure

- a. Signage placed on field fencing must:
 - i. not cover more than 75% of the perimeter of the fence;
 - ii. not cover any gates or access points and must be oriented towards the playing field;
 - iii. not extend above or below the fence;
 - iv. be consistent with all other existing signage.
- b. Signage placed on coach boxes and/or player shelters will be permitted provided it:
 - i. does not protrude from the width or depth of the surface on which it is fixed.
- c. Signage placed on scoreboards will be permitted provided it:
 - i. does not distract from the main purpose of the structure;
 - ii. does not protrude from the width or depth of the surface on which it is fixed.
- d. Signage should not be visible external to the reserve.

4.6. Installation requirements

- a. All signage must:
 - i. be securely fixed or displayed such that the possibility of injury to any person or damage to any Council asset is avoided;
 - ii. not have sharp or exposed edges;
 - iii. have all fixings (i.e. nails and screws) recessed or countersunk; and
 - iv. be professionally produced to a high standard.
- b. Free standing signs may only be considered if:
 - i. there is no field fencing;
 - ii. it is less than 3m²; and
 - iii. relevant building permits have been obtained (if required).

4.7. Maintenance

All users with Council approved signage must maintain all signage in an acceptable and safe condition at all times and at their cost. This includes the immediate removal of graffiti, damaged and broken signs.

4.8. Removal of Signage

- a. Signage deemed by Council to be dangerous to members of the public may be removed immediately by Council without prior notice and at the cost of the user.
- b. The relevant Council officer(s) will enter into discussions with the user to be satisfied of safety issues prior to authorising the reinstallation of the signs. Council officer(s) will, when practicable, provide photographic evidence of the sign's condition prior to it being removed.
- c. Council reserves the right to arrange the removal of any signage at any time should the user not meet the conditions outlined in this Policy.
- d. Any costs associated with the removal or reinstallation of signage will be charged to the user.
- e. Council cannot and will not be held liable for any claim made by an aggrieved sponsor if signage considered by Council to be in breach of this Policy has been removed.

4.9. Existing Signage

- a. Users are expected to meet the conditions outlined in this Policy for all signage installed after the date of adoption.
- b. Existing signage may be removed immediately by Council if the signage is deemed by Council to be dangerous, or a planning permit is required and has not been obtained.
- c. Any costs associated with the removal or re-installation of existing advertising signage will be borne by the user.

4.10. Application Process

An Application for Signage must be submitted to Council for approval via mail or email shire@campaspe.vic.gov.au.

The application form is available on Council's website via the link: <http://www.campaspe.vic.gov.au>

5. Exclusions

Any location or feature that is governed by Legislation and is determined by the State or Federal Government.

Council leased properties.

6. Human Rights

This report has considered and complies with the Human Rights and Responsibilities contained in the Victorian Charter of *Human Rights and Responsibilities Act 2006*.

7. Related Legislation

Nil

8. Related Council Policy & Strategy

Council Plan

Council Policies, including but not limited to: Policy 91 Sustainable Asset Management

9. Attachments

Nil

10. Review Period

5 years

Responsible Officer

Manager Projects and Facilities

11. Administrative Updates

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter the policy, such a change may be made administratively. Examples include a change to the name of a Council department, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact. However, any change or update which materially alters this document must be by resolution of Council.

12. Approval History

Adopted 16 June 2021

Minutes Book Reference No 637 (Item 9.11)

Chief Executive Officer:

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Date:

..... 19 JUNE 2021