



# Operational Policy

## RECREATION RESERVE ADVERTISING SIGNAGE GUIDELINE

### PURPOSE

To establish guidelines for approval of advertising and sponsorship signage at Council sporting reserves that ensure:

- Signage installation is of an acceptable and safe standard.
- Installation is in line with adopted policies and planning regulations.
- Consistency in approvals to community groups displaying their sponsors advertising signs.
- Clubs are not denied the opportunity to derive a reasonable income from reserve signage.
- Facilities continue to be accessible and safe for use by all sections of the community.
- The visual amenity of sporting reserves and open space is maintained.

### SCOPE

The policy relates to all Council owned and managed reserves and associated facilities including sports grounds, pavilions, toilets, buildings and club infrastructure (including scoreboards, coaches boxes and fencing) . The zoning designation of these areas is Public Park and Recreation Zone (PPRZ)

### DEFINITIONS

**Public Park and Recreation Zone** – Areas reserved within the planning scheme for public recreation and open space.

### REFERENCES

Colac Otway Planning Scheme

### GUIDELINES/POLICY DETAILS

The Colac Otway Shire, as an asset manager of many public reserves, has the responsibility to ensure that there is a consistent approach to signage and to ensure that signage is safely erected, maintained and does not detract from the visual amenity of the reserve.

Under the Colac Otway Shire planning scheme signs are exempt from permits on a showground, on a motor racing track or on a major sports and recreation facility, provided the sign's display cannot be seen from nearby land.

In line with the planning scheme and in recognition of Councils role as asset manager signs will be permitted when they conform to the criteria set out in this Policy in addition to the Colac Otway Planning Scheme.

1. Freestanding signs for sponsor advertising will not be permitted except where there is no oval fencing or extenuating circumstances can be demonstrated.
2. For sports ovals signage placed on oval fencing must not cover more than 50% of the internal circumference and must have a three metre gap every 20 metres to allow access to the oval by passive users of the reserve where fencing are permeable.

3. Signage on the external circumference of the fence will only be allowed directly in front of social facilities and must not be visible beyond the reserve.
4. Signage on coaches' boxes or player shelters will be permitted provided it does not cover more than 50% of the internal surface of the shelter and must not be visible beyond the reserve.
5. Signage on scoreboards will be permitted provided it does not detract from the main purpose of the structure nor cover more than 25% of the surface of the scoreboard and must not be visible beyond the reserve.
6. Signage on cricket practice nets is limited to two (2) signs per net being no greater than 1 metre x 1 metre per sign. Consideration must be given to the practice net footings as signage increases the wind loading on the fencing.
7. For tennis, netball and other fenced court facilities, signage should face inwards towards the playing area. Signage should be installed so that top edge of the signage is less than 1.8 metres off the court surface. Signage on tennis court fencing is limited to two (2) signs per court being no greater than 1 metre x 1 metre per sign. Consideration must be given to the fence footings as signage increases the wind loading on the fencing.
8. Clubs must be able to remove all signs on request to deliver a clean venue for Council managed or controlled events within 7 days upon request.
9. Signs must not be painted directly onto the walls or the roof of any facility, building or structure on the reserve.
10. The signs must be appropriate for a public reserve and not in any way be offensive or discriminate on grounds of race, gender or religion.
11. All signs must acknowledge the name of the club being sponsored.
12. Signs must be oriented to display inward to the reserve users and not positioned to be viewed by passing traffic or people beyond the reserve. Sporting clubs are not entitled to enter into commercial agreements to alter venue names or install signage pertaining to the naming of a reserve on a permanent basis.
13. Clubs must keep a signage register and undertake regular inspections to ensure that the signage does not represent a risk to reserve users.
14. Clubs shall be liable for any cost incurred by Council in making good any signage that represents an immediate threat to reserve users
15. Signage rights are aligned with tenancy arrangements, where multiple tenants exist rights shall be distributed equally by agreement.
16. Clubs engaging in ambush marketing activities will have signage rights removed.

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## RELATED DOCUMENTS

**Temporary Naming of Sporting Grounds  
Memorial and Plaques Policy**

Policy owner		Division	
Adopted by executive		Policy Number	
File Number		Review date	