

Community Standards for Signage at Sporting Grounds and Reserves

1. Purpose

The importance of public open space and reserves is recognised in the planning scheme to the extent that most signs are prohibited regardless of the message or role of the sign.

Sport and recreation clubs have traditionally raised sponsorship revenue through signage at sporting reserves, whilst some of the broader community would prefer sporting grounds/reserves to remain uncluttered.

Council has prepared these community standards to provide an equitable outcome for most park users.

All signs proposed on public land are subject to agreement with Council and should only be considered as temporary fixtures.

The community standards for signage at sporting grounds and reserves are designed to achieve balance by:

- ensuring the visual amenity of Council sport and recreation reserves (reserves) is maintained to an agreed standard.
- supporting clubs and community groups to raise sponsorship revenue through advertising signage at reserves where appropriate.

2. Types of signs

The size, number and location of signs will differ between sites however all signs should be sensitive to their location, and recognise that sites are used by multiple interest groups. There are two main types of signs located within sporting reserves that are considered when applying these community standards.

- **Club identification signs**

Signs showing the club name and/or logo.

- **Advertising or Sponsorship Signs**

Signs used to acknowledge and advertise club sponsors*.

**Electronic signs (scoreboards) must only be used during times of organised sporting activity and are encouraged as an alternative to permanent fixed signage for displaying promotional signs where possible*

3. Community Standards

The following standards must be applied to Club identification signs, advertising or sponsorship signs and signs displayed on electronic scoreboards. Clubs are responsible for the maintenance of signs to these standards.

Location

Signs must:

- Be directed towards the playing areas or clubhouse/pavilion.
- Not have any part of a sign located higher than 1.2 metres on any fencing*.
- Be located only around playing fields, shelters and other existing structures safe to accommodate signs.
- Not to be excessive or visually dominant, and the total area of signs should not exceed more than 70% or 50 square metres of the space on fencing and other structures, whichever is the greater. This limit applies to all signs at any one time on the site (club identification, advertising and sponsorship combined)

- face away from sensitive landscape environs and nearby residents, when located within 30m of these areas. Signs in these areas must be made from material that reduces the visual impact.

Safety

Signs must:

- Not impact the safety of park users.
- Not obstruct any access or sightlines for pedestrians, vehicles, cyclists and other park users.
- Be safely secured.
- Not be attached to ball protection fencing and cricket nets.
- Where possible be designed and manufactured from material that allows reduced wind loads.

Amenity

Signs must:

- Be free of offensive words, pictures, messages or anything deemed inappropriate by Council at its discretion including but not limited to political, tobacco, alcohol products, gambling activities or adult entertainment businesses.
- Be free of damage, graffiti or vandalism.
- Not require the removal of trees and vegetation.
- All signs must be removed at the conclusion of each sporting season unless they support both summer and winter tenants
- Any material used to secure signs (ie cable ties/carabiner) must be disposed of or re-used accordingly

*In the instance of wind breaks for tennis facilities, height restrictions in this policy do not apply with approved materials

**Sensitive landscape environs refers to areas of ecological or Indigenous cultural significance, such as native habitats, conservation areas and waterways. Other playing areas, grassed and open parkland are not included as part of this

Management and Implementation

The *Planning and Environment Act, 1987* provides Council with the statutory authority to manage signs on public spaces. In particular Clause 52.05-14 of the Moonee Valley Planning Scheme aims:

“To provide for unobtrusive signs in areas requiring strong amenity control”

These Guidelines are designed to assist sports clubs, the community and Council in providing a balanced outcome for signage for different user groups of public land. Council maintains the right under the provisions of the *Planning and Environment Act, 1987*, to ensure that strong amenity control is applied.

Council encourages all parties to utilise these guidelines in the determination of the display of signs.

4. Examples of the practical application of signage

The below diagrams are indicative of typical structures/built form at a reserve, and identify potential suitable locations and orientation for signage:

- Any location deemed suitable for signage will need to be assessed to ensure the structure identified is able to support the proposed sign.
- Signs may not be affixed to new structures or built forms unless approved by Council.
- The arrows represent the locations and orientation most suitable for signage. The arrows are not encouraging signage at every possible location.

