

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 standards 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 strongly encouraged as an alternative to 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, on shelters and other existing structures safe to accommodate signs. Additional structures may not be erected for the purpose of installation of signage.
- Not to be excessive or visually dominant, and the total area of all signs should not exceed more than 50% 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).
- Where possible, not be located within 30m of a waterway. However, where this is impractical or other locations for signage are not available on the ground, signage may be permitted within 30m of a waterway but must meet the following requirements in accordance with Schedule 1 to Clause 42.03 of the Moonee Valley Planning Scheme (Significant Landscape Overlay):
 - Signage on the rear boundary fencing facing the waterway corridor should be visually transparent from the waterway.

- The design, materials and colour must be appropriate to the landscape setting.
- Be located only at a club home ground/s.
- Officers may take into consideration equity principles, native habitats, conservation areas and areas of ecological or Indigenous cultural significance when determining any reasonable allowance for the suitable location of signage.

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 without any permanent impact to any structure.
- Only be attached to ball protection fencing (excluding soft netting fencing) if all other standards outlined are adhered to.
- Not be attached to cricket nets.
- Where possible, be designed and manufactured from fabric/mesh that allows reduced wind loads.
- If the signage is not installed by an insured and qualified contractor, club volunteers must take all reasonable care and precautions when installing signage to ensure the safety of themselves and others in the community.

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 be placed on, or require the removal of, any 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 (i.e. cable ties/carabiner) must be disposed of or re-used accordingly.

*In the instance of wind breaks for tennis facilities, height restrictions in these standards do not apply when using mesh/fabric signs.

4. 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.

Council may, at its discretion, direct the removal of non-conforming signs. Non-compliance with such direction may result in the removal of signs by Council.

5. Related Documents

- Advertising Signs for Community Events Policy
- Seasonal Sport Allocation policy and agreement

6. 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.

