

SPONSORSHIP SIGNAGE ON RESERVES POLICY

Responsible Division	Planning and Development Services
Responsible Business Unit/s	Planning Services
Responsible Officer	Planning Manager
Affected Business Unit/s	Planning Services



PURPOSE:

To control the location and number of signs on Council reserves proposed for the sponsorship of various sporting clubs, recreation groups and community-based organisations.

POLICY STATEMENT:

The desire for recreational clubs to attract sponsorship revenue through sponsorship signage on reserves needs to be balanced by the need to protect the amenity of reserves and surrounding areas. Sponsorship signage will often need to be considered on the merits of the proposal, and includes the consideration of the following factors:

- a) Location, setting and use of the reserve;
- b) Location of sign;
- c) Size of sign;
- d) Impact of sign; and
- e) Purpose of sign.

For ease of assessment, sponsorship signs are categorised as follows:

1. Temporary signage can be:

- Internal to the site and/or
- Mounted on a building or structure; and/or
- Freestanding.

2. Permanent signage can be:

- Internal to the site and/or
- Mounted on a building or structure and/or
- Freestanding.

TEMPORARY SIGNAGE

1. Temporary signs are typically placed on a club's headquarters on the day of its game or event, and removed at the conclusion of the game or event.

Guidelines:

- 1.1. A planning approval is required for all temporary sponsorship signage on reserves.
- 1.2. Temporary sponsorship signs are only permitted to be displayed for a maximum of eight (8) hours per day.
- 1.3. The signs must be removed from the reserve when the wind velocity renders them unstable or unsafe.
- 1.4. The sign must be constructed from steel, timber or plastic frames or supports, and made with rounded corners to ensure public safety.
- 1.5. The sign must not cause an obstruction to other reserve users.

- 1.6. The sign must not be erected, placed or maintained so that it causes undue distraction to passing motorists or endangers in anyway the safety of the general public.
- 1.7. The City of Bayswater shall approve information and/or advertising content displayed on signs.
- 1.8. The temporary sign(s) shall not cause interference with the aesthetics of the reserve or surrounding areas.
- 1.9. The City reserves the right the request removal of any approved signage at any time.
- 1.10. The size of freestanding temporary signage is limited to 4m² and temporary signage attached to another structure limited to 6m².

PERMANENT SIGNAGE

2. Permanent sponsorship signs are all other signs that are not temporary signs, whether they be fixed securely to a building or structure or be a freestanding sign on a reserve.

Guidelines:

- 2.1. A planning approval is required for all permanent sponsorship signage on reserves.
- 2.2. The City of Bayswater shall approve information and/or advertising content displayed on signs.
- 2.3. No permanent sponsorship signs will be permitted which cause obvious interference with the aesthetics of a reserve or surrounding areas.
- 2.4. Permanent sponsorship signs should not generally exceed 10m².
- 2.5. Freestanding sponsorship signs are not encouraged, by may be considered according to the merits of the situation.
- 2.6. Where freestanding signs are deemed appropriate, no more than two (2) freestanding signs per road frontage per site will be considered.
- 2.7. All fixed sponsorship signs are to be removed at the expiration of the sponsorship agreement.
- 2.8. Where a sign is affixed to a Council building or structure, provision is to be made to permit inspection and maintenance of the subject building or structure.
- 2.9. All permanent signage is to be adequately maintained to the satisfaction of the City.
- 2.10. The City reserves the right the request removal of any approved signage at any time.

APPROVALS

Approvals are required for all persons or groups wishing to place or erect sponsorship signs on reserves as follows:

Planning approval

All sponsorship signage on reserves requires a planning application to be made using the standard MRS Form 1 and be accompanied by three copies of the proposed signage plans and site plans denoting the location of the signage. A valid planning approval is required prior to the erection of any sign.

Building licence

A building licence is required for all freestanding signage and other permanent signage at the discretion of the Manager of Building Services. If required, a valid building licence is required prior to any on-site works taking place.

The City reserves the right to revoke any approval given at any time if it is satisfied that the signage does not conform with the intent of this policy.

APPLICATION FEES

In accordance with Council's Fees and Charges Schedule as amended.

DEFINITIONS:

Nil

RELATED LEGISLATION:

Clause 2.6 of Town Planning Scheme No. 24

Clause 3.1 of Town Planning Scheme No. 23

RELATED DOCUMENTATION:

Nil

Relevant Delegations	Delegation TP-P1.8	
Risk Evaluation		
Council Adoption	Date	28 October 2008
Reviewed / Modified	Date	23 July 2003
Reviewed / Modified	Date	1 March 2016
Reviewed / Modified	Date	