

COUNCIL POLICY	POLICY NO:
Temporary Advertising Signs on Recreation Reserves	

Date Approved by Council

Adopted: 28 June 2004 Revised: 21 March 2005

Policy Objective

- ◆ To allow for the orderly display of temporary advertising signs on recreation reserves for the purpose of encouraging membership and recognising sponsorship of sporting and recreational clubs.
- ◆ To allow for the orderly display of local government signs on recreation reserves.
- ◆ To protect the amenity of recreation reserves and surrounding residential areas.

POLICY

1. SCOPE

This policy operates in addition to the provisions of *Bayside Planning Scheme* Clause 52.05 'Advertising Signs' to allow the display of advertising signs that would otherwise be prohibited or restricted in Category 4 – Sensitive Areas.

The operation of this policy is strictly limited to:

- the sign categories described in Clauses 2.1, 2.2 and 2.3 below; and
- the recreation reserves listed in *Attachment A*.

For the purposes of this policy the recreation reserves listed in *Attachment A* are categorised as follows:

- Category 1 – Elsternwick Park Main Oval and Trevor Barker Beach Oval.
- Category 2 – All other listed recreation reserves.

Category 1 reserves are deemed to meet the definition of 'Major Sports and Recreation Facility' for the purposes of Clause 52.05-3 of the *Bayside Planning Scheme*.¹

Throughout the policy the use of the term 'club' means any club or organisation that has entered into an 'occupancy agreement' with Bayside City Council for the use of a particular recreation reserve or part thereof.

Throughout the policy the use of the term 'occupancy agreement' includes a lease, licence or seasonal tenancy.

Advertising sign definitions are found at Clause 73 of the *Bayside Planning Scheme*. Defined terms are shown in italics.

¹ Clause 52.05-3 provides that a planning permit is not required to display a sign on a Major Sports and Recreation Facility provided the advertisement cannot be seen from nearby land.

2. Application of policy

2.1 Temporary Signs

A planning permit is not required to display a *promotion sign* if all of the following conditions are met:

- The sign is erected by or on behalf of a club that has a current occupancy agreement to use the reserve on which the sign is displayed.
- The sign is displayed in conjunction with a game or event involving the club within the terms of its occupancy agreement.
- The sign is erected not more than one hour before the commencement of the game or event and completely removed not more than one hour after the completion of the game or event.
- The installation and dismantling of the sign does not result in any damage or defacement of any underground services, Council property or fixtures.
- No vegetation is removed to accommodate the sign or its supporting structures.
- The sign is not attached to any vegetation.
- The sign is located more than 30 metres from the property boundary (unless located on a playing field boundary, building or scoreboard).
- The sign is orientated so that the advertising area faces towards the playing field.
- The sign is not internally illuminated, floodlit or animated in any way.
- No part of the sign is located more than 3 metres above natural ground level.
- The sign is not constructed of metal.
- The sign is designed, constructed and installed to minimise the likelihood of risk of injury to any person.
- The sign is presented in a professional manner, maintained in good repair and does not contain any material likely to cause offence or embarrassment to any person or the Bayside City Council.

2.2 Local government signs

A planning permit is not required to display a sign for local government purposes if all of the following conditions are met:

- The sign is displayed by or on behalf of Bayside City Council.
- The sign contains information relevant to the reserve on which it is displayed, such information may include (but not be limited to) the identification and contact details of clubs associated with the reserve.
- The sign does not contain any corporate insignia or colours other than those of the Bayside City Council.

2.3 Membership signs

Written approval may be granted in the form of an addendum to an occupancy agreement to display a *promotion sign* if all of the following conditions are met:

- The sign is erected by or on behalf of a club that has a current occupancy agreement to use the reserve on which the sign is displayed.
- The sign is primarily for the purpose of attracting new members to the club, with no more than 20% of the total advertising area to be occupied by sponsorship information or sponsor's corporate colours or insignia.
- The sign is erected not more than two calendar months before the commencement of the relevant competition season and completely removed not more than one calendar month after the commencement of the competition season.
- The installation and dismantling of the sign does not result in any damage or defacement of any underground services, Council property or fixtures.
- No vegetation is removed to accommodate the sign or its supporting structures.
- Not more than one membership sign is displayed on the reserve at any time.
- The sign is located at the main entrance of the reserve.
- The sign is not internally illuminated, floodlit or animated in any way.
- No part of the sign is located more than 3 metres above natural ground level.
- The sign is designed, constructed and installed to minimise the likelihood of risk of injury to any person.
- The sign is presented in a professional manner, maintained in good repair and does not contain any material likely to cause offence or embarrassment to any person or the Bayside City Council.

2.4 Permit required

A planning permit is required to display any *promotion or local government* sign that does not meet one or more conditions described in Clauses 2.1, 2.2 and 2.3. A planning permit may not be granted under this clause for a permanent sign other than a local government sign.

Before deciding on an application the responsible authority must consider the decision guidelines listed at Clause 52.05-2 of the *Bayside Planning Scheme*.

3. ENFORCEMENT

In the event failure to comply with this policy, or any planning permit issued in relation to this policy, Council may depending on the circumstances and seriousness of the breach:

- Require a Club to remove a sign within a specified time;
- Revoke any approval to display a sign issued under Clause 2.3;
- Vary an occupancy agreement with a Club to revoke Council's consent to display a sign;
- Apply to the Victorian Civil and Administrative Tribunal to cancel any Planning Permit issued in relation to a sign.

Attachment A

Recreation reserves affected by the policy

Public Park and Recreation Zone

Balcombe Park Reserve
Banksia Reserve
Baumaris Reserve
Boss James Reserve
Brighton Beach Oval
Brighton Golf Course
Castlefield Reserve
Cheltenham Golf Club
Cheltenham Park
Cheltenham Recreation Reserve
Dendy Park
Donald MacDonald Reserve
Elsternwick Park Main Oval, Glen Huntly Road, Brighton
Elsternwick Park (including Elsternwick Golf Course, excluding Main Oval)
G.L.Basterfield Park (limited to tennis club)
Hampton Bowling Club
Hurlingham Park
Lyle Anderson Reserve (limited to bowls club)
Peterson Reserve
R.G.Chisholm Reserve
R.J.Sillitoe Reserve
Sandringham Croquet Club
Sandringham Family Leisure Centre
Sandringham Golf Course
Sandringham Golf Driving Range
Shipston Reserve
St Stephens Tennis Club
Thomas Street Reserve (north)
Trevor Barker Beach Oval, Beach Road, Sandringham
Trey Bit Reserve
Tulip Street Reserve (including Spring Street Reserve and Destructor Reserve)
Whyte Street Reserve
Widdop Crescent Reserve (including A.W. Oliver Field)
Wilson Recreation Reserve
William Street Reserve
W.L.Simpson Reserve
Yott Reserve (including Bodley Street Tennis Centre)

Public Use Zone

Royal Avenue Reserve, Royal Avenue, Sandringham