



## Community Recreation Facilities Signage Policy

<b>Policy Type:</b>	Policy		
<b>Approved By:</b>	Council	<b>Decision No:</b>	1901/2013, 0300/2015, 1723/2017, 0117/2019
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<b>Department:</b>	City Infrastructure	<b>Division:</b>	Property and Buildings
<b>Function:</b>	16 - Property Management	<b>Responsible Officer:</b>	Manager, Property and Buildings

### A - PREAMBLE

1. The City of Salisbury provides significant recreation infrastructure including community buildings and sports surfaces which are made available to clubs and associations via various use arrangements to enable the provision of sport to the Salisbury community.
2. Council receives requests from occupants of these facilities for the installation of signage pertaining to club information and/or sponsorship acknowledgement. It is important that any signs installed are of a professional standard and complement the City of Salisbury's branding.
3. While appropriate signage can provide a valuable community information service, the City's community recreation facilities and their surrounding areas are extremely important to the community and the amount and type of signage installed needs to be carefully considered to ensure that it does not negatively impact on the safety and amenity of these facilities.
4. Clubs may use signs to raise the profile of that club, promote club activities and to acknowledge sponsors.
5. It is recognised that a particular location may reach a saturation point and it would then be appropriate to consider limitations or a moratorium of future signage installations at a facility.

### B - SCOPE

1. This Policy is applicable to the installation of temporary and permanent signage that provides club information and/or acknowledgement of club sponsors on Council owned community recreation facilities within the City of Salisbury. All such signage will be required to conform to this Policy.

2. This Policy relates to all Council owned and managed community recreation facilities on reserves which includes clubrooms, other buildings and reserve infrastructure.
3. This Policy replaces any previous approval or process in regard to the installation of signage on these facilities.
4. Any alterations to or replacement of an existing sign must comply with this Policy.
5. This Policy does not extend to regulatory signs, reserve name signs or any other signs installed and maintained by the City of Salisbury.

#### **C – POLICY PURPOSE/OBJECTIVES**

1. This Policy will provide the guidance for the approval of requests for community recreation facilities signage to ensure a consistent decision making approach and specifies the standards for construction, maintenance and when required the removal of this signage.
2. This Policy will be implemented in conjunction with the City’s Development Plan, Club Fee Policy, and all relevant clauses of the occupant’s leasing agreement with Council.
3. It is further noted that the installation of some signage may need planning and/or building approval.

#### **D - DEFINITIONS**

1. Community recreation facility means any building and/or reserve and associated infrastructure owned by City of Salisbury used by a sporting/community club or association for the provision of recreation or sport for the community of Salisbury.
2. Occupant – means any group or association that has a leasing agreement in place with the City of Salisbury over this infrastructure either via a lease or licence agreement.
3. Shared Occupancy – means that where occupancy of the community recreation facility is shared of if there are any approved sub leases.
4. Head lease – means the sporting club/association that has a leasing agreement in place for the facility with the City of Salisbury.
5. Leasing agreement – means any lease or licence agreement enacted by the City of Salisbury to enable the occupation of a community recreation facility.
6. Reserve perimeter fencing - fencing that delineates the reserve boundary from an adjoining property or road.
7. Signage means any permanent or temporary board, notice, structure, banner or similar device.
  - a. Club information signage means any signs erected by a club used to convey information about that club to the public.
  - b. Sponsor acknowledgment signage means advertising and promotional signs where a business provides funds, resources or services to a club in return for advertising or promotional signage.

#### **E - POLICY STATEMENT**

1. Club information and/or sponsor acknowledgement signage will be permitted on Council’s community recreation facilities when it conforms to the criteria set out in this Policy.
2. Signage cannot be installed on the following:
  - roofs of any building;

- City of Salisbury reserve name signs and reserve perimeter fencing;
  - safety rails;
  - public toilets;
  - retaining walls and fences that are sited alongside or above retaining walls;
  - cricket practice nets;
  - reserve seating; and
  - bollards.
3. Signage may be installed with permission on the following:
    - clubrooms and grandstands;
    - playing field fencing;
    - coaches' boxes and player shelters;
    - sheds or other storage areas;
    - score boards; and
    - court fencing.
  4. Occupants must seek approval prior to installing any form of signage on/at a Council owned community recreation facility to ensure that the proposed signage meets the conditions outlined in this Policy.
  5. Council reserves the right to arrange the removal of any signage at any time should it not meet the conditions outlined in this Policy and reserves the right to recover costs.
  6. Sponsors acknowledgement signage must comply with the Community Recreation Facilities Sponsorship Policy.

### **Approval process**

1. Applications for signage must be submitted to the Manager, Property and Buildings and contain the following information:
  - the location of the proposed sign;
  - manufacturing materials of the sign;
  - dimensions and height above ground level of the proposed sign; and
  - graphic design of the sign including logos, colour, wording and lettering style of the proposed sign.
2. Approval to install signage will be granted providing:
  - the request is made by the current occupant of the community recreation facility for which the application is being made;
  - the request complies with all relevant Council policies;
  - the proposed signage does not have adverse impacts in relation to amenity and public safety;
  - all relevant planning permits are obtained;
  - the proposed signage meets the criteria outlined; and
  - signage is consistent with Council's direction.
3. Where there is shared occupancy an agreement to install the signage must be reached between all occupants and confirmation of this agreement must be provided in writing by the head lease holder as part of the application.
4. Approval will be granted for the club's playing season only (i.e. a six or twelve month period commencing from the first day of the sporting club's season) and will be limited to the term of the occupant's leasing agreement for the facility.

5. Approval to display the signage outside of the club's playing season may be granted:
  - if an agreement is reached between all the occupants of the facility; and
  - the occupant ensures that all signage remains covered by its own insurance policy outside of the club's playing season.
6. Planning approval is a separate process and if required, and granted does not mean full approval has been given for the signage installation.
7. Approval will be given in writing by staff from the Property and Buildings Division where applications are submitted for consideration.
8. Council will respond in writing to all signage requests within 30 days of receipt. Additional time may be required to process applications that require planning or building approval.
9. The full cost of processing applications that require planning or building approval will be borne by the applicant.

### **Conditions**

1. The full cost of installation, preparation, maintenance and removal of all signage is to be borne by the applicant.
2. Should damage to a Council asset occur as a result of the installation, maintenance or removal of any signage, the occupant will be charged the full cost of any rectification works required.
3. Signage must not contain direct product advertisements for tobacco products and gambling, promote any form of adult entertainment or the consumption of alcohol and fast food.
4. Signage should comply with the Principles of Development Control specified in the Salisbury Development Plan.
5. Sponsors acknowledgement signage should comply with the relevant codes and standards of the Advertising Standards Bureau including the National Advertisers Code for the Advertising and Marketing Communications to Children.
6. Information on the signage must be to the satisfaction of Council in regard to the message being presented. A reasonable person should not find the message offensive or discriminatory.
7. Council reserves the right to remove or disallow any signage it deems inappropriate.
8. The occupant must ensure that all signage is covered by its own insurance policy, to the level prescribed by the City of Salisbury leasing agreements.

### **Temporary signs**

1. Temporary signs outside of a building must meet the following criteria:
  - a. be securely anchored using weights or using non-permanent means to a permanent structure in a manner that does not result in damage to that structure;
  - b. be removed and stored at the end of the scheduled days activities; and
  - c. be located so as not to impede pedestrian movements along designated paths.
2. Council will not be held liable for the theft of temporary materials, or for any damage to those materials, injury to persons or damage to property caused due to improper fastening of those materials.

## **Building name signs**

1. A single sign identifying the tenant(s) and their logos will be permitted to be affixed to the exterior of the main club building and located near the main entrance of the clubroom.

## **Signs on Buildings**

1. Signage must not be painted directly onto the walls or the roof of any facility, building or structure on the reserve.
2. Sponsor acknowledgement signage will be permitted to be installed on buildings provided they comply with the guidelines outlined in the Salisbury Development Plan in relation to the size and location of the sign(s).

## **Signs on reserves and reserve infrastructure**

1. Signage placed on field fencing must:
  - a. not cover more than 75% of the perimeter of the fence;
  - b. not cover any gates or access points and must be oriented towards the playing field;
  - c. not extend above or below the fence;
  - d. be consistent with all other existing signage; and
  - e. have the reverse side same colour as all other signage (e.g. a galvanised metal or painted mid to dark grey).
2. Signage placed on coaches' boxes and player shelters will be permitted provided it:
  - a. does not protrude from the width or depth of the surface on which it is fixed.
3. Signage placed on scoreboards will be permitted provided it:
  - a. does not distract from the main purpose of the structure;
  - b. does not protrude from the width or depth of the surface on which it is fixed.
4. Signage placed on court fencing is limited to two signs per court being no greater than 3m<sup>2</sup> per sign.
5. An engineering assessment may be requested for signage attached to court fencing. Where required, the full cost of any assessment is to be borne by the applicant.

## **Installation requirements**

1. All signage must:
  - a. be securely fixed or displayed such that the possibility of injury to any person or damage to any Council asset is avoided;
  - b. not have sharp or exposed edges;
  - c. have all fixing (i.e. nails and screws) are to be recessed or countersunk; and
  - d. be professionally produced to a high standard.
2. Free standing signs may only be considered where:
  - a. there is no field fencing
  - b. it is less than 3m<sup>2</sup>; and
  - c. relevant building permits have been obtained (if required).

3. An engineering assessment may be required for freestanding signage and signage attached to court fencing and practice nets. The full cost of any assessment is to be borne by the applicant.

### **Maintenance**

1. Occupants under the current leasing agreements with the City of Salisbury are expected to maintain all signage in an acceptable and safe condition at all times and at their cost. This includes the immediate removal of graffiti, damaged and broken signs.

### **Removal of Signage**

1. Occupants are required to remove all their signage within seven days of the end of the sporting club's season or licensing agreement.
2. Signage deemed by Council to be dangerous to users or members of the public may be removed immediately by Council without prior notice and at the cost of the occupant.
3. The relevant Council officer(s) will enter into discussions with the occupant to be satisfied of safety issues prior to authorising the reinstallation of the signs. Council officer(s) will, where practicable, provide photographic evidence of the sign's condition prior to it being removed.
4. Council reserves the right to arrange the removal of any signage at any time should the occupant not meet the conditions outlined in this Policy. Signage that does not comply with the relevant planning provisions may be subject to enforcement.
5. Unless a safety concern exists or the occupant has a track record of regularly breaching this Policy, the occupant will be provided with a period of no more than 14 days to remedy any non-compliance.
6. Any costs associated with the removal or reinstallation of signage will be charged to the occupant.
7. Council cannot and will not be held liable for any claim made by an aggrieved sponsor where signage considered by Council to be in breach of this Policy has been removed.

### **Existing Signage**

1. Occupants are expected to meet the conditions outlined in this Policy for all signage installed after the date of adoption.
2. Following the date of adoption, Council will conduct a signage audit of all community recreation facilities and advise occupants where examples of non-conforming signage exist. Clubs will be provided with a period of one year from receiving this advice, to ensure that all existing club signage complies with the conditions outlined in this Policy.
3. After one year, Council will commence removing any existing signage that does not meet the conditions outlined in this Policy.
4. Existing signage may be removed immediately by Council where the signage is deemed by Council to be dangerous or a planning permit is required and has not been obtained. Any costs associated with the removal or re-installation of existing advertising signage will be borne by the occupant.

### **F - LEGISLATION**

1. Development Act 1993 / Planning, Development and Infrastructure Act 2016
2. Salisbury Development Plan

## **G - REFERENCES**

1. Advertising Standards Bureau
2. Australian Association of National Advertisers Code for Advertising & Marketing Communications to Children

## **H - ASSOCIATED PROCEDURES**

1. Community Recreation Facilities Sponsorship Policy
2. City of Salisbury Corporate Image Style

### **Document Control**

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