



Advertising Signs on Council Land

Short term Event signs Policy

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**City of Darebin-Policy
Advertising Signs on Council Land (Parks, Reserves) short term events**

1. POLICY OBJECTIVE

The City of Darebin would like to facilitate the provision of information to the community by temporary signs on Council land. This policy further refines the Outdoor Advertising Policy and Guidelines adopted in January 2001. This Policy whilst allowing the erection of short term event signs aims to limit the locations where the signs can be erected, the number of signs to be erected and length of time the sign remains on display. The Policy is intended to facilitate the dissemination of community information whilst maintaining the amenity of parks, and limiting any risks involved with their installation.

2. SCOPE

2.1 This policy is intended for clubs/organisations that have an occasional/one off event. The event should be for sporting/cultural/social or recreational purposes and is not intended for commercial purposes.

2.2 The policy is concerned with parks and reserves, Council facilities. Signs are not permitted on Council road reserves.

2.3 Council facilities such as Darebin Libraries, Bundoora Homestead, Northcote Aquatic Centre, Reservoir Leisure Centre, Darebin Arts and Entertainment Centre, etc that are built on Council land must comply with the planning scheme. Each centre should decide if they wish to provide community information (short term event signs) and if so the number of signs should be limited to one to each facility and other details of the policy adhered to. Other signage at these facilities needs a planning permit from the Statutory Planning Department.

2.4 Signs in road reserves vested with Council are not allowed. The installation of signs on Declared Main Roads or State Highways such as Bell Street, Plenty Road, Station Street, High Street, St Georges Road, The Broadway, Albert Street and Murray Road are not Council Land. Permission is required from VicRoads or Melbourne Water (whoever the relevant agency is) and then a planning permit applied for.

3. POLICY

The City of Darebin Policy Advertising Signs on Council Land–Short term Events is described below. The policy and procedures will be strictly adhered to.

3.1 The policy relates to temporary signs for events (displayed for 4 weeks or less and limited to 5 square metres) that do not require a planning permit and are to be erected on Council land.

3.2 Other signs requiring a permit must be forwarded to Statutory Planning for processing.

3.3 The policy applies to Council Departments as well as external/community organisations. Council may increase the number of signs allowed per event for Council run community events such as the Darebin Festival which are relevant to the entire community.

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- 3.4 Signs must be approved by Council. Non conforming signs will be removed.
- 3.5 An application form must be completed and approved prior to the erection of any sign. See attachment.
- 3.6 The conditions on the application form must be agreed to and include:
Sign format including wording, sign location, sign dimensions, duration of sign on display (4 weeks), removal of sign after the event (within 3 days).
- 3.7 Community groups are only allowed temporary signage on Council Land once in any six month period.
- 3.8 Signs for each event are limited to no more than 3 locations. Council may erect more signs for major community events such as the Darebin Festival, the Kite Festival, Music Feast etc.
- 3.9 Signage wording may not be indecent, insulting or offensive and Council retains the right to refuse any sign wording.
- 3.10 Placement, fixing and dimensions of the sign are determined and explained on the application form.
- 3.11 Signs should not be placed in front of existing art works such as Fido or block major views such as at Edwardes Lake.
- 3.12 Persons or organisations fixing the sign must provide a public liability certificate with a minimum coverage of \$10million dollars.
- 3.13 Written indemnity against any loss or claim which may be lodged against Council must be received 7 days prior to erection of the sign.
- 3.14 Council reserves the right to refuse any request to erect a sign based on this policy.
- 3.15 The Event being advertised must take place in the City of Darebin.

4. APPLICATION

This policy relates to temporary signage (less than 4 weeks) for events to be erected on Council Parks, Reserves or other Council lands.

All other signs should be submitted to the Statutory Planning Branch at Council

5. PROCEDURES

5.1 Obtain Application Form

- Application forms will be available from Council Customer Service Centres
- The form may also be down loaded from the web on www.darebin.vic.gov.au

5.2 Complete and return of Application

- Applications should be completed and returned to Council for processing, together with current insurance certificate.
- Applications will not be accepted earlier than 3 months prior to the date of proposed sign erection.
- Applicants will be given written notification as to the outcome of their application

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5.3 Sign placement and removal

- Signs must only be erected at locations specified by Council.
- Sign installation is as per the performance standards outlined in the application.
- Signs are to be removed on or before the date stated in the application.

Please Note: Should your sign not be dismantled by the indicated date council will remove and confiscate your sign. There will be a charge of \$100 to reclaim each confiscated sign.

5.4 Unauthorized Signs

Signs displayed without permission from Council will be removed.

5.5 Sign Providers

The vast majority of signs displayed at present are provided by Real Estate Agents. Council will liaise with these and other stakeholders regarding their obligations in complying with the policy.

6.0 Policy Review

The Policy will be reviewed within one year of operation and in the future will be incorporated into the Outdoor Advertising Policy and Procedures 2001 when it is reviewed.