

	<b>Council Policy</b> <b>Sports Facilities Advertising Policy</b>	
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# Sports Facilities Advertising Policy

## 1 Introduction

This policy has been developed to provide a process for the approval and installation of advertising and signage by clubs at Sporting Facilities and to ensure a consistent decision making approach.

This policy acknowledges that sponsorship agreements incorporating advertising signage provide clubs with an important source of income that helps support the provision of sporting activities and opportunities. The implementation of this policy will continue to support the fundraising efforts of clubs, whilst maintaining the visual and aesthetics of open space areas and associated facilities.

## 2 Objectives

- To ensure that advertising and signage:-
  - Does not cause loss of amenity (physical or visual) to the natural or built environment;
  - Does not have a detrimental effect on the natural or built environment; and
  - Does not have a detrimental effect on the safety, appearance and efficiency of use of any public area
- To regulate and maintain a degree of uniformity in the extent of advertising and signage permitted at open space areas and associated facilities throughout the City.
- To provide opportunities for Council, community and sporting groups to access sponsorship funding for the maintenance and embellishment of community, recreation and sporting facilities.
- To ensure signage is securely fixed so that the possibility of injury to any person or damage to any Council asset is avoided.
- To ensure the message being presented on signage is not seen to be offensive or discriminatory by a reasonable person

## 3 Policy Statement

With the exception of exempt development all advertising and signage at Sporting Facilities requires development consent. This policy provides the guidelines by which Council will assess requests for sports facility advertising and signage.

### 3.1 Advertising and Signage

#### ***Application Guidelines:***

- The applicant must have the delegated authority and / or lease or licence agreement for use of the facility for which the application is being made
- The applicant must have the consent in writing of the owner of the land on which the sign is to be located
- The application is to include;
  - A design proof of the proposed advertising
  - The sign design specifications including size, materials to be used and method of securing
  - Site plan and elevations outlining external finishes and proposed location of the advertising and signage
- A casual hirer has priority with regards to advertising on the day of hire. For the duration of the casual hire a casual hirer may cover and/or place signs over seasonal hirer/user group signs.
- Council reserves the right to place information signage on facility structures after consultation with user groups.
- Council may impound permanent advertising signs installed without Council approval and a release fee may be imposed for the return of each sign.

**Signage Requirements:**

- must not impact adversely on public safety or the amenity of the facility.
- must not contain direct product advertisements for alcohol, tobacco products, gambling and / or promote any form of adult entertainment. Council reserves the right to remove or disallow any advertising it deems inappropriate.
- must not obstruct any gates, access points, or building openings
- must be oriented towards the playing surface and should not be visible beyond the public reserve or public place
- backs of signs visible to the public are to be a consistent colour
- Signs are to be maintained to a reasonable standard. It is the responsibility of the applicant to repair, replace or remove damaged or poorly maintained signs

**4 Exempt Development Signs****4.1 Community notice and public information signs:**

Provide information on, or advertise services or activities on a site for, a public or community institution or organisation.

**Note:** Exempt development subject to compliance with Subdivision 10 – ‘Community notice and public information signs’ of the Code, SEPP 2008

**4.2 Temporary event signs:**

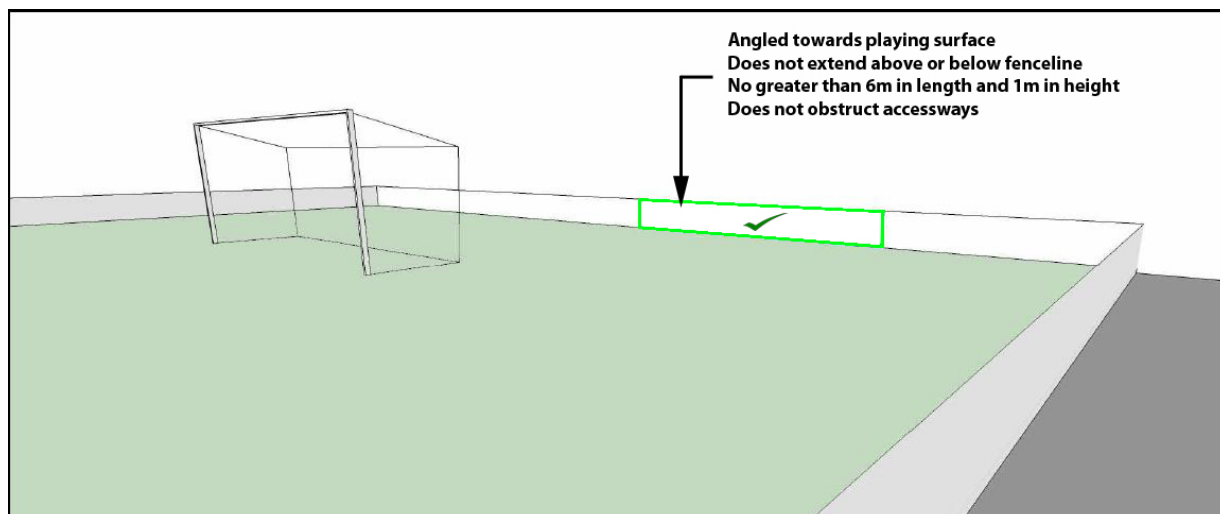
Advertise a commercial, community or retail event or a private function (including sponsorship of the event or function).

**Note:** Exempt development subject to compliance with Subdivision 11 – ‘Temporary event signs’ of the Code, SEPP 2008

**4.3 Signage on sports field fencing and amenity facilities**

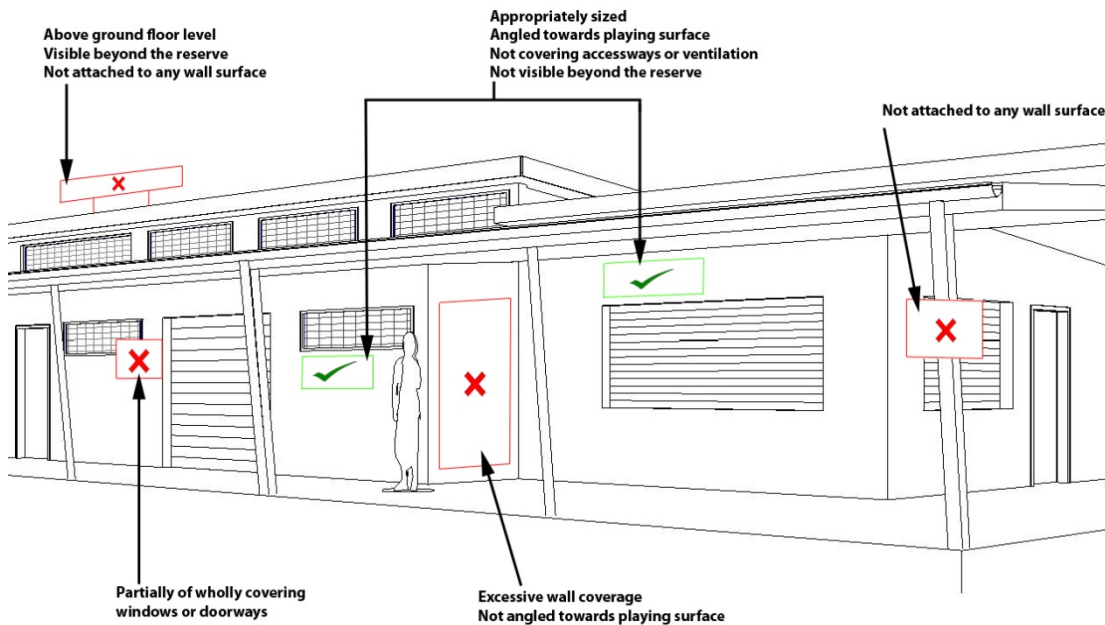
**Sports Field Fencing (Perimeter Fencing):** For the purposes of this policy means, fencing located around the perimeter of the sports field playing surface (i.e Football field), as a standard generally one (1) metre in height above ground level.

**Note:** Exempt development subject to compliance with Schedule 2 – Exempt development LMLEP 2014



**Amenity Facilities:** For the purposes of this policy, means any structure including buildings, light poles, change rooms, scoreboards, grand stands, ticket collection structures, coach / substitute shelters, storage sheds and toilets.

**Note:** Exempt development subject to compliance with Schedule 2 – Exempt development LMLEP 2014



## 5 Signs Requiring Development Consent

### 5.1 Playing court fencing and facility perimeter fencing:

**Playing court fencing:** For the purposes of this policy means, fencing located around the perimeter of the sports field playing court (i.e. Tennis, Netball court), as a standard generally 2.4 metre in height.

**Facility perimeter fencing:** For the purposes of this policy means, fencing located around the perimeter of the facility, generally delineating the facility boundaries.

#### Guidelines:

- Must not extend above or below the top and bottom fencing rails.
- As a guide not be greater than 3m in length and 1m in height for playing court fencing
- Must be removable signs or fixings, and not painted directly onto the fencing
- Must not be illuminated
- Be securely fixed and installed in accordance with:
  - AS/NZS 1170.0:2002, Structural design actions, Part 0: General principles, and
  - AS/NZS 1170.2:2011, Structural design actions, Part 2: Wind actions.

## Controlled Document Information

### Authorisation Details

<b>Folder No:</b>	F2005/02239	<b>TRIM Record No:</b>	D07544094
<b>Audience:</b>	External - Staff and Sports Ground administrators		
<b>Department:</b>	Community Planning		
<b>Officer:</b>	Parks Management Officer - Steve Pichaloff		
<b>Review Timeframe:</b> Max < 4 years	4 Years	<b>Next Scheduled Review Date:</b>	26 April 2020
<b>Authorisation:</b>	Adopted by Council - 26 April 2016		
<b>REPOL Date of Endorsement:</b>	11 April 2016	<b>REPOL Report TRIM Record No:</b>	D07696734
<b>Authorisation - Council Adoption Date:</b>	26 April 2016		

### Related Document Information, Standards & References

<b>Related Legislation:</b>	<ol style="list-style-type: none"> <li>EP&amp;A Act 1979</li> <li>SEPP64 – Advertising and Signage</li> <li>SEPP (Exempt and Complying Development Codes) 2008</li> <li>LMLEP 2014 – Schedule 2 exempt development</li> </ol>	<ol style="list-style-type: none"> <li>A proposed amendment to LMLEP2014 is to include criteria for exempt development (advertising signage on perimeter fencing and sports amenities)</li> <li>Governs consent requirements for advertising signage</li> <li>Provides exempt criteria for specific advertising signage</li> </ol>
<b>Related Policies (Council &amp; Internal):</b>	<ol style="list-style-type: none"> <li>LMCC Sporting Ground Advertising Policy</li> <li>Signs Policy – Council Buildings, Playing Field and the Like</li> </ol>	<ol style="list-style-type: none"> <li>Rescinded and replaced by this policy</li> <li>Rescinded and replaced by this policy</li> </ol>
<b>Related Procedures, Guidelines, Forms, WHS Modules/PCD's, Risk Assessments, Work Method Statements:</b>	(Document Name)	(Relationship/Context)
<b>Standards COP's &amp; Other References</b>	(Standard, COP or Other References)	(Relationship/Context)

### Definitions

Term / Abbreviation	Definition

### Consultation (update for each version created)

<b>Key Departments, Teams, Positions, Meetings:</b>	Integrated Planning, Development Assessment Compliance
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**Version History**

<b>Version No</b>	<b>Date Changed</b>	<b>Modified By</b>	<b>Details and Comments</b>	<b>Consultation</b>
1	31/8/2015	Steve Pichaloff	Rescinded the following policies: 1. LMCC Sporting Ground Advertising Policy 2. Signs Policy – Council Buildings, Playing Field and the Like  Updated and combined into one Policy – Sports Facilities Advertising Policy.	Extensive consultation with Lake Macquarie delegated authorities and sports clubs.