

Community Event Signage Policy

Version: 1.3

Date updated: 19 March 2019

Responsible Department: Safer Communities

1. Purpose

To ensure that event organisers are aware of Council's requirements regarding roadside advertising signage so as to assist and encourage community event signage that is managed to provide safety and amenity to road users and the broader community.

2. Definitions

Council	means Casey City Council, being a body corporate constituted as a municipal Council under the Local Government Act 1989
Councillors	means the individuals holding the office of a member of Casey City Council
Council officer	means the Chief Executive Officer and staff of Council appointed by the Chief Executive Officer.
Sign	As defined in the Casey Community Local Law 2018 means 'any placard, board, card, banner poster, A-board or A-frame whether portable or affixed or attached to any land or building used to advertise goods, services, events, competitions or to provide other information'.
Event	Means an activity or function that is open to the public and run once or at infrequent occurrences of limited duration that provides the general public with leisure and social opportunities beyond everyday experiences. Events are distinct and organised programs usually of sporting, cultural, community or special interest group significance.
Commercial Event	Means an event run by an entity or organisation, a for-profit business or for private financial gain.
Community Event	Means an event run by an organisation that is not for profit and is a legal entity, and where the event proceeds are returned directly to the community.
Casey Community Local Law 2018	Means the <i>Casey Community Local Law 2018</i> currently in place within the City of Casey and authorised under section 111(1) of the <i>Local Government Act 1989</i> .

Council policy documents change from time to time and it is recommended that you consult the electronic reference copy at www.casey.vic.gov.au/policiesstrategies to ensure that you have the current version. Alternatively you may contact Customer Service on 9705 5200.

3. Scope

This policy applies to:

- Council employees
- Councillors
- Community members
- Not for profit groups
- Commercial organisations
- Event organisers
- Market organisers

This policy only applies to the erection of signage to promote community events where the event occurs within the City of Casey. It does not apply to commercial signage to promote real estate, businesses or other commercial activities.

4. Context

Council supports and encourages festivals and events within the municipality, notably through our Events team.

Council receives numerous requests throughout the year for the installation of signage for 'community' events, and events conducted by private/commercial businesses.

There appears to be a level of confusion within the community as to what is and isn't a community event. This policy will address this issue and deliver a 'definition' of the word 'community' in the signage context.

Council already has in place a number of acceptable high visibility locations where signage can be displayed, upon obtaining the relevant permit from the City Compliance Unit and the payment of the appropriate fee/s as listed in Council's Fees & Charges.

This policy has been developed to provide for the approval of installations of community event signage within the City of Casey in pre-determined locations. It is the intent of this policy to ensure that any signs are visually attractive and provided in a uniform manner so that they are easily identified, located and understood by the intended audience. It is also essential that the placement of signage is managed in such a way that it prevents the appearance of 'roadside clutter' resulting in driver distraction or hampers pedestrian movement and is installed to appropriate standards.

It is neither desirable nor practical to install information signs for every event or activity that occurs in the municipality. As such, this policy seeks to set guidelines for the situations where signs are considered warranted on the basis of providing promotion for community events.

5. Policy

The Casey Community Local Law 2018, section 27, clearly states that a person must not, except with a permit, display or permit to be displayed a sign on any road. The definition of road can also be found in the Casey Community Local Law 2018.

Council has identified a number of sites throughout the municipality as being suitable for the promotion of community events where temporary signs may be erected and displayed. The display of a sign at these locations shall be subject to approval in accordance with this policy and the Casey Community Local Law 2018.

Signage may only promote the upcoming event being held within the municipal boundary. The community event must be of a cultural, social or recreational nature and must encourage a high level of community participation, with strong benefits to the community.

Eligibility

The eligibility criteria for community events signage under this policy are as follows:

- The applicant must be a not for profit legal entity promoting a community event.
- The majority of members of the organisation are residents of the City of Casey.
- The proposed activity or event will take place in the City of Casey.
- The applicant must have lodged an Event Approval Application to the City of Casey.
- The applicant must comply with Council's risk and insurance requirements.
- The event must encourage a high level of community participation.

Organisations/individuals that are not eligible to make an application under this policy are:

- Commercial venues (i.e. hotels or licensed venues)
- Business operations
- Real Estate Agents (commercial purposes)
- Weekly sporting competitions/membership drives
- Garage sales
- Events that are entirely of a commercial nature, with no perceived community benefit, as determined by an Authorised Officer of Council

Application Process

Applications must be made on the approved form and can be lodged a minimum of four weeks and a maximum of four months prior to the date. Incomplete applications will not be considered.

If there is a concern over whether an event is a community event, the Council officer will seek confirmation regarding the level of community participation and a breakdown of the perceived benefits to the community.

Booking Preferences

Booking preferences may be given to the following events, in order of priority:

- Community events that are funded via Council's Grants program.
- Council approved regular markets.
- Community events that have obtained all the required approvals from Council's Events team.
- Other community events organised by not-for-profit incorporated associations
- (i.e. school fetes, cultural or sporting events).

The allocation of 'approved sites' is on a first come, first served basis. The total maximum number of signs permitted by any one organisation will be throughout the municipality. Organisations seeking to erect more than four (4) signs will be considered by exception. If there is a clash of booking preferences which cannot be resolved, priority will be given to signs relating to events held in the locality of the signage site and/or community events that have a higher level of community participation.

Conditions of Use

- Design templates and/or existing signs are to be reviewed and approved by Council prior to printing.
- Signs relating to an event may be erected up to four (4) weeks prior, if selected sites are available.
- Signs relating to events must be removed within five (5) working days of the conclusion of the event.
- Community event signs are to be erected by the applicant or their contractor.
- Signs must be secured to designated sites to the satisfaction of Council.

Signage Design

Professional designers should be engaged where possible. Signage should be of a professional standard and not pose any OH & S risks.

To maximise impact of signage design, the following points should be considered:

- Inclusion of dates and venue information in large bold writing
- Graphics that are simple and bold
- Use of text only when it forms part of the established image of the event or logo, and;
- Sponsorship logos must only take up 10% of the total sign area

Council reserves the right to refuse permission to display signage on any grounds, particularly for any signage that, in the opinion of Council:

- is poor in appearance
- projects an offensive message
- displays an offensive message
- contains offensive language
- promotes a commercial activity or organisation (outside the scope of this policy)
- incites hatred or aggression in any form
- is unlawful under any Local, State or Federal law; or
- is considered as promotion of a political or racial nature.

Design templates and/or existing signs are to be reviewed and approved by Council prior to printing. Approval will be issued within 10 working days of receipt.

Locations

The approved locations are as specified in the Application Form. The approved locations will be updated every two (2) years.

Fees and Charges

Council's Fees and Charges are indexed annually during Council's annual budget review process. Any fees and charges relating to signage permit need to be paid in full at time of application lodgement, where applicable.

6. Administrative Updates

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively. Examples include a change to the name of a Council department, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact. However, any change or update which materially alters this document must be by resolution of Council.

7. Review

The next review of this document is scheduled for completion by 30 June 2022.

8. Breaches

Failure to remove any sign by the due date will be deemed as a permit breach resulting in a \$500 infringement notice. The sign will also be impounded by an authorised officer of the City of Casey.

The authorised officer may also remove and impound any temporary community event sign that is placed on any other public place, road and road reserve or land contrary to the stated requirements and may issue an infringement notice in accordance with the *Casey Community Local Law 2018* or the *Environment Protection Act 1970*.

9. Related Documents

- Event Approval Guide
- Guide to Successful Events
- Event Approval Application Form
- Casey Community Local Law 2018
- Environment Protection Act 1970