

10.7 Policy (Draft) - Community Event Signage.DOC

POLICY NAME: Community Event Signage Policy
POLICY REF:
MEETING ADOPTED: Resolution No.
POLICY HISTORY:



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OBJECTIVE

The objectives of this policy are to:

- Provide a documented process on how community event organisers may obtain Council approval to install temporary, short term community event signage, which relates to specific events taking place within the Ballina Shire.
- Ensure there is equitable access to event signage for community event organisers
- Ensure that event organisers are aware of Council's requirements so as to assist and encourage community event signage and to
- Ensure organisers receive approvals in a timely and orderly manner.

BACKGROUND

Council receives numerous requests throughout the year for the installation of promotional and directional signage for community events. In most cases, these requests have been denied due to statutory planning regulations restricting community event signage to only within the grounds of the event site.

Often due to lack of visibility, these sites are restrictive and unsuitable locations for the promotion of events.

As Council supports and encourages festivals and events within the Shire, notably through our Festival and Event Support Program, the promotion of these events is considered to be an important issue that must be addressed.

This policy has been developed to provide for the approval and installation of community event signage within the Ballina Shire 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 motorists.

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

DEFINITIONS

Ballina Local Environment Plan 1987 (BLEP 1987) means the statutory instrument that regulates the use of land in parts of Ballina Shire.

Ballina Local Environment Plan 2012 (BLEP 2012) means the statutory instrument that regulates the use of land in parts of Ballina Shire.

Ballina Shire Development Control Plan 2012 (DCP 2012) means the development control policy applying to various forms of development in Ballina Shire, including signage, as adopted by Council in December 2012.

State Environmental Planning Policy 64 – Advertising and Signage (SEPP 64) means the statutory instrument that regulates various forms of advertising and signage in New South Wales.

Event means an activity or function that is open to the public and run once or at infrequent occurrences of limited duration that provide 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 for a profit business or private financial gain.

Community event means an event by an entity or organisation that is a not for profit, incorporation association and where the event proceeds are returned directly to the community.

SCOPE OF POLICY

This policy applies to:

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

RELATED DOCUMENTATION

Related documents, policies and legislation:

- [Ballina Local Environment Plan 1987](#) (BLEP 1987)
- [Ballina Local Environment Plan 2012](#) (BLEP 2012)
- [State Environmental Planning Policy 64 – Advertising and Signage](#) (SEPP 64)
- [Ballina Shire Development Control Plan 2012](#) (DCP 2012)
- [Events on Public Land Policy](#)
- [Event Guidelines Document](#)
- [Festival & Events Support Program Policy](#)
- Community Event Signage Guidelines

POLICY

GENERAL

The *Ballina Local Environmental Plan 2012* allows identification, directional, community information and safety signs constructed and installed by or on behalf of a public authority (Council) as exempt development (not requiring development consent). The *Ballina Shire Development Control Plan – Exempt & Complying Development* (where applicable) also classifies signage for community events as exempt development when installed by or on behalf of Council.

Council has identified a number of sites throughout the Shire as being suitable for the promotion of community events where signage infrastructure will be provided. The display of a sign at these locations shall be subject to obtaining Council approval in accordance with Council's Community Event Signage Guidelines. The Signage Guidelines will provide comprehensive information on the procedures and protocols to be followed in respect to Community Event Signage. The General Manager will prepare and review those guidelines on a regular basis.

It is Council policy that the signs must promote an upcoming community event that is being held within Ballina Shire. The community events may be of a cultural, social or recreational nature and must encourage a high level of community participation, with strong benefits to the community.

There are provisions for the erection of multiple signs at each location.

ELIGIBILITY

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

- The applicant must be a not-for-profit incorporated organisation or a commercial organisation promoting a community based event
- The applicant is preferably based in the Ballina Shire
- The proposed activity or event will take place in the Ballina Shire
- The applicant must have lodged an application for approval under Council's Events on Public Land Policy (for events on **public land**) or
- The applicant must have lodged a development application for the event (for events on **private land**)
- The applicant must comply with Council's risk and insurance requirements
- If the applicant has received previous support from Council, all acquittals stipulated by Council must be complete, and
- 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. pubs or licensed venues)
- Business operations
- Real estate agents
- Weekly sporting competitions
- Garage sales and
- Events that are entirely of a commercial nature, with no perceived community benefit, as determined by the General Manager.

APPLICATION PROCESS

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

If there is 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** will be given to the follow events, **in order** of priority:

1. Community events that are funded via Council's *Festival and Event Support Program*
2. Council approved regular markets
3. Community events that have obtained approval under Council's *Events on Public Land Policy* and/or have obtained development consent
4. Other Community Events organised by not-for-profit incorporated associations (i.e. school fetes, cultural or sporting events) and
5. Commercial events.

The allocation of sites is on a "first come, first served" basis, however where this is a clash of booking's preference 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

1. Design templates and/or existing signs are to be reviewed and approved by Council prior to printing
2. Signs relating to an event may be erected up to six weeks prior, if selected sites are available
3. Signs relating to events must be removed within three days of the conclusion of the event.
4. Community event signs are to be erected by the applicant
5. Signs must be secured to designated sites (locations detailed in the guidelines) to the satisfaction of Council.

Applications for longer periods of advertising can be determined by the General Manager.

SIGNAGE DESIGN

Professional designers should be engaged where possible. Signage should be of a professional standard and in accordance with signage guidelines.

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

- Inclusion of dates and venue information in large bold writing
- Graphics that are simple and bold
- Use of text only where 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 image
- Contains offensive language

- Promotes a commercial activity or organisation (outside the scope of the Policy)
- Incites hatred or aggression in any form
- Is unlawful under any local, state or federal law; and
- 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 five working days of receipt.

LOCATIONS

The approved locations will be defined in Council's Community Event Signage Guidelines document.

FEES AND CHARGES

Please refer to Council's website for annual fees and charges.

NON-COMPLIANCE

Failure to remove signage approved under this policy within three days of the conclusion of the event will result in the sign being removed and impounded by an Authorised Officer of Ballina Shire Council.

An Authorised Officer may remove and impound any temporary community sign that is placed on any other public place, road and road reserve, or land contrary to the stated requirements, and may issue a penalty notice in accordance with the provisions of the relevant regulations and including the *Environmental Planning and Assessment Act 1979*.

REVIEW

The Community Event Signage Policy is to be reviewed every four years.



Community Event Signage Guidelines

Prepared by Ballina Shire Council

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SECTION 1 – INTRODUCTION

The *Ballina Local Environmental Plan 2012* allows identification, directional, community information and safety signs constructed and installed by or on behalf of a public authority (Council) as exempt development (not requiring development consent). The *Ballina Shire Development Control Plan – Exempt & Complying Development* (where applicable) also classifies signage for community events as exempt development when installed by or on behalf of Council.

Council has identified a number of sites throughout the Shire as being suitable for the promotion of community events where signage infrastructure will be provided. The display of a sign at a these locations shall be subject to obtaining Council approval in accordance with *Council's Community Event Signage Policy & Community Event Signage Guidelines*.

The signs must promote an upcoming community event that is being held within Ballina Shire. These community events may be of a cultural, social or recreational nature and must encourage a high level of community participation, with strong benefits to the community.

It is the intent that these signs are visually attractive and provided in a uniform manner so that they are easily identified and understood by motorists.

The Community Event Signage Guidelines have been developed to assist community event organisers in the application, design and installation of signage in approved locations across the Shire. All community event signage is required to follow these guidelines.

SECTION 2 – APPROVED SIGNAGE LOCATIONS

1. Cnr Bangalow Road & Angels Beach Drive, Ballina – opposite Kentwell Community Centre
2. Missingham Park, Ballina – off Kingsford Smith Drive near entrance to park
3. Cnr River Street & Burns Point Ferry Road – south-eastern corner adjacent to roundabout
4. Tamarind Drive, Ballina – at Bicentennial Park (specific location to be determined following master plan completion)
5. The Coast Road, Lennox Head – on embankment at western end of surfers' car park
6. Cnr Byron Street & Byron Bay Road (Coast Road), Lennox Head – in vicinity of existing welcome sign
7. Ballina Road, Alstonville – on fence at Geoff Watt Oval
8. Cnr Lismore Road & Smiths Lane, Wollongbar – adjacent to reserve, eastern side
9. Wardell – final site TBA following consultation (either Fitzroy Park or Memorial Hall)
10. Old Pacific Highway, Newrybar – at frontage of Newrybar Hall

SECTION 3 – ELIGIBILITY CRITERIA

The eligibility criteria for community events signage is as follows:

- The applicant must be a not-for-profit incorporated organisation or a commercial organisation promoting a community event,
- The applicant is preferably based in the Ballina Shire,
- The proposed activity or event will take place in Ballina Shire,
- The applicant must have lodged an application for approval under the Council's Events on Public Land Policy (for events on **public land**),
- The applicant must have lodged a development application for the event (for events on **private land**),
- The applicant must comply with Council's risk and insurance requirements,
- If the applicant has received previous support from Council, all acquittals stipulated by Council must be complete, and
- The event must encourage a high level of community participation.

Organisations/individuals that are **not eligible** to make an application are:

- Commercial venues (i.e. pubs or licensed venues),
- Business operations,
- Real estate agents,
- Weekly sporting competitions,
- Garage sales, and
- Events that are entirely of a commercial nature, with no perceived community benefit.

SECTION 4 – APPLICATION PROCESS

Application Form

Applicants must complete the 'Community Event Signage' Application Form located on Council's website www.ballina.nsw.gov.au. Applications may be lodged a minimum four (4) weeks and maximum (4) months prior to the date.

Applications for Community Event Signage will be accepted on an ongoing basis.

Public Liability Insurance

It is a requirement of Council's insurer that the event applicant provide to Council upon application a copy of their Certificate of Currency for a minimum \$10 million dollars. Council may at their discretion request higher coverage.

Signage Proposal

Design proposals and/or photographs of existing signs are to be lodged upon application for review and approval by Council.

Fees & Charges

Applicants may be subject to fees and charges. Council's Fees and Charges document is available on Council's website www.ballina.nsw.gov.au.

SECTION 5 – BOOKING PREFERENCES

Booking preferences will be given to the follow events, in order of priority:

1. Community events that are funded via the *Festival and Event Support Program*,
2. Council approved regular markets,
3. Community events that have obtained approval under Council's *Events on Public Land Policy* and/or have obtained development consent,
4. Other Community Events organised by not-for-profit incorporated associations (i.e. school fetes, cultural or sporting events), and
5. Commercial events.

The allocation of sites is on a "first come, first served" basis, however where this is a clash of bookings preference 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.

Signs relating to an event may be erected up to six (6) weeks prior, if selected sites are available.

Applications for longer periods of advertising will be determined by the General Manager.

There is an opportunity to place **multiple event signage** at each location.

SECTION 6 – DESIGN STANDARDS

Professional designers should be engaged where possible. Signage should be of a professional standard and in accordance with signage guidelines.

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

- Inclusion of dates and venue information in large bold writing,
- Graphics should be simple and bold,
- Use of text only where 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 image,
- Contains offensive language;
- Promotes a commercial activity or organisation (outside the scope of the Policy),
- Incites hatred or aggression in any form,
- Is unlawful under any local, state or federal law; and
- Is considered as promotion of a political or racial nature.

Design proposals and/or existing signs are to be **reviewed and approved** by Council prior to printing. Approval will be issued within five (5) working days of receipt.

SECTION 7 – SIGNAGE SPECIFICATIONS

Where new banners are to be manufactured, environmentally friendly materials should be used if possible so as to be in keeping with Council's commitment in reducing our environmental footprint.

The size requirement for signage is TBA. This will be specified once the infrastructure is constructed.

The banner material used must be "breeze through material (mesh type)" or heavy gauge sign vinyl. These materials are available from professional sign writers.

SECTION 8 – PLACEMENT & MAINTENANCE

Placement and maintenance of the signs is the responsibility of the applicant. The cost of maintaining the signs including damage or vandalism, replacement, reinstatement and/or re-erection is also the responsibility of the applicant. Signs that are in poor condition will need to be removed by the applicant or will otherwise be removed and impounded by an Authorised Officer of Ballina Shire Council.

All signs placed at an approved site shall be:

- Of a commercial quality and shall be no greater than (dimensions TBA, location dependant) in size.
- Properly secured and maintained during the period that they are erected by the applicant.
- Signs relating to an event may not be erected earlier than the approved date.
- Signs relating to events must be removed within three (3) days of the conclusion of the event.

SECTION 9 – ALTERNATIVE SIGNAGE LOCATIONS

In addition to the approved signage locations, further options available to community event organisers include;

Banner Poles

Council has a number of banner poles throughout the shire. Banners displayed on these poles provide a vibrant, attractive and cost effective method of establishing a visual presence for events and activities.

Banner poles are located at the following key locations;

- Canal Bridge (northern approach x 2),
- Fishery Ck Bridge (southern approach x 2),
- Kerr Street (intersection Kerr/Swift x 2),
- River Street (pedestrian crossing near Woolworths x 2), and
- Coast Road (northern approach to Lennox Head x 2).

A minimal fee is charged for the use of the poles, to recover operating costs associated with use of the poles. To book Council's banner poles please contact Council on 6686 4444.

Event Location

Event signage is permitted to be placed wholly within the grounds of the event site up to 7 days prior to the event. Event signs must be removed at the conclusion of the event. Consent must be obtained from Council before signage is erected.

SECTION 10 – RESOURCES

USEFUL WEBSITES

- [Temporary Events on Public Land in Ballina Shire](#)

USEFUL DOCUMENTS

Related policies, applicant forms and documents:

- Community Event Signage Policy
- Community Event Signage Application Form
- [Events on Public Land Policy](#)
- [Event Guidelines document](#)
- [Festival & Events Support Program Policy](#)

SECTION 11 – FURTHER DETAILS

To download a copy of the Community Event Signage Policy and/or Application Form please visit Council's website www.ballina.nsw.gov.au.

For further information about the Community Event Signage Guidelines document or to make an application to stage an event in Ballina Shire, please contact:

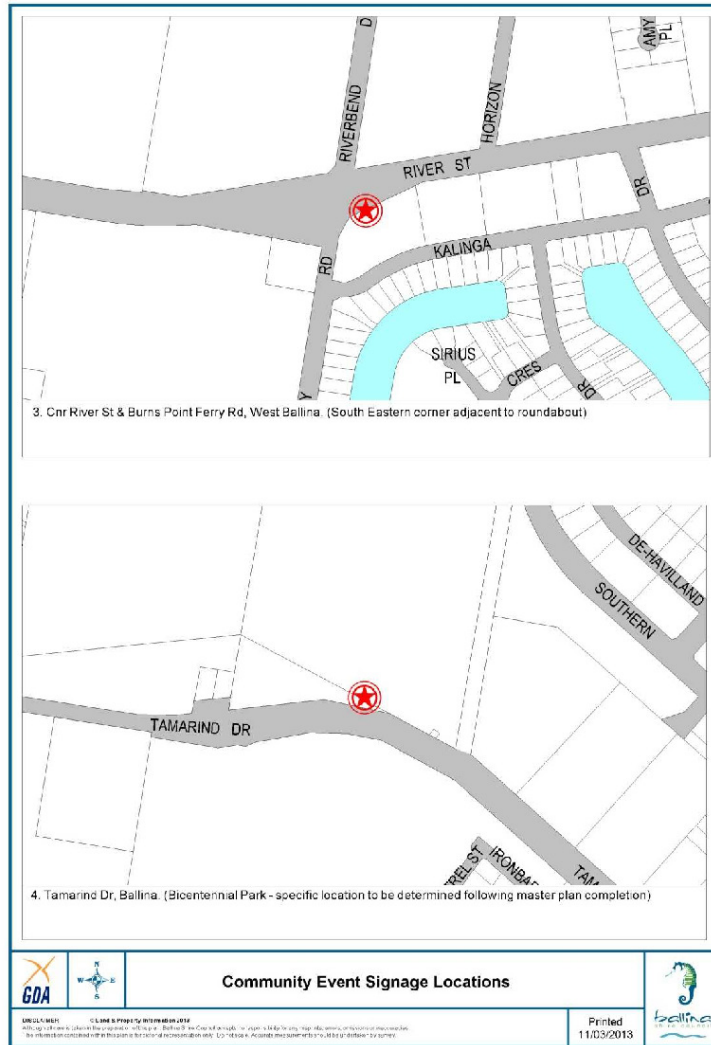
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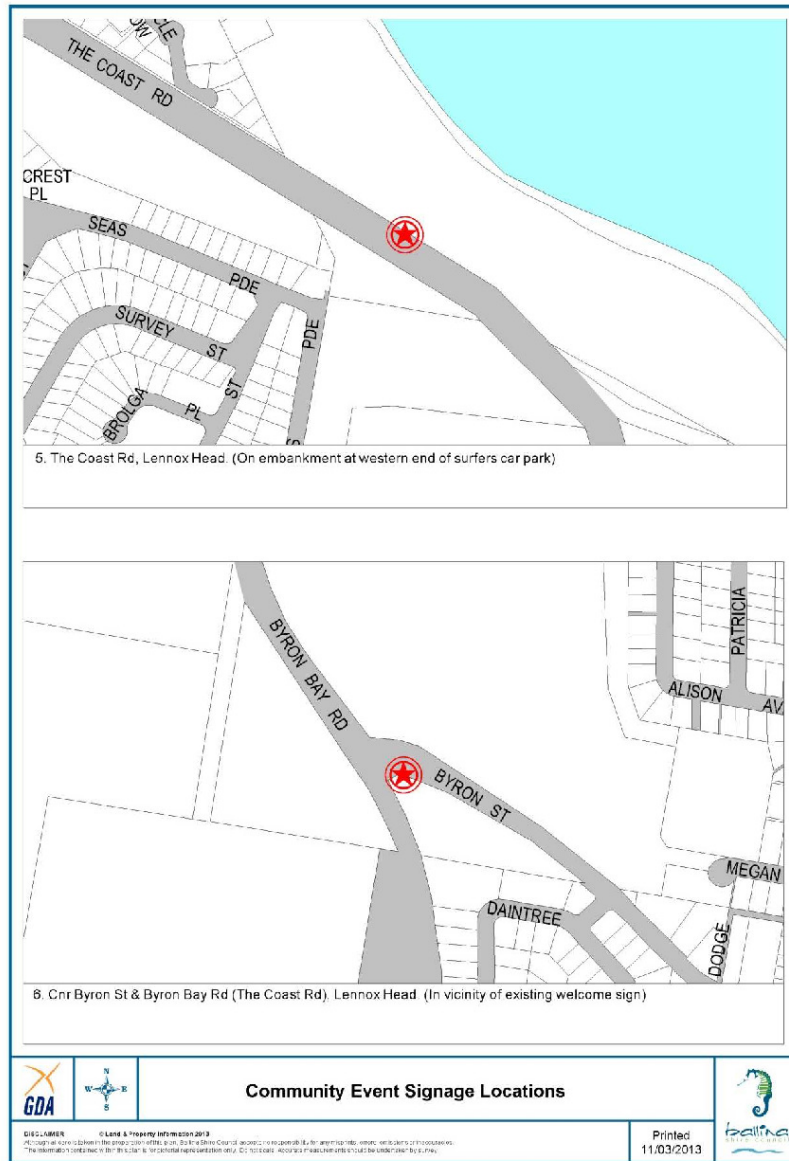
SECTION 12 – APPENDIX – SIGNAGE LOCALITY MAPS



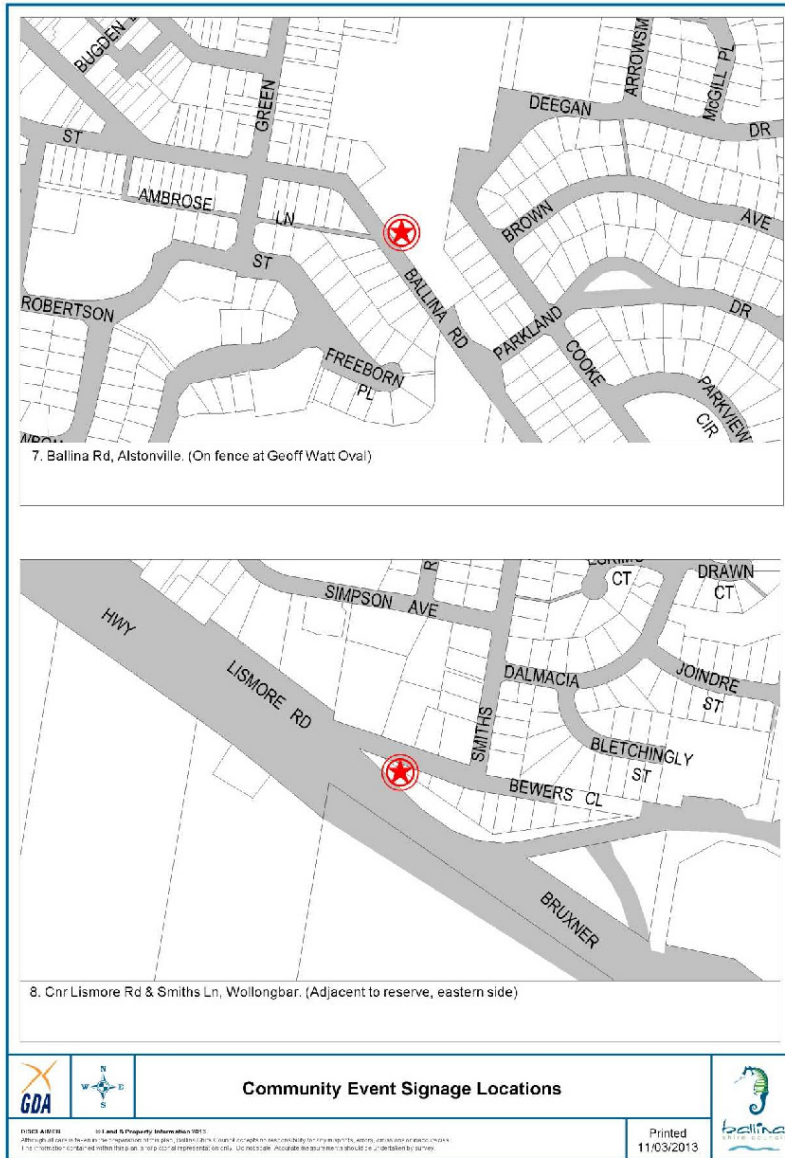
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