

POLICY NAME: COMMUNITY EVENT SIGNAGE
POLICY REF: C17
MEETING ADOPTED: 26 August 2021 | Resolution No. 260821/8
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1 OBJECTIVE

The objectives of this policy are:

- a) to provide a documented process explaining how community event organisers may obtain Council approval to install temporary, short-term community event signage which relates to [special events](#) taking place within Ballina Shire;
- b) to ensure there is equitable access to event signage for community event organisers;
- c) to ensure that event organisers are aware of Council’s requirements in order to assist and encourage community event signage; and
- d) to ensure organisers receive approvals in a timely and orderly manner.

2 POLICY

2.1 General

- a) Council has identified a number of sites throughout the shire as being suitable for the promotion of [community events](#), where signage infrastructure has been 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 guidelines provide comprehensive information on the procedures and protocols to be followed in respect to community event signage.
- b) It is Council policy that the signs must promote an upcoming community event that is being held within Ballina Shire. 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.

2.2 Eligibility

- a) The eligibility criteria for community events signage under this policy are as follows:
 - i) The applicant must be a not-for-profit incorporated organisation or a commercial organisation promoting a community-based event
 - ii) The applicant is preferably based in Ballina Shire
 - iii) The proposed activity or event will take place in the Ballina Shire
 - iv) The applicant must have lodged an application for approval under Council's [Events on Public Land policy](#) (for events on [public land](#)); or
 - v) The applicant must have lodged a development application for the event (for events on [private land](#))
 - vi) The applicant must comply with Council's risk and insurance requirements
 - vii) If the applicant has received previous support from Council, all acquittals stipulated by Council must be complete
 - viii) The event must encourage a high level of community participation.
- b) Events that are **not eligible** to make an application under this policy are:
 - i) Weekly sporting competitions
 - ii) Garage sales
 - iii) Events that are entirely of a commercial nature, with no perceived community benefit, as determined by the General Manager.

2.3 Application Process

- a) Applications must be submitted on the [approved form](#) and can be lodged four weeks (minimum) and four months (maximum) prior to the date of the event. Incomplete applications will not be accepted.

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

2.4 Booking Preferences

- a) Booking preferences will be given to the following events, **in order of priority**:
 - i) Community events that are funded via our [Festivals and Events – Council Support policy](#)
 - ii) Council-approved regular markets
 - iii) Community events that have obtained approval under Council's Events on Public Land policy
 - iv) Other community events organised by not-for-profit incorporated associations (eg school fetes, cultural or sporting events)
 - v) [Commercial events](#) (that have a community benefit).
- b) Allocation of sites is on a "first come, first served" basis, however where there is a clash of bookings' preference that 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.

2.5 Conditions of Use

- a) Signs relating to an event may be erected up to six weeks prior to the event, if selected sites are available.
- b) Signs relating to events must be removed the next working day after the conclusion of the event.
- c) Community event signs are to be erected by the applicant.
- d) Signs must be secured to designated sites to the satisfaction of Council.

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

2.6 Signage Design

- a) Professional designers should be engaged where possible. Signage should be of a professional standard and in accordance with the *Community Event Signage Guidelines*.
- b) To maximise the impact of signage design, the following points are to be considered:
 - i) Inclusion of dates and venue information in large, bold writing
 - ii) Graphics that are simple and bold
 - iii) Use of text only where it forms part of the established image of the event or logo
 - iv) Sponsorship logos must only take up 10% of the total sign area.

- c) Council reserves the right to refuse permission to display signage on any grounds, particularly any signage that, in the opinion of Council:
 - i) Is poor in appearance
 - ii) Projects an offensive message
 - iii) Displays an offensive image
 - iv) Contains offensive language
 - v) Promotes a commercial activity or organisation (outside the scope of the policy)
 - vi) Incites hatred or aggression in any form
 - vii) Is unlawful under any local, state or federal law
 - viii) Is considered as promotion of a political or racial nature.
- d) 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.

2.7 Locations

The approved locations are defined in Council's *Community Event Signage Guidelines*.

2.8 Fees and Charges

Please refer to Council's website for [annual fees and charges](#).

2.9 Non-Compliance

- a) 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.
- b) 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, including the *Environmental Planning and Assessment Act 1979*.

3 BACKGROUND

Certain signage is exempt from the requirements to obtain development consent. Details of signage that is exempt development are contained within the following legislation:

- a) [State Environmental Planning Policy No 64 \(Advertising and Signage\)](#)
- b) [State Environmental Planning Policy \(Exempt and Complying Development Codes\) 2008 – Advertising and Signage Exempt Development Code](#)
- c) [Ballina Local Environmental Plan 2012 – Schedule 2](#).

Council receives numerous requests throughout the year for the installation of promotional and directional signage on public land for community events. 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 Festivals and Events – Council Support policy, 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 Ballina Shire in pre-determined locations. The intent of this policy is to ensure that 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.

4 DEFINITIONS

Authorised Officer: An officer of Ballina Shire Council authorised in the administration and/or enforcement of this policy.

Ballina Local Environmental Plan 1987: The statutory instrument that regulates the use of land in parts of Ballina Shire.

Ballina Local Environmental Plan 2012: The statutory instrument that regulates the use of land in parts of Ballina Shire.

Ballina Shire Development Control Plan 2012: 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 No 64 – Advertising and Signage: The statutory instrument that regulates various forms of advertising and signage in New South Wales.

Commercial event: An event run by an entity or organisation or business for a profit or private financial gain.

Community event: An event run by an entity or organisation that is a not-for-profit incorporated association and where the event proceeds are returned directly to the community.

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Event: A function or event open to the public or a section of the public and includes a ceremony, concert, cultural celebration, dance, exhibition, fair, festival, fete, gathering, market, open air theatre, parade, sporting event or street parade.

Private land: Any land that is not public land.

Public land: Land under the ownership or care and control of Council.

5 SCOPE OF POLICY

This policy applies to:

- a) Council employees
- b) Councillors
- c) Community members
- d) Not-for-profit community groups
- e) Commercial organisations
- f) Event organisers
- g) Market organisers.

6 RELATED DOCUMENTATION

Related documents, policies and legislation:

- a) [Ballina Local Environmental Plan 1987](#)
- b) [Ballina Local Environmental Plan 2012](#)
- c) [State Environmental Planning Policy No 64 \(Advertising and Signage\)](#)
- d) [State Environmental Planning Policy \(Exempt and Complying Development Codes\) 2008 – Advertising and Signage Exempt Development Code](#)
- e) [Ballina Shire Development Control Plan 2012](#)
- f) [Events on Public Land policy](#)
- g) [Event Guidelines](#)
- h) [Festivals and Events – Council Support policy](#)
- i) [Community Event Signage Guidelines.](#)

7 REVIEW

The Community Event Signage policy will be reviewed at least every four years.