



Community Events Signage Policy

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Authorisation	Policy Review Panel – 13 October 2021
Review date	1 September 2023
Responsible officer	Manager Community Safety
Policy owner	Coordinator Amenity Protection

1 Purpose

This policy has been created to inform event organisers of Council’s requirements for the temporary placement of community event notice boards on roads and Council land. All community event signage should conform to size, safety and content standards and should not create a hazard, annoyance or distraction for road users and the wider community.

The community event to be advertised may be educational, cultural, religious, social or recreational but is not to be held for commercial purposes. This policy will ensure that event organisers are aware of time limits for sign placement, the application process, permitted locations and penalties that may be incurred for non-compliance.

2 Scope

This policy applies to the following groups:

- Council employees involved in the sponsorship, support or organising of community events
- Council employees responsible for assessing applications to erect advertising signs for community events
- Organisers of community events who are considering the use of advertising signs to publicise the event
- Authorised Council staff responsible for enforcing Council’s advertising sign policy and General Local Law 2015
- Council staff or contractors responsible for the removal and storage of advertising signs which do not conform to the terms of the application and approval process.

Out of scope:

- This policy does not apply to the erection of advertising signs on private property. Council’s Planning Enforcement team are able to provide information regarding the placement of signs on private property.
- Banners, flags and sandwich board signs (sometimes referred to as “A frames / boards”) are not included in this policy as they are prohibited under General Local Law 2015.
- All signage on Council-owned or managed sporting reserves and centres is to comply with the provisions of *Melton Planning Scheme* and is not within scope of this policy.
- All forms of political and electoral advertising signs are not within scope of this policy.

3 Definitions

Word/Term	Definition
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Commercial Event	Is defined as an event run by 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 entry is free and the event proceeds are returned directly to the community.
Event	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.
Melton City Council General Local Law 2015	Melton City Council Local Law currently in place within the Melton municipality and is authorised under Section 71(1) of the Local Government Act 2020
Sign	A sign which contains information relating to a community event, charitable function or other charitable community activity from Melton City Council or within Melton.
Sponsor Panel	Area of the sign set aside for sponsorship information, corporate images or logo of sponsor.

4 Policy

This policy is created in conjunction with Melton City Council General Local Law 2015. Council permits the temporary placement of advertising signs for community events to be erected up to 28 days prior to the event, provided approval has been obtained in writing from the Amenity Protection Unit. Signs may only be erected upon Council-approved sites. Any signs placed at unapproved locations may be removed and impounded without notice.

4.1 The Application Procedure

To proceed with an application Council must be satisfied that the community event is of a cultural, social or recreational nature and should encourage a high level of community participation, with strong benefits to the community. Amenity Protection officers will assess the nature of the event along with the sign design and location before making a decision. The assessment will be conducted in accordance with the criteria detailed in sections 4.1, 4.2, 4.3 and elsewhere in this policy. Subsequently the applicant will be notified by a representative of the Amenity Protection Unit whether approval is granted or denied.

Council may limit the duration of the sign placement and the number of signs permitted, giving consideration to roadside clutter, driver distraction and competition for attention with other signs. No new sign shall obscure existing signage, traffic devices, or signs relating to road works and other temporary road or traffic conditions.

Submitting an application:

- a. Applications shall be made using the form provided on the Melton City Council web site.
- b. Artwork must be supplied for appraisal with the application.
- c. The application shall be made at least two weeks prior to the intended date for erection of the sign.
- d. Permits may not be granted for any period longer than four weeks.
- e. No application fee is applicable.

- f. A maximum of three signs of the same design may be granted for each event.
- g. Council may refer any application to VicRoads for comment or approval.

Penalty and Removal of Signs

- a. A contravention of any condition of the permission granted could result in an infringement notice being issued.
- b. Any applicant who breaches the conditions of this policy may not be considered for any subsequent permission.
- c. Failure to remove any sign by the permit expiry date may result in an infringement notice and impoundment of the sign by an authorised officer of Melton City Council. A fee will be charged for the release of each impounded sign.
- d. An authorised Council officer may impound any community event sign placed on roads and Council land contrary to the requirements of this policy and issue an infringement notice in accordance with Melton City Council General Local Law 2015 or the Environment Protection Act 2017.

4.2 Physical Aspects of the Sign

Size:

- a. The sign shall be no more than 2.4 metres high x 1.2 metres wide.
- b. The maximum height of the top of the sign above ground level is 2.7 metres.
- c. Alternative sizing for boards which are to be used repeatedly and which meet the spirit of this policy may be allowed if specifically approved by the Amenity Protection Unit prior to its initial use.

Content:

- a. The sign must include the name of the community group organising the event located in the middle section of the sign.
- b. Lettering should be large enough to be clearly legible for passing motorists. As a general guide, principle lettering should be at least 100mm high in a 60 km per hour zone and 120mm high in a 80 km zone.
- c. To avoid driver distraction the messaging on any sign must be simple and concise.
- d. The recommended fonts for signs are those set down in Australian Standards AS1744 (Series E and Dare preferred). Arial Bold is reasonably close to the Australian standard fonts.
- e. Sponsorship information, corporate images or logo of sponsor may only be located within the sponsor panel. The sponsor panel should be located at the foot of the sign's advertising area and occupy a space no greater than 20% of the total height of the sign.
- f. All signs must display the permit number supplied by Council along with the permit expiry date on the bottom right-hand corner of the board.
- g. No sign will be approved if the message conveyed is deemed to be offensive or discriminatory or political in nature.

Structural:

- a. The sign shall be of a solid and sound construction, erected in a secure and stable manner so that it is capable of withstanding the elements.
- b. Side panels are not permitted.

- c. Star pickets are not to be used in the installation process
- d. Signs shall not be animated or illuminated in any way.
- e. It is the responsibility of the organiser to ensure that all signs are constructed in a way such that all fixtures and fittings are flush with the surface of the sign and that no sharp or jagged edges are exposed. Signs which do not conform to this safety standard represent a hazard to the public and may be impounded immediately.

4.3 Approved Sites

Currently there are sixteen approved sites for placement of community event signs within the Municipality. Each site can accommodate either one, two or three or three signs as per the following table and signs are to be placed at the spots indicated by permanent markings:

Suburb	Location	Maximum Signs
Burnside	Western Highway/Westwood Drive, North West	2
Caroline Springs	Caroline Springs Boulevard (corner Rockbank Middle Road)	2
Diggers Rest	Old Calder Highway	2
Exford	Exford Road island/naturestrip	1
Eynesbury	Eynesbury Road	1
Hillside	Melton Highway next to 9A Leslie Circuit	1
Hillside	Melton Highway entry to Hillside	2
Melton	Melton-Gisborne Road corner of Nuspan Court	1
Melton	Melton Highway adjacent to Ryans Lane	2
Melton	High Street opposite Melton Valley Drive	2
Melton	Melton Highway opposite Ryans Lane	2
Melton	Coburns Road, corner of access road to Woodgrove in front of 7/11	1
Melton South	Exford Road, corner of Brooklynn Road	1
Mount Cottrell	Mount Cottrell Road	1
Rockbank	Leakes Road before Ian Cowie Way	2
Toolern Vale	Diggers Rest - Coimadai Road	1

5 Responsibility /Accountability

Responsible Individual / Group	Responsibility
Manager Community Safety	Overall responsibility for ownership and implementation of the policy
Coordinator Amenity Protection	Responsible for actioning and enforcing the policy
Melton City Council Policy Review Panel	Responsible for review and approval of policy

6 References and links to legislation and other documents

Name	Location
<i>Environment Protection Act 2017</i>	http://www.legislation.vic.gov.au
<i>Local Government Act 2020</i>	http://www.legislation.vic.gov.au
Melton City Council Events Policy	file:///mel:/public/Policies%20and%20Procedures%20Intranet/Intranet%20Pages/Policies%20and%20Procedures.Policies_files/Events%20Policy.pdf
Melton City Council General Local Law 2015	https://www.melton.vic.gov.au/Regulations/Local-Laws/General-local-law http://www.melton.vic.gov.au/Regulations/Local-Laws/General-local-law
Melton Planning Scheme	https://www.melton.vic.gov.au/Services/Building-Planning-Transport/Strategic-planning/Melton-Planning-Scheme
<i>Planning and Environment Act 1987</i>	http://www.legislation.vic.gov.au/