1. **Background**

   This document sets out the terms and conditions for safe, amenable and consistent community event advertising.

2. **Purpose**

   This Policy has been developed to guide the location and display of community event advertising within the municipality, to ensure that advertising is compliant with the character of the area and its local streetscape.

   This Policy will:

   - Regulate and control signs placed on designated roads, road reserves or public places or attached to Council assets, so that there is no detriment caused to the amenity of the area.
   - Limit the number, size and type of signs which may be placed in the Council authorised and designated locations.
   - Limit the scope and amount of commercial advertising which may be placed on a sign.
   - Ensure that approved signs do not become a traffic obstruction.
   - Ensure that prescribed public liability indemnity is provided.

   Each application will be assessed in accordance with the provisions of this Policy. Council may reject any application that it considers may cause substantial detriment to the amenity of the area.

3. **Scope**

   The Policy extends to all persons and all advertising for community events on Council controlled land.
This policy does not apply to:

- Sandwich boards or ‘A’ Frame boards.
- Signs requiring a planning permit under the Moonee Valley Planning Scheme.
- Signs affixed to fencing around sporting ovals.
- Signs being towed or placed on a vehicle.

4. Definitions

**Sign** means for the purpose of this policy a sign, which contains information relating to a community event, charitable function or other community activity.

**Community events** mean activities such as Carols by Candlelight, Sporting Clubs, School enrolments and events etc.

5. Responsibility

It is the responsibility of the Parking Control & Local Laws Unit to implement and manage this Policy (including site inspections) on behalf of and to support other Council Units including: Leisure & Recreational Services, Citizen & Information Services and Transport & Major Projects.

Any contravening signs may be referred to Council's Facilities Maintenance Unit for removal, storage and disposal (if not collected).

6. Legislation

This Policy operates in addition to the provisions of Moonee Valley Planning Scheme Clause 52.05 ‘Advertising Signs’ and Council’s General Purposes Local Law 2008.

7. Policy

7.1 Advertising Signs Guidelines

a) No more than two signs will be allowed to be displayed at each approved location, at any time.

b) No sign shall exceed the dimension of (2.4m x 1.2m) (8’ x 4’) – refer Appendix A.
c) The sign shall be of a solid construction and erected in a secure and structurally stable manner and shall not be illuminated in any manner.

d) No sign shall be erected at or on any corner site, unless it can be set back a distance of at least 10 metres from the kerb line unless, in the opinion of the Council's Transport & Major Projects Unit, it will not obstruct the line of vision to the adjoining street or road.

e) Only signs advertising or promoting community events, activities or charitable functions and not for commercial purposes, will be permitted on Council controlled land.

f) No other type of signs will be permitted without compliance with the Moonee Valley Planning Scheme.

g) Signs may be displayed in the colours of the commercial organisation.

h) Recognition of the sponsorship must be placed at the bottom of the board in the form of a statement or "logo" provided that this commercial advertising is limited to 10% of the total signage area.

i) All signs must display permit number and the expiry date in the bottom right hand corner of the sign (board).

### 7.2 Location

a) Signs can only be placed in Council’s approved locations, which are subject to review, under the direction of the Chief Executive. Appendix B, lists approved locations for signs, at the time this Policy was endorsed.

b) No more than one sign for the event shall be permitted at any approved location at the one time and a maximum of two signs within the municipality.

c) No new sign shall obscure an existing sign.

d) The holder of any permission granted under this Policy should at all times ensure that the sign does not obstruct any thoroughfare or cause any conditions which are likely to be hazardous to passing vehicular or pedestrian traffic.
7.3 Application

a) Applications must be in writing to Council’s Citizens & Information Services Unit.

b) Applications must be made at least 14 days prior to the intended date for erection of the sign.

c) Applications must state a period for which the sign is requested to be displayed (maximum approval period is for 28 days).

d) The sign must be removed within 48 hours of the expiry date.

7.4 Penalty and Removal of Sign/s

a) Council’s General Purposes Local Law 2008 provides for penalties for erecting unauthorised advertising signs on Council owned and controlled land.

b) Penalties can also apply to any sign that contravenes the permit or the permit conditions, this includes the non-removing of signs by the required date.

c) Council reserves the right to refuse approval or remove any sign, which may be considered to be in bad taste or deemed to be offensive; without providing any notification and liability.

d) The person, to whom the permit has been granted, will be responsible for any breaches of the permit conditions.

8. Consultation

Relevant consultation has been undertaken with the following Council Units: Leisure & Open Space Planning; Statutory Planning; Parks & Gardens; Parking Control & Local Laws; Transport & Major Projects; Citizens & Information Services and Facilities Maintenance.

Various external stakeholders such as Real Estate Agents; Sports Clubs; Rotary; Local Schools; Community event organisers have also been consulted in the preparation of this Policy.
9. Related Documents

Essential

9.1 Council’s General Purpose Local Law 2008
9.2 Moonee Valley City Council Planning Scheme
9.3 Sporting Grounds & Pavilion Seasonal Allocation Policy
APPENDIX A

ADVERTISING SIGNS FOR COMMUNITY EVENTS

BILLBOARD SPECIFICATIONS

[Diagram showing billboard specifications with dimensions: 1.2m (4ft) width, 2.4m (8ft) height, 24cm depth.]

Community event advertising area

Commercial advertising area (10%)

Group
Corporate Services

Responsible Manager
Governance & Local Laws

Document No
12/76946

Approval Date
20 March 2012

Review Date
March 2017
## BILLBOARD LOCATIONS

<table>
<thead>
<tr>
<th>Site No.</th>
<th>Suburb</th>
<th>Street 1</th>
<th>Street 2</th>
<th>Melway Ref</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AW1 Airport West</td>
<td>Roberts Road</td>
<td>Near Moorna Drive</td>
<td>15F8</td>
<td>Reserve opposite</td>
</tr>
<tr>
<td>2</td>
<td>AV2 Ascot Vale</td>
<td>Epsom Road</td>
<td>Langs Road</td>
<td>28F10</td>
<td>In Victory Park</td>
</tr>
<tr>
<td>3</td>
<td>AH1 Avondale Heights</td>
<td>Buckley Street</td>
<td>Rachelle Road</td>
<td>27G3</td>
<td>Road Reserve opposite</td>
</tr>
<tr>
<td>4</td>
<td>AH2 Avondale Heights</td>
<td>Canning Street</td>
<td></td>
<td>27G8</td>
<td>Entry to Canning Reserve</td>
</tr>
<tr>
<td>5</td>
<td>E1 Essendon</td>
<td>Bradshaw Street</td>
<td>Forrester Street</td>
<td>28B3</td>
<td>Bradshaw Street Reserve</td>
</tr>
<tr>
<td>6</td>
<td>MP1 Moonee Ponds</td>
<td>Maribyrnong Road</td>
<td>Edge of Maribyrnong Park, east of the bridge</td>
<td>28-D8</td>
<td>Facing east-bound traffic at a slight angle</td>
</tr>
<tr>
<td>7</td>
<td>MP2 Moonee Ponds</td>
<td>The Boulevard</td>
<td></td>
<td>28D7</td>
<td>Next to pathway near the Boathouse Café (south side)</td>
</tr>
<tr>
<td>8</td>
<td>MP3 Moonee Ponds</td>
<td>Waverley Street</td>
<td>Holmes Road</td>
<td>28-E7</td>
<td>Tennis Courts</td>
</tr>
</tbody>
</table>