



Recreation and Sporting Facilities

Advertising and Signage Fact Sheet

Introduction

Council acknowledges that sponsorship agreements incorporating advertising signage provide clubs with an important source of income that helps support the provision of sporting activities and opportunities. Council will continue to support the fundraising efforts of clubs, whilst maintaining the visual and aesthetics of open space areas and associated facilities.

Objectives

- To ensure that advertising and signage;
 - Does not cause loss of amenity (physical or visual) to the natural or built environment
 - Does not have a detrimental effect on the natural or built environment
 - Does not have a detrimental effect on the safety, appearance and efficiency of use of any public area
- To regulate and maintain a degree of uniformity in the extent of advertising and signage permitted
- To provide opportunities for Council, community and sporting groups to access sponsorship funding for the maintenance and embellishment of community, recreation and sporting facilities.
- To ensure signage is securely fixed so that the possibility of injury to any person or damage to any Council asset is avoided.
- To ensure the message being presented on signage is not seen to be offensive or discriminatory by a reasonable person

SPORTS FACILITY ADVERTISING and SIGNAGE FACT SHEET

With the exception of exempt development all advertising and signage at Sporting Facilities requires development consent

Advertising and signage Application Guidelines

- The applicant must have the delegated authority and / or lease or licence agreement for use of the facility for which the application is being made.
- The applicant must have the consent in writing of the owner of the land on which the sign is to be located.
- The application is to include;
 - A design proof of the proposed advertising.
 - The sign design specifications including size, materials to be used and method of securing.
 - Site plan and elevations outlining external finishes and proposed location of the advertising and signage.
- A casual hirer has priority with regards to advertising on the day of hire. For the duration of the casual hire a casual hirer may cover and/or place signs over seasonal hirer/user group signs.
- Council reserves the right to place information signage on facility structures after consultation with user groups.
- Council may impound permanent advertising signs installed without Council approval and a release fee may be imposed for the return of each sign.
- Signs must not impact adversely on public safety or the amenity of the facility.
- Signs must not contain direct product advertisements for alcohol, tobacco products, gambling and / or promote any form of adult entertainment. Council reserves the right to remove or disallow any advertising it deems inappropriate.
- Signs must not obstruct any gates, access points, or building openings
- Signs must be oriented towards the playing surface and should not be visible beyond the public reserve or public place
- Back of signs visible to the public are to be a consistent colour
- Signs are to be maintained to a reasonable standard. It is the responsibility of the applicant to repair, replace or remove damaged or poorly maintained signs

SPORTS FACILITY ADVERTISING and SIGNAGE FACT SHEET

SPORTS FIELD FENCING AND AMENITY STRUCTURES SIGNAGE

Exempt development
LMLEP 2014

Exempt development
subject to compliance
with Schedule 2

SPORTS FIELD FENCING and AMENITY STRUCTURES SIGNAGE **LMLEP 2014 - Schedule 2 (Exempt development criteria)**

- Must have the consent, in writing, of the owner of the property on which the sign is located.
- Must only provide information about sponsors of teams or organisations using the sporting facility.
- Must not contain direct product advertising for alcohol, tobacco products, gambling or any form of adult entertainment (being entertainment involving nudity, indecent acts or sexual activity).
- Must not obstruct any gates, access points or openings.
- Must face the playing area and must not be visible from outside of the site on which it is displayed.
- If affixed to perimeter fencing of the playing area—
 - must not extend above the top or below the bottom of the fencing, and
 - have a maximum length of 6m, and
 - have a maximum height of 1m.
- Must be removable signs or fixings, and must not be painted directly onto the perimeter fencing or any amenity facilities.
- Must not cover more than 20% of the field facing surface area of any amenity facilities.
- Must not be illuminated.
- Must be installed in accordance with the following—
 - AS/NZS 1170.0—2002, *Structural design actions, Part 0: General principles*,
 - AS/NZS 1170.2—2011, *Structural design actions, Part 2: Wind actions*.

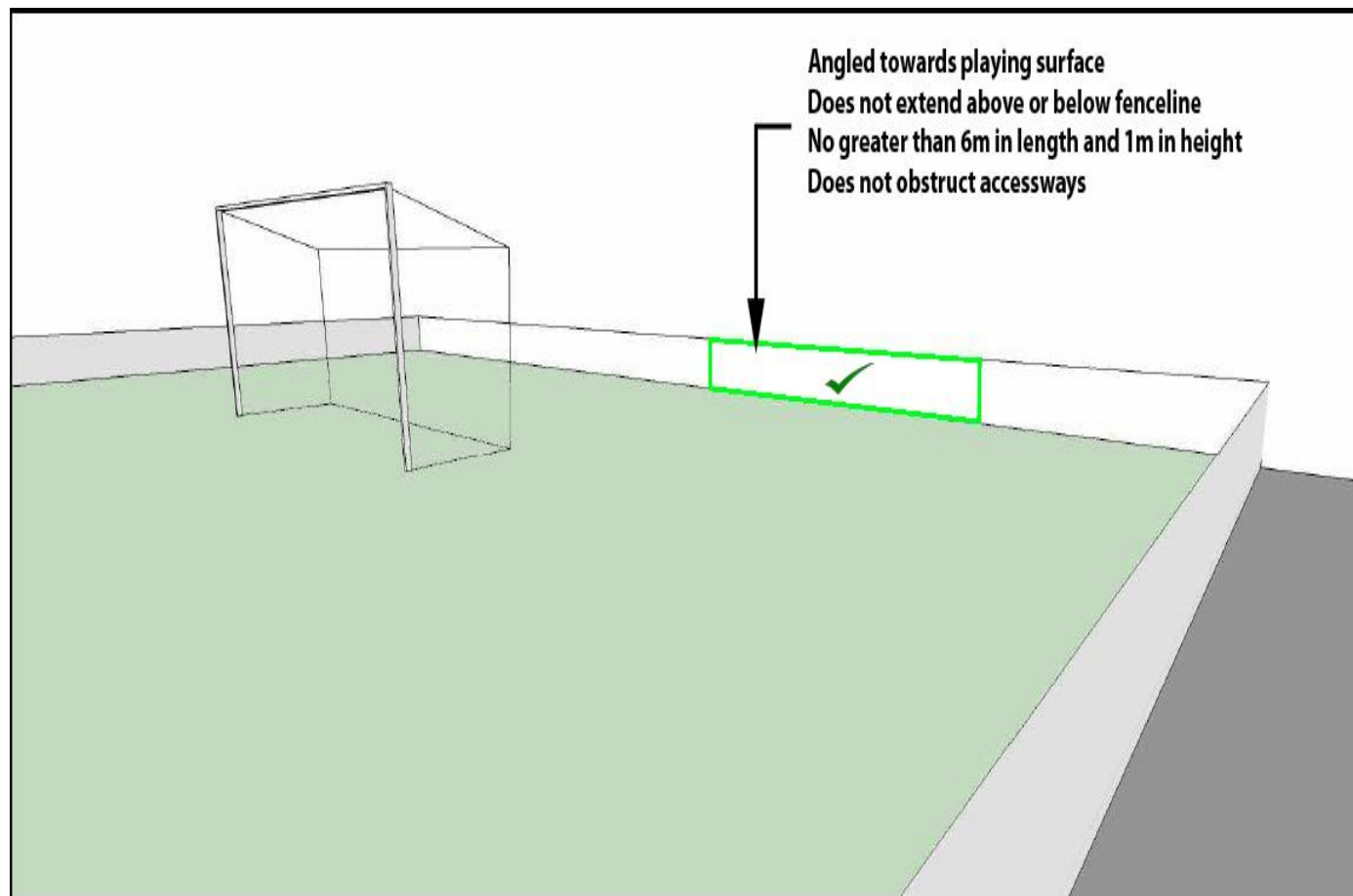
SPORTS FACILITY ADVERTISING and SIGNAGE FACT SHEET

SPORTS FIELD FENCING SIGNS

Fencing located around the perimeter of the sports field playing surface with a maximum height of 1m

SPORTS FIELD FENCING SIGNAGE

Subject to compliance with Schedule 2 – Exempt development LMLEP 2014 criteria



Sports field fencing is the fencing located around the perimeter of the sports field playing surface. As a minimum signage needs to be inward facing, within the top and bottom fence rails with a maximum length of 6m and height of 1m and not blocking gates or fence openings.

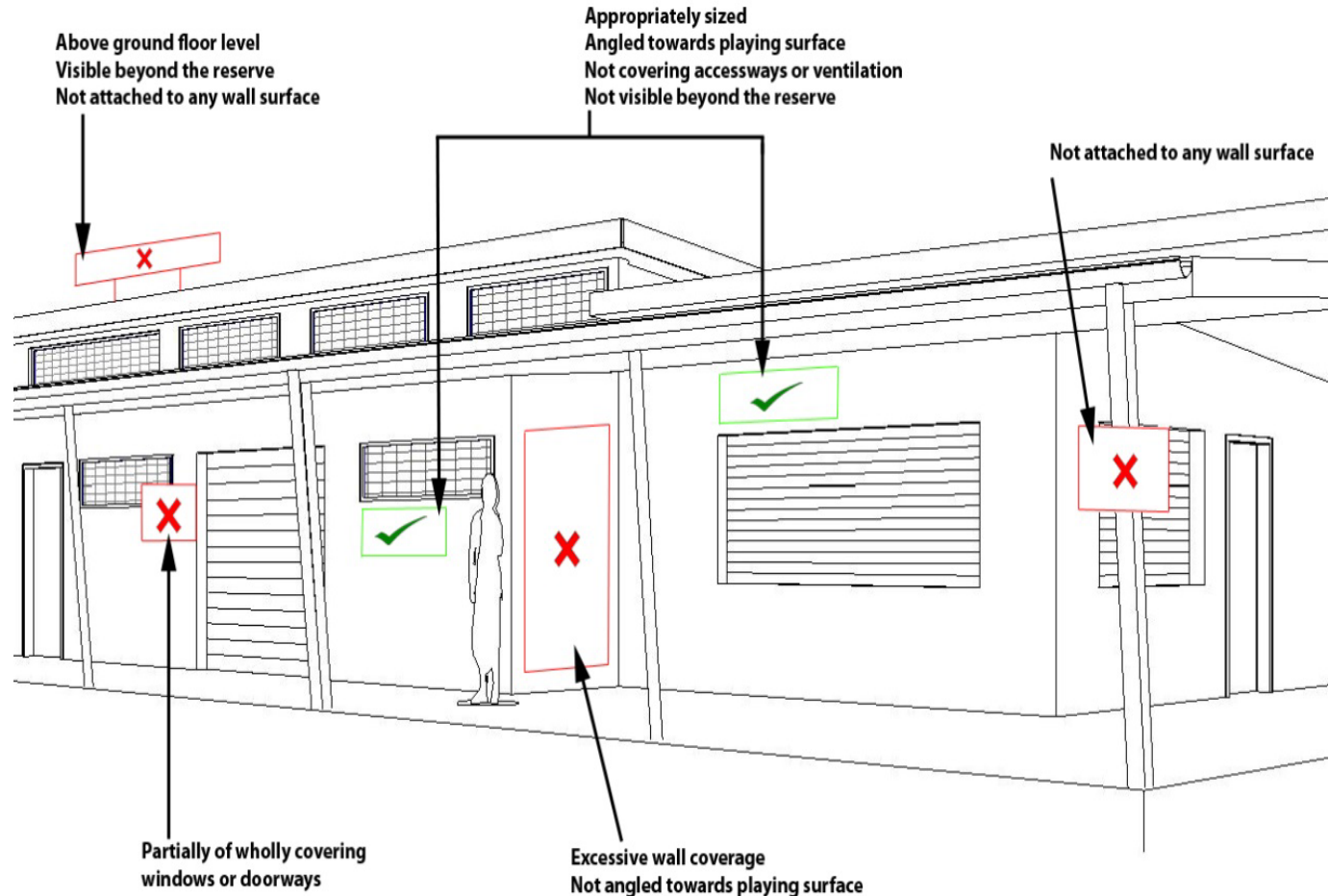
SPORTS FACILITY ADVERTISING and SIGNAGE FACT SHEET

AMENITY STRUCTURES SIGNS

Amenity structures include buildings, light poles, change rooms, scoreboards, grandstands, ticket collection structures, coach / substitute shelters, storage sheds and toilets

AMENITY STRUCTURES SIGNAGE

Subject to compliance with Schedule 2 – Exempt development LMLEP 2014 criteria



SPORTS FACILITY ADVERTISING and SIGNAGE FACT SHEET

COMMUNITY NOTICE AND PUBLIC INFORMATION SIGNS

and

TEMPORARY EVENT SIGNS

State Environmental
Planning Policy (SEPP) –
(Exempt and Complying
Development Codes) 2008

COMMUNITY NOTICE AND PUBLIC INFORMATION and TEMPORARY EVENT SIGNAGE

Subject to compliance with SEPP (Exempt and Complying Development Codes) 2008;

Subdivision 10 – Community notice and public information signs - Development Standards

- not result in more than one sign facing any road frontage, and
- not have a surface area of more than 3.5m², and
- not be higher than 5m above ground level (existing), and
- be located wholly within the boundaries of the site, and
- be securely fixed and installed in accordance with—
 - AS/NZS 1170.0:2002, *Structural design actions, Part 0: General principles*, and
 - AS/NZS 1170.2:2011, *Structural design actions, Part 2: Wind actions*, and
- if on the site of a heritage item or draft heritage item—not be attached to a building, and
- not be illuminated.

Subdivision 11 – Temporary event signs – Development Standards

- not result in more than one banner and one other type of temporary sign facing any road frontage, and
- not have a surface area of more than 6m², and
- be located wholly within the boundaries of the property or, if attached to a building, fence or wall, not project more than 100mm from the building, fence or wall, and
- not be higher than 5m above ground level (existing), and
- not be permanently fixed to a building, fence or wall, and
- if advertising a commercial or retail event—not be constructed or installed in a residential zone, and
- not be illuminated, and
- not be displayed earlier than 14 days before the event, and
- be removed within 2 days after the event.

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Advertising and Signage

Typical Examples



Non-compliant Community Notice and Public Information sign.

- Contains third party commercial advertising
- Removing the Pelican RSL half of the sign would make the sign compliant.



Compliant Community Notice and Public Information sign

- Meets size and height above ground level criteria
- Located wholly within the facility
- Provides community information



Compliant Sports Field Advertising sign

- Within the top and bottom fence rail
- No greater than 6m in length and 1m in height
- Does not obstruct gates, access points or openings



Non-Compliant Sports Field Advertising sign

- Extends above the top rail of fence

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Advertising and Signage

Typical Examples



- Compliant Sports facility Advertising sign
- Inward playing field facing
 - Less than 20% of wall surface area



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Advertising and Signage

Typical Examples



Non-Compliant Sports Facility Advertising sign

- Advertising covers more than 20% of the structure surface area

Acceptable temporary event sign types

