

DIRECTORATE:	PLANNING AND ENVIRONMENT
SECTION:	ARTS, EVENTS AND TOURISM
POLICY:	COMMUNITY SIGN BOARDS
RESPONSIBLE OFFICER	ARTS AND EVENTS FACILITIES OFFICER
DATE ADOPTED BY COUNCIL	

Appendix See Below

POLICY OBJECTIVE

The aim of the Community Sign Boards policy is to provide community groups the opportunities to promote community events via temporary signs, whilst:

- Maintaining the physical and visual amenity on the natural and built environment;
- Maintaining safety and limiting risks involved with sign installation in public space;
- Balancing the visual impact of temporary signs with community benefit; and
- Remaining in line with the Hobsons Bay Planning Scheme.

BACKGROUND

Council regularly receives requests from not-for-profit community groups to advertise their community event on a temporary sign board. Community groups are typically sponsored by real estate agencies, which provide the community group with a standard 'real estate board' style sign for their advertising. The cost of producing advertising of this kind would normally be beyond the budget of community groups. Real estate agencies have the sign boards at their disposal and receive recognition and advertising on the sign board in return for their donation to community groups.

Council's "Policy for the location of Temporary Advertising Signage on Council-owned or Council-managed properties" was developed in 1997, and officially adopted on 25 November 1997.

POLICY AND PRINCIPLES

Scope

The policy relates specifically to signs publicising:

- Local educational, cultural, political, religious, social or recreational events;
- Events not held for commercial purposes;
- Events to be held within the City of Hobsons Bay that are of benefit to the Hobsons Bay community; and
- Events organised by not-for-profit Hobsons Bay community groups including Hobsons Bay schools, preschools, service clubs, aged and disability groups, youth, and arts and cultural groups

Signs that are not covered by this policy include:

- Those that fall within the Planning Scheme (e.g. building signs);
- Signs under the jurisdiction of the Local Laws Department (e.g. A-board signs);
- Signs under the jurisdiction of the Recreation Department (e.g. sports ground signs, sports club recruitment drives); and
- Signs promoting ongoing activities (e.g. school enrolments), rather than promoting a single event.

Strategies and Outcomes

Hobsons Bay's Community Sign Board Policy will achieve its objectives by implementing the following strategies:

- Implement, monitor and maintain an efficient and effective process for approving Community Sign Board Permits;
- Provide guidelines for a coordinated information and permit approval process, which is straightforward and transparent to all parties involved
- Designate sign locations that:
 - Are distributed evenly across the municipality, providing opportunities for groups from all areas of Hobsons Bay to advertise their event to a local audience;
 - Will minimise the obstruction of sight lines of drivers or pedestrians;
 - Have good exposure to existing pedestrian traffic, and are in locations where vehicular traffic has slowed down or stopped (e.g. near intersections) and therefore have the time to notice signs.
- Ensure that applicants and their sponsors adhere to the policy and guidelines;

These strategies will result in a number of positive outcomes including:

- Signs will be installed and removed in a timely manner, ensuring information is current and there is equitable access to the site;
- Signs will be installed safely so that they are not a risk to passers-by or damage Council infrastructure;
- The provision of a cost-effective means for community groups to promote their events; and
- Signs that are clear and visually appropriate, effectively capturing the attention of the intended audience; and
- Minimising the proliferation of advertising signs that disrupt the physical and visual amenity of neighbourhoods.

PROCEDURAL GUIDELINES

Refer to Attachment A: "Guidelines for Community Sign Boards in Hobsons Bay" and Attachment B: "Community Sign Boards Permit Application".