

Community Safety

Temporary and Community Advertising Signage Policy

Description of policy	<p>The policy has been developed by Nillumbik Shire Council to specify appropriate and consistent guidelines in relation to temporary signage throughout the Shire.</p> <p>This policy will encourage community participation and support community groups in their activities as well as protecting the amenity of the municipality.</p> <p>This policy is made in conjunction with Nillumbik Shire Council <i>Amenity Local Law</i>. It applies to all signs on the Department of Transport Victoria and Council road reserves and Council owned venues.</p> <p>This policy does not apply to signs at sporting reserves which are considered under the <i>Seasonal Sports Clubs User Guide</i>.</p>
Policy applies to	<p>Community Groups and associations advertising events within Nillumbik Shire Council</p> <p>Real Estate Agents operating within the Shire</p>
Description of revision and Version Number	Version Number: 1.2
Approved by	Nillumbik Shire Council
Approval date	15 September 2020
Effective date	
Date of last revision	
Date of next review*	5 Years

*Unless replaced, this policy will still apply beyond the review date.

Related internal procedures and guidelines	<ul style="list-style-type: none"> Nillumbik Shire Councils <i>Amenity Local Law</i>
Related policies	<ul style="list-style-type: none"> A-Frame permit application Temporary Real Estate Board signs for Community events on Road Reserves and Council Property
Related legislation, standards and guidelines	<ul style="list-style-type: none"> Nillumbik Shire Council <i>Amenity Local Law</i> Road Safety Act 2017

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Policy Statement

The Temporary and Community Advertising Policy is in alignment with Council's Plan, in that it seeks to encourage community participation by supporting community groups in their activities as well as protecting the built and natural environment by establishing a framework for the display of temporary and community event signage throughout the municipality.

Purpose

The control of temporary and community signage reduces visual clutter which detracts from the natural and built environment and improves road safety by reducing distractions to drivers of vehicles. The policy provides a consistent and transparent approach to managing temporary and community signage throughout the Shire. The policy establishes formal locations for the display of temporary and community signage so as to avoid the non-approved display of signage on public land throughout the Shire.

The Nillumbik Amenity Local Law states that:

Without a permit a person must not, on Council land:

- i) erect, fix or place any advertising sign; or*
- ii) stop, stand or leave any vehicle for the purpose of displaying on the vehicle any advertising sign.*

Without a permit a person must not attach or allow to be attached to any verandah or awning which is above or overhanging Council land an advertising sign, merchandise, a banner, a flag, bunting or a decoration.

Enforcement of this policy will be effected through the Nillumbik Amenity Local Law.

This policy does not apply to signs at sporting reserves which are considered under the *Nillumbik Shire Council Seasonal Sports Clubs User Guide*, and are generally governed by agreements with sporting clubs.

Objectives

- To regulate and control signs on Council land including event signage and temporary real estate advertising signage (pointer boards);
- To ensure road safety is not adversely impacted;
- To limit the type, size and number of signs;
- To provide sufficient opportunity for the display of approved signage in order to reduce the display of non-approved temporary signage throughout the Shire;

- To ensure signs are compatible with the amenity, streetscape and landscape character of the area;
- To ensure signs are well designed; and
- To provide promotional opportunities for events which further Council objectives.

Scope

The Temporary and Community Advertising Signage policy applies to advertising within road reserves and on Council controlled land only and does not include advertising on private property which is managed via the Nillumbik Planning Scheme.

No other form of advertising will be permitted on Council land or on the road reserves within the Shire unless approved by other means (E.g. the Department of Transport Victoria).

Council departments, community groups, and not-for-profit organisations must meet all of the following requirements:

- The event is being held within the municipality of Nillumbik Shire Council, or the event will directly benefit the Nillumbik Community;
- The event outcomes are consistent with the Council Plan;
- All signage is erected at an approved location in accordance with this policy; and
- The sign is of a type permitted by this policy.

The policy establishes a hierarchy for temporary and community advertising signage and introduces controls to govern the following signage types:

- Large event Signage
- Small event or “What’s On” Signage
- Council event signage
- Emergency Management Signage
- Council owned venue signage
- Banner Signage
- Real Estate pointer boards

Responsibilities

Nillumbik Shire Council’s Community Safety team will be responsible for administering the requirements of this policy with the assistance of Council’s Economic Development, Infrastructure and Open Space teams.

Council has nominated a number of sites, on Council controlled land where temporary and community advertising can be placed. The sites have been selected to ensure effective exposure without unduly impacting the amenity or road safety in the area.

Compliance

Permission to erect a sign must be obtained from Council:

- Applications must be received no later than four (4) weeks prior to the date in which the applicant wishes to begin advertising or maximum of six (6) months prior to the event;
- Provide details of the proposed sign, including written details of the information to be advertised;
- Provide details of Public Liability Insurance and provide a certificate of currency of no less than \$10,000,000 per signage application (which could include multiple signage locations). Public Liability Insurance for temporary and community signage would ordinarily form part of an insurance certificate covering the event. Smaller community groups may be able to seek a certificate from Council. Failure to comply will result in cancellation of the application;
- Council can consider up to eight maximum sign locations for major events or four locations for other events which can be selected from Council's approved list of sites;
- Temporary community advertising signage will not be approved if it promotes private business, is for an event outside of Nillumbik Shire Council or is deemed by an Authorised officer to not fit within the policy.
- All approved signage must be removed within three (3) days after an event.
- Signage displayed outside of approved locations will be subject to enforcement under Councils Amenity Local Law

The allocation of 'approved sites' is on a first come, first served basis.

Failure to comply with the requirements of this policy or any permit issued may result in the impoundment of signs or infringements being issued.

Definitions

Reference term	Definition
A-Frame	An A-frame is a basic structure designed to bear a load in a lightweight economical manner. The simplest form of an A-frame is two similarly sized panels with a maximum 900mm height and 600mm width, arranged in an angle of 45 degrees or less, attached at the top.
Authorised Officer	An Authorised Officer is an employee of Nillumbik Shire Council appointed by the CEO to carry out a compliance or enforcement function under legislation administered by the Council.

Emergency Management Signage	A temporary sign erected for the purposes of communicating emergency management information to the community.
Large Event Signage	Large free standing community event signs are of the real estate sponsored type measuring 1200mm high and 800mm wide, maximum height of the top of the sign will be no more than 1800mm above ground level.
Major Event	An event happening at a predetermined time and place that creates social connection. It is of high significance to the Shire and may attract patrons from further abroad. This type of event may require traffic control, an occupancy permit for place of public entertainment and require appropriate first aid facilities.
Minor Event or recurrent event	An event which does not require event management plans or processes and are commonly run by community groups. Minor events might be one off events. Recurrent events include craft or food markets held on regular dates.
Real Estate Signage	Real estate signs refer to common signage used to advertise a property for sale. Real estate signs generally include images that are made and printed on a suitable media for providing all the necessary information about the real estate, realtor, or a real estate agent. Real estate signs can also be used to advertise community events.
Real Estate Pointer Boards	Portable A-frame or similar advertising signs used to direct the public to an open for inspection and auction event
Road Reserve	Any land that is within the boundaries of a road (other than the shoulders of the road) which is not a roadway or a pathway and includes the land on which any vehicle crossing or pathway which connects from a roadway or pathway on a road to other land has been constructed;
Road	A highway, street, lane, bridge, thoroughfare or other place that is open to or used by the public for passage with vehicles, as defined as a Road, a road Related Area or a Highway under Section 3(1) of the Road Safety Act 2017. It includes a public highway, carriageway, footpath, traffic island, nature strip and any area that is provided to separate Vehicle Traffic on a highway, street, lane, bridge, thoroughfare or other place.
Small Event or 'What's On' Signage	Smaller corflute or banner type signage measuring no more than 1m x 1m in size and attached to permanent multi panel 'Whats on' signage infrastructure.

Temporary Community signage	Signs located in a position for a maximum of two weeks prior to the event. (E.g. Community Event) are able to be located on the road reserve (excluding the carriageways of roads).
Tethered Signs	Tethered signs are generally paper, plastic, fabric or similar materials signs which are regularly suspended from existing infrastructure or are attached to temporary star pickets.
Variable Message boards	Portable advertising signage generally affixed to a trailer and where the message can be set to change at regular intervals, but does not flash or pulsate.

Event Hierarchy

Major community events include Shire wide festivals and events including the Rotary Eltham Festival, and Diamond Creek Rotary Town Fair, Wattle Festival, On the Hill Festival, Anzac Day Memorial Services and Eltham Jazz Festival. These events are targeted at attracting patrons from across the Shire and neighbouring municipalities.

Minor Events or recurrent events include regular markets, sporting club registration days and smaller festivals.

Major and Minor events will have access to display signage within both large event signage and small event 'whats on' signage locations subject to criteria set out below.

Large Community Event Signage

Large free standing community event signs are of the real estate sponsored type. At each approved location (15 locations in total) there will be sleeves in the ground for signage to be inserted. This will enable ease of installation and ensure that signage is installed in a manner which satisfies the requirements of the Department of Transport Victoria and Council.

Maximum sign dimensions are to be 1200mm high and 800mm wide, maximum height of the top of the sign will be no more than 1.8 metres above ground level.

Number of signs for free standing Community event signage

No more than four signs per event may be erected for events, plus one one '**As-of-right**' sign installation at the location of the event if a Council owned venue, reserve or playing field is booked for the event. Events are only permitted one sign at each location.

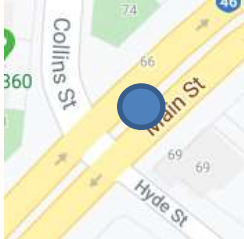
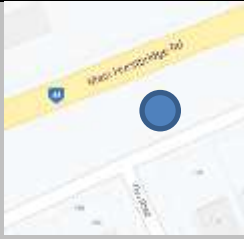
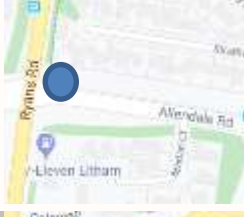


At each of the 15 allocated sites there will be capacity for a maximum of two signs, one for events or programs organized by Nillumbik Shire Council and one for Community Groups advertising their upcoming event. This will ensure that the display of Council event signage




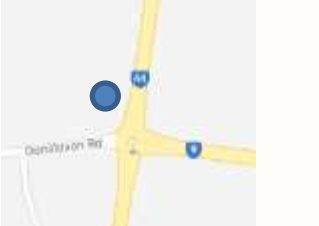
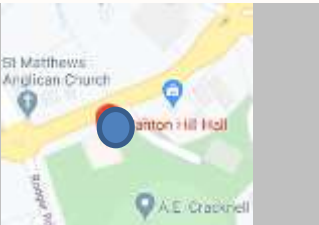

does not prevent smaller community groups or events gaining access to these sites, increasing the availability for all stakeholders involved to advertise within the Shire.

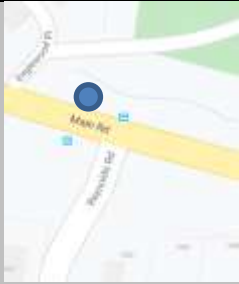
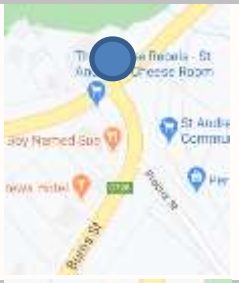
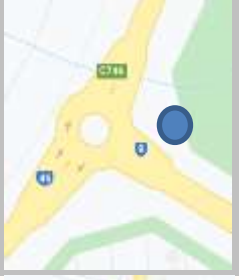

Exemptions

The Rotary Eltham Festival, and Diamond Creek Rotary Town Fair, Wattle Festival, On the Hill Festival, Anzac Day Memorial Services and Eltham Jazz Festival will be able to book 8 Real Estate boards within the approved locations with guaranteed approval.

Approved locations for Large Community Event Signage

1	North east corner of Main Street and Collins Street, Diamond Creek	Diamond Creek	
2	Main Hurstbridge Road (near The Rise), Diamond Creek	Diamond Creek	
3	North east corner of Allendale and Ryans Road, Diamond Creek	Diamond Creek	
4	Southern corner of Main Road and Park West Road	Eltham	
5	Bridge Street, Eltham between Susan Street and the bridge	Eltham	

<p>6. Adjacent to Eltham Lower Park, south of Main Road and west of the park entrance</p>	<p>Eltham</p>	
<p>7. East side of Wattletree Road, Eltham North adjacent to Eltham North Reserve</p>	<p>Eltham</p>	
<p>8. Diamond Creek Road, Greensborough nature strip on the north west corner at Civic Drive</p>	<p>Greensborough</p>	
<p>9. Eltham-Yarra Glen Road, Kangaroo Ground on the west side, north of Donaldson Road</p>	<p>Kangaroo Ground</p>	
<p>10. Kangaroo Ground-St Andrews Road, Panton Hill in front of the Panton Hill Community Centre</p>	<p>Panton Hill</p>	
<p>11. North east corner of the intersection of Diamond Creek and Yan Yean Roads</p>	<p>Plenty</p>	

<p>12. North side of Main Road, Research between the footbridge and power pole, approximately opposite Reynolds Road</p>	<p>Research</p>	
<p>13. Heidelberg-Kinglake Road, St Andrews opposite Kangaroo Ground-St Andrews Road</p>	<p>St Andrews</p>	
<p>14. Heidelberg-Kinglake Road, Wattle Glen on the south east corner at Kangaroo Ground-Wattle Glen Road</p>	<p>Wattle Glen</p>	
<p>15. North east corner of Ironbark and Yan Yean Road, Yarrambat</p>	<p>Yarrambat</p>	
<p>16. Council owned or managed venue where an event is being held</p>		<p>Various</p>

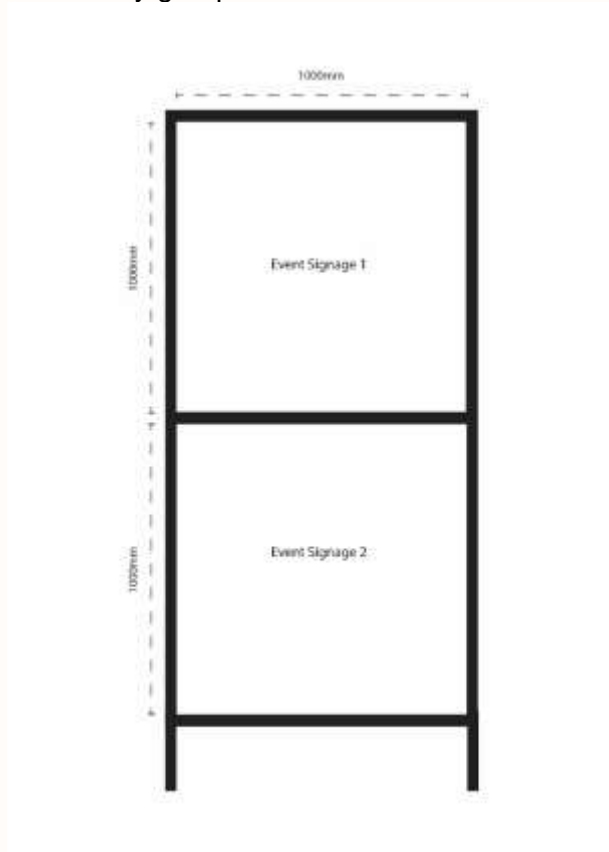
Small Event or ‘What’s On’ Signage

To minimise signage clutter across the Shire, at five high demand locations Council will install permanent multi panel ‘Whats on’ or small event signage infrastructure. Each location will enable the display of up to 2 signs at a time. Individual event signage will take the form of a corflute panel or banner attached to poles. Each event sign must be able to fit within the space provided, or approximately 1m x 1m, except for tethered signs.

Tethered signs can only be displayed in locations approved by Council as detailed in this policy, either at small event and 'What's On' Signage locations, or at a Council owned venue, reserve or playing field where an event is taking place. Tethered signs must not be erected outside of approved locations, and must not be attached to any trees or vegetation.






Where a site has a fixed frame to accommodate more than one sign, each event can display one sign in the fixed frame.

No Council signage will be displayed in these locations in order to ensure access for community groups.



Small Event or “Whats On” signage infrastructure

Approved locations for small event or 'What's On' Multi Panel Signage

Site No	Location	Township	
1	South side of Main Hurstbridge Road, adjacent to Diamond Creek Reserve or the Diamond Creek Community Centre	Diamond Creek	
2	West side of Main Hurstbridge Road, Diamond Creek adjacent to Community Bank Stadium	Diamond Creek	
3	North west corner of Main Road and Diamond Street	Eltham	
4	Roadside trading area, corner of Falkiner Street and Main Road, Eltham	Eltham	
5	Heidelberg-Kinglake Road, on the north side, adjacent to the Hurstbridge Primary School	Hurstbridge	

Conditions of signage display

- Nillumbik Shire Council will allow one (1) sign per allocated site per application
- Signs may be displayed for up to two (2) weeks upon approval and must be removed by the expiry date specified on the permit.
- All signage approvals will be for a seven day period from Tuesday to Monday the following week.
- The applicant/responsible person or organisation shall properly maintain the sign in a clean condition and the sign presented must be of a professional and quality finish.
- The sign must not obstruct or obscure the sight distance of motor vehicles or pedestrians.
- Signs must not be animated or illuminated in any way
- Signs are to be located only in approved locations as specified on the permit.
- No damage is to be caused to vegetation during installation or removal of the sign.

Council Event Signage



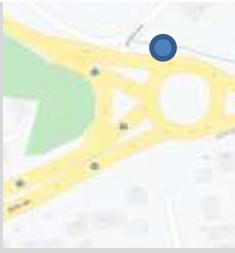

Major events sponsored by Nillumbik Shire Council will be able to utilise Nillumbik Shire Council's Permanent 'Welcome to our township signs'. Core Flute advertising can be attached as below within Eltham, Diamond Creek, Hurstbridge and Pantom Hill. These signs are to be installed only from 9am Tuesday morning highlighting the event 'This Weekend' and must be removed within two days following an event.



Emergency Management Signage

Council will maintain 10 designated locations across the Shire for signs relating to Emergency Management. There are three locations that are co-branded with Whittlesea Council.

Approved locations for Emergency management signs

<p>1 Collins Street and Main road, Diamond Creek (facing Diamond Creek bound traffic)</p>	<p>Diamond Creek</p>	
<p>2. Sherbourne Road, near Meruka Drive</p>	<p>Eltham</p>	
<p>3. Main Road Eltham and Fitzsimons Land – near and past driveway of property 517 Main Road Eltham</p>	<p>Eltham</p>	
<p>4. Kangaroo Ground-Wattle Glen Road, near Kangaroo Ground – St Andrews Rd and outside Kangaroo Ground CFA</p>	<p>Kangaroo Ground</p>	

5. Main Hurstbridge Rd and Kangaroo Ground – Wattle Glen Rd, Wattle Glen

Wattle Glen



6. Heidelberg-Kinglake Road and Parker Rd, Hurstbridge

Hurstbridge



7. Outside Pantan Hill CFA

Pantan Hill

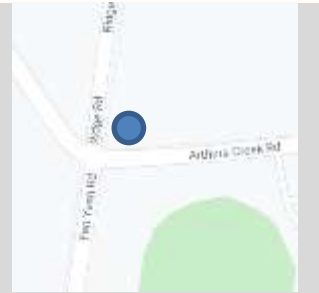


8. Outside Arthurs Creek CFA (Co-branded with Whittlesea)

Arthurs Creek



9. Yan Yean Road and Arthurs Creek Road (co-branded with Whittlesea) Doreen



10. Yan Yean Road and Doctors Gully Rd (co-branded with Whittlesea) Doreen



Council Controlled Venue Event Signage

A temporary and community sign may be installed to promote an event taking place at a Council owned venue, reserve or playing field 'As-of-right' when booking the venue. These signs are to be installed only from 9am Tuesday morning highlighting the event 'This Weekend'. Only one sign is to be installed per venue.

Signage at a Council owned venue, reserve or playing field can take one of the following forms:

- a large event type 'real estate' sign with maximum dimensions of 1200mm high and 800mm wide, maximum height of the top of the sign will be no more than 1800mm above ground level;
- a small event "What's on" Sign, attached to existing venue signs located at the front of each venue, reserve or playing field.
- a tethered sign suspended from existing infrastructure or attached to temporary star pickets. Tethered signs must not be attached to any trees or vegetation; or
- an A frame sign.

No other types of signage will be permitted at Council owned or managed venues.

Nillumbik Banner Program

Banner flags are an effective way of decorating activity centres in Nillumbik. They provide a vibrant and strong visual presence and allow an event or organisation to enhance its marketing on a large scale.

Nillumbik Shire Council has established guidelines for the design and production of banners to ensure safe installation, consistency, effective designs and high quality production.

The guidelines encourage designs that communicate information about events and activities in the municipality - including arts, cultural and sporting events, as well as festivals and exhibitions.

The Banner program's objective is to:

- Promote events and activities that the public can attend, or engage in, that are being held within the municipality
- Add vitality to the activity centres.

The Banner Program is **not** intended as a medium for:

- Advertising commercial sponsors or promoting brands
- Flying national flags
- Promoting events or private functions that the general public cannot attend
- Marketing activities such as product promotion and launches, venue openings or media announcements.

Banner Locations

Banner locations have been established along Main Road within the Eltham town centre.



The Application Process

Banner locations are highly sought after to promote events and activities and applications are reviewed monthly. Applications can be submitted up to 6 months in advance. Banner sites must be applied for as a whole and sites cannot be split between customers.

Banner allocations are not finalised on a first-come first-served basis, so whilst it is highly recommended to submit an application early, doing so will not guarantee the requested sites are allocated.

In making final decisions regarding allocation of sites, Nillumbik Shire Council aims to be fair and equitable and all applications will be considered on merit and based on the assessment criteria. Priority will be given to Shire wide events or events which are deemed to provide a greater community benefit.

Banners will be displayed for a maximum of 1 month per event.

Assessment Criteria

In order of priority, bookings will be taken for:

1. Nillumbik Shire Council owned events

2. Nillumbik Shire Council sponsored/partnered events
3. Major hallmark events
4. Events that are held within the Nillumbik Shire Council boundaries that the general public can attend.

If there are multiple requests for the same date and the above criteria cannot be used to determine the priority preference will be given to applicants who provide the most significant community benefits, The time granted for banner flag display may also be reduced to give two events a fair opportunity.

Design Guidelines

- Banners are considered to be a decorative medium and are not intended to be used as advertising for products, services, brands or individuals. As banners are often an addition to other marketing material, the artwork may need to be altered to suit the banner medium. Artwork must promote the event or activity associated with the booking and not the brand.
- Final confirmation of the booking and subsequent banner installation is subject to artwork being approved by Nillumbik Shire Council.
- Each banner can have a **maximum of 10 per cent of the total banner allocated for direct sponsorship recognition**, such as a company's logo or naming rights.
- Banner designs should adhere to the following guidelines:
 - One bold striking image or graphic design is used and overall graphics are kept simple.
 - Font size should be large enough to ensure readability against a bright sky and legibility from a distance.
 - Colour selection is important to guarantee visibility against both the sky and landscape. White, yellow and other pale colours are not recommended as they soil very easily.
 - The title of the event should be included and appear at the top of the artwork. To enable banners to be re-used at a later date, it is recommended that the venue name and other details, such as dates be omitted.
 - Extended text should only be used where it forms part of the established image of the event and logo.
 - Montages and slogans should be avoided as the design will be hard to see from afar.
 - Phone numbers are not permitted.
 - Websites and references to social media and other similar information used as a 'call to action' are allowed but may be difficult to see from afar if small

icons – Nillumbik Shire Council must be able to access the information available on social media, as part of the artwork approval process.

- All costs relating to the design and production and maintenance of banners are to be met by the hirer.



Image 1 Logo placement

- Logos must be placed at the bottom of the banner. See image 1 for an example of a banner showing where logos should be placed. Image dimensions are scaled from standard banner specifications. Requests for alternate style and size of flag must be provided in writing as part of the application and is subject to approval.

Design Approval Process

Banner design must be approved by the Nillumbik Shire Council prior to going into production. Approval is dependent upon compliance with the standards set out in these guidelines and use of the Nillumbik Shire Council logo (if applicable).

Designs must be submitted for approval a minimum of **four weeks prior** to the proposed installation date.

Banner flags used in previous years can be re-used, however, must be clean and free of fading, rips or tears.

Approval is required for all designs, even if banners have been used previously.

Nillumbik Shire Council reserves the right to reject any design that does not comply with the design guidelines or if the physical condition does not meet Nillumbik Shire Council's quality standards.

Should banners be produced without the approval of Nillumbik Shire Council, the hirer will be responsible for all costs associated with re-designing and reproducing these to meet Nillumbik Shire Council's approval. Banners with unapproved designs, will not be installed.

If physical banners are not provided ahead of the installation date, Council will install the banners at a date that is next available.

Cancellations

Hirers must give the Nillumbik Shire Council at least **four weeks' notice** of any cancellations in writing.

For further information about the Nillumbik Banner Program contact
Economic Development and Tourism Unit
Email: business@nillumbik.vic.gov.au
Phone: 9433 3128

Real Estate signage

In order to control the proliferation of mobile real estate 'pointer boards' throughout the Shire, Real Estate businesses who use portable A-frame, sandwich boards or a smaller pointer boards to advertise open for inspection and auction events, will need to obtain a Real Estate Agent Signage Permit from Council. Permits are required for placement of any board or signage on public land.

This permit will allow real estate agencies to place temporary signs out at various locations when properties are open for inspection and on auction days, subject to conditions, to ensure the safe use of public land.

Eligibility

Each branch of a business with multiple sites will need its own permit. This permit is in addition to any A-board permit an agency may have advertising their business.

Each Real Estate Agency must be able to provide the following in order to apply for a permit to display A-frame, pointer boards or sandwich boards:

- A Certificate of Currency for Public Liability Insurance with cover of at least \$10M. This liability insurance cover must be applicable for any location away from your business premises, ie. anywhere that your signs are placed. The period for the liability insurance must cover the full 12 month period of the Real Estate Signage Permit.
- An application fee, in accordance with current Council fees and charges, is payable at the time of application.

Criteria

The Real Estate Agent Signage Permit application is made by completing the Footpath Trading application form for Real Estate Signage and paying an annual fee.

The following criteria will apply to any permit issued:

- Signs shall be identified with the name of the business and contact details of the Permit Holder;
- Signs shall not be larger than 1200 mm high X 600 mm wide;
- A maximum of three (3) signs will be permitted per 'open for inspection' or 'auction' event,
- No sign shall be placed on any roundabout, median strip, council reserve or other location that may impede and/or distract motorists and/or pedestrians;
- Signs are permitted to be placed on the nature strip. In the event there is no nature strip, the signs must be placed on the kerb side of the footpath;
- Signs are not permitted within pedestrian footpath ramps;
- 'Auction' signs may only be displayed on the day of the auction event and shall be removed no later than 6pm on that day;
- Directional signs must not be placed in a street or a street verge earlier than 7am on the day of the planned Home Open'
- Directional signs must be removed by 6pm on the same day;
- If the house is open for viewing after 6pm, the signs must be removed within 1 hour of the advertised end of the home open time;
- 'Open for Inspection' signs shall only be permitted to be displayed during the times that the property is open to the public;
- Signs must be weighed down to prevent being blown over during inclement weather;
- Items are not to be tied or adhered to, or leant against, any Council fixture or tree.
- Real Estate pointer board signage cannot be used for any other purpose than advertising an 'open for inspection' or auction.

Each year permit holders will receive a renewal notice for this permit. The renewal fee must be paid and a current certificate of insurance must be submitted in order to renew a permit.

Variable Message Boards

Variable Message Boards are not permitted on Council controlled land. Permission to place a Variable message board on road sides managed by the Department of Transport Victoria must be sought directly from Department of Transport Victoria.

Note: In locations where the Department of Transport Victoria is the road authority, separate approval for signage is required by the Department of Transport Victoria.

A-frame signs

So as to ensure clear access for pedestrians, **traders must obtain a permit** from Community Safety in order to display an A-frame.

An A-frame is a basic structure designed to bear a load in a lightweight economical manner. The simplest form of an A-frame is two similarly sized panels, arranged in an angle of 45 degrees or less, attached at the top. So as to ensure clear access for pedestrians, traders must obtain a permit from Community Safety in order to display an A-frame.

Sporting Club Signage

Sporting club signage contracts are governed by contracts that are in place with each individual sporting club and Council's **Seasonal Sports Clubs User Guide**. The Temporary and Community signage policy does not impact these contracts.

Dimensions and sign structure

The following provisions apply to all temporary and community advertising signage across the Shire.

- No sign may be animated, or externally or internally illuminated.
- Unless otherwise specified, each sign can have a maximum of 20% of the sign allocated for commercial sponsorship recognition. Commercial content must be placed at the bottom of the sign.
- The sign must be of sound construction, capable of withstanding the elements and erected in a secure and structurally stable manner.
- Manufacture, display and maintenance of the sign are the responsibility of the community group applying to use approved locations.

- If temporary parking restriction signs are proposed they are required to comply with Australian Standard 1742.11, Manual of uniform control devices.
- To avoid driver distraction, the message on any sign must be simple and concise. Scripted fonts are more difficult to read than sans-serif fonts. The recommended font is Arial Bold or a font which complies with Australian standard AS 1744 – Series E and D.
- The wording should be limited to a key message of no more than 25 words.
- The size of lettering used in the sign should be large enough to be clearly legible for passing motorists, as appropriate for the location.
- Signs must be frangible (able to be broken into fragments) in construction for the safety of motorists.
- The following letter heights are recommended:

Speed Limit	Letter Height
60 km/h	100mm
80 km/h and above	120 mm

Election Signs

Council controlled land (including road reserves)

Election signs are not permitted on Council controlled land. 'Council land' also includes all roads or streets within the municipality. This prohibition also applies to signs and banners attached to a verandah or awning which may overhang Council land.

Private land

There are state-wide requirements in the Nillumbik Planning Scheme which apply to the placement of election signs on private land. An election sign is permitted on private land without a planning permit, as long as it meets the following criteria:

- The advertising area of the sign does not exceed five square metres
- Only **one** sign may be displayed on each separate property
- Signs must not be animated or internally illuminated
- Signs must not be displayed longer than 14 days after the election

Multiple signs for one or more election candidate(s) on a single private property are not permitted without a planning permit. This also includes multiple copies of the same sign located on an individual property.

Candidates are expected to adhere to the above requirements and are responsible for any non-compliant election signs which may be erected on their behalf. Council may remove non-compliant signs where located on Council land and retain them for collection by the candidate. Property owners, as well as candidates, face financial penalties under the provisions of the *Nillumbik Planning Scheme* in relation to a non-compliant sign. However, this is not Council's

preferred course of action and we seek the co-operation of candidates in fully complying with the above requirements.

Enforcement

Enforcement of temporary and community signage is administered by Council as per the *Nillumbik Amenity Local Law*.

Non-compliance with, or a breach of any condition of the permit, may result in immediate revocation. Alternatively, Council may impound any illegal signage or signage that is displayed incorrectly or for extended periods of time outside of the conditions of the permit. A release fee and possible infringement is payable prior to the return of any impounded sign. Council reserves the right to cancel a permit where there has been a breach of the permit conditions. The conditions under which this permit is issued may be altered during the term of the permit. The permit holder must comply with any altered conditions. All real estate signage permits are non-transferable.