

## 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><b>This policy does not apply to signs at sporting reserves which are considered under the <i>Outdoor Advertising at Sporting Reserves</i> policy.</b></p>
Policy applies to	<input type="checkbox"/> Community Groups within Nillumbik Shire Council
Description of revision and Version Number	Version Number: 1.0
Approved by	Manager Community Safety and Amenity
Approval date	
Effective date	
Date of last revision	
Date of next review*	

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

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

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## Policy Statement

The Temporary and Community Advertising Policy is in alignment with Council's Plan, in that it will encourage community participation, 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 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 signage throughout the municipality.

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.*

**This policy does not apply to signs at sporting reserves which are considered under the *Outdoor Advertising at Sporting Reserves* policy, 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;
- Control the proliferation of signage throughout the Shire to reduce impacts on the amenity and appearance of public spaces;
- To limit the type, size and number of signs;
- 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 Council's Planning Department.

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 it provides a service, or benefit to the residents of Nillumbik Shire;
- The event is not held for commercial purposes;
- The event outcomes are consistent with the Council Plan;
- The sign 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:

- Major Event Signage
- Minor Events 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 Councils 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:

- Submitting the Application for the Erection of Temporary Advertising Signs for Community Events on Road Reserves and Council Property form, found on Council’s website;
- 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 a signed indemnity form and provide a certificate of currency of no less than \$10,000,000. Failure to comply will result in cancellation of the application;
- Council will allow up to 8 sign locations for major events or 4 locations for other events which can be selected from Councils 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.

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

## Definitions

Reference term	Definition
<b>A-Frame</b>	An <b>A-frame</b> is a basic structure designed to bear a load in a lightweight economical manner. The simplest form of an <b>A-frame</b> 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.
<b>Authorised Officer</b>	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 department.
<b>Emergency Management Signage</b>	A temporary sign erected for the purposes of communicating emergency management information to the community.
<b>Major Event</b>	An event happening at a predetermined time and place that creates social connection. It is of high significance to the municipality and may attract patrons from a further demographic. This type of event may require traffic control, an occupancy permit for place of public entertainment and require appropriate first aid facilities.
<b>Minor Event or recurrent event</b>	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

<b>Real Estate Signage</b>	<b>Real estate signs</b> 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 <b>real estate</b> , realtor, or a <b>real estate</b> agent. Real estate signs can also be used to advertise community events.
<b>Real Estate Pointer Boards</b>	Portable A-frame or similar advertising signs used to direct the public to an open for inspection and auction event
<b>Road Reserve</b>	Means 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;
<b>Road</b>	Means highway, street, lane, bridge, thoroughfare or other place that is open to or used by the public for passage with vehicles. 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. It also mean any place that is defined as a Road, a road Related Area or a Highway under Section 3(1) of the Road Safety Act 2017.
<b>Temporary signage</b>	<b>Temporary signs</b> which are <b>defined</b> as <b>signs</b> which are 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).
<b>Variable Message boards</b>	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.
<b>Tethered Signs</b>	Tethered signs which are suspended to any structure, tree or pole (with or without supporting framework) and made of paper, plastic, fabric or similar materials are not to be erected throughout the municipality. Tethered signs may result in the sign being impounded.

## Major Community Event Signage

Major community events include the Eltham and Diamond Creek Town Fairs, Wattle Festival, Anzac Day Memorial Services and Eltham Jazz Festival.

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

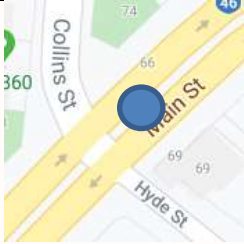

No more than eight signs per event may be erected for Shire-wide events, this will include the one **'As-of-right'** installation if a Council owned venue is booked for the event. For all other events, no more than four signs per event can be erected. Events are only permitted one sign at each location.

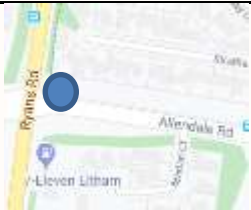


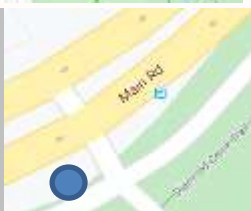


At each of the 15 allocated sites there will be separate space available for events or programs organized by Nillumbik Shire Council and for Community Groups advertising their upcoming event. This will increase the availability for all stakeholders involved to advertise within the Shire.

**Exemptions**

Eltham and Diamond Creek Rotary Town Festivals, Wattle 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 Free Standing Community Event and Information Signs**

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	
6.	Adjacent to Eltham Lower Park, south of Main Road and west of the park entrance	Eltham	
7.	East side of Wattletree Road, Eltham North adjacent to Eltham North Reserve	Eltham	
8.	Diamond Creek Road, Greensborough nature strip on the north west corner at Civic Drive	Greensborough	



<p><b>9.</b> Eltham-Yarra Glen Road, Kangaroo Ground on the west side, north of Donaldson Road</p>	<p>Kangaroo Ground</p>	
<p><b>10.</b> Kangaroo Ground-St Andrews Road, Panton Hill in front of the Panton Hill Community Centre</p>	<p>Panton Hill</p>	
<p><b>11.</b> North east corner of the intersection of Diamond Creek and Yan Yean Roads</p>	<p>Plenty</p>	
<p><b>12.</b> North side of Main Road, Research between the footbridge and power pole, approximately opposite Reynolds Road</p>	<p>Research</p>	
<p><b>13.</b> 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 style="text-align: right;">Various</p>		

## Minor 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’ 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.

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

Each of the approved locations will be set aside for community events only. No Council signage will be displayed in these locations in order to ensure access for community groups.

### Approved locations for ‘What’s On’ Multi Panel Signage Frame for Temporary Community Event and Information Signs

Site	Location	Township
No		

<p><b>1</b> South side of Main Hurstbridge Road,          . adjacent to Diamond Creek Reserve or          the Diamond Creek Community Centre</p>	<p>Diamond Creek</p>	
<p><b>2</b> West side of Main Hurstbridge Road,          . Diamond Creek adjacent to Community          Bank Stadium</p>	<p>Diamond Creek</p>	
<p><b>3</b> North west corner of Main Road and          Diamond Street</p>	<p>Eltham</p>	
<p><b>4</b> Roadside trading area, corner of Falkiner          . Street and Main Road, Eltham</p>	<p>Eltham</p>	
<p><b>5</b> Heidelberg-Kinglake Road, on the north          . side, adjacent to the Hurstbridge Primary          School</p>	<p>Hurstbridge</p>	

**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.
- 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 the use of Nillumbik Shire Councils 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**

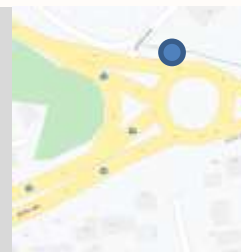
1 Collins Street and Main road, Diamond Creek  
Diamond Creek (facing Diamond Creek bound traffic)



2. Sherbourne Road, near Meruka Drive  
Eltham



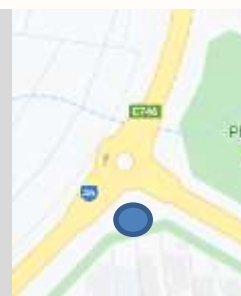
3. Main Road Eltham and Fitzsimons Land – near and past driveway of property 517 Main Road Eltham  
Eltham



4. Kangaroo Ground-Wattle Glen Road, near Kangaroo Ground – St Andrews Rd and outside Kangaroo Ground CFA  
Kangaroo Ground



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 Panton Hill CFA

Panton Hill



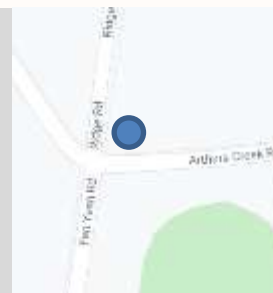
- 8. Outside Arthurs Creek CFA (Co-branded with Whittlesea)

Arthurs Creek



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

Doreen



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



## Council Controlled Venue Event Signage

A temporary sign may be installed to promote an event taking place at a Council owned venue/s 'As-of-right' for 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 can take the form of "What's on" Signage, attached to existing venue signs located at the front of each venue.

Venue's included in this policy include the Eltham Community Reception Centre, Community Bank Stadium and Diamond Valley Sports and Fitness Centre.

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 the activity centres in Nillumbik. They provide a vibrant and strong visual presence and allow an event or organisation to further enhance its marketing on a large and impressive scale.

Nillumbik Shire Council has established these guidelines for the design and production of banners to ensure safe installation, consistency, effective designs and high quality production. These 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 or cause-related flags
- Promoting events, industry days and trade shows that the general public cannot attend
- Promoting private functions or events 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 within the Eltham and Diamond Creek town centres.

#### Eltham



#### Diamond Creek





### The Application Process

Banner locations are highly sought after to promote events and activities and applications are reviewed four times a year:

<b>Event/Banner booking period</b>	<b>Applications due by:</b>	<b>Allocations finalised and offered</b>
January – March	September (of previous year)	October – December
April – June	December (of previous year)	January – March
July – September	March	April – June
October – December	June	July – September

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 your 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 subject to conditions of hire and relevant guidelines. However, sites are allocated based on a predefined criteria assessed by Nillumbik Shire Council.

## Assessment Criteria

In order of priority, bookings will be taken for:

- Nillumbik Shire Council owned events
- Nillumbik Shire Council sponsored/partnered events
- Major Hallmark events
- Events or conferences that are held within the Nillumbik Shire Council boundaries that the general public can attend

## 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.

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. 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. Image 2 identifies the specifications of the flags requests for alternate style and size of flag must be provided in writing as part of the application and is subject to approval.

Final confirmation of the booking and subsequent banner installation is subject to artwork being approved by Nillumbik Shire Council.

### To help make the design more effective, it is essential that:

- 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 (if this occurs, all costs associated with cleaning and repair work will be charged to the client).

- 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 allowed and should be avoided as the number is difficult to see from afar.
- Websites and references to social media and other similar information used as a 'call to action' are allowed – 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 of banners are to be met by the hirer.



Image 1 Logo placement

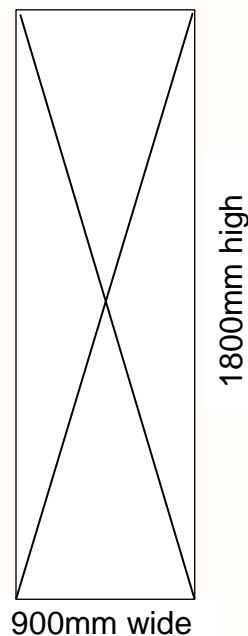


Image 2 Banner Specs

### 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. Artwork can be submitted as a low-res PDF or jpeg file via email [business@nillumbik.vic.gov.au](mailto:business@nillumbik.vic.gov.au) or with the application.

Banner flags used in previous years can be reused, however, must be clean and free of fading, rips or tears. Banners that are more than three years old cannot be used without prior inspection by the Nillumbik Shire Council's installation contractor to ascertain their condition.

Approval is required for all designs, even if banners have been used previously. Feedback on designs will be provided by the Nillumbik Shire Council within five working days after receipt of submitted designs. The 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. Final approval must be granted by Nillumbik Shire Council before production can commence.

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. Should banners be installed with unapproved designs, these will be immediately removed.

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 the Economic Development and Tourism Unit by email or telephone.

Email: [business@nillumbik.vic.gov.au](mailto: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, you 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.

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 **Outdoor Advertising at Sporting Reserves** policy. The Temporary signage policy does not impact these contracts.

## Dimensions and sign structure

The following provision apply to all temporary of community advertising signage across the Shire.

- No sign may be animated, or externally or internally illuminated.
- 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.

The following letter heights are recommended:

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

### ***Free Standing Community Event Signage and Council Controlled Venue Event Signage Requirements***

- Signs must be frangible (able to be broken into fragments) in construction for the safety of motorists.

## **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 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 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.



# **Draft Temporary and Community Advertising Signage Policy**

Submissions Received through Participate Nillumbik

April 2020

Date Submitted	31 March 2020
Name	PAHoyne
1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?	Yes
2. Do you have any comments on the guidelines for Major Community Event Signage?	It's important to have these designated locations for the major community events. This will ensure that the maximum number of people will see the signs and there is control over the types and style of them.
3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?	Yes
If no, are there other sites that you think would be more suitable?	The number and position of signs needs to be controlled.
4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?	It is important that the community is made aware of these minor events but it is also important that the signs are removed as soon as possible after the event.
5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?	Yes
If no, are there other sites that you think would be more suitable?	No, the sites chosen will cover the main areas of our shire.
6. Do you have any comments on the guidelines for Council Event Signage?	I'm impressed at the detail required for the use of these signs.
7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?	The rules and requirements make sense in ensuring that the signs are used within succinct guidelines.
8. Do you have any comments on the guidelines for the Nillumbik Banner Program?	The banners can help to celebrate special events. They help to brighten the towns and bring a focus onto the events. eg ANZAC Day. Christmas Day. The banners also give artists an opportunity to express their creativity.
9. Do you have any comments on the guidelines for Real Estate signage?	I support the strict guidelines for these signs. They are necessary but must be managed and size etc strictly regulated. Also when a property is sold the signs need to be removed within days. I realise that real estate agents like to have them in view as another form of advertising even when properties have been sold.
10. Do you have any comments on the guidelines for A-frame signs?	Ensure that everyone has a permit and is fully aware of the safety aspects of displaying such a sign. Also regulate the use of these signs. The picture above this survey demonstrates how important it is to control the number of signs in an area. The signs detract from the area. They could also be a distraction for drivers.
11. Do you have any comments on the guidelines for Dimensions and sign structure?	A standard size which complies with the safety guidelines and appropriateness of the advertisement. Large signs are not appropriate nor would they be safe. Having such specific details in the policy clarifies the use and appearance of such signs.
12. Do you have any other comments about the draft policy?	I would like to see some more information relating to the use of banners on fences in our shire. Some schools in the area have a number of banners hanging on their fences. One is near a busy intersection. (Ironbark and Yan Yean Roads.) I realise schools want to raise money from sponsors but many of these banners are advertising businesses that aren't in Nillumbik. Also the appearance of this type of advertising detracts greatly from the otherwise attractive environment. A school in Diamond Creek Road has a sign advertising an electrician. This does not seem appropriate.
Response	<b>A-Frame signage is already governed by Councils Amenity Local Law, however being a form of temporary signage, it has been included in this policy.</b>

Date Submitted	14 April 2020
Name	Ivan Dalla Costa
1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?	Yes
2. Do you have any comments on the guidelines for Major Community Event Signage?	The policy fails to address signage for sporting groups who need to advertise for minor events and attract membership. Priority should be given to these sporting groups in particular where the sign will be erected adjacent to the venue that sporting group is associated with.

3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?	Yes
If no, are there other sites that you think would be more suitable?	
4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?	
5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?	
If no, are there other sites that you think would be more suitable?	
6. Do you have any comments on the guidelines for Council Event Signage?	
7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?	
8. Do you have any comments on the guidelines for the Nillumbik Banner Program?	
9. Do you have any comments on the guidelines for Real Estate signage?	
10. Do you have any comments on the guidelines for A-frame signs?	
11. Do you have any comments on the guidelines for Dimensions and sign structure?	
12. Do you have any other comments about the draft policy?	The policy fails to address signage for sporting groups who need to advertise for minor events and attract membership. Priority should be given to these sporting groups in particular where the sign will be erected adjacent to the venue that sporting group is associated with.
<b>Response</b>	

<b>Date Submitted</b>	14 April 2020
<b>Name</b>	Libby
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	I honestly cannot see how ANY of the proposals are going to make my enjoyment ( or not!!) of living in Nillumbik better, it feels to me like a VERY 'big brother is watching approach' - signs have to be the right size, with images and font approved... I'd MUCH rather you spent my rates doing things that are going to make MY living in the shire better ... I get a local paper... I can read what events are on!
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	Very restrictive
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	As above
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	1x1m is a small sign to put the detail that may be required AND expect it to be safely read by a passing motorist!
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	I cannot see how this should take priority over 'community' based events - this implies, to me that council sees itself ' above' the community (who, as far as I am aware they are employed by, and hence working for!). council and community events should have equal rights to 'what's on' in Eltham that week!
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	No
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	Banners fluttering can be very distracting to drivers in an area of high foot and vehicle traffic
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	No
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	I believe an A frames sign should be allowed as long as it is placed and secured in a safe manner
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	No allowance for variation and embellishment that the 'artists colony' that Eltham is known for ... I feel like the artistic flair found within Eltham is being squashed by such 'guidelines'
<b>12. Do you have any other comments about the draft policy?</b>	Spend rate money on something that will BENEFIT the residents! OR REDUCE rates... this seems a ludicrous waste of money to me ...
<b>Response</b>	<b>A-Frame signage is already governed by Councils Amenity Local Law, however being a form of temporary signage, it has been included in this policy.</b>

<b>Date Submitted</b>	14 April 2020
<b>Name</b>	Dorothy and Teunis Kwak
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	Yes
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	Allowance for signage advertising Community Events has been over restrictive in recent years. The locations offered for advertising events such as the Open Cellars Event has been particularly restrictive , with poor locations offered to advertise the event. Wine tourism brings economic benefit to Nillumbik as a whole.
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	Some of the locations are good. Some have been poorly visible, and most were required to be on private land where signage can't readily be seen. I think major roundabouts in Nillumbik are good locations as they are frequented by more people.
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	I think locals like to know what's on in the area, even minor events make the area more interesting and vibrant. You want to see signs a week or more before the event so there is time to plan to go. If signage only goes up the night before, it isn't seen by enough people in the lead up and doesn't allow people to plan ahead. Signs should be taken down promptly after the event, within 1-2 days.
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	Multi panel signage is seen by few, and not easy to read.
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	Council Event signage needs to be displayed long enough ahead for it to Have a chance to be viewed by the public and give people advance planning time. It should be removed 1-2 days after the event
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	Local Tourist Venues should be supported in being able to advertise events publicly With signage . This is good for the life of the local community, for tourism and Nillumbik economy.
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	Not sure what that is, but banners can be a good way to advertise an event if they are permitted to be in highly visible locations. If they are only allowed to be in poorly visible or limited locations, then they are probably a waste of money
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	These guidelines should be flexible and allow for some individuality and creativity
<b>12. Do you have any other comments about the draft policy?</b>	
<b>Response</b>	<b>The Victorian Road Rules generally prohibit signage from being placed on roundabouts.</b>  <b>A-Frame signage is already governed by Councils Amenity Local Law, however being a form of temporary signage, it has been included in this policy.</b>

<b>Date Submitted</b>	15 April 2020
<b>Name</b>	Celiamcf
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	No change to what we have currently which is more than sufficient. Please NO permanent flag poles or signs!
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	Yes
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	Yes
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	These look dreadful and in no way reflect what Eltham is about. Please do it cheapen the look of our suburb by installing these monstrous poles.
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	Current guidelines are reasonable
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	
<b>12. Do you have any other comments about the draft policy?</b>	
<b>Response</b>	

Date Submitted	15 April 2020
Name	Gypsie
1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?	No
2. Do you have any comments on the guidelines for Major Community Event Signage?	We are a small town. Signage would definitely ruin the look and appeal of our town. I purposely would not go into any shop that posted signage in front of their place. Those shops would be destroying our unique town. Do not want Eltham to end up as a tourist trap. Clutter!!
3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?	No
If no, are there other sites that you think would be more suitable?	Keep signage away. We are a small town and we know where the shops are. Eltham cannot become a tourist town. We have enough traffic already.
4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?	No more signage!!
5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?	No
If no, are there other sites that you think would be more suitable?	Non! No signage!
6. Do you have any comments on the guidelines for Council Event Signage?	Don't want it the signage we now have is enough. Eltham is too small to add any more advertising.
7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?	No more signage!
8. Do you have any comments on the guidelines for the Nillumbik Banner Program?	Hate the idea of banners. I would Boycott any shop that advertised on those banners. We are a small town and we know where the shops are. Do not turn us into a town full of signage. That's ok because
9. Do you have any comments on the guidelines for Real Estate signage?	The signs are up too long. The times should be shortened.
10. Do you have any comments on the guidelines for A-frame signs?	A-frame signs are nuisance signs. They are an eyesore. Putting these A-frame signs on or next to sidewalks would be dangerous to pedestrians. Lawsuits for injuries.
11. Do you have any comments on the guidelines for Dimensions and sign structure?	No signs period. We live in Eltham and we know where the shops are. Do not turn us into a large tourist town.
12. Do you have any other comments about the draft policy?	
Response	<p><b>A-Frame signage is already governed by Councils Amenity Local Law, however being a form of temporary signage, it has been included in this policy.</b></p> <p><b>The Banner program has been approved following a planning application process, with a planning permit being issued early 2020. The Banner Infrastructure (eg. poles) are currently being installed in Eltham. The intent of the draft policy is to implement controls for the use of the banner infrastructure.</b></p>

<b>Date Submitted</b>	15 April 2020
<b>Name</b>	yuyi
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	Yes, it should be arranged for a more suitable time after the event of Cv19.
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	Is the Council clear enough ? or is hiding something?
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	Ridicule
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	Sickening.
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	As above.
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	This is hiding, and not clear.
<b>12. Do you have any other comments about the draft policy?</b>	Yes, keep our Eltham as it is NOW!
<b>Response</b>	



<b>Date Submitted</b>	16 April 2020
<b>Name</b>	Macaj
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	Too many sites
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	Too many sites
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	Too many sites
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	Banners can look very messy.
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	
<b>12. Do you have any other comments about the draft policy?</b>	
<b>Response</b>	The Banner program has been approved following a planning application process, with a planning permit being issued early 2020. The Banner infrastructure (eg. poles) are currently being installed in Eltham and have been in place in Diamond Creek for several years. The intent of the draft policy is to implement controls for the use of the banner infrastructure.

<b>Date Submitted</b>	17 April 2020
<b>Name</b>	Elthamite
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	15 allocated Council spaces for Events or Programs for organized advertising upcoming events, based on the reason to "increase Stakeholders involved in Advertising within the Shire" is totally unacceptable. This could potentially mean that throughout any year we have ongoing signage on all of these sites, which will impact on the beauty of our treed landscape and Gate-way entrance to the Green Wedge. As we travel around the Shire the visual impact of many places with ongoing changing signage will impact visually on the amenity.
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	Yes
<b>If no, are there other sites that you think would be more suitable?</b>	I note that Eltham, Diamond Creek, Hurstbridge, Panton Hill are mentioned - what about St.Andrews, Eltham North, G'borough area of NSC?
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	Minor event signage does not necessarily work for this Shire (history tells us) as it is not 'policed' by Shire regardless of what NSC policy states. It is often left hanging on poles, public or temporary building fences, private house fences etc for weeks until it falls off or weather destroys. If Council has a policy about signage then they need to employ a Council Officer who is responsible for weekly checks around the shire to remove signage that is out of date or not approved.
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	No
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	8 Council event signs seems excessive. 15 allocated places is also excessive.
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	I am totally opposed to any form of Banners in our Shire. I believe many residents objected to this being passed by Council, have these objections been publicly noted (eg.how many objected & why?) Advertising for Products, Services, Brands or Individuals is clearly for 'Commercial Use'. Banners would seem to only benefit Economic Development & Tourism in the Shire, they are not in keeping with the natural landscape, treed canopy & environmental sensitivity of our townships within the Shire. For decades this community has stayed very well engaged & informed on local events and do not need a flagpole sign to inform us of local events, this would be irresponsible spending of rate payers money.
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	Real Estate is commercial advertising when used for Community events, why is this allowed?
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	If A-frames are to start appearing in many places all around the Shire for advertising business how will Council ensure signs are compatible with the amenity, streetscape & landscape character of the area? The very presence of increasing the amount of A-frame signage for advertising could challenge this point in the policy! What is meant by; "ensure signs are well designed" (very subjective wording in policy)? There could be many ideas of what 'well designed' looks like.
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	All sizes need to be smaller so they are less intrusive and minimize the visual impact on landscape as we travel around the Shire.
<b>12. Do you have any other comments about the draft policy?</b>	Nillumbik Shire needs to value why many like to live in Nillumbik. To urbanise our Townships within the Shire you will also damage the Economic Development & Tourism prospects as Nillumbik will loose it's beauty to City sprawl & commercial advertising removing the very uniqueness of what attracts people to live in the Shire or visit.
<b>Response</b>	<b>A-Frame signage is already governed by Councils Amenity Local Law, however being a form of temporary signage, it has been included in this policy.</b>

<b>Date Submitted</b>	21 April 2020
<b>Name</b>	linda_pearson
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	Don't waste our money on this rubbish
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	Dont waste our money on this visual polluting rubbish.
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	
<b>12. Do you have any other comments about the draft policy?</b>	
<b>Response</b>	

<b>Date Submitted</b>	21 April 2020
<b>Name</b>	Cog
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	There are too many
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	No
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	This is ridiculous and unnecessary You do not need these we do not have minor events and you are turning the streets into advertising taking away from the current green feel We are not templestowe or mornington
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	Why would you put them there? What is the value and who would see them
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	You are putting too much signage in and taking away from the community feel again we are not templestowe or Mornington
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	Less
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	This is ridiculous and should not have been approved It is ugly and there is no need for it You are changing a community for the worse
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	Make them smaller Or get rid of them
<b>12. Do you have any other comments about the draft policy?</b>	This is ridiculous and I can't believe you are making me do this while I am trying to work and teach my kids  This is not of value - stop trying to slide controversial policy through during holiday periods or periods where your community members are already under pressure
<b>Response</b>	

<b>Date Submitted</b>	26 April 2020
<b>Name</b>	FiR
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	I am concerned about the prospect of flagpoles being put up along Main st in Eltham. I think they are not in keeping with the vibe of the town. We can do better than that.
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	Yes
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	
<b>12. Do you have any other comments about the draft policy?</b>	
<b>Response</b>	

Date Submitted	27 April 2020
Name	Geoff Paine
1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?	No
2. Do you have any comments on the guidelines for Major Community Event Signage?	We don't need to change the current guidelines.
3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?	No
If no, are there other sites that you think would be more suitable?	This policy was rejected last time, why is it being revisited?
4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?	
5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?	No
If no, are there other sites that you think would be more suitable?	Please provide details of who is pushing for a revamp of council signage policy.
6. Do you have any comments on the guidelines for Council Event Signage?	
7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?	
8. Do you have any comments on the guidelines for the Nillumbik Banner Program?	
9. Do you have any comments on the guidelines for Real Estate signage?	With the coming economic downturn/crisis in real estate prices, there could be a flood of properties on the market - we may see many more A frames in many more streets. Will this be seen as a traffic hazard by the council or tolerated as business as usual?
10. Do you have any comments on the guidelines for A-frame signs?	
11. Do you have any comments on the guidelines for Dimensions and sign structure?	
12. Do you have any other comments about the draft policy?	The flags proposed for Eltham are grotesque. They won't add vitality, they will add to visual pollution and are a waste of money at a time when council should be preparing for other priorities (like dealing with a major drop in revenue). They will give the impression of a used car yard and cheapen the activity centre around Eltham. Given that many on this council may not be there after the election, why waste time and money on these tawdry decorations?
Response	<b>A-Frame signage is already governed by Councils Amenity Local Law, however being a form of temporary signage, it has been included in this policy.</b>

<b>Date Submitted</b>	28 April 2020
<b>Name</b>	Natalie Duffy
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	<p>The Purpose of this Policy states:  'The control of temporary signage reduces visual clutter which detracts from the natural and built environment and improves road safety by reducing distractions to drivers of vehicles'.</p> <p>I object to the introduction of the Banner Program &amp; do not want to see flag installed along the Eltham activity centre nor the Diamond Creek activity centre.</p>
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	<p>This is a hideous proposition for many reasons. I am opposed to the cluttering of our Eltham &amp; Diamond Creek main roads with oversized flags.</p> <p>These signage concept is not in keeping with the character of our shire. These banners are unwanted by many residents who already see these streets cluttered with signage &amp; advertising. Street signage, parking signage, building holdings, commercial window signage. There is enough already.</p> <p>The community value of a greened environment was made clear in 2018 when Council tried to sell off 17 public reserves. The community value for the natural environment was made clear in the 2019 Green Wedge Management Plan Review.</p> <p>Eltham previously had banners on poles in the median strip of Main Rd. These were ugly, tattered &amp; not changed. The proposal to install mega flag banners along the footpath overcrowds the paths &amp; adds to the visual clutter for drivers. Council has started digging these holes to install the infrastructure before this draft policy has had community feedback. Again Council is like a bull charging at a gate to try to push through an unnecessary change that is unwanted by the community.</p> <p>Plant trees in the holes you have dug instead.</p> <p>Nillumbik, the Green Wedge Shire does not need nor want these Banners.</p> <p>If Council proceeds with this new type of temporary signage you are contradicting the purpose of the Temporary &amp; Community Advertising Policy. You intact NOT reducing visual clutter which detracts from the natural and built environment and improves road safety by reducing distractions to drivers of vehicles. In fact, Council will be adding to the visual clutter. You will be detracting from the natural environment. You will be adding unnecessary built form. You will be compromising the road safety by introducing distractions to vehicle drivers, cyclists &amp; pedestrians.</p> <p>The introduction of the Banner Program is not in the community interest &amp; I do not want to see my rates wasted on this visual pollution. I do not want to see 10% of a banner with sponsorship advertising. I do not want to see banners at all. There are other ways to add vitality to the activity centres.</p>
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	
<b>12. Do you have any other comments about the draft policy?</b>	I have not been able to lodge a permit complaint regarding the Banner program as I was not aware of it until well after the closing date.
<b>Response</b>	

<b>Date Submitted</b>	29 April 2020
<b>Name</b>	Angela Gullone
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	<p>1. By allowing multiple signage purpose sites at one site the council is creating clusters of clutter. Do we really need to have separate boards for major, minor and council event signage boards? This approach only creates a hierarchy of board signage, adds to clutter and increases driver distractions. I urge council to reconsider this multiple board approach. Keeping signage contained will consolidate communications and increase impact – which is the goal of any good signage. Also the clutter created with these multiple signage boards is inconsistent with aims to reduce driver distraction. The councils policy are not consistent with the aims it sets out to achieve.</p> <p>2. There is a growing problem of signage litter in the area. Although the policy attempt to reference these concerns in 'responsibilities and compliance' it does not go far enough to resolve them. The policy fails to enforce a sound plan around having event organisers manage out of date event displays.</p> <p>3. Policy does not exempt promotion signage that are highly relevant for community education, such as public health messages, campaign raising messages – violence against women. This is an important oversight that needs to be explicitly incorporated into the policy.</p> <p>4. A fixed cancellation policy of 4 weeks is impractical. This needs to be flexible in special circumstance for events cancelled due to sudden unprecedented circumstances that threaten community safety– such as COVID / bushfires.</p>
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	Yes
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	No need to have so many boards advertising the same thing. A 'minor' or 'major' event is a 'what's on'. Reduce signage board and visual clutter. Message impact and driver safety will increase.
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	Yes
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	No need to have so many boards advertising the same thing. A council is an event. Reduce signage board and visual clutter. Message impact and driver safety will increase.
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	Reduce signage board and visual clutter. Message impact and driver safety will increase.
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	Reduce signage board and visual clutter. Message impact and driver safety will increase.
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	Signs are not being cleared after events and are left on curbs for days on end. After and event it should be deemed litter and council needs to enforce penalties for consistent avoidance of responsibly clearing signage.
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	These are dangerous obstacles that impede pedestrian access and are particularly problematic to mobility users and carriage users. It should not be encourage and such devices should be relegated to the history pages.
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	Large enough for passing traffic to read safely but not grotesque to take away from environment and add to clutter. Current proposals appear to be realistic.
<b>12. Do you have any other comments about the draft policy?</b>	
<b>Response</b>	



<b>Date Submitted</b>	29 April 2020
<b>Name</b>	Jo Barker
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	I do not agree with the guidelines outlined in the Temporary and Community Advertising Signage Policy that will result in an increase of advertising and signage in Eltham.
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	No
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	I do not agree with the guidelines outlined in the Temporary and Community Advertising Signage Policy that will result in an increase of advertising and signage in Eltham.
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	No
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	I do not agree with the guidelines outlined in the Temporary and Community Advertising Signage Policy that will result in an increase of advertising and signage in Eltham.
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	I do not agree with the guidelines outlined in the Temporary and Community Advertising Signage Policy that will result in an increase of advertising and signage in Eltham.
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	I do not agree with the guidelines outlined in the Temporary and Community Advertising Signage Policy that will result in an increase of advertising and signage in Eltham.
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	I do not agree with the guidelines outlined in the Temporary and Community Advertising Signage Policy that will result in an increase of advertising and signage in Eltham.
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	I do not agree with the guidelines outlined in the Temporary and Community Advertising Signage Policy that will result in an increase of advertising and signage in Eltham.
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	I do not agree with the guidelines outlined in the Temporary and Community Advertising Signage Policy that will result in an increase of advertising and signage in Eltham.
<b>12. Do you have any other comments about the draft policy?</b>	
<b>Response</b>	

<b>Date Submitted</b>	29 April 2020
<b>Name</b>	Betty Russell
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	In Eltham & Diamond Creek, the total number of signs, including all categories of signs, make far too many. Therefore there need to be fewer locations with more flexibility to be used for multi categories.
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	No
<b>If no, are there other sites that you think would be more suitable?</b>	In locations other than Eltham & Diamond Creek they seem suitable. However In the latter two towns there are too many sites, especially including the flagpoles.
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	The flagpole signage is too much and should have been presented as part of this signage policy. They are particularly distracting to drivers.
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	
<b>12. Do you have any other comments about the draft policy?</b>	There are too many sign locations in Eltham & Diamond Creek. To address this, there should be fewer locations with more flexibility as to which categories of signs can be displayed on them.  Signs for Community Education should be included in the policy.  A clutter of signs, such as is proposed, is incompatible with the leafy, green, canopied character of the towns.
<b>Response</b>	

<b>Date Submitted</b>	29 April 2020
<b>Name</b>	Catherine Russell
<b>1. Do you agree with the guidelines outlined in the draft Temporary and Community Advertising Signage Policy?</b>	No
<b>2. Do you have any comments on the guidelines for Major Community Event Signage?</b>	
<b>3. Do you think the approved locations for "Free Standing Community Event and Information Signs" are suitable?</b>	
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>4. Do you have any comments on the guidelines for Minor Event or 'What's On' Signage?</b>	
<b>5. Do you think the approved locations for "What's On' Multi Panel Signage Frame for Temporary Community Event and Information Signs" are suitable?</b>	
<b>If no, are there other sites that you think would be more suitable?</b>	
<b>6. Do you have any comments on the guidelines for Council Event Signage?</b>	
<b>7. Do you have any comments on the guidelines for Council Controlled Venue Event Signage?</b>	
<b>8. Do you have any comments on the guidelines for the Nillumbik Banner Program?</b>	
<b>9. Do you have any comments on the guidelines for Real Estate signage?</b>	
<b>10. Do you have any comments on the guidelines for A-frame signs?</b>	
<b>11. Do you have any comments on the guidelines for Dimensions and sign structure?</b>	
<b>12. Do you have any other comments about the draft policy?</b>	I think the sheer number of sign locations is excessive and will cause considerable visual clutter, particularly along the Eltham Gateway. The flagpoles are not likely to add to the distinct character of Eltham, they will just make it more like every other suburb which has adopted such banner flags. Very disappointing.
<b>Response</b>	

# Local Food Connect

"Creating a vibrant local food culture for health, environment and community"

29<sup>th</sup> April 2020.

Submission to Nillumbik Shire Council's draft:

## Temporary and Community Advertising Signage Policy

### Description of Policy (Draft P1)

"This policy will encourage community participation and support community groups in their activities as well as protecting the amenity of the municipality"

**Local Food Connect understands the need to protect amenity but believes that encouraging "community participation" should be the primary aim of this policy.**

Community participation and engagement is a major source of community health & wellbeing and is a recognised strength of the Shire of Nillumbik. The priority of this policy should be to strengthen connection within the community, while avoiding the introduction of any unnecessary controls or regulations that impede the delivery of successful community events.

The focus of the draft policy is controlling and minimising the **supply** rather than also considering the **demand** for signage opportunities and its community value.

Community signage is vital for the promotion of many community events.

- Community groups will typically be poorly funded, reliant on volunteers and time poor. Signage can be a highly effective and low-cost method of advertising community events.
- Community organisations marketing to "closed" groups may well be able to achieve their goals through email lists and group newsletters etc. But groups wishing to promote to the broader community face a big challenge.
- Local newspapers are expensive and of increasingly little value.
- Social media may be part of the marketing mix, but it is difficult to have an impact of scale.

Council is able to make a significant and low-cost contribution to building community engagement by facilitating the effective use of community signage. This can be done by minimising the impediments that Council regulations place in the path of building successful community events. **We are not saying that there should be no controls, only that control should be on an as needed basis and balanced with the knowledge of the potential impact.**

### Questions

- Is there a report that details the problems that Council has experienced with community signage? Better understanding the need for regulation could help in developing pragmatic policy.

# Local Food Connect

"Creating a vibrant local food culture for health, environment and community"

- Is Council's policy responding to problems of real concern to the community or perhaps just the complaints of a very few?
- Has Council surveyed the community about community signage? Is it often seen as an amenity problem? Or, is it valued as a means of building community connection?
- Has Council spoken with community groups to identify what they feel they need in terms of signage? It would be good to develop policy that considers the needs of those trying to build the community engagement that is so valued.

## Suggestions

- Revisit the policy with a focus on supporting community building.
- Review signage opportunities to explore what is possible rather than prescribe a minimum set of locations.
- Give special consideration to tourism opportunities whether: markets, open cellars, open studios or farms etc. Policy should support their success rather than be an impediment.
- Facilitate a workshop with community stakeholders to identify signage needs. Perhaps hold annual reviews that might make a recommendation to Council.

## Our Own Situation

Local Food Connect Inc is the operator of the Eltham Farmers' Market. We were fortunate to have support from Council to erect signage when we started in 2014. Surveys showed the signs to be a very significant factor in our successful establishment.

More recently we have been prevented from erecting signs and we believe that this has impeded the development of the market.

Local Food Connect would like signage opportunities that regularly and effectively remind the community and those travelling through Nillumbik of the existence of The Eltham Farmers' Market. It has been demonstrated through our own and Council surveys that the market draws visitors to Eltham. Signage will support both our own and Council's goals to strengthen: community, local business and tourism..

We do not believe that draft policy will meet our needs and would like discussion with Council as to how our aspirations might be part of a sound policy.

**Chris Chapple**

**President**

**Local Food Connect Inc.**

██████████

████████████████████



29 April 2020

Mr. Carl Cowie  
Chief Executive Officer  
Nillumbik Shire Council  
PO Box 476  
Greensborough 3088

Dear Carl

**Submission: Draft Temporary and Community Advertising Signage Policy**

Thank you for the opportunity to provide feedback on Council's draft temporary and community advertising signage policy.

The use of temporary and community advertising signs has been of particular interest to me for many years, during which time I have come to the view that some of the current signage is designed to maximise the opportunity to provide commercial exposure for the company, usually real estate agencies, providing the sign panel used for community advertising. Often the amount and size of the text in the community section is such that it cannot be read from a distance, intentionally allowing the commercial component to take prominence.

Council has a defined role in controlling the use of temporary and community advertising signage throughout the community, but I don't consider it is a Council responsibility, or a community responsive approach, to be actively encouraging and promoting the widespread increased provision of advertising signage throughout the municipality, as proposed with this draft policy.

**Specific Comments**

**Policy Statement**

I agree with the intention of Council's Policy Statement, **however** it is the extent of the signage proposed that undermines this draft policy statement.

**Purpose**

I consider this draft policy encourages the use of community signage at too many sites throughout the municipality and will actually result in a substantial increase in visual clutter, which will detract from the natural and built environment and in some locations create distractions to drivers of vehicles. Commercial operators would not be willing to actively sponsor signs placed adjacent to roadways unless the intention was to grab the attention of people in passing cars, obviously including drivers.

## Objectives

These objectives include the following dot points:

- To ensure road safety is not adversely impacted;
- Control the proliferation of signage throughout the Shire to reduce impacts on the amenity and appearance of public spaces;
- To limit the type, size and number of signs;
- To ensure signs are compatible with the amenity, streetscape and landscape character of the area;

I consider elements of this draft policy do the opposite, as some of the proposed locations and types of signs do potentially:

- Impact on road safety;
- Increase the proliferation of signage throughout the Shire;
- Increase the impact on the amenity and appearance of public spaces;
- Increase the type and number of signs permitted to be displayed;
- Impact adversely on the amenity, streetscape and landscape character of some of the locations listed in this draft policy.

## Scope

Any signs permitted to be erected within Nillumbik under this policy should **only be** for events within Nillumbik. No events beyond Nillumbik should be permitted to be advertised on public land within Nillumbik. I believe the words on page 4 (bolded below) should be removed as this potentially would enable some groups, from outside Nillumbik, to claim a right to advertise events occurring outside of Nillumbik, if *it could be claimed to provide a service, or benefit to the residents of Nillumbik Shire*.

Under the Scope heading on page 4 the first dot point refers to:

- The event is being held within the municipality of Nillumbik Shire Council **or it provides a service, or benefit to the residents of Nillumbik Shire;**

In this draft policy it appears there is a mixed message being given, as this wording clashes with the statement (bolded below) in the last dot point on page 5:

- **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.

## Major Community Event Signage

I question the proposal for 15 allocated sites for this type of sign if additional **‘What’s On’ Signage** opportunities are to be provided. If this type of installation is to be made available, I suggest this only be at sites where major events can take place, that only one sign per site be allowed and that this signage is only to be used to promote actual events at that site. No commercial type advertising, business names or sponsorship content should be allowed.

Under the proposed conditions in this draft policy there could, and possibly would be, two or more signs at each of the 15 sites, with one community group sign, one Council event sign and possibly a third sign?, under the Exemption provisions for one of eight Real Estate boards for either of the Eltham and Diamond Creek Rotary Town Festivals, Wattle Festival, Anzac Day Memorial Services and Eltham Jazz Festival. This to me is a total overload and would generate unnecessary increased visual clutter across urban and rural parts of the municipality and in some situations create additional distractions to drivers of vehicles.

### **Minor Event or 'What's On' Signage Infrastructure with Inserts**

There is an established need for community groups to be able to advertise local events and the proposal to provide signage infrastructure so corflute panels can be inserted has merit.

The unknown design proposed for this installation would introduce a visible roadside element, even if not being utilised for community advertising purposes. As I expect these will also be a target for unsightly graffiti and tagging it is suggested simple steel frames, *as per attached illustration*, be provided without any permanent sculptural elements. This type of relatively lightweight design would reduce the initial cost to Council and also limit solid sections that could be tagged or graffitied, thereby reducing on going maintenance costs. If banners are to be allowed, these should be counted as a sign and not in addition to the two proposed signs at these sites.

If a sign panel is to be installed on the north west corner of Main Road and Diamond Street in Eltham (site no.3) can it please be placed, set back from the pavement edge, so it does not create physical and line of sight issues for pedestrians and cyclists, as this is directly adjacent to part of the shared trail link between sections of the Diamond Creek Trail. In the past signs installed at this corner have been close to the edge of the pavement, which is a risk for trail users, particularly cyclists, in this narrow section. At times signs have also created a visual barrier on this corner restricting line of sight to users approaching from the opposite direction.

### **Council Controlled Venue Event Signage**

If this type of installation is to be made available, I support that this signage is only to be used to promote actual events at that venue. No commercial type advertising, business names or sponsorship content should be allowed and only one sign per site.

### **Nillumbik Banner Program**

I do not agree with the installation of the banner signs and do not understand why this draft policy for consultation and feedback includes provisions for an action that has already been approved and undertaken. I do not believe these banners will add a vibrant and strong visual presence to the activity centres in Nillumbik and again will only add to the visual clutter of these precincts. I do not believe the current banner installations in the Diamond Creek Activity Centre are a positive addition to the local environs.

There is some inconsistency in this draft policy as on the one hand it states:

The Banner Program is not intended as a medium for:

- Advertising commercial sponsors or promoting brands

Then later states:

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.

The draft policy indicates:

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

However, there is no mention of whether Council or the hirer is responsible for the costs of installation and removal of these banners by the Nillumbik Shire Council's installation contractor. It is hoped and expected ratepayers are will not have to bear the cost of installing and removing commercially sponsored banners.



### **Real Estate signage**

For some time, I have observed an increasing proliferation of mobile real estate 'pointer boards' throughout the Eltham urban area, particularly along Main Road. These are often displayed continuously for days and nights and on a couple of occasions, when I have checked, there is no property for sale in the street where the pointer board has been located. On reading the Criteria, for pointer boards, in this draft policy it appears there are controls on the use of these for advertising open days and auctions. There is not a control to stop such boards just being placed at other times, purely to promote their business. This has been happening regularly.

I would therefore suggest there needs to be an additional dot point that indicates :

- Pointer board signs can only be used to advertise 'open for inspection' or 'auction' and not for any other purpose.

### **Dimensions and sign structure**

I am pleased to see details regarding the provision to apply to all temporary use of community advertising signage across the Shire and would hope Council is able to ensure these requirements are complied with, including font size and number of words. In the past there has been a tendency for only the commercial content to be easy recognised from a distance.

### **Summary**

I consider that the number of proposed sites, including the proposed banner locations and the various Council owned and managed venues will significantly increase the impact of advertising content on public land across the Nillumbik municipality. The number of proposed sites should be reduced.

Please contact me if any further information is required.

Regards

A black rectangular redaction box covering the signature of Jim Connor.

Jim Connor

## **Suggested Design**



Front Elevation

- **painted steel tube**
- **difficult to graffiti**
- **blends with location background when not in use**
- **much lower cost to manufacture and maintain**
- **highlights community signs**

**Submission to Nillumbik Council**  
**RE: Draft Temporary & Community Advertising Signage Policy**  
**Nillumbik Greens**

**From: Nillumbik Greens**

**Date:** 29<sup>th</sup> April, 2020

**Present to meeting:** No

**Contact person:** Betty Russell

**Contact Details:**

**Address:** [REDACTED]; **email:** [REDACTED] **mob:** [REDACTED]

Thank you for the opportunity to participate in this community consultation

Nillumbik Greens has several main concerns with this policy.

- Firstly, there are too many sign locations planned, so that “visual clutter” will be increased, local character further degraded and road safety decreased by the distractions.
- Secondly, the policy details are designed to achieve the opposite of the stated purpose to “reduce visual clutter” and improve safety [p. 3].
- This contradiction appears to arise from conflicting assumptions as to whether signage represents “visual clutter” and a distraction to drivers (as in the purpose), or whether it is a decorative force, enhancing the vibrancy of the environment (p.15), as in the proliferation of signage this policy enables.
- Consequently, the policy is not transparent

**CONCERNS**

1. **The policy will increase the number of signs and the “visual clutter of our shire,** which has not previously been afflicted by the proliferation of signage which has become standard in most urban shires.

This has been part of what makes this Green Wedge Shire refreshingly different from suburbia; It is part of our local character. Now here is a plan to make our townships just like any other suburb.

The policy facilitates too many signs.

- The details provided mean there could be, for example, up to 22 signs along Main Road Eltham between Fitzsimons Lane and Wattletree plus the 5 flagpole inserts (already separately approved), bringing the total to 27 plus A-frames and State Roads signs. Such a proliferation of signs is incompatible with the local character of our Green Wedge Shire, so that rather than reducing visual clutter and increasing safety for drivers, the policy sets out a plan to increase the visual clutter and distractions to drivers.

**Submission to Nillumbik Council**  
**RE: Draft Temporary & Community Advertising Signage Policy**  
**Nillumbik Greens**

- The situation for Diamond Creek is similarly excessive, with the possibility of up to 12 signs, plus centrally located flagpole holes for banners, plus signage for Council owned venues, plus A-frames.

**2. The outcomes of the policy are incompatible with a key part of the stated purpose.**  
While a major part of its purpose is to control signage so as to “reduce visual clutter” and improve safety, the number of signs permitted will have the opposite effect, as outlined in point 1 above.

**3. Conflicting assumptions underpin the internal inconsistencies of the policy**  
A key element of the purpose states: “*The control of temporary signage reduces visual clutter which detracts from the natural and built environment and improves road safety by reducing distractions to drivers of vehicles.*” [p.3] This purpose is shaped by a perception of signage as impacting negatively on the amenity and road safety.

Similarly Objective 3: “*Control the proliferation of signage throughout the Shire to reduce impacts on the amenity and appearance of public spaces*” reinforces the same perception of signage as impacting negatively on the local amenity.

In contradiction to this, the outcomes of the draft policy – facilitating an increase in the proliferation of current levels of signage – is shaped by a perception of signage as providing a “vibrant and strong visual presence” [p. 15], which enhances the amenity.

**4. The policy lacks transparency**

The internal inconsistencies fuel a lack of transparency as there is a disconnect between the stated purpose and the content and outcomes which the content shapes.

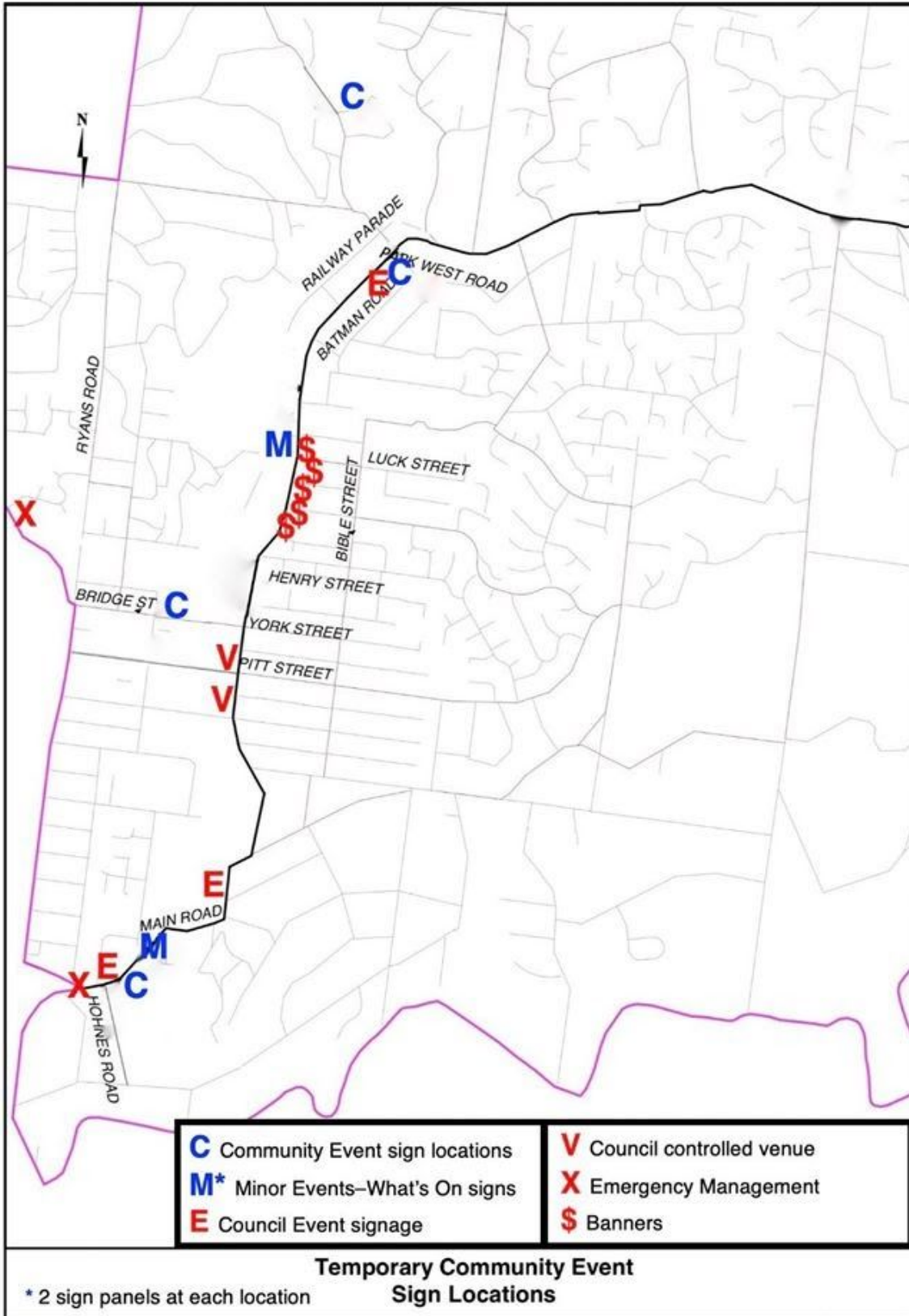
## **SUGGESTIONS**

- 5. Multiple purpose sites** would be one way of reducing the number of sites proposed.
- 6. Strengthening the policy to better manage out-of-date signs** would also help to reduce the signage clutter
- 7. Community education signs** need to be specifically included in this policy. While they may at times be deemed “Council Events”, they do not always fit this description.
- 8. The fixed cancellation policy** needs to encompass some flexibility to account for unpredictable circumstances, such as Covid 19, bushfires, floods, etc.

**Thank you** for the opportunity to give input into this policy..

**Submission to Nillumbik Council  
RE: Draft Temporary & Community Advertising Signage Policy  
Nillumbik Greens**

Attachment 1 (Source: 'Eltham Community Action Group Fb')



## **Submission from Eltham Community Action Group (ECAG) to the Temporary & Community Advertising Signage Policy – April 2020**

Thank you for the opportunity to take part in the public consultation on the Draft: Temporary & Community Advertising Signage policy.

ECAG made a number of objections to the 2015 draft Temporary Community Event & Information Signs policy – these objections to this policy still have relevance to this 2020 policy.

This document was discussed at our recent committee meeting and the following general comments were made.

- *A main concern of the group is in limiting the visual impact of advertising in the community whilst recognising the importance of community events in promoting a sense of cohesion and community in the various towns of Nillumbik.*
- *Signage, in a place like Eltham, should be limited to what is essential.*
- *Although the Draft implies that there will be less visual clutter, the proposed number of sign sites plus many being multi sign locations, the actual number of signs will increase across Nillumbik.*
- *The wording of this document is geared strongly to facilitating commercial activity rather than assessing the probable impact on the community and aesthetics of Eltham & Nillumbik urban landscape. Although apparently the policy applies to community groups, it also incorporates controls on commercial organisations like Real Estate Agents whilst excluding Sporting Groups and the Outdoor Advertising at Sporting Reserves policy and yet the advertising around sporting reserves has an effect on the visual clutter and amenity for the whole of our community as sport is played within the public realm..*
- *As well, from the wording of the document, it does not appear that the impact of this policy on smaller community organisations' ability to access a public advertising presence for the small and less professionally organised 'events' which are important to either promoting their activities or fundraising, has been considered. This document has the potential to lead to a loss of small scale community organisations.*
- *There is a lack of detailed budgetary information or information about the construction materials and colours of sign frames. Street 'furniture' is regularly the target for graffiti and so consideration of this problem should be considered when choosing materials and colours.*
- *No information is available on how the approvals will be granted when weighing up applications for sites for events to be held at the same time. In the Banner section it is stated that it will not be on a 'first come first served basis' so what will be the criteria used for granting permits generally for competing time slots and locations?*
- *Finally, as a general comment, there is a need for an independent 'proof reader' who does not have a knowledge of Council operations to point out where editing or clarification is needed in the wording of documents. Eg. P 6 '**Tethered signs which are suspended to.....police (with or without supporting framework)**' caused a little amusement!*

*We are also very concerned that, before this document, the Draft: Temporary & Community Advertising Signage policy has been approved by Nillumbik Council, the same Council saw fit, earlier this year, to approve the installation of the 5 flagpoles in Eltham..*

***In reality, that approval for the flagpoles was given earlier, makes a mockery of this public consultation process of this document.***

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## Detailed Comments

P3

### Policy Statement

Reads well.

### Objectives

Dot Point 3

Control the proliferation of signage throughout the Shire to reduce impact on the amenity and appearance of public places.

Again it reads well

**BUT why did Council approve the 5 flagpoles in Eltham AGAINST existing planning policy earlier this year, and immediately after the summer holiday period, without waiting for this public consultation – what was the haste?**

P4

### Scope

Dot point 2

Uses the words 'of benefit to the residents of Nillumbik Shire' – where is an explanation of the meaning of benefit? To use an existing example, a group wanted to object to the temporary housing of refugees in Eltham and thought their point would benefit Eltham residents. Others did not agree.

It should be stated that any advertising of activities/events held outside of Nillumbik would not be approved.

### Responsibilities

Last sentence – unduly impacting on the 'amenity' ..... is a clearer wording *streetscape & landscape?*

## Compliance

Permission to erect a sign must be obtained from: .....Where?

P5

Dot Point 1

Should end with a link to the actual page on Council's website as a stranger using the Search would not find this form unless they knew the name of the form they were seeking.

Dot Point 4

An explanation of a signed indemnity form – it's correct title and again a link would help – ECAG had to seek an explanation from Council only to find out that it was the Public Liability insurance form - a new group would not realise how to find out what was meant and the sum of \$10,000,00 would be off-putting to say the least.

## Definitions

Major event – uses the word 'demographic' is that an accurate word or is it the 'suburb/locality' which is being described?

Minor Event or recurrent event – is an annual event, eg Christmas Carols, recurrent or is the reference term applying to more frequent events - monthly/weekly?

P6

### *Real Estate signage/Temporary signage*

The construction site at the corner of Main Road and Bridge Street, over many years, has had a range of Real Estate signs all in place for many months at a time. Are these temporary or permanent, as the sign changes the wording, sometime the agency changes but all relate to the same development for sale.

Under what policy are they approved?

*Tethered sign prohibition* – are these the signs regularly displayed by Montsalvat (pre covid19) and the Design Fair (currently) ? Will these be now banned? Or will such regular advertising, like the constant but changing Monsalvat advertising, take up community group advertising space?

### **Minor Event or 'What's On' signage**

P 10

The permanent multi panel display boards should be constructed so as not to encourage or be a focus for graffiti.

The description of how the corflutes or panels are to be attached to the poles appears to be at odds with statement **P6 Tethered signs** which prohibits signs made of plastic etc and 'are not to be erected throughout the Municipality'. How are the signs to be attached to poles but not by tethering? Clarity is needed.



P11

Location No 4

*“the multi panel sign will be competing for attention at this busy location which already has a number of information signs within a few metres before the bridge over the Diamond Creek.”*

These were EGAG words directed to the 2015 draft policy and our opinion has only been reinforced since.

The recent installation of the large CFA fire warning illuminated sign, as well as the numerous Vic Roads signs, are needed for safety reasons at this location especially with the increased traffic since 2015.

The stretch of Main Road from the roundabout to the bridge over the Diamond Creek – less than 700m, will have 5 signs covered by this policy plus the advertising at the Service Station and Restaurant plus the 35 existing road and way finding signs, plus the bus stop signage and the CFA fire warning sign. A certain level of literacy is needed along this stretch already without extra signs.

Soon more roads signs will also need to be installed along this stretch of Main Road, when the proposed new intersection replaces the roundabout and guidance will be needed for the proposed 8 lanes.

#### Nillumbik Banner Program

The decision earlier this year to enable this project to start, before this completion if this draft signage process, highlighted a conflict of interest as two sections of a council department were putting forward different points of view – one we assume based on approved planning policy – the other based on .....

The final decision shows a lack of adherence to a number of existing Council policies:

The Eltham Major Activity Structure plan states that Eltham is:

- Recognised for the high quality of design, landscaping and urban amenity
- Recognised for environmentally sustainable and sensitive design
- Extensively landscaped with indigenous vegetation and **integrated street furniture**

By virtue of its main purpose a flagpole **cannot be** ‘integrated street furniture’.

Also the EMAC General Guidelines states “the need to **progressively reduce kerbside infrastructure to minimise visual clutter**” and to ensure that:

“Public signage should be **compatible** in design, scale, material, style, and colour with the existing bushland qualities and with the **overall streetscape**.”

Again a flagpole **cannot be** compatible with “the existing bushland qualities and with the overall streetscape.”

P.17 ‘Banner applications are not finalised on the first come first served basis’ – it would be useful if a specific timeline was public so that organisations can plan for the production of banners.

P18

### Assessment Criteria

Dot point 4

'Events or conferences that are held within the Nillumbik Shire Council boundaries that the general public can attend' – the word 'can' suggests that they are within reach of an average person – is this the aim or should the wording be 'may' 'and are open' to the general public?

### Design Guidelines

There appears to be a conflict with being a 'decorative medium' and notifying of 'events' as in the assessments criteria especially when:

P.19

'It is recommended that the venue name & other details be omitted' – and further down in this section, it is also recommended 'not including the phone/contact numbers & details.'

So why have banners? Are they just to enable the 10% sponsorship to be seen?

P.20

Cancellations – there should be some flexibility for the 4 week cancellation period in extenuating circumstances, for example, the Covid19 lockdown period would not have been envisaged during the writing of this section.

### Variable Message Boards

P 22

Message boards on private land should have some controls. Last year such a board on Bolton Street was able to be seen from a distance. It appeared to be a Vic Roads safety message and caused drivers to slow down, yet when closer to the sign it was plainly obvious to be advertising.

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Given this document is aimed at Community Groups it is curious that so much of this document is aimed at controlling a commercial group, namely Real Estate Agent advertising. At the same time Sporting Clubs are not covered by this document.

This is a point worthy of discussion. Other commercial organisations are controlled by other policy documents.

P1 states the document applies to 'Community Groups within Nillumbik Shire.' A more accurate wording would be 'Community Groups and Real Estate Agents operating within Nillumbik Shire'. Otherwise Real Estate Agents based outside the Shire but working within the Shire would have no knowledge of the local requirements. This has already occurred over the years when Compliance has needed to contact agents based in the city or elsewhere in order to have signage removed well after a sale has been completed.

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*There is a fine line between the aims of having advertising controls over community groups and still enabling community groups to advertise their activities.*

Eltham Community Action Group appreciates this opportunity to take part in this community consultation exercise. Especially as we have, for many years viewed the detrimental visual effect of advertising on our town centres and have regularly drawn to Councils notice, non-compliant advertising. We understand the need for consistency over all advertising within Nillumbik however we do also support the need to minimize advertising within the shire in agreement with the Council's EMAC General Guidelines **to minimise visual clutter** which, unfortunately, has not been mentioned in this document.

We also are aware that, in certain circumstances, a need may arise for informative signs to be erected that may not comply with all the conditions given in this draft document.

ECAG is willing to further discuss our submission with council staff or councilors.

Please contact: [ElthamCAG@yahoo.com](mailto:ElthamCAG@yahoo.com)

Carlota Quinlan [REDACTED] or Sue Dyet [REDACTED]

26.04.20

**From:** Lynnsay [REDACTED] >  
**Sent:** Wednesday, 29 April 2020 8:20 PM  
**To:** Community Safety <[Community.Safety@nillumbik.vic.gov.au](mailto:Community.Safety@nillumbik.vic.gov.au)>  
**Subject:** Draft Temporary and community advertising Signage Policy - Feedback

To whom it may concern

**I wish to express a very strong aversion to the type of advertising proposed by this policy, in Eltham, in particular. I wish for it to be minimised, as far as possible.**

The landscape character of our Shire is characterised by rolling hills, open space and canopy trees. It is a beautiful and special part of broader Melbourne. In this day and age of the internet and social media, I do not believe it necessary to have road signage advertising community events spoiling what is left of our natural environment. Nowadays, people are generally informed of events they are interested in via Facebook, Instagram or other social networks and media. I would prefer to see no visual clutter littering our streets and oppose all visual advertising and signage other than what is absolutely essential for road safety or directional reasons.

Lynnsay Prunotto