

## **BELLBIRD PARK RECREATIONAL RESERVE - DROUIN**

### **BELLBIRD PARK SYNTHETIC SPORTS and GRASS PLAYING FIELDS**

#### **Interim Sign Policy – Advertising/ Sponsors Signs within the area occupied by the Synthetic Sports Field, 3 grass sports fields & Rumble Pavilion**

##### **Objective:**

The objectives of the policy are to:

1. Consider approval of advertising/sponsor signage within area occupied by the hockey facilities at Bellbird Park Recreation Reserve whilst ensuring that such signage does not have an unacceptable impact on the amenity of the locality;
2. Manage the placement of suitable advertising/sponsor signage at the area occupied by hockey facilities at Bellbird Park Recreation Reserve;
3. Provide a means to permit community groups, sporting clubs and associations to utilise the synthetic sports field and Rumble Pavilion for the promotion of the group/club /association and sponsors.
4. This interim policy provides guidance pending the implementation of a Baw Baw Shire Council Signage Policy.

##### **Definitions:**

1. Bellbird Park Recreation Reserve – refers to land owned by or vested in the Shire of Baw Baw for the purpose of recreation and/or sporting pursuits.
2. Rumble Pavilion - refers to the building, enclosed areas and associated structures known as the Rumble Pavilion located within Bellbird Park Recreation Reserve – Drouin.
3. Synthetic Sports Field – refers to the external fencing, internal area and light towers known as the Synthetic Sports Field located within Bellbird Park Recreation Reserve – Drouin.
4. Permanent or long-term signage – refers to signs in position for more than six weeks and up to a maximum of 12 months, or up to the conclusion of the group or Club usage (or intended usage from season to season) of the reserve/facilities.
5. Temporary signage – refers to signs in position on the day(s) of the event/activity or up to a maximum of 30 days to allow for pre-event advertising. All temporary signs must be removed within 48 hours of the conclusion of the booking/event/activity.

##### **Policy:**

1. Not for profit community organisations that are long-term tenants or users of Bellbird Park Recreational Reserve area occupied by hockey facilities may submit applications to the Bellbird Park Synthetic Sports and Grass Playing Fields Committee of Management seeking approval to erect advertising/sponsor signage at the facility.
2. Not for profit community organisations that are occasional users of Bellbird Park Recreational Reserve area occupied by hockey facilities may submit applications to the Bellbird Park Synthetic Sports and Grass Playing Fields Committee of

- Management seeking approval to erect temporary advertising/sponsor signage at the facility.
3. User groups are responsible for managing the erection of signage at Bellbird Park Recreational Reserve area occupied by hockey facilities.
  4. Where this Policy is deemed to be in conflict, the Baw Baw Shire Local Law as prescribed under the Local Government Act 1989 takes precedence.
  5. Applications for the erection of signage will be assessed in accordance with the following guidelines:

### **Guidelines**

1. All requests for advertising/sponsors signage within Bellbird Park Recreational Reserve area occupied by hockey facilities must be submitted in writing to the Bellbird Park Synthetic Sports and Grass Playing Fields Committee of Management with approval only being given to signage which can be seen from within the Synthetic Sports Field and on/or with the Rumble Pavilion. Consideration of any request will endeavour to avoid the impairment of the amenity of Bellbird Park Recreational Reserve which may be caused where:
  - (i) a sign is of such scale, prominence, obtrusiveness or character as to be incongruous with the surrounding reserve use;
  - (ii) the sign adds to the danger of driver distraction;
  - (iii) the sign adds to the visual clutter of the reserve;
  - (iv) numerous other signs exist on the site; the sign, when viewed from a position where the sign would be legible, would obscure existing signs, information, sight lines or would itself be obscured.
2. Position and type of sign:
  - (i) Signs on buildings (eg Rumble Pavilion) – each request will be considered individually. Consideration will be given to the appropriateness of the materials, style, design and lettering of the sign and whether it is affixed in such a way that it causes no damage to the building and may be removed without leaving evidence of its having been affixed. The area at the apex of the western entrance to the covered area adjacent to the brick building shall be restricted to signs designed to promote the sports and user groups using the facilities;
  - (ii) Signs within the Synthetic Sports Field - each request will be considered individually. Consideration will be given to the appropriateness of the materials, style, design and lettering of the sign and whether it is affixed in such a way that it causes no damage to the fencing and may be removed without leaving evidence of its having been affixed. Signs within the Synthetic Sports Field will subject to the following conditions:
    - i. The fence on the western side of the warm up area and adjacent to the entrance into the facility shall be restricted to signs developed and designed to benefit the maintenance and development of the facility or promote sports using the facility;
    - ii. The fence to the northern side of the dug outs, southern side of the dugouts and the northern facing fence between the northern goal and warm up area can be used to promote individual sports clubs and sports associations. The approval process will endeavour to allow parity access to the available space between users groups. The Bellbird Park Synthetic Sports and Grass Playing Fields Committee of Management will review issues of parity of access on an annual basis.

- (iii) In general terms Bellbird Park Synthetic Sports and Grass Playing Fields Committee of Management considers roof top signage to be inappropriate.
  - (iv) In general terms Bellbird Park Synthetic Sports and Grass Playing Fields Committee of Management considers pylon signs to be inappropriate.
  - (v) Movable signs – movable signs will not be allowed to be placed or to remain where, in the Bellbird Park Synthetic Sports and Grass Playing Fields Committee of Management opinion, they would obstruct pedestrian or vehicle movements, or sightlines.
3. All signs must be securely fixed to the satisfaction of the Bellbird Park Synthetic Sports and Grass Playing Fields Committee of Management.
  4. All signs must be made to a standard that minimises potential risk of injury to the satisfaction of the Bellbird Park Synthetic Sports and Grass Playing Fields Committee of Management.
  5. Individual signs on the Rumble Pavilion are restricted to:
    - (i) The top of the western wall of the brick building and the lower colorbond sections on the western, northern and southern sides of the covered area to the west of the brick building;
    - (ii) The apex of the western entrance to the of the covered area to the west of the brick building;
    - (iii) The recommended size of signs is 600mm by 1200mm to a maximum of 900mm by 2500mm;
    - (iv) All signs are required to be designed and mounted in a fashion to minimise potential risk of injury;
    - (v) Signs are to be mounted on the brick building using dynabolts or similar fittings. Where ever possible the same bolt holes should be used when signs are replaced by a new sign;
    - (vi) Signs are to be mounted on the colorbond surround of the covered area using a secure fitting that secures the sign and minimises damage to the colour bond. Where ever possible the same bolt holes should be used when signs are replaced by a new sign.
  6. Individual signs on wire mesh fencing around the Synthetic Sports Field are restricted to:
    - (i) A maximum of 1.2m high from ground level with a minimum 0.5m gap between signs in recognition of potential high wind conditions;
    - (ii) For the first year following construction no signage will be affixed to the internal side of any of the perimeter fences;
    - (iii) No signs are to be erected on the fences behind the goals and to the 25 m line on the eastern and western side of the playing area;
    - (iv) Signs may be affixed to:
      - i. the western side of the internal fence between the spectator area and the playing/warm up areas (apart from the area identified for the dug outs.
      - ii. the northern facing side of the 900 mm high fence between the northern goal and warm up area.
    - (v) All signage is to be of a standard size: the height of the fence by the span of individual sections of the fence.
    - (vi) All signage where the backs of the signs are visible to be black;
    - (vii) Only corflute signs are permitted to be affixed within the Synthetic Sports Field.
    - (viii) All signs are required to have rounded corners and edges, if sharp, to be rolled over or treated to minimise potential risk of injury.

- (ix) All signs are to face into the facility and have a plain black back;
  - (x) No signs will be permitted on south and north facing perimeter fencing;
  - (xi) Signs shall be fixed on the fences at a height which does not prevent spectators viewing from out-side the perimeter fence. To maintain a standardised approach signs shall be fixed at a height equivalent to the internal fence.
7. No commercial advertising will be permitted on Bellbird Park Recreation Reserve perimeter fencing.
  8. Club identification signs on buildings, and/or the perimeter fencing entry point(s) may be permitted with the approval of the Baw Baw Shire Council.
  9. Each situation/location will be assessed in its own right and additional guidelines may be imposed accordingly.
  10. Advertising/Sponsor signs may be permitted of the face of scoreboards with the approval of the Bellbird Park Synthetic Sports and Grass Playing Fields Committee of Management.
  11. Installation and maintenance costs of the approved sign(s) shall be the responsibility of the respective sporting club/organisation.
  12. Sporting clubs/organisations are encouraged to arrange with sponsors to have signage which clearly indicates their sponsorship. For example: "Proud sponsors of XYZ Sporting Association". In this way, the signage is not just another advertising billboard but an acknowledgement to the community of the sponsor's support. Further, it allows co-located sporting clubs/ organisations to approach the same sponsor for the same venue.
  13. Notwithstanding the above, signs advertising tobacco or tobacco related, alcohol or alcohol related products will not be permitted.
  14. Baw Baw Shire Council may exercise its authority to remove, or require the removal of signs which are in contravention of this policy or in any case where the Council considers that the display of such a sign is not appropriate.
  15. Any application for the installation of signage that falls outside these guidelines shall be subject to Baw Baw Shire Council's decision.

**ADOPTED: 16 September 2010**