

Recreation Reserves and Facilities Signage Policy

Version no. 2

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Document Control

Responsible GM	Jody Riordan	
Division	Regional City Planning & Assets	
Last Updated (who and when)	Coordinator Reserve Maintenance & Recreation Liaison	Year: 2019
Document History		
Authority	Date	Description of Change
Latrobe City Council	January 2024	Formatting: <ul style="list-style-type: none"> Each variety of signage provided own heading to aid conciseness
		Background: <ul style="list-style-type: none"> Wording and context for the Policy.
Latrobe City Council	January 2024	Criteria for signage <ul style="list-style-type: none"> No User Group or League signage is permitted on perimeter fencing of any Recreation Reserve or Facility Signs on soccer, Australian Rules football, cricket or tennis court nets are not permitted.

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Latrobe City Council	January 2024	Pole signs for sponsor advertising not permitted except: <ul style="list-style-type: none"> Where the location has been approved by Council through the Planning Permit process. Where there is no fencing surrounding the field of play. Where the overall proposal would provide an improvement from the existing signage at the Reserve. All signage on playing surface fencing must be inward facing.
Latrobe City Council	January 2024	Local Facilities: <ul style="list-style-type: none"> Signs on Soccer, Australian Rules Football, Cricket or Tennis court nets are not permitted unless these
		structures have been engineered to withstand the additional wind load of signage.
Latrobe City Council	January 2024	Installation Conditions: <ul style="list-style-type: none"> Pole signs must be erected no closer than 10 metres from a perimeter fence. Pole signs must be installed in such a way to not provide additional maintenance burden to Latrobe City Council Maintenance Officers.
Latrobe City Council	January 2024	Definitions: <ul style="list-style-type: none"> Pole sign
Latrobe City Council	January 2024	Regional Facilities Name Changes detailed below:
	From	To
	Morwell Recreation Reserve: AFL Gippsland preferred Facility	Morwell Recreation Reserve: Gippsland Regional AFL Centre of Excellence

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	Ted Summerton Reserve: Cricket Victoria Regional Cricket Hub		Ted Summerton Reserve: Gippsland Regional Cricket Centre of Excellence Gippsland
	Latrobe City Sports and Entertainment Stadium		Gippsland Sports and Entertainment Park: Gippsland Centre of Excellence for Soccer
	Traralgon Sports Stadium		Gippsland Regional Indoor Sports Stadium
Latrobe City Council	January 2024	Passive Reserves: Addition of Mathison Park Play Space – Regional Playspace	
References	Refer to section 10 of this policy		
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1. Background

The majority of Latrobe City Council (Council) owned and managed Recreation Reserves and Facilities are zoned within Latrobe City Council's Public Park and Recreation Zone (PPRZ) and Public Use Zone (PUZ).

The Latrobe Planning Scheme (the Scheme) currently restricts the display of promotional signs in land zoned as PPRZ and Public Use Zone PUZ.

Latrobe City Council's Recreation Reserves and Facilities Signage Policy (Policy) has been developed in response to the Scheme and establishes guidelines to enable the display of signage in all Council owned or managed Recreation Reserves and Facilities.

This Policy enables User Groups to investigate new promotional and revenue raising opportunities through sponsorship, with the display of signage and the temporary naming of Council Recreation Reserves, facilities, buildings, and infrastructure being acknowledged as a potential revenue raising opportunity.

2. Objectives

To enable the display of promotional signs within the PPRZ and PUZ subject to meeting conditions set out in Schedule 1 of Clause 52.05 of the Scheme.

- 2.1 To allow User Groups and Community Groups the opportunity to raise sponsorship revenue through acknowledgement of commercial partnerships displayed through promotional signage at Council Recreation Reserves and Facilities.
- 2.2 To document Council's approach to ensuring the consistent presentation of signage at all Council owned or managed Recreation Reserves and Facilities.
- 2.3 To provide User Groups with clear criteria and guidelines for the display of promotional signs within Council Recreation Reserves and Facilities.
- 2.4 To provide applicants with clear criteria and guidelines when applying to temporarily rename Council Recreation Reserves or Facilities.
- 2.5 To provide Council Officers clear criteria and guidelines in the review of naming rights requests (per Section 1.5).
- 2.6 To ensure the display of signage within and surrounding Council Recreation Reserves and Facilities is maintained to a consistent and safe standard.

3. Scope

This Policy relates to all Council owned or managed Recreation Reserves and Facilities including sports grounds, pavilions, toilets, buildings, and User Group infrastructure (including scoreboards, coaches/official boxes and fencing).

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4. Principles of Management

4.1 Temporary Naming Rights

Applications for the temporary renaming of sports fields will only be accepted from User Groups who hold a current 'Sporting Reserves and Pavilion Licence' with Latrobe City Council.

Temporary renaming rights are limited to the duration of a User Group's Seasonal Licence for the period of one (1) Licence (i.e., one Season). However, in the instance where summer and winter resident User Groups agree in writing for a shared sponsorship naming rights arrangement, Latrobe City Council will consider a period up to, and no longer than, three (3) years. All applications must be submitted using the online application form and meet the following conditions:

- 4.1.1 Temporary naming rights will not be permitted for the renaming of Recreation Reserves and Facilities;
- 4.1.2 Temporary naming rights are limited to individual sporting grounds, hard courts, and scoreboard structures;
- 4.1.3 The Temporary Naming Rights sponsor should come from the User Groups top tier sponsors;
- 4.1.4 The proposed temporary name should not be offensive or discriminatory in any way;
- 4.1.5 The proposed sponsor is not associated with alcohol, cigarettes (including tobacco and /or vaping products), gambling, adult entertainment services or political advertising;
- 4.1.6 The temporary name is only referred to in User Group, association, competition or league promotions and marketing only. Latrobe City Council's geographical name for the Recreation Reserve or Facility is to be used in all other public documents; and
- 4.1.7 Any signage associated with the temporary name installed, must meet the 'Signs' criteria outlined in Section 4.2.

Applications for temporary naming rights will be approved at Council's absolute discretion. Council is not obliged to approve any proposal irrespective of compliance with the above conditions.

In relation to signage requiring a Planning Permit, enquires should be made to Council's Statutory Planning Department.

Council may cancel, suspend, or amend the terms of an approval at any time, particularly if it considers a significant breach of this Policy has occurred or, where a compliance request has been disregarded.

Should an approved naming rights sponsorship arrangement be affected by a Recreation Reserve or Facility closure or other unforeseen restrictions, Council will not compensate the Club for any resulting loss of sponsorship (financial or otherwise).

4.2 General Conditions of Signs

Council has the responsibility to ensure there is a consistent approach to signage and to ensure that signage is safely erected, adequately maintained, and does not detract from the visual amenity of the Recreation Reserve or Facility, or its surrounding area.

The criteria within this Policy must be adhered to for each category of signage and where stated, User Groups are required to obtain a Planning Permit for the display of signage where the sign is located within either the PPRZ or PUZ.

The following conditions relate to all signage categories detailed in Sections 4.3 to 4.9 (inclusive):

- 4.2.1 Any signs considered unsafe or inappropriate in either condition or content, will be removed at the User Group(s) cost and Council will advise the User Group of its intended action, prior to removal. The relevant Council Officer(s) will enter discussions to be satisfied of safety issues prior to reinstalling the signs;
- 4.2.2 Signs are considered assets of the User Group(s) and must be maintained and inspected by the User Group(s) on a regular basis to ensure that they are fit for a Public Reserve and represent no danger to the public;
- 4.2.3 Where a sponsorship agreement involving signage has ceased, all attributed signage must be removed or replaced within 30 days;
- 4.2.4 A planning permit is required for all signage other than Boundary Fence Signage not exceeding three square metres in size; and,
- 4.2.5 A copy of the layout (including colour scheme), dimensions and the wording, including engineering documents, of the proposed sign is to be submitted prior to installation for:
 - Pole Signs
 - Netting Signs

4.3 Boundary Fence Signs

- 4.3.1 Boundary fence signage must be inward facing (i.e., facing the field or court of play) and not double up to cover both sides of the fence;
- 4.3.2 Except where the signs face pavilions, signs on the external circumference of the boundary fence sign (i.e., facing away from the field or court of play) will not be permitted;
- 4.3.3 Boundary fence signs are to be secured, as a minimum, on all four corners at all times; and,
- 4.3.4 Where mutual agreement cannot be reached between Seasonal User Groups, there may be a requirement for the removal of individual User Group's specific signage between seasons User Group's must be able to remove or cover all signs on request to deliver a 'clean' venue for Council managed or controlled events.

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4.4 Perimeter Fence Signs

- 4.4.1 User Group signage is not permitted on the perimeter fence surrounding any Recreation Reserve or Facility; and,
- 4.4.2 League or Association signage, assisting to promote or host a major event where Council is a partner, may be installed for the duration of the event or longer, with Council approval only.

4.5 Pole Sign

- 4.5.1 User Groups are required to obtain a Planning Permit if installing a Pole Sign;
- 4.5.2 Council Officers must be contacted prior to the Planning Permit application process, to discuss potential locations for the Pole Sign;
- 4.5.3 A Building Permit from an appropriately qualified and registered Building Practitioner is required for the installation of all Pole Signs (where approved by Council);
- 4.5.4 Pole signs must be erected by an approved contractor who holds relevant construction licences and insurances; and,
- 4.5.5 Pole signs must be installed in such a way as to not provide any additional maintenance burdens to Council Officers.

4.6 High Wall or Sky Sign

- 4.6.1 Major promotional, high wall or sky signs on any land, facility, building or structure on or within the Reserve will not be permitted; and,
- 4.6.2 Signs must not be painted directly onto the walls or the roof of any facility, building or structure on the Reserve.

4.7 Netting Signs

- 4.7.1 Signs on soccer, Australian Rules Football ball stop nets, cricket or tennis court nets are not permitted, unless the additional wind loading of these signs were included in engineering calculations during the netting structures planning phase and evidence can be provided. This is to minimise the risk of structural failure resulting from the additional wind load.

4.8 Animated or Electronic Signs

4.8.1 Unless with the prior written consent of Council, electronic or animated signs must only operate between the following hours and must only operate during sporting or special events:

- Saturdays: 9:00 am to 11:00 pm; and
- Any other days: 9:00 am to 10:00 pm

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4.9 Signs on Coaches Boxes

4.9.1 Signs on coaches' boxes are not to cover more than 50% of the structure; and,

4.9.2 Signs are to be secured, as a minimum, on all four corners at all times.

5. Implementation

5.1 Upon commencement of this Policy, there is no requirement for existing signage to be replaced prior to the conclusion of its current sponsorship term.

5.2 Upon completion of current User Group(s) sponsorship terms, replacement signage will be subject to the terms of this Policy.

5.3 Any new signage to be installed during this Policy term is subject to the detail of this Policy.

5.4 During period of Policy review, signage installed remains subject to the detail of the existing endorsed Policy

6. Accountability and Responsibility

Accountability and responsibility for this Policy is outlined below:

6.1 Council:

- Responsibility to ensure this Policy is consistent with Latrobe City Council Strategic Direction and other Latrobe City Council Policy
- Responsibility for the decision to approve this Policy by Council Resolution

6.2 Chief Executive Officer

- Overall responsibility for compliance with this policy
- Overall responsibility for enforcing accountability
- Overall responsibility for providing resources
- Overall responsibility for performance monitoring

6.3 General Manager

- Responsibility for compliance with this policy
- Responsibility for enforcing accountability
- Responsibility for providing resources
- Responsibility for performance monitoring

6.4 Manager

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- Develop frameworks and procedures in compliance with this policy
- Enforce responsibilities to achieve compliance with frameworks and procedures
- Provide appropriate resources for the execution of the frameworks and procedures

6.5 Employees, Contractors and Volunteers

- Participate where required in the development of frameworks and procedures in compliance with this policy.
- Comply with frameworks and procedures developed to achieve compliance with this policy.

7. Evaluation and Review

This Policy will be reviewed on request of Council, in the event of significant change in Council's Executive Leadership Team, significant changes to legislation applicable to the content of the Policy or, in any other case, during each Council term (generally four years).

8. Policy Definitions

Regional Facility: A facility which has the capacity, due to its large size, exceptional or unique function, to support activities and events that draw people from across a Region. A Regional Facility meets the strategic intent and standards as required by the State and National Sports Bodies.

Local Facility: A facility which draws people from within one local Council area unless the facility is close to a Council border.

Recreation Reserves: Area listed as Public Use or Public Park and Recreation Zone within the Latrobe Planning Scheme.

Active Reserves: Reserves utilised for formal sporting activities

Passive Reserve: Reserves utilised for activities other than formal sporting activities.

Temporary: Refers to the tenure length of a User Group at a Council Recreation Reserve for one (1) seasonal tenancy.

Promotional Sign: A sign of less than 18 square metres that promotes goods, services, an event, or any other matter, whether provided, undertaken, sold or for hire on the land or in the building on which the sign is sited.

Major Promotional Sign: A sign which is greater than 18 square metres that promotes goods, services, an event, or any other matter, whether provided, undertaken, sold or for hire on the land or in the building on which the sign is sited.

Perimeter Fence Sign: The fence which surrounds the perimeter of a Recreation Reserve or Playspace

Boundary Fence Sign: The fence which surrounds the boundary of a playing surface.

Pole Sign: A freestanding sign which requires a Planning Permit that is fitted to a pole, pylon or frame that is not part of a building or another structure.

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High Wall Sign: A sign on the wall of a building so that part of it is more than 10 metres above the ground but not exceeding the roofline.

Sky Sign: A sign that is fixed to the wall of a building which exceeds the roofline.

Animated Sign: A sign that can move, contains moving or scrolling parts, changes its message, flashes, or has a moving or flashing border.

Display Area: The surface area of a sign including its content, borders, surrounds and logo boxes. It does not include safety devices, poles, platforms, and lighting structures. If the sign does not move or rotate, the area is one side only.

Clean: Refers to a Recreation Reserve or Facility being free of all sponsorship signage to allow Council to fulfill obligations of strategic partnerships associated with hosting major events.

Fixture: A single local sports fixture.

Event: A single local sports finals series fixture.

Major Event: An event which requires a specific Council Permit.

Playspace A formalised play area or structure consisting of natural elements such as rocks, streams, and logs, and/or playground equipment such as swing, slide, climbing wall, etc

9. Related Documents

- Latrobe City Council Seasonal Licence Document

10. Reference Documents

- Latrobe Planning Scheme
- Planning and Environment Act 1987

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11. Appendices

Appendix 1: List of Council Regional Facilities

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No.	Name of Recreation Reserve or Facility	Other Information or Naming
1.	Morwell Recreation Reserve	Morwell Recreation Reserve - Gippsland Regional AFL Centre of Excellence
2.	Ted Summerton Reserve Moe	Ted Summerton Reserve – Gippsland Regional Cricket Centre of Excellence
3.	Traralgon Recreation Reserve and Showgrounds	
4.	Traralgon Tennis Centre, Harold Preston Reserve	Harold Preston Reserve – Tennis Centre of Excellence
5.	Gippsland Sports and Entertainment Park	Gippsland Centre of Excellence for Soccer
6.	Latrobe City Synthetic Sports Field	Gippsland Regional Facility for Soccer
7.	Morwell Archery Facility Toners Lane	Gippsland/Victorian Facility for Archery
8.	Moe Racecourse	Joe Tabuteau Reserve Moe - Regional Horse Racing Facility
9.	Glenview Park Traralgon	Regional Greyhound Facility
10.	Gippsland Regional Aquatic Centre	Regional Aquatic Facility
11.	Gippsland Regional Indoor Sports Stadium	Gippsland Regional Indoor Stadium Facility
12.	Newman Park Traralgon	Regional Play Space
13.	Morwell Town Common Play Space	Regional Play Space
14.	AAA/Lions/Apex Playspace Joe Tabuteau Reserve Moe	Regional Play Space
15.	Mathison Park Playspace	Regional Play Space

NB: All Reserves and Parks not recognised as a Regional Facility, inclusive of Rural Reserves, are classified as Local Facilities.

Appendix 2: List of Facilities to which this Policy applies

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No.	Name of Recreation Reserve or Facility
1.	Gippsland Plains Rail Trail
2.	Gippsland Regional Aquatic Centre, Traralgon
3.	Grand Ridge Rail Trail – Boolarra to Municipal boundary
4.	Joe Tabuteau Reserve, AAA Regional Play Space, Waterloo Road, Moe
5.	Joe Tabuteau Reserve, Waterloo Road, Moe (Racecourse)
6.	Keegan Street Reserve, Keegan Street, Morwell
7.	Gippsland Sports & Entertainment Park, Crinigan Road, Morwell
8.	Latrobe Leisure Churchill, McDonald Way, Churchill
9.	Latrobe Leisure Moe/Newborough (inc Joe Camody Athletics Facility)
10.	Morwell Centenary Rose Garden, Morwell
11.	Morwell Recreation Reserve, Gippsland Regional AFL Centre of Excellence, Travers Street, Morwell
12.	Morwell Town Common (Play Space), White Street, Morwell
13.	Ted Summerton Reserve, Gippsland Regional Cricket Centre of Excellence, Vale Street, Moe
14.	Toners Lane Reserve (Archery Facility), Toners Lane, Morwell
15.	Traralgon Recreation Reserve & Showgrounds, Whittakers Road, Traralgon
16.	Gippsland Regional Indoor Sports Stadium, Catterick Crescent, Traralgon
17.	Harold Preston Reserve, Tennis Centre of Excellence, Franklin Street, Traralgon
18.	Victory Park Precinct (including Newman Park), Argyle Street, Traralgon
19.	Agnes Brereton Reserve, Breed Street, Traralgon

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20.	Apex Reserve, Gilmour Street, Traralgon
21.	Baillie Reserve, Tyers
22.	Boolarra Memorial Park, Park Road, Boolarra
23.	Callignee Recreation Reserve, 440 Old Callignee Road, Callignee
24.	Catterick Crescent Reserve, Catterick Crescent, Traralgon
25.	Crinigan Road South Reserve, Crinigan Road, Morwell
26.	Duncan Cameron Memorial Park, Francis Street, Traralgon
27.	Eric Taylor Reserve, Shakespeare Street, Traralgon
28.	Flynn Recreation Reserve, Widdis Way, Flynn
29.	Gaskin Park, Manning Drive, Churchill
30.	George Bates Reserve, Howletts Track, Yallourn North
31.	Gippsland Immigration Park, 50-70 Princes Drive, Morwell

32.	Glengarry Recreation Reserve, Cairnbrook Road, Glengarry
No.	Name of Recreation Reserve or Facility
33.	Glenview Park, Croquet Facility, McNairn Road, Traralgon
34.	Glenview Park, McNairn Road, Traralgon
35.	Harold Preston Reserve, Davidson Street, Traralgon
36.	Hazelwood North Reserve, Church Road, Hazelwood North
37.	Hazelwood South Reserve, Tramway Road, Churchill
38.	Joe Tabuteau Reserve, Equestrian Area, Saviges Road, Moe

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39.	Mathison Park, Mackeys Road, Churchill
40.	Maryvale Reserve, Grant Street, Morwell
41.	Moe Olympic Park Pool, Vale Street, Moe
42.	Moe Tennis Centre, Narracan Drive, Moe
43.	Monash Reserve, Monash Road, Newborough
44.	Morwell Park Oval, Hourigan Road, Morwell
45.	Northern Reserve, Holmes Road, Morwell
46.	Northern Reserve, Southwell Avenue, Newborough
47.	Ronald Reserve, Vary Street, Morwell
48.	Toners Lane Reserve, Toners Lane, Morwell
49.	Toongabbie Recreation Reserve (Village Green), Cowan Street, Toongabbie
50.	Toongabbie Recreation Reserve, Main Street, Toongabbie
51.	Traralgon South Recreation Reserve, Cats Drive, Traralgon South
52.	Traralgon West Sporting Complex, Douglas Parade, Traralgon
53.	W H Burrage Reserve, John Field Drive, Newborough
54.	W H Corrigan Reserve, Torres Street, Newborough
55.	Warren Terrace Reserve, Warren Terrace, Hazelwood North
56.	Yallourn North Town Oval, Reserve Street, Yallourn North
57.	Yinnar Recreation Reserve. Jumbuk Road, Yinnar
58.	Yinnar South Tennis Club, Middle Creek Road, Yinnar South

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