

P110309

ADVERTISING SIGNAGE AT MCLEAN PARK**Objective**

The objective of the Signage at McLean Park Policy is to provide clear parameters for the display of permanent external signage and advertising at the facility.

Policy

1. McLean Park (including Oval) is on land vested and managed by Council.
2. There are two distinct point of reference at the complex;
 - McLean Park – the precinct that has frontage on Brazier Street and includes the Skate Park, Youth Centre (The House), Scout Hall, Change rooms, Club rooms, Recreation Centre and Oval.
 - McLean Oval – the oval inside the McLean Park precinct where sport and recreational activities are played. The oval has a driveway or car park around the perimeter for approximately three quarters of the circumference.
3. Apart from entrance or directional signage authorised by the Manager of Recreation & Youth Services, no permanent Signage is allowed on the perimeter fence of McLean Park bordering Brazier Street.
4. Permanent Signage will be allowed on the perimeter of McLean Oval in accordance with the following;
 - a) Regulatory Requirements – All advertising must comply with the provisions of State and Federal advertising regulations.
 - b) Statutory Requirements – All signage must comply with the requirements of the Shire of Denmark Planning Scheme Policy no. 32.
 - c) Authorised Users – Signage may only be erected by or on behalf of a not for profit club/community organisation that has a current user agreement (Member of the McLean Park User Group Committee) for use of the facility with the Shire of Denmark.
 - d) The Denmark Walpole Football Club (DWFC) as the provider and maintainer of the current length of perimeter fence is able to place sponsor advertising on that fence and to charge an annual fee of their choice for that placement.
 - e) Costs and income – Clubs will be fully responsible for all costs associated with design, production and maintenance of approved advertising signage and / or fencing and be eligible to derive all revenues attributable to the advertising signage.
 - f) Standards – No advertising or signage will be permitted that could be considered offensive, discriminatory, promoting smoke/tobacco or alcoholic products or contrary to the values of the Shire of Denmark. Any new fencing is to be the same style and height as the current fencing installed by the DWFC. The design, wording, content, location, installation and ongoing maintenance condition of all signage and or fencing relating is to be to the satisfaction of the Manager of Recreation & Youth Services.
 - g) Quality – All advertising signs shall be professionally produced and of a standard commensurate with the McLean Oval facility. A copy of the layout (including colour scheme) and the wording of the proposed advertising sign is to be submitted to the Manager of Recreation & Youth Services as part of the approval process.
 - h) Playing Field – No advertising signage shall be painted or erected on the playing surface without the prior approval of the Manager of Recreation & Youth Services.
 - i) Buildings – Permanent or temporary signage may only be erected on the exterior of the buildings within the McLean Park complex with the prior approval from the Manager of Recreation & Youth Services.
 - j) Installation conditions – the installation and dismantling of signage must not result in any damage or defacement of any underground services, Council property or fixtures. All signage must be designed, constructed, installed and maintained to minimise the likelihood of risk of injury to any person. Signs

and fences erected that they are affixed to, are considered assets of the Club and must be maintained and inspected by the club on a regular basis to ensure that they are fit for a public area. If signs are considered unsafe by Council staff, they will be removed at the Club's cost and Council will advise the club of its action. The Manager Recreation & Youth Services will enter into discussions to be satisfied of safety issues prior to allowing re-installation of the signs.

- k) To allow access to the oval by passive users of the reserve as well as for maintenance and emergency vehicle access that may be required, the Manager of Recreation & Youth Services will ensure that sufficient pedestrian and vehicular (gated) accesses are provided for with pedestrian and or vehicle gates to be erected and maintained at the cost of Council.
- l) Signs erected on fencing to the oval may be orientated to display inward and/or outward to the oval users with the rights to any income derived from both sides being retained by the same club to avoid disputes over maintenance of the signs or fencing.
- m) The Manager of Recreation & Youth Services will maintain a register of all approved signage and any associated fencing listing the 'approved' Club that owns and has responsibility for that section(s) of fence.
- n) Users erecting signage and or fencing pursuant to this Policy do so on the understanding that Council reserves the right to request removal of the said installations for any reason by giving at least 12 months' notice.
- o) This policy is to be reviewed every 5 years from the adoption date to ensure its relevance and ability to adapt to changing conditions.

ADDED by Res: 110914 / 30 September 2014

ADVERTISING SIGNAGE AT MCLEAN PARK (P110309)

Objective:

To provide an avenue for local sporting clubs to promote their sponsors at the McLean Park Precinct and a framework for their approval and installation.

Scope:

This policy applies to facilities and infrastructure within McLean Park Precinct, including the oval, building exterior and minor infrastructure (e.g. scoreboards, players enclosures and fencing).

Sponsorship and promotional sign mean all permanent and temporary boards, notices, structures, banners or similar.

Policy:

1. Clubs making an application pursuant to this policy are required to have a current McLean Oval User Agreement.
2. Approval will be granted for the club's playing season only (i.e. a six or twelve month term commencing from the first day of the sporting club's hire period) and will be limited to the term of the McLean Oval User Agreement.
3. At the conclusion of the club's sporting season, the sign will be removed at the club's expense.
4. No permanent signage is allowed on the perimeter fence of McLean Park bordering Brazier Street.
5. Signs must not be visible from outside the complex.
6. Clubs will be responsible for all costs associated with design, production and maintenance of advertising signs and/or fencing.
7. The design, wording, content, location, installation and ongoing maintenance of all signs and/or fencing is to be to the satisfaction of the Shire of Denmark.
8. All advertising signs shall be professionally produced and of a standard commensurate with the McLean Park Precinct. A copy of the layout (including colour scheme) and the wording of the proposed sign is to be submitted as part of the approval process.
9. No sign shall be painted or erected on the playing surface without the prior approval of the Shire of Denmark.
10. Signs may not be erected on the exterior of the buildings.
11. The installation and dismantling of signs must not result in any damage or defacement of any underground services, Council property or fixtures. All signs must be designed, constructed, installed and maintained to minimise the likelihood of risk of injury to any person.
12. Clubs are expected to maintain all sponsorship signage in an acceptable and safe condition at all times and at their cost. This includes the immediate removal of graffiti, damaged and broken signs.
13. If a sign is considered unsafe by Shire staff, it will be removed at the club's cost and the Shire will advise the club of its action.
14. Signs erected on oval fencing may be orientated to display inward and/or outward facing.
15. The Shire reserves the right to request removal of a sign at any time.

