

Policy

Title: Landlord Consent for Advertising/Event Promotional Signage within Parks, Bushland, Reserves and Sporting Facilities

Category: Recreation, Parks, Bushland and Reserves

Date Last Adopted: 7 March 2016

1. Objectives

To provide clear guidelines when assessing requests, as landlord, for signage in the City's Parks, Bushland, Reserves and Sporting Facilities.

2. Background

The policy was introduced to prevent the proliferation of signage being erected on and within the City's parks, bushland, reserves and sporting facilities.

Consideration of permanent signage relates to those facilities in parks, bushland or reserves under which a lease is in place and does not apply to short term hirers or licence or permit holders.

Consideration of temporary signage relates only to the lease holder or hirer.

3. Policy

That:

- (a) Landlord consent to erect signage is to not imply planning or building approval, that be required by a proposal.

Temporary Signage

- (b) The following criteria shall apply in relation to the provision of landlord approval for the temporary erection of advertising/event promotional signage on Council owned or managed parks, gardens, reserves or other recreation and sporting facilities:

1. Landlord approval shall only be granted to the lessee or hirer of the facility for the purposes of promoting the event/use for which the space has been hired.
 - (i) The erection of signage not related to the use of the facility is not permitted.
2. Temporary signage is to be erected no sooner than 14 days prior to the commencement of the each event and is to be removed within 5 days of the conclusion of each event, for which permission was granted.

Permanent Signage

- (c) The following shall apply in relation to the provision of landlord approval for the erection of permanent advertising/promotional signage on Council owned or managed parks, bushland, reserves or other recreation and sporting facilities:
 1. The lease agreement for the facility to include a provision that advertising may not be erected without the written consent of the General Manager or the Director Parks and City Amenity or their delegate, with such landlord consent to not be unreasonably withheld.
 2. Fixed, permanent advertising to only be approved in circumstances where the advertiser has provided, or agreed to provide, significant capital improvements or other material of benefit to the facility or to the Council.
 3. Bearing in mind the potential adverse impact of such advertising on children and young people in particular, lessees be encouraged to take a responsible approach to advertising in their negotiations with any sponsors from the alcohol and/or gambling industries, as far as is possible given sponsor expectations and commitments in relation to advertising.
- (d) For the purposes of this policy, landlord approval rests with the General Manager or the Director Parks and City Amenity, or their delegate.

4. Legislation, Terminology and References

Responsible Officer:	Director Parks and City Amenity
Policy first adopted by the Council:	25/3/1985
History:	
Amended by Council	28/7/2014
Amended by Council	8/9/2014
Amended by Council	7/3/2016
Next Review Date:	March 2017
