

Appendix F

Signage Guidelines For Council Owned/Controlled Community, Sport and Recreation Venues

Moreton Bay Regional Council
Sport and Recreation Club Manual
2023

Signage Guidelines for Council Owned/Controlled Community, Sport and Recreation Venues

a) Approval of Signage at Facilities

All signage installation requests must be submitted to Council as an *Improvement Works Application* and approved prior to installation. Failure to seek approval prior to installation may require signage to be removed. Signs may also require building approval from a private certifier.

b) Advertising Versus Sponsorship

Signage that contains information about or promotes a business that is not conducted on the property where it is displayed is referred to as third party advertising. Signage containing third party advertising is generally subject to an annual sign license fee, similar to billboards and other signs displayed along roads and on private land. However, sponsorship signage at sports facilities does not attract a license fee provided that it complies with the following guidelines.

In general, sponsorship is directed at the facility's participants and visitors of the resident club/association. Therefore, sponsorship signage must be directed towards these persons not at passing motorists, pedestrians, other clubs at multi-sport venues, or residential and commercial properties. Signs installed by organisations that are deemed to not meet the sponsorship signage provisions may attract an annual fee from Council. Examples of third-party advertising signs are included in Section 4 of these guidelines.

c) General Conditions for Signage at Sports Fields

Signs must comply with all of these general conditions in addition to the conditions specific to the relevant Sign Category as described below. Any sign that does not satisfy all conditions from both the General Conditions and the relevant Sign Category requires approval from Council prior to installation.

- a) All signs must be maintained in good condition and free from graffiti.
- b) All signs must not cause danger to the public.
- c) All signs, except for banners, must be constructed of a rigid material.
- d) All signs must be permanently affixed to a solid structure, i.e., not using temporary methods such as wire, cable ties or similar.
- e) All signs, except for banners erected on Council banner poles, must be installed within the boundaries of the club's designated area.
- f) All signs containing sponsorship must only acknowledge current sponsors of the club.
- g) All signs, except for banners that are erected on Council banner poles, must not directly and immediately face a public road other than the complex's internal road network.
- h) All signs must not directly and immediately face a residential property.
- i) All signs must not directly and immediately face public places other than the sports complex.
- j) All signs must not be artificially illuminated by light other than incidental spill light.
- k) Any damage to other structures caused by any sign, for example chain wire fencing, will be the full responsibility of the club to rectify.

d) Sign Categories

Sports Complex Signs and Sports Precinct Signs are the **responsibility of Council**.

1) A **Sports Complex Sign** is a sign that names a sports complex.

Sports Complex Signs are to be designed and installed by Council only, based on the classification of the facility – i.e. a local, district or regional. All necessary development approvals and licenses for Sports Complex Signs are the responsibility of Council.



- 2) A **Sports Precinct Sign** is a sign that identifies a precinct or playing area within a multi-sport complex.

Sports Precinct Signs are to be designed and installed by Council only. All necessary development approvals and licenses for Sports Precinct Signs are the responsibility of Council.



The following categories of signs are the **responsibility of the organisation** to install, maintain and remove. The criteria provided address building and safety requirements.

- 3) An **Organisation Sign** is a sign that identifies the resident organisation/s at a facility within its designed area of use.

Organisation Signs are permitted subject to the following specific criteria, in addition to the general conditions for all signage:

- Signs may only be placed on a clubhouse (preferred) or as a stand-alone pole-mounted structure.
- Preferred signage dimensions
 - Maximum size of each sign is 10m².
 - Maximum length of any one side of the sign is 5m.
 - A maximum of 10% of the face area dedicated to sponsorship advertising.



Signs **attached to a clubhouse** must also adhere to the following criteria:

- The highest point of the sign must not exceed either 5m above natural ground level or the maximum height of the wall to which it is attached, whichever is less.
- The sign does not protrude beyond the edge of the wall to which it is attached.
- The maximum thickness of the sign is 50mm.

Signs **mounted as a stand-alone structure** must also adhere to the following criteria:

- The top of the sign must not exceed 5m above natural ground level directly adjacent to the sign, and the lower edge of the sign must be no less than 2.4m above natural ground level.
- Signs must be erected on a minimum of two capped galvanised steel or powder-coated poles with a minimum of 600mm or one-third of the total pole length into the ground (whichever is greater).

- 4) A **Sports Field Fence Sign** is a sign that is painted or otherwise affixed to a fence marking the boundaries of the playing area.

Sports Field Fence Signs are permitted subject to the following specific criteria, in addition to the general conditions for all signage:

- Signs may only be placed on fences surrounding the playing area.
- The maximum size of each sign is 5m².
- The maximum height of each sign is equal to the maximum height of the fence to which it is attached.
- The maximum thickness of each sign is 50mm.
- Signs may have up to 100% of the face area dedicated to sponsorship advertising.
- The sign does not protrude beyond the edge of the structure to which it is attached.
- Signs must be permanently mounted to the frame of the fence in a way as to not present danger to the general public.
- Attached at least every 600mm or as required for the size of the sign.



- 5) An **Ancillary Structure Sign** is a sign that is painted or otherwise affixed to a scoreboard, timing clock or other ancillary structure at a sports facility.

Ancillary Structure Signs are permitted subject to the following specific criteria, in addition to the general conditions for all signage:

- The maximum size of each sign is 10m².
- The maximum length of any one side of the sign is 5m.
- The maximum height of the top edge of the sign is either 5m above natural ground level or the maximum height of the structure to which it is attached, whichever is less.
- The sign does not protrude beyond the edge of the structure to which it is attached.
- The maximum thickness of each sign is 50mm.
- Signs may have up to 100% of the face area dedicated to sponsorship advertising.



- 6) A **Funding Acknowledgement Sign** is a sign that recognises the contribution of funds to the development of infrastructure at a sports facility.

Funding Acknowledgement Signs are permitted subject to the following specific criteria, in addition to the general conditions for all signage:

- Signs should be placed on the infrastructure constructed with the funding, where possible; otherwise as a stand-alone pole-mounted structure.
- The maximum size of each sign is 2m².
- The maximum length of any one side of the sign is 2m.
- The signs must only acknowledge the organisations that have contributed funding to the development of the facility.



Signs attached to infrastructure must also adhere to the following criteria:

- The highest point of the sign must not exceed 5m above natural ground level or the maximum height of the wall to which it is attached, whichever is less.
- The sign does not protrude beyond the edge of the wall to which it is attached.
- The maximum thickness of the sign is 50mm.

Signs mounted as a stand-alone structure must also adhere to the following criteria:

- The top of the sign must not exceed 5m above natural ground level adjacent to the sign and the lower edge of the sign must be no less than 2.4m above natural ground level.
- Signs must be erected on capped galvanised steel or powder-coated pole/s with a minimum of 600mm or one-third of the total pole length into the ground (whichever is greater).

- 7) An **Information Sign** is a sign that only contains information for the benefit of the users of the facility and may include, for example, identification of playing areas, code of conduct or match schedules.

Information Signs are permitted subject to the following specific criteria, in addition to the general conditions for all signage:

- Signs may only be placed on a clubhouse (preferred) or as a stand-alone pole-mounted structure.
- The maximum size of each sign is 2m².
- The maximum length of any one side of the sign is 2m.
- The signs must have a maximum of 10% of the face area dedicated to sponsorship advertising.



Signs attached to a clubhouse must also adhere to the following criteria:

- a) The highest point of the sign must not exceed 5m above natural ground level or the maximum height of the wall to which it is attached, whichever is less.
- b) The sign does not protrude beyond the edge of the wall to which it is attached.
- c) The maximum thickness of the sign is 50mm.

Signs mounted as a stand-alone structure must also adhere to the following criteria:

- a) The top of the sign must not exceed 5m above natural ground level adjacent to the sign and the lower edge of the sign must be no less than 2.4m above natural ground level.
- b) Signs must be erected on a minimum of two capped galvanised steel or powder-coated poles with a minimum of 600mm or one-third of the total pole length into the ground (whichever is greater).

- 8) A **Banner** is a temporary sign intended to be suspended from any structure or pole with or without supporting framework and displaying a sign applied to or painted on fabric or similar material of any kind. Banners are considered to be desirable for short term promotional purposes.

Council's community banner pole sites are available for use by community and not for profit organisations for the purpose of advertising community events and one-off sporting activities within the region. To submit a booking request visit www.moretonbay.qld.gov.au/community-banners, review and agree to the terms and conditions, and complete an *Application to Install a Community Banner*.



- 9) A **Mural** is a painting or other work of art executed directly onto a wall or ceiling of a building or similar structure.

All murals will be subject to Council approval prior to works being undertaken. An *Improvement Works Application* must be submitted along with a sketch of the design.



- 10) A **Billboard** is a large erected structure used primarily for the display of advertising.

All billboards will be subject to Council and other statutory approvals (at a minimum) prior to installation. Fees and charges apply. No billboard shall be permitted under these guidelines.

11) A Self-Assessable Sign

Some signage other than those described above can be permitted however before they are installed the organisation should consider the following self-assessable guidelines.

A Self-Assessable Sign must;

- (a) not impede clear sight lines for:
 - (i) official traffic signs or other road signage;
 - (ii) vehicles or pedestrians;
 - (iii) road junctions;
 - (iv) vehicle access crossovers;
 - (v) pedestrian crossings; or
 - (vi) any other similar thing;
- (b) (if displayed on a footpath or nature strip) be at least 3 metres from a kerb alignment or edge of a Road.
- (c) not obstruct access to property or cause pedestrians to need to move out from any shelter or from a footpath.
- (d) be designed, constructed and erected to a standard that will withstand expected wind loadings, tension and sheer forces.
- (e) be structurally sound.
- (f) be Installed in accordance with any other relevant laws, regulations, codes or standards.



- (g) be maintained in a good state of repair at all times.
- (h) be covered by a public liability insurance policy for an amount not less than \$20,000,000 per occurrence (Public Liability Cover) procured by the Applicant and maintained at all times whilst the Self-Assessable Sign is Installed with evidence of the Public Liability Cover being provided upon request by an authorised person;
- (i) not have any moving parts;
- (j) not be illuminated or reflective;
- (k) not cause, or potentially cause, Environmental Harm;
- (l) not block or compromise a person's view from their private property;
- (m) where relevant, be placed at, or as near as possible to, the central point of the frontage to the premises to which the sign relates;
- (n) not be Installed in an area or environment if it is a Restricted Advertising Device within that area or environment;
- (o) not be attached in any way to trees and be clear of watercourses or any other body of water; Moreton Bay Regional Council Subordinate Local Law No. 1 (Administration) 2011 64
- (p) not be Installed on public infrastructure unless the person Installing the Advertising Device owns that infrastructure, or, the infrastructure owner's consent to the Installation has been obtained;
- (q) not be Installed on private property unless the person Installing the Advertising Device owns that property, or, the property owner's consent to the Installation has been obtained;
- (r) if the Advertising Device is identified as a Class I Sign in Table 2:
 - (i) have maximum dimensions of 500mm (height) 600mm (width) and 0.3m² (area);
 - (ii) be removed from Public Land by sunset on each day;
 - (iii) be placed on Public Land only during daylight hours on the day of the relevant event; and
- (s) be Installed in compliance with any directions specified by an authorised officer of the local government, acting reasonably, from time to time.

e) Frequently Asked Questions

How do I lodge an application for a sign?

All requests for the approval of signage and any other infrastructure development on Council owned and controlled land must be submitted via an *Improvement Works Application*. Applications are made electronically via council's website at www.moretonbay.qld.gov.au/improvementworks.

Can we install lighting to our sign?

For all permitted signage, only lighting from incidental sources such as playing field lights or street lamps is allowable. Should you wish to install up-lights, down-lights or internal lights to any signs you will need to submit and *Installation of Advertising Devices (Signs) to be Assessed Under the Local Law Application*.

How does our organisation get the entry sign to the facility replaced/updated?

Council is responsible for the ongoing maintenance and replacement of entry signage to sports facilities. If you notice that the sign has been damaged, vandalised or requires another form of maintenance, please report the issue to Council (refer *Section 6 - Council Contacts* for further information). If the sign requires replacement, please contact council's Sport and Recreation Unit with your request. Entry sign replacements are subject to budget availability and will be replaced on a priority basis.

Can Council request our organisation to remove signage?

Yes, as the owner or trustee of land, Council may determine that signage is not suitable as it isn't in the public interest, ie health, safety and/or other items such as potentially offensive content. The organisation may be advised to remove or rectify signage within a certain period or, if required, Council may remove the non-compliant signage at the organisation's expense.

f) Signage Compliance Checklist for Community Leased Facilities

The following checklist has been developed for community and sports clubs and associations to guide the design, approval and installation of signage at public community sport and recreation venues.

All signage applications must be submitted to Council on an *Improvement Works Application* prior to installation; non-conforming signage must be removed. Signs may require building approval by a private certifier.

Section 1 – Types of signs

☐ The sign complies with the following (based on sign type):

Characteristic	Sports Club Sign		Information Sign	Field Fence Sign	Ancillary Structure Sponsor Sign	Funding Acknowledgement Sign		Banners	
Affixed to	Building / clubhouse	Stand alone / post mounted	Clubhouse / post mounted	Playing area fence	Clubhouse, scoreboard, timing clock, dugout, etc.	Building / clubhouse	Stand alone / post mounted	Fixed structure that accommodates wind loading	Council banner pole*

*Use of Council banner poles requires approval by completing an Application to Install a Community Banner.

Section 2 – Position

- ☐ The sign is located within the boundary of the area for which the organisation has the right to use.
- ☐ The sign does not directly and immediately face a public road other than the precinct's internal road network.
- ☐ The sign does not directly face towards the activity space of another club, association or organisation.
- ☐ The sign does not directly and immediately face a residential property.
- ☐ The sign does not directly and immediately face public places other than the sports complex.
- ☐ The stand-alone sign is at least 2.5m from the nearest structure when placed in a grassed area, for easy maintenance.

Section 3 – Content

- ☐ The sign contains no offensive or discriminatory language.
- ☐ The area of the sign dedicated to sponsorship complies with the following (based on sign type):

Characteristic	Sports Club Sign	Field Fence Sign	Information Sign	Ancillary Structure Sponsor Sign	Funding Acknowledgement Sign	Temporary Event Sign / Banner
Percentage of sign area indicating sponsor	Up to 10% of the sign area	Up to 100%	Up to 10%	Up to 100%	Up to 100%	10%

- ☐ All sponsors are current supporters of the organisation.

Section 4 – Illumination

- ☐ The sign is not directly illuminated – either externally or internally.
- ☐ The sign does not contain illuminated, flashing or scrolling messages from internal light sources.

Section 5 - Materials

- ☐ The sign is constructed of a rigid material, such as metal or acrylic (not corflute, cardboard or paper).
- ☐ All lettering and logos do not protrude from the face of the sign.

Section 6 – Installation method

- ☐ Except for banners, the sign is installed according to a structurally certified method (i.e. approved footings and/or permanent affixing to structure that supports the sign).
- ☐ If attached to a fence, the sign is affixed to the fence frame (not chainwire).

Section 7 – Maintenance

- ☐ The sign is free from rust, sharp edges and graffiti.

Non-compliant signs must be cleaned, removed and/or replaced.