

22.11 SIGNAGE ON COUNCIL RESERVES

11/07/2014
C91

This policy applies to the construction and display of signage on Council Reserves identified as Category 3 in the Schedule to Clause 36.02 in the Maroondah Planning Scheme.

22.11-1 Policy basis

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This policy builds on the MSS objective in clause 21.05 to ensure the preservation and enhancement of open space resources in the municipality that caters for changing demands and to enhance the visual, environmental and recreational amenity of the municipality through the provision of an extensive, high quality open space network that is sustainable and accessible.

This policy builds on the MSS objective in clause 21.06 to ensure the ongoing development of quality and attractive built environment based on sound planning and consistent urban design principles.

22.11-2 Objectives

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To provide for sponsorship signage for community based sporting clubs in locations and a manner that complements the role of the reserve.

To ensure that signage complements and enhances the appearance and amenity of the natural and built environment of the reserve and surrounding area.

To ensure that signage is well designed and well maintained to make a positive contribution to the appearance of buildings, streetscapes and the environment.

To coordinate the placement of signage on reserves and associated facilities to minimise clutter, avoid unnecessary duplication and improve the reserves attractiveness and function.

To encourage well-designed temporary and match-day signage in a wider range of potential locations than seasonal or permanent signage.

To provide for equity in the placement and display of signage that is directly linked to the seasonal allocations of the ground.

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It is policy to:

- Maintain all signs to the satisfaction of the responsible authority.
- Ensure all signs are securely fastened and kept free from graffiti.
- The months in which sporting clubs sponsorship signage is displayed is related to the seasonal allocation of the ground.

Signage design and type

- Ensure the size, height, and design of signage are compatible with the natural and built environment of the reserve and surrounding area.
- Encourage subdued tones .
- Encourage appropriate colours .
- Discourage illuminated and/or animated signs.
- Discourage pole signs.

- Discourage reflective construction materials.
- Discourage high wall signs.

Signage location

- Locate signage so as to be visible only to persons attending the organised sports activities on the reserve.
- Locate permanent or seasonal signage so as to not be visible from the surrounding roads, streets or residential areas, but match-day signage may be visible if it meets signage design and type requirements.
- Display signage in a coordinated manner and in a location where it should not detract from the reserve.
- Maintain and enhance the protection of views into and within public areas should .
- Locate signage that meets other location requirements in accordance with Plan 1 that forms part of this policy.

22.11-4 Application requirements

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The following information is to accompany an application for signage:

- A description of the sign(s) and its purpose.
- A statement of the impact that the proposed sign will have on the streetscape and amenity of the area.
- One (1) A4 size plan showing the location of the signage, generally in accordance with the requirements of Plan 1.
- A statement on whether the sign is match-day, seasonal or permanent.
- Photographs showing the existing conditions at the site and the extent of signage within the immediate area.
- Where relevant, the location and size of any existing signage on the site, including details of the signs proposed to be removed or retained as part of the proposal.
- Where relevant, the structure of the sign and the method of support.
- Dates that signage will be affixed and removed, in conjunction with the sporting season and ground allocation.

22.11-5 Policy Reference

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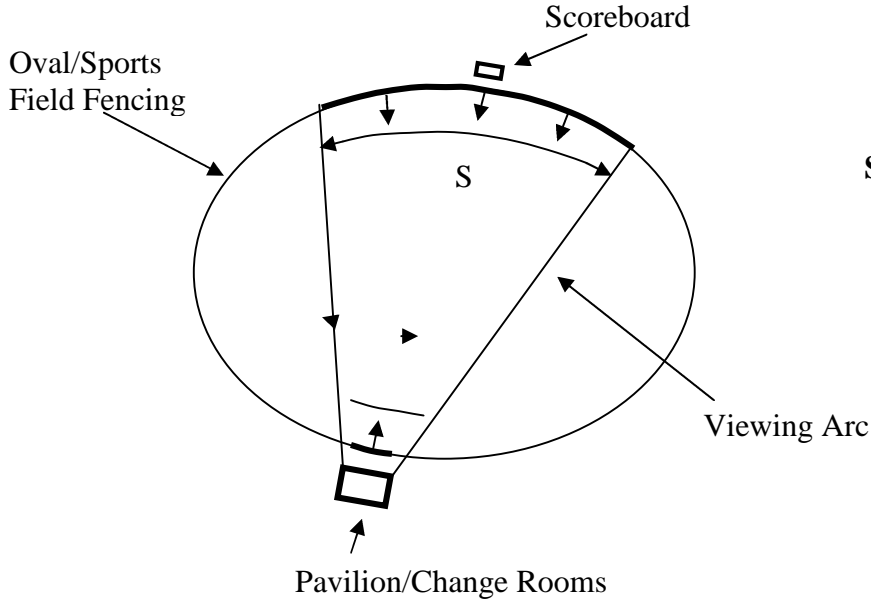
Maroondah Neighbourhood Character Study, Planisphere, 2004

Maroondah Habitat Corridors Strategy, Context Pty Ltd, 2004

Maroondah Open Space Strategy, Maroondah City Council, 2005

Maroondah Urban Design Framework, Michael Smith and Associates, 2006

PLAN 1: SIGNAGE ON COUNCIL RESERVES – INDICATIVE PREFERRED LOCATIONS



KEY

S - Section of fence most suitable for signage. Signs to face inside of playing area. Permanent or seasonal signage must not be visible from outside the reserve

NOTE

The locational criteria apply to tennis courts, lawn bowls and other relevant recreation facilities within the Council Reserve system

