

Temporary Event Signage Policy

Reference number:	POL 059
Approval date:	17 October 2022
Policy owner:	Manager Community Services
Next review:	September 2025

This Policy is intended to provide guidance and a consistent framework for the display of community event signage in designated locations in the City of Wagga Wagga.

This Policy is to be read in conjunction with the appropriate Council's Temporary Event Signage Guidelines, which contain more detailed provisions regarding the implementation of this Policy.

Purpose

This Policy provides a framework for managing the display of community event signage and will ensure that:

- event organisers are aware of Council's requirements in order to assist event organisers obtain approval to install temporary, short term community event signage in designated locations on Council land
- event organisers are aware of Council's requirements so as to assist and encourage community event signage that is managed to provide safety and amenity to road users and the broader community; and
- there is equitable access to utilising the designated event signage sites for community event organisers.

Scope

This Policy applies to:

- Community members
- Not-for-profit community groups
- Commercial organisations
- Event organisers
- Market organisers
- Council employees
- Councillors

This Policy only applies to the erection of signage to promote community events where the event occurs within the Wagga Wagga Local Government Area (LGA). It does not apply to commercial signage to promote real estate, businesses or other commercial activities.

Signage advertising events of a political nature are not eligible under this Policy.

Policy Provisions

Responsibilities

It is the responsibility of all City of Wagga Wagga staff members, and event organisers requesting community event signage, to abide by the provisions of this Policy.

Reporting Requirements

Bookings for the community signage locations are recorded, which can report on the amount of usage each location is providing for community event signage.

Approval Arrangements

This Policy will be implemented in accordance with the Temporary Event Signage Guidelines.

Approvals under this Policy only relate to approvals for the display of temporary event signage in designated locations on Council land within the Wagga Wagga LGA.

Approvals for events are a separate process to be undertaken through the relevant development application process.

Review procedures

This Policy will be reviewed every four years by the Community Directorate and reported to Council for final adoption in line with the four-year election term.

Policy Content

General Provisions

- a. Council has identified a number of Council land sites throughout the Wagga Wagga Local Government area as being suitable for the promotion of community events, where signage infrastructure has been provided. The display of a sign at these locations shall be subject to obtaining Council approval in accordance with Council's *Temporary Event Signage Guidelines*. The guidelines provide comprehensive information on the procedures and protocols to be followed in respect to community event signage.
- b. It is Council policy that the signs must promote an upcoming community event that is being held within the Wagga Wagga LGA. Community events may be of a cultural, social or recreational nature and must encourage a high level of community participation, with strong benefits to the community.
- c. There is provision for the erection of multiple signs at each location and provision for event signage to be located at multiple locations. The locations are shown on maps in the *Temporary Event Signage Guidelines*.

Specific Provisions

Eligibility

- a. The eligibility criteria for community event signage on Council's designated locations under this Policy are as follows:

- i. The applicant must be a not-for-profit incorporated organisation or a commercial organisation promoting a community event
 - ii. The applicant is preferably based in the Wagga Wagga LGA
 - iii. The proposed activity or event will take place in the Wagga Wagga LGA
 - iv. The applicant must have lodged an online application for community event signage; or
 - v. Where the event requires development approval, the applicant must have lodged a development application for the event (for events on private land); or
 - vi. The signage must be permissible as exempt development
 - vii. The applicant must comply with Council's risk and insurance requirements
 - viii. The organisation indemnifies the City from and against all claims and judgements arising from the erection of the signs
 - ix. The event must encourage a high level of community participation.
- b. Events that are **not eligible** to make an application under this Policy are:
- i. Weekly sporting competitions
 - ii. Garage sales
 - iii. Signs advertising an event of a political nature
 - iv. Events that are entirely of a commercial nature, with no perceived community benefit as determined by the General Manager.

Booking Process

- a. Bookings for signage located at Council's designated locations must be submitted on the approved form and can be lodged one week (minimum) and twelve months (maximum) prior to the date of the event.
- b. If there is concern over whether an event is a community event, Council will seek confirmation regarding the level of community participation and a breakdown of the perceived benefits to the community.

Booking Preferences

- a. Booking preferences will be given to the following events, **in order of priority**:
 - i. Council-approved regular markets
 - ii. Community events that have obtained approval under Council's Events on Public Land Policy
 - iii. Other community events organised by not-for-profit incorporated associations (eg school fetes, cultural or sporting events)
 - iv. Commercial events (that have a community benefit).
- b. Allocation of sites is on a "first come, first served" basis, however where there is a clash of bookings' preference that cannot be resolved, priority will be given to signs relating to

events held in the locality of the signage site and/or community events that have a higher level of community participation.

Conditions of Use

- a. Signs relating to an event may be erected up to 14 days prior to the event, if selected sites are available.
- b. Signs relating to events must be removed within two days of the conclusion of the event.
- c. Community event signs are to be erected and removed by the applicant.
- d. Signs must be secured to designated sites (locations are detailed in the *Temporary Event Signage Guidelines*) to the satisfaction of Council.
- e. Council reserves the right to refuse permission to display sign or to remove signs on any grounds, particularly any signage that, in the opinion of Council:
 - i. Is poor in appearance
 - ii. Projects an offensive message
 - iii. Displays an offensive image
 - iv. Contains offensive language
 - v. Promotes a commercial activity or organisation (outside the scope of the policy)
 - vi. Incites hatred or aggression in any form
 - vii. Is unlawful under any local, state or federal law
 - viii. Is considered as promotion of a political nature.

Signage Design

- a. Professional designers should be engaged where possible. Signage should be of a professional standard and in accordance with the *Temporary Event Signage Guidelines*.
- b. To maximise the impact of signage design, the following points are to be considered:
 - i. Inclusion of dates and venue information in large, bold writing
 - ii. Graphics that are simple and bold
 - iii. Use of text only where it forms part of the established image of the event or logo

Designated Locations

The designated locations are defined in the *Temporary Event Signage Guidelines*.

Non-Compliance

- a. Failure to remove signage approved under this policy within two days of the conclusion of the event may result in the sign being removed and impounded by an Authorised Officer of Wagga Wagga City Council.
- b. An Authorised Officer may remove and impound any temporary community sign that is placed on any other public place, road and road reserve, or land contrary to the stated requirements, and may issue a penalty notice in accordance with the provisions of the relevant regulations, including the *Environmental Planning and Assessment Act 1979*.

Legislative Context

- *Local Government Act 1993*
- Wagga Wagga Local Environmental Plan (2010) (LEP)
- Wagga Wagga Local Development Control Plan (2010) (DCP) as amended
- State Environmental Planning Policy (Exempt and Complying Development Codes) 2008
- *Environmental Planning and Assessment Act 1979*
- *Impounding Act 1993*
- *NSW Roads Act 1993*

Related Documents

- Temporary Event Signage Guidelines
- Activities in Public Road Reserves Policy (POL 008)
- Wagga Wagga City Council, Revenue and Pricing Policy

Definitions

Term	Definition
Authorised Officer	An officer of Wagga Wagga City Council authorised in the administration and/or enforcement of this policy.
Wagga Wagga Local Environmental Plan (2010)	The statutory instrument that regulates the use of land in parts of the Wagga Wagga (LGA)
Wagga Wagga Development Control Plan (2010) as amended	The development control policy applying to various forms of development in the Wagga Wagga(LGA), including signage.
State Environmental Planning Policy (Exempt and Complying Development) Codes	This State Policy aims to provide streamlined assessment processes for development that complies with pre-determined standards.
Commercial Event	<p>An event run by an entity or organisation or business for a profit or private financial gain.</p> <p>This includes commercial venues (hotels or licensed venues), business operations, real estate agents, weekly sporting competitions/membership drives and garage sales.</p>
Community Event	Community events may be of a cultural, social or recreational nature and must encourage a high level of community participation, with strong benefits to the community.
Event	A function or event open to the public or a section of the public and includes a ceremony, concert, cultural celebration, dance,

Term	Definition
	exhibition, fair, festival, fete, gathering, market, open air theatre, parade, sporting event or street parade.
Private Land	Any land that is not public land.
Public Land	Land under the ownership or care and control of Council.
Temporary Community Event Signage	Temporary signs are those that promote a local event of an educational, cultural, social or recreational character for a fixed period of time.

Revision History

Revision number	Council resolution	Council meeting date
1	Res No: 19/258	22 July 2019
2	Revision approval under General Manager delegated authority	24 November 2021
3	Res No: 22/354	17 October 2022