

POLICY			
TITLE:	COMMUNITY SIGNAGE	CODE:	CS400
PURPOSE or OBJECTIVE:	To guide the City's approach towards community groups and sporting clubs use of public open space for promotion and advertising purposes.		
REFERENCE DOCUMENTS:	<i>Local Government Act 1995 s 2.7(2)(b)</i> City of Canning Local Laws		

POLICY STATEMENT
To encourage and allow community groups and sporting clubs promotion of events and activities and ensure all signs and advertising are appropriate, safe and compliant.

1. Scope

This policy applies to all community groups and sporting clubs wishing to advertise on public open space.

2. Definitions

<i>Community Group</i>	Is an entity whose primary objective is not directed at making a profit and has the principal aim of encouraging and organising community participation of a non-sporting nature.
<i>Sporting Club</i>	Is an entity that has the principal aim of encouraging and organising community participation in sport.
<i>Temporary signs</i>	Are those portable signs that are not attached to a building or other fixed structure. They can only be on display for a specified period.
<i>Permanent signs</i>	Are those signs that are attached to a building or other fixed structure for an extended period of time.
<i>Public open space</i>	Includes sports fields, fencing and community buildings located on City controlled land.
<i>Long term tenants</i>	Groups with a lease or license arrangement over City public open space and/or buildings

3. Objectives

Approval to display advertising signs on public open space will be granted to community groups and sporting clubs events and activities which are;

1. Of benefit to the local community
2. Non-commercial in nature
3. Cause no loss of local amenity or detrimental impact upon the natural or built environment

4. Guidelines

1. All proposals to display advertising and promotional signs will be subject to an assessment process, to be approved by the Chief Executive Officer.
2. Content considered offensive or inconsistent with the best interests of the Community will not be supported.
3. Signs must comply with the City's Local Laws.

4. Temporary signs may be applied for;
 - (a) In size up to 10m²
 - (b) Exhibited up to 30 days prior to the event
 - (c) Not affixed to trees, power or light poles, street fixtures, City buildings (other than the tenants' leased or licensed building) or any other structures; and
 - (d) Stakes or poles used to secure the signs must not cause damage and comply with terms of approval.

5. Permanent signs may be applied for by long term tenants of the City's sport and recreational facilities, and;
 - (a) Be designed, built and maintained in a manner that is structurally sound;
 - (b) Not extend beyond the length or height of any affixed structure.

5. Requirements

1. Temporary signs must be removed within 7 days of conclusion of an event.
2. Permanent signs must be maintained and well presented at all times.
3. Non-compliant signs may be removed by the City.

GOVERNANCE REFERENCES

Statutory Compliance	Local Government Act 1995 City of Canning Local Laws
Process Links	

POLICY ADMINISTRATION

Program responsible		Officer Title	
Canning Community and Commercial		Executive Manager Business Canning	
Version	Decision Reference	Meeting type and date	Delegation No. (or N/A)
1	CC-025-20	OCM 16.06.2020	N/A
2			
3			
4			