



WANGARATTA COMMUNITY EVENT SIGNS

Responsible Officer: Manager Planning and Customer Services	Document No:	30
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Authorising Officer: Director Sustainability	Approved By:	Council
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Purpose

To provide guidance on the use of Council owned Major and Community Events Signs

Statement

Background

This policy covers the use of Major Event and Community Event signs located on the Tone Road and Parfitt Road entrances to Wangaratta. These signs have space provided for interchangeable panels to display advertising for community events.

Both Tone and Parfitt Roads are arterial roads and accordingly, VicRoads approval was obtained to install the signs. VicRoads consent was on the understanding that Council would establish protocols for the use of the signs and that it would control other event advertising on the arterial road network.

General

To maintain a high standard of presentation, panels must be to a consistent standard with the same background colour and font style.

The signs are for advertising of not-for-profit events that occur in and around Wangaratta unless Council otherwise approves.

Up to 2 events may be displayed on each sign at a time.

A condition of use of the signs is that event organisers will not display other advertising signs on the arterial road network in the Rural City of Wangaratta without the approval of the relevant authority. Event organisers shall forfeit use of the signs if they fail to adhere to this condition.

Council will meet the cost of purchasing the panels and the relevant event organisers shall meet the cost of providing the artwork and be responsible for keeping the panels in good order. Panels in poor condition will not be used on the signs.

Council will arrange the change-over and storage of unused signs. Council will meet the cost of this service.

Council will call for expressions of interest annually in order to set a calendar for the upcoming year. Expressions of interest received post this period will only be given consideration if there are unallocated periods prior to the event.

Signage for the Jazz Festival and Wangaratta Turf Club race meetings will be used where there are unallocated periods of more than 2 weeks.

Events will normally be advertised on the sign for a maximum of 3 weeks prior to and during the event unless the sign is otherwise unallocated, in which case a longer period may be allocated.

Apart from the initial roster following the closing of expressions of interest, Council will exercise its discretion in the event of clash in the event calendar.

Definitions

Panels - Interchangeable panels used on the events signs to advertise events.

References

VicRoads letter of approval dated 27 July 2004 (Doc ID 192778)