



## VCC ADVERTISING SIGNAGE POLICY

### OBJECTIVE

To ensure that signs within the Victorian Croquet Centre (VCC) are designed to be sympathetic with the surrounding environment and conform to a uniform code and in agreement with Local Government Code, (currently Clause 52 05-9 of the Brimbank Planning Scheme).

### INTRODUCTION

A person shall not erect or attach signage within the VCC unless written approval has been obtained from and is in accordance with policy of the Council of the Victorian Croquet Association (VCA).

All signage within the VCC must consider and meet the following general requirements.

### DESIGN AND AMENITY

- a) A sign shall be designed and located as is sympathetic and harmonious with the surrounding environment and the building or structure to which it is attached.
- b) The design, number and variety of signs shall not detract from the amenity of the area.
- c) All signs shall complement the character of the buildings and their precincts.
- d) Signs shall be simple and provide instant recognition.
- e) A sign shall not contain any offensive material or be discriminating.
- f) All signs shall have sign writing, design work, colour and lettering carried out in a professional and competent manner.
- g) A sign shall be securely affixed to the structure that supports it.
- h) All signs shall be maintained in an approved condition. When there is a failure to meet Policy conditions Council maintains the right to remove such signage.

### APPLICATION

For a sign must include the following detail and information.

- a) Plans on a scale of not less than 1:50 showing size, design, wording, and method of affixing to the subject structure.
- b) Any further information as required by Council.

### APPROVED SIGNS

#### Flags

- a) Means a sign or banner made from material that is usually oblong or square attached to a pole.
- b) A maximum of 5 flags may be permitted.
- c) Will only be allowed on poles already erected by VCC. The purpose of this is control shadowing and planned visual amenity.

#### Fixed Signage

- a) The sign shall be affixed to a structure.
- b) It shall not protrude more than 100mm from the wall.
- c) The advertisement area of signs shall not exceed 3m<sup>2</sup>
- d) If more than one sign is affixed they shall be in one line and be of uniform height
- e) It shall not protrude above or beyond the structure to which it is attached.

### **Signs specifically not allowed**

- a) Illuminated signs of any nature.
- b) A frame signs.
- c) Bill postings.
- d) Bunting.
- e) Hoardings. i.e. Self Supporting signs.
- f) Inflatable signs.
- g) Monolith signs. Self supporting vertical signs.
- h) Under verandah signs.
- i) Signs promoting alcohol or tobacco use.

The VCA maintains the right to accept or refuse any application as it so determines and vary these conditions for:

- a) National and International Event where applicable.
- b) Special events requiring an agreed variation to the policy.

### **AUTHORISATION**



Honorary Secretary  
Victorian Croquet Association Inc.