

1.0 Purpose

- 1.1 This policy sets out Council's requirements in relation to the use of the banner support structures in Goldie Street, Wynyard for the purpose of displaying banners.

2.0 Objective

- 2.1 The objective of this policy is to set out the general conditions of usage of the Goldie Street banner structures.

3.0 Scope

- 3.1 This policy applies to all usage of the Goldie Street banner structures by both Council and parties external to Council.

4.0 Policy

4.1 Applications for use of banner frames

- 4.1.1 All applications to Council must be in writing and provide sufficient details, including requested dates of usage and sufficient information about the design of the banner(s) to enable the Executive Manager Engineering Services to form an opinion as to the suitability or otherwise of the proposed use. Applications must be received by Council as soon as practical and no later than fourteen (14) days prior to the proposed date of erection of the banner(s). Applications should include a colour scale drawing or photograph of the proposed banner if possible.

4.2 Allowed users of banner structures and general conditions of use including duration of display

- 4.2.1 Use of the banners will be restricted to recognised 'not for profit' or community organisations who normally carry out activities in the Waratah-Wynyard municipal area.
- 4.2.2 In relation to advertising of commercial sponsors on banners such advertising can occupy a maximum of 10% of the total banner area if there is only one sponsor or a maximum of 20% of the banner area if there are two or more sponsors.
- 4.2.2 Banners will normally be on display for a maximum period of 14 days, subject to the Executive Manager Engineering Services having the discretion to extend this period if the banner frames are not required by another user.

4.3 Construction and design of banners

- 4.3.1 Banners should not detract from the visual attractiveness of the Goldie Street precinct. They should include bold, colourful and high quality graphics and convey a clear message.
- 4.3.2 Ideally, the composition of colours and text of the banner should be of sufficient legibility and be uncomplicated enough to enable the content to be read at a distance of up to 50 metres from a moving vehicle.
- 4.3.3 Banners are to contain text or images on each side.
- 4.3.4 Banner text should be in a font, which is legible from a distance and should be readily distinguishable from the background of the banner. It is recommended that the minimum font size be 250mm in height.
- 4.3.5 A minimum of 4.7 metre clearance required from bottom of banner to Goldie Street pavement.
- 4.3.6 Construction should be as sturdy as possible. Banners should be hemmed and double stitched at the perimeter and sufficient 15mm eyelets should be incorporated at each corner of the banner to allow easy attachment to the frame. At least four 'wind holes' should cut into the banner to alleviate wind pressure and reduce the overall stress on both the banner and the frames. The holes should be a minimum of 50mm in diameter and cut into the banner to create a flap rather than a complete hole.
- 4.3.7 The banners should be made from normally used banner materials such as poly-cotton, polyester or vinyl.
- 4.3.8 Banners shall have minimum dimensions of 3.0 metres x 0.5 metres and maximum dimensions of 5.0 metres x 1.0 metres.
- 4.3.9 It is recommended that applicants discuss the design of any proposed banner, prior to fabrication of the banner, with the Executive Manager Engineering Services in order to ascertain the suitability of the design in relation to the requirements of this policy.

4.4 Subject matter of banners

- 4.4.1 The primary focus of a banner should normally be to promote a recreational, sporting or community based activity or similar or to promote the municipal area generally. Charitable and service organisations that are based in the municipal area may use a banner to promote fundraising activities.

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4.4.2 Banner material deemed to be inappropriate or potentially offensive to the community generally, or to any particular community group, will not be granted approval.

4.4.3 The Executive Manager of Engineering Services reserves the right to refer any applications for banners which may contain potentially contentious material to Council for decision.

4.5 Reservation of banner structures for Council Promotions

4.5.1 The structures are reserved for the Council to promote the Colours of Wynyard Festival and the Christmas/New Year festive season each year during the following periods:

- four weeks commencing on the third Monday in September; and
- six weeks commencing on 1 December.

The structures may also be reserved for other Council promotional purposes at times determined by the Executive Manager Engineering Services.

Usage by other parties during the above periods is not permitted.

4.6 Public Liability Insurance requirements

4.6.1 Any organisation seeking approval to use the banner structures shall, at all times during the period of usage of the banner structures, insure and keep insured with an insurance company approved by Council against public liability for an amount not less than \$10 million. A copy of the Certificate of Currency for the public liability insurance is to be forwarded to Council prior to any consideration of an application.

4.7 Charges

4.7.1 Council will not normally levy any charges upon bona fide 'not for profit' or community organisations for the erection, display and removal of banners but reserve the power to resolve, at an Ordinary or Special Council meeting, to impose a charge upon a particular user. The quantum of charges levied is not to exceed the actual cost to Council of any works associated with the erection, display and removal of banners.

4.8 Erection and removal of banners including damaged banners

4.8.1 At all times Council will be responsible for all works associated with the erection and removal of banners.



4.8.2 Banners approved for erection are to be delivered to Council's Engineering Services Department at least three working days prior to the designated banner erection date.

4.8.3 Should any damage occur to a banner from circumstances such as extreme weather conditions, vandalism or any other circumstance which makes a banner unsafe or unsightly then Council will remove the banner at the earliest opportunity, store it at the Wynyard Council Depot and advise the owner as soon as reasonably practicable.

4.8.4 Council are not liable for any damage to, or loss of, any banners during the period that the banners are on display, or being erected or removed.

4.9 Other requirements

4.9.1 Competing banner applicants who wish to display banners for all or part of the same period of time will have their complying applications given priority chronologically according to the recorded date the written applications are received at the Waratah-Wynyard Council Chambers

5.0 Legislation

Local Government (Highways) Act 1982
Workplace Health and Safety Act 1995

6.0 Responsibility

6.1 The Director Infrastructure and Development Services is responsible for the overall management of this policy.

7.0 Minute Reference

Minute No. 12.2

8.0 Council Meeting Date

15 November 2010