

USE OF TOWN BANNER POLES

Previous policy number: 5.1.2

Policy Statement

To guide the Town in the appropriate use of the Town's banner poles when they are not otherwise being utilised to advertise Council related activities.

Policy Details

Objective

To enhance the town's visual appearance and sense of vitality through the use of well-designed and appropriate banners on a full cost recovery practice.

To convey information about major sporting, cultural or recreational community activities or tourist events in Mosman Park.

Policy Principles

- Town of Mosman Park street banner sites are available for use by organisations wishing to publicise forthcoming events or activities considered appropriate by the Town.
- Events should be relevant to Mosman Park and be a major sporting, cultural or recreational community activity or a tourist event.
- The town has the discretion to accept or reject applications for hire of banner pole sites.

Policy Guidance

The banner poles referred to in this policy are located at the following sites:

Site	Street banner Location	# of Poles
S1	Lochee Street opposite Memorial Hall	1
S2	Wellington Street near Stirling Highway	1
S3	Glyde Street near Stirling Highway	1
S4	McCabe Street intersection with Edwards Street	1
S5	Bay View Terrace at Memorial Park	1

Applications / Bookings

- The Town's use of banner pole sites to advertise Council related activities will take priority over external booking.
- The use period for banner pole sites is four weeks per booking, with the hire period being from Monday to Sunday, unless otherwise approved.
- Bookings can be made up to one year in advance but in any case must be made no less than one month before the event. Organisations or event organisers are limited to making two bookings per year, unless otherwise approved.
- The applicant must accept and acknowledge full responsibility for public risk and

fully indemnify Council from and against all claims, judgements and the like arising from the erection or display of the banners.

Fees and Charges

- Not-for-profit organisations: Full cost recovery for the hanging and taking down of the banner will be charged and payable by the applicant.
- For profit organisations: Full cost recovery for the hanging and taking down of the banner will be charged and payable by the applicant, as well as an additional weekly hire fee per banner pole as set out in the Town's fees and charges schedule.

Design Guidelines

- Banners must be double sided and measure 2,000mm high by 900mm wide.
- Applications for all banner sites must be followed by complete details of the proposed text and design(s) including a sketch of each separate banner image(s) at least one month prior to the proposed booking.
- All advertising (sponsorship details) on banners is limited to a maximum of 20 percentage of the total banner area. Advertising on banners is considered to be the portion of the banner devoted to an organisation/organiser which is a sponsor or will benefit from having their logo or name displayed on the banner.
- A high standard of design presentation is required, reflecting the objectives of this policy to ensure banners are complementary to the town streetscape and its public amenity.
- Designs should feature strong colourful graphics with a concise message, be visually pleasing and easily read by pedestrians and motorists.
- Banners need to comply with the relevant site specifications. The Town will be unable to erect banners that have not been made in accordance with these specifications.
- Banners may be reused for future bookings provided the banners are well maintained and of a high standard of presentation.

Definitions

Building Permit: Refers to a permit granted under section 20 of the *Building Act 2011*.

Demolition Permit: Refers to a permit granted under section 21 of the *Building Act 2011*.

Occupancy Permit: refers to an occupancy permit granted or modified on an application of a kind mentioned in Part 4 Division 2 of the *Building Act 2011*.

Building Approval Certificate: Refers to a building approval certificate granted or modified on an application of a kind mentioned in Part 4 Division 2 of the *Building Act 2011*.

Building Order: Refers to a building order made in accordance with Part 8 Division 5 of the *Building Act 2011*.

Governance References

Statutory Compliance	Nil.
Organisational Compliance	Nil.

Policy Administration

Directorate:		Officer title:
Community Development		Manager Community Development
Next Review		Review Cycle
February 2022		
Version	Date	Ref
1	24 February 2009	Policy adopted TS27
2	23 March 2010	OCM-072-2010
3	26 May 2015	OCM-082-2015
4	27 February 2018	OCM-013-2018
5		