

BANNER POLICY

BACKGROUND

In recognition of the need for community groups, and Council, to publicise community events, banners have been permitted at approved locations throughout Ku-ring-gai.

Compared to print advertising, banners are inexpensive and also an effective form of promotion for community activities.

At present there are several approved banner locations in Ku-ring-gai, however there is increasing demand for these locations. This policy has addressed this increased demand through the introduction of additional poles and banner locations.

The policy also aims to provide an effective method of managing the temporary display of promotional banners in Ku-ring-gai.

APPROVED BANNER LOCATIONS

The approved banner locations and number of poles at the locations, are listed in Appendix A of the Policy.

The General Manager, or delegate, can approve changes to the number of banner poles, and/or banner locations.

BOOKING OF BANNER LOCATIONS

Council's Customer Service Unit will be responsible for enquiries regarding banner locations and method of booking.

- Banner sites can be booked up to three months in advance.
- All groups have equal access to banner sites on a first booked basis.
- All sites may be booked by community groups, but will be subject to cancellation should Council require a particular site.
- Booking requests must be in writing, and addressed to the attention of the Customer Service Unit.
- All requests should include the proposed wording of the banner.

The booking request will be confirmed or refused in writing.

Additional details of conditions relating to a request are described in Development Control Plan No. 28 Display & Erection of Advertisement and Advertising Structures (Appendix B).

Minute OMC 586 of 19 November 2002 states in part:

- A. That the banner site at Lady Game Drive, West Lindfield near the corner of Moore Avenue be retained as an official banner site with the two existing sets of poles.

SIZE AND PRESENTATION OF BANNERS

- Community Banners should display appropriate content in relation to community activities, and should conform with Council's Corporate Communications standards.
- Banners must appear neat and tidy, and be securely attached to the poles.
- Banners can be a maximum of 2.8m x 1m (horizontally), preferably with air flaps.
- Banners to be displayed outside Council Chambers are to be of a standard and size that meet Council's Corporate Communications standards.

CONFISCATION OF BANNERS

Council has the right to confiscate banners, specifically, but not limited to when :

- Banners are displayed at non approved sites.
- Banners are displayed at approved sites without a booking.
- Banners are displayed beyond the removal date.
- Banners are considered offensive or inappropriate.

FEES & CHARGES

- Not for profit groups and community organisations, are not charged a fee to book an approved location.
- Commercial operators are charged a fee which is included in Council's adopted annual Fees & Charges.
- Community Groups and commercial operators may be charged an Impounded Sign Release Fee for banners confiscated. This fee is included in Council's adopted annual Fees & Charges.

ERECTING AND REMOVING BANNERS

- Community groups and commercial operators are responsible for erecting and removing their own banners on all sites, except for outside the Council Chambers, according to the dates approved by Council.
- Council Banners, to be displayed outside Council Chambers, are to be erected by Building Services staff, consistent with Council's OH & S Policy.

MONITORING BANNER LOCATIONS

- Council Rangers are responsible for monitoring banners displayed in Ku-ring-gai.

Appendix A

APPROVED LOCATIONS

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| 1. Burns Road/Turramurra | Just east of the Bobbin Head Road intersection, on the north side of the road. (2 sets of poles) |
| 2. Ryde Road/West Pymble | At Bi-Centennial Park frontage to Ryde Road. |
| 3. Yanko Road/West Pymble | In Mountbatten Park at the intersection of Ryde Road. (2 sets of poles) |
| 4. Council Chambers/Gordon | On the Pacific Highway frontage to Council Chambers, 818 Pacific Highway, Gordon (2 sets of poles) |
| 5. Memorial Avenue/St Ives | Opposite the exit of St Ives Shopping Village near the intersection of Mona Vale Road. (2 sets of poles) |
| 6. Roseville Park | Clanville Road. |
| 7. St Ives/Cnr Memorial Avenue & Killeaton Street | In Park. |
| 8. St Ives Showground | Mona Vale Road. |
| 9. The Comenarra Parkway, Wahroonga | Sir Robert Menzies Park |
| 10. Ryde Road | Opposite Lady Game Drive Intersection - West |
| 11. Ryde Road | Lady Game Drive Intersection - South East |
| 12. Cnr Lady Game Drive & Bradfield Road | Patricia Order Reserve |
| 13. Cnr Tryon Road & Eastern Arterial Road, Lindfield | North Western Corner |
| 14. Cnr Babbage Road & Addison Road, Roseville | Outside Community Centre |

Appendix B

DEVELOPMENT CONTROL PLAN No. 28

DISPLAY AND ERECTION OF ADVERTISEMENTS AND ADVERTISING STRUCTURES

15. TEMPORARY SIGNS/SPORTING, CULTURAL AND ENTERTAINMENT ACTIVITIES

Sporting, cultural and entertainment activities will be dealt with on individual merit. Council recognises these activities as an important element in community use of commercial precincts and special consideration will be given to permit departures from provisions of this plan provided that such departures do not significantly impact on the locality. This may include banner type signs.

- 15.1** Signs must not be displayed without the approval of Council being obtained before hand. No application fee is prescribed for genuine non commercial advertising of cultural or community entertainment activities.
- 15.2** All applications should contain the following information:
- 15.2.1** Precise location of the proposed signage.
 - 15.2.2** Type and nature of the sign.
 - 15.2.3** Purpose of advertising.
 - 15.2.4** Qualifications of the organisation as a local charitable or community service organisation.
 - 15.2.5** Time of display.
- 15.3** Signage may only be displayed for a period of not more than fourteen (14) days prior to the event and to be removed on the day following the event.
- 15.4** A maximum of two (2) organisations will be permitted to display signage at any one (1) location.
- 15.5** A maximum of four (4) locations within the Ku-ring-gai area maybe approved for display of signage by any one (1) organisation or event.
- 15.6** Approval may only be granted for display of advertising be recognised local organisations of a charitable or community service nature.
- 15.7** All unauthorised advertising will be impounded by Council.