

## AD0001: Banners Policy

Policy Type	Administrative Policy
Reference Number	AD0001
Responsible Department	Economic Development and Planning
Responsible Officer	General Manager
Legislation	N/A
Relevant Delegations	N/A
Related Policies and Procedures	COU120 Council's Role in Economic Development
Community Goal	2.3 Proactively develop stronger partnerships between business and Council to promote and facilitate economic development in the City.
Previous Policy No	54, COU121
Council Resolution	March 2008 CSP 16 Aug (348/10) C 23 Aug (717/10) CSP 16 May (31/11) C 23 May (135/11)
Date Adopted:	23 May 2011
Review Date:	2012
ECM Doc Set ID:	3248837

### 1. POLICY STATEMENT

This policy establishes guidelines for the hire of road banner sites and street pole banner sites for the display of banners.

### 2. PRINCIPLES

Individual traders, the general community and organisations may hire banner sites located in the retail precincts to promote cultural, sporting, special events or services specific to the residents and businesses of the City of Unley.

### 3. POLICY OBJECTIVES

- 3.1 To enhance the City's visual attractiveness, style and sophistication by decorating and enlivening Retail Precincts.
- 3.2 To convey an image of activity and excitement and reinforce the visual image associated with an event, activity, service or campaign to promote the City.
- 3.3 To convey information about cultural, sporting, recreational and tourist events, activities and festivals.

#### **4. DEFINITIONS**

“Banners: refer to a large cloth or material bearing a design or slogan.

“Installation fee” includes set up and removal costs.

“Road banner sites” are the large poles on King William Road (near Arthur Street and Park Street), Goodwood Road (near Greenhill Road and Cross Road) and on Unley Road (near Greenhill Road and Cross Road) which house banners which span the width of the roadway. All banners must meet the “Specification for Banner Construction and Fixing to Poles” set out in Attachment 1.

“Light pole banner sites” are positioned throughout King William, Goodwood and Unley Roads and house banners (ranging in size from 800-1200mm x 1600-2400mm) which are attached primarily to light or stobie poles. These banner spaces are not available for commercial hire, being provided solely for use by the City of Unley and main street associations.

“Commercial advertising” refers to content that specifically promotes an individual commercial concern. This does not include schools, Council operations or not-for-profit organisations located within the boundaries of the City of Unley. All hirers will be deemed to be corporate, private or commercial hirers unless appropriate documentation is provided to support not for profit, charity status or community benefit.

“Area of content of commercial advertising” is the total area of the banner taken up by the commercial advertisement.

#### **5. PROCEDURES**

##### 5.1 Policy Direction

5.1.1 All banners must meet the guidelines as set out in the “Specification for Banner Construction and Fixing to Poles” as set out in Attachment 1.

5.1.2 The commercial advertising content of the banner must relate to businesses located within the boundaries of the City of Unley, or goods or services available within.

5.1.3 Banners will not be permitted that have advertising the City of Unley deems reasonably objectionable and conflicts with the City of Unley’s mission, values and corporate derived strategic priorities (ie the banner must not advertise political, sexual, racial or religious content or promote tobacco, smoking, gambling or illegal activities).

5.1.4 The content of the banner must not compromise or question the integrity of Council and in the event the banner is erected, it does not imply that the City of Unley endorses the message, event or product being advertised.

- 5.1.5 Special consideration will be given to banners which advertise a special historical event associated with a company or organisation located in immediate adjacent council areas that may provide regular services and/or relate directly to the community of Unley.

## 5.2 Booking Procedures and Fees

- 5.2.1 Individual traders, the general community and organisations may hire banner pole sites in the retail precincts to promote cultural, sporting, services or special events located within the boundaries of the City Of Unley. Special dispensation is available for professional health or educational services.
- 5.2.2 Installation and rental fees for hiring of light pole and road banner sites will be as specified in Council's Fees and Charges Register.
- 5.2.3 An installation fee applies to all banner bookings.
- 5.2.4 There is to be no rental fee for main street associations involved with the Unley Business and Economic Development Committee, or not-for-profit organisations based in the City of Unley to utilise the road banner and light pole banner sites. An installation fee will still apply to these groups.
- 5.2.5 Funds received from the rental of banner sites containing commercial advertising content will be placed into the operating budget of Economic Development and Planning and subsequently 50% of these funds will be forwarded to the incorporated main street associations of the defined precinct in which the banner is placed.
- 5.2.6 Priority will be given to Council in the promotion of its events and services to the community.
- 5.2.7 Council's Depot manages booking requirements for all banner poles. Bookings may be made up to 12 months in advance. The maximum length of time for the hire and use of a road banner site/s with commercial advertising content is 21 days (3 Weeks).
- 5.2.8 The maximum length of time for the hire and use of a road banner site/s with no commercial advertising content is 28 days (4 Weeks).

## **6. ROLES AND RESPONSIBILITIES**

The Operations Manager is delegated the authority to consider and approve banner designs and applications to erect banners.

Council's Depot Administration will manage bookings for all banner poles.

Customer Service Officers are to accept payment for the banner bookings.

# SPECIFICATION FOR BANNER CONSTRUCTION AND FIXING TO POLES

As at July 2008

## BANNER CONSTRUCTION

### DIMENSIONS

Banner Location	Mounting ring spacing in metres		Banner dimension in metres	Sag in mm	
	Horizontal	Vertical	Horizontal	Vertical	Vertical
Unley Road – north	19.4	1.3	12.0	1.25*	55
Unley Road – south	22.8	1.3	12.0	1.25*	60
King William Road - north	12.2	1.3	10.0	1.25*	30
King William Road - south	10.6	1.3	8.0	1.25*	30
Goodwood Road - north	26.9	1.3	12.0	1.25*	75
Goodwood Road - south	21.3	1.3	12.0	1.25*	60

\*vertical dimension of banner can vary depending on the size of D-shackle

### MATERIALS

#### **FABRIC**

Shall be coated textile designated as Heavy Duty in accordance with AS 2930  
Textiles-Coated fabrics for tarpaulins. (e.g. TOUGHSTUFF XTRA REINFORCED VINYL)

#### **EYELET**

15mm brass or stainless steel. It can be painted to match banner colour.

#### **JOINTING**

Fabric shall be jointed using plastic welding.

### ASSEMBLY

All edges vertical and horizontal shall be lapped by 50mm and jointed by plastic welding. 15mm eyelets shall be fixed at no greater than 500mm spacings along banner edge. The spacing between the banner edge and the centre of eyelet hole edge shall be 25mm.

### WIND HOLES

#### **Unley Road and Goodwood Road:**

Two rows U-shaped 275mm x 350mm at 1200mm spacing. Location specified on the drawing.

#### **King William Road:**

Two rows U-shaped 200mm x 200mm at 1200mm spacing.

- The end of cutting shall be finished with 5mm diameter hole.
- Sharp ended holes or punctures are not allowed.

**The City of Unley affixes the banner to wires strung between banner poles using the following materials and methods. This detail is provided to banner supplier as information.**

### **STEEL ROPE FIXING TO THE POLES**

### MATERIALS

2 x length–	10mm diameter steel core high strength galvanized rope. One end with a thimble and clamped by steel or aluminium ally swaged sleeve. Other end whipped.
6 x –	10mm stainless steel shackle
2 x –	20mm rigging screws or turnbuckles steel turnbuckles with clevis and eye, minimum working load 2.5 ton
2 x –	thimbles
6 x –	double stainless steel wire rope grips

#### **FIXING TO POLES**

**One end:** shackle, rope end with a thimble.

**Other end:** shackle, turnbuckle, thimble, three double grips. The wire rope grips shall be applied at all times with the clip saddle on the loaded part of the rope and the U-bolt on the unloaded end of the rope. This ensures maximum safety and efficiency with ease and quickness of application. The rope decreases in diameter under loading and compression type grips should be retightened under full loading.

- All shackles and turnbuckles shall be secured against unscrewing.
- All ends of ropes shall be neatly tackled.

#### **BANNER FIXING TO STEEL ROPE AND POLES**

Banner shall be located at even spacing from the poles.

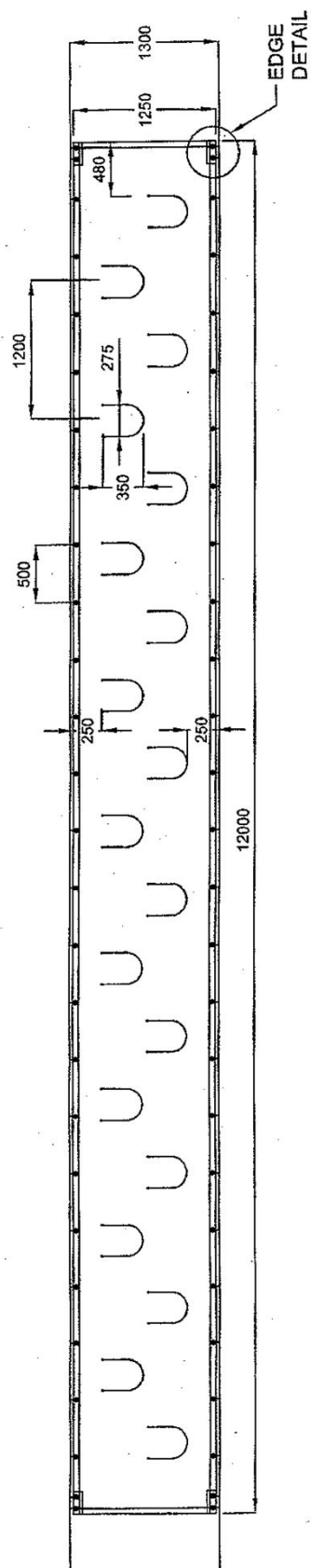
Stainless steel 6mm LONG DEE-shackles through banner eyelet and over steel rope.

The banner shall be stretched and located in position at each corner by two grips fixed to steel rope.

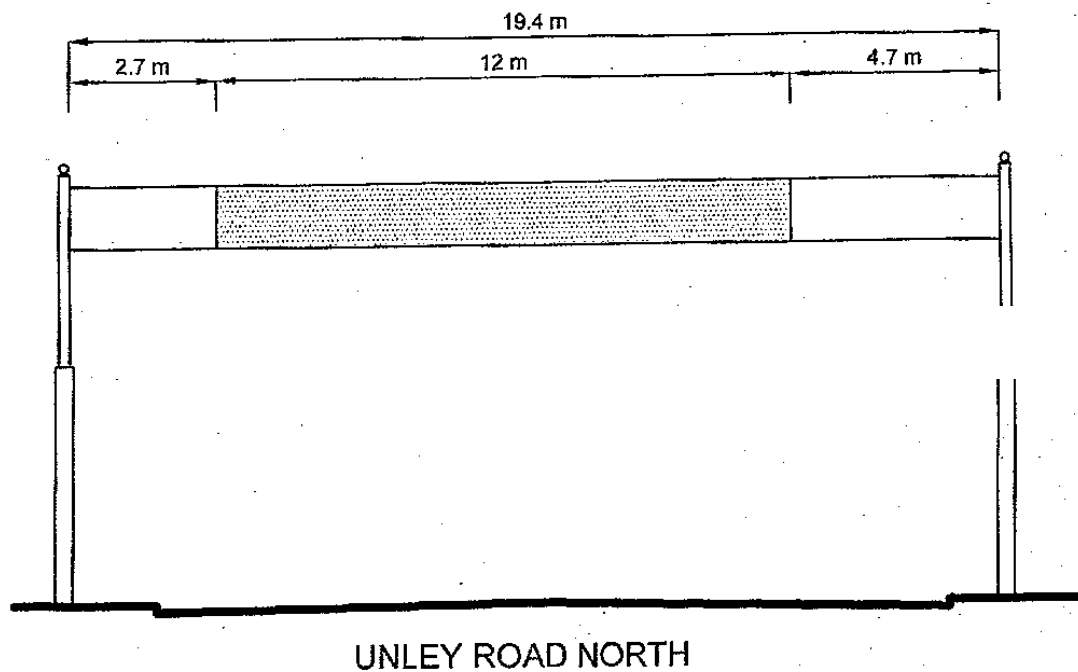
#### **SAGGING**

The upper steel rope shall not sag more than the lower.

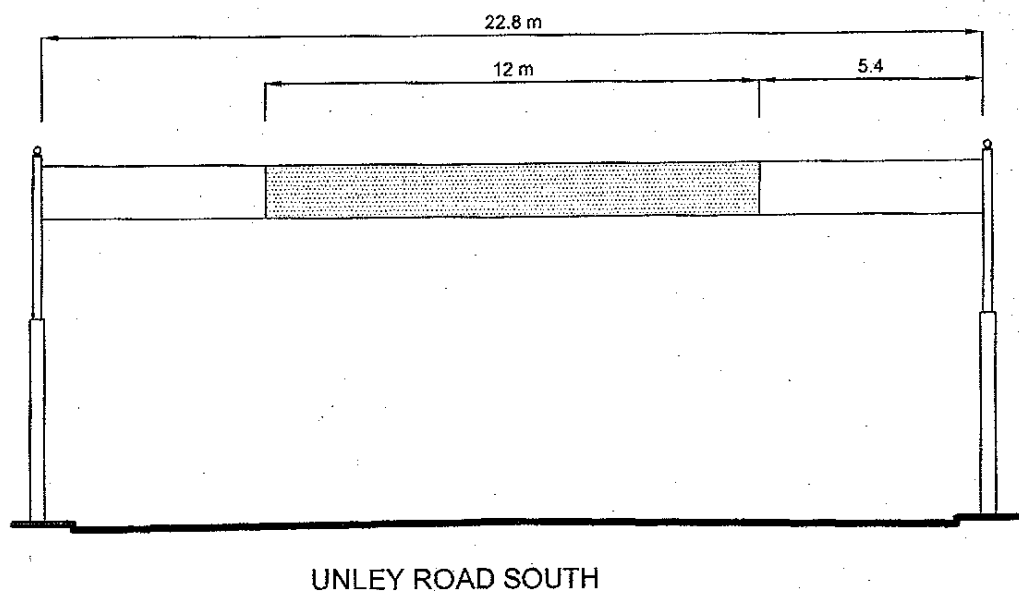
## BANNER DIMENSIONS FOR UNLEY ROAD



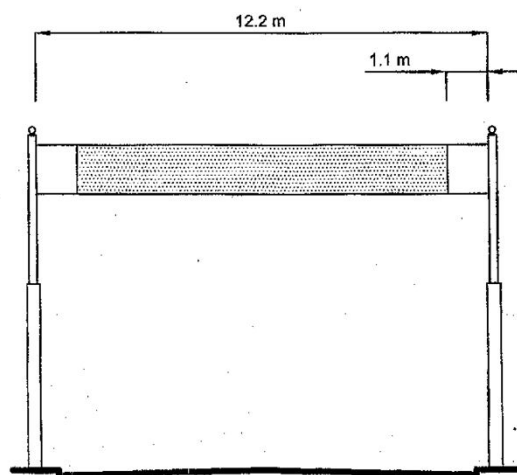
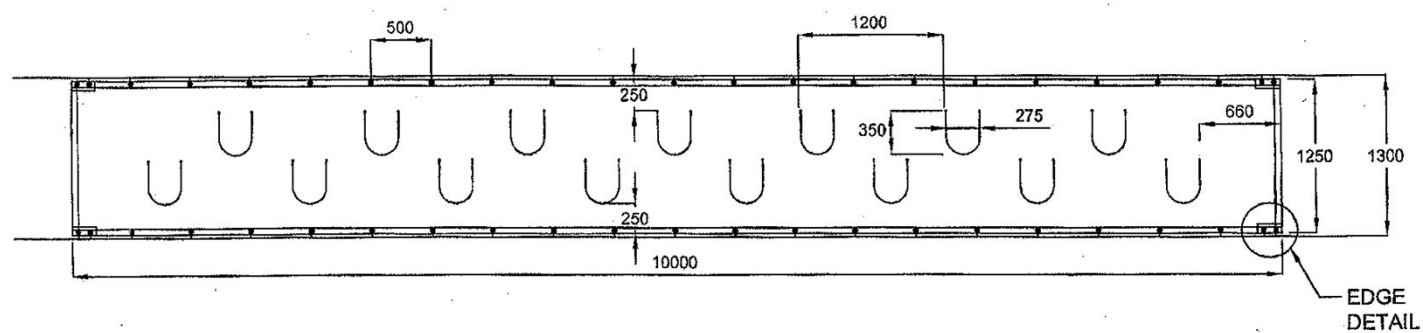
SCALE 1:50



Banner is not in centre between the poles.



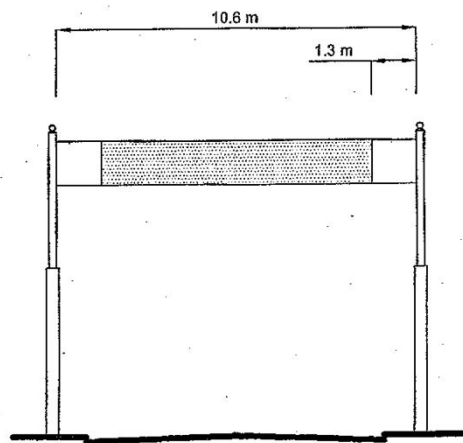
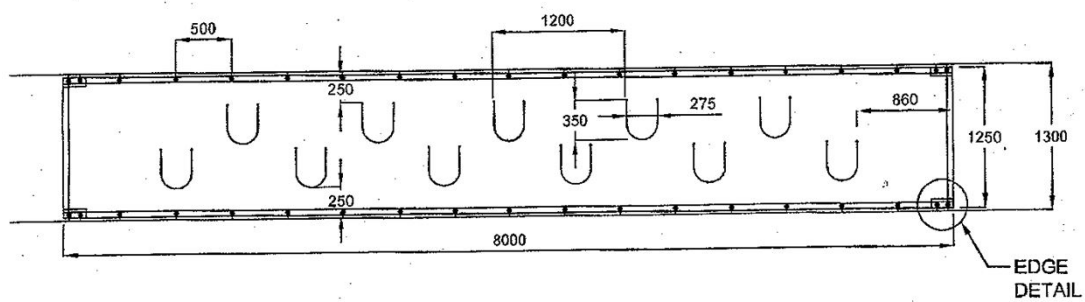
## BANNER DIMENSIONS FOR KING WILLIAM ROAD NORTH



KING WILLIAM ROAD NORTH

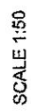


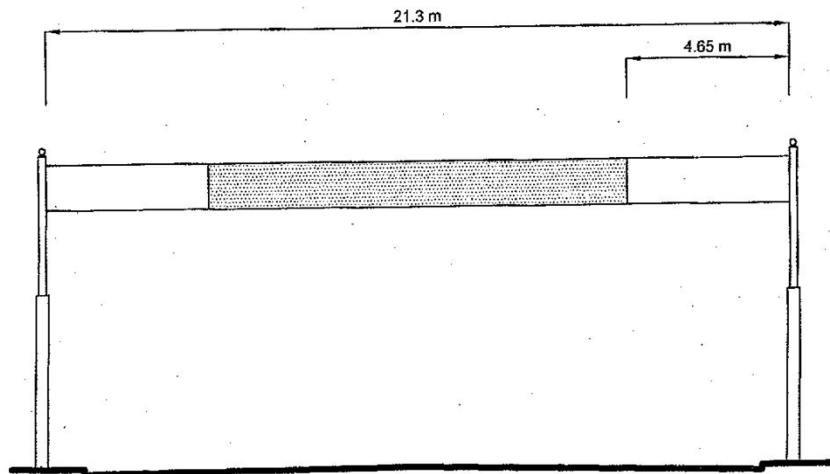
## BANNER DIMENSIONS FOR KING WILLIAM ROAD SOUTH



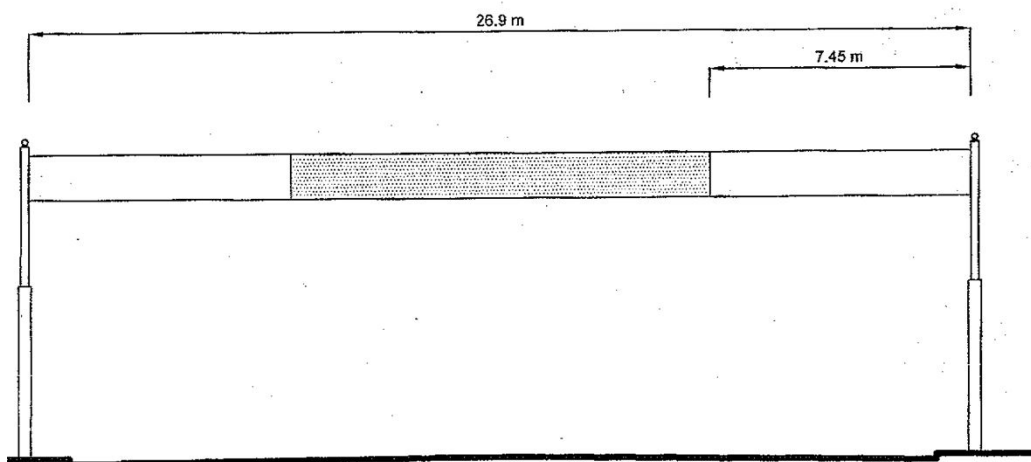
KING WILLIAM ROAD SOUTH

### BANNER DIMENSIONS FOR GOODWOOD ROAD (Cont'd)





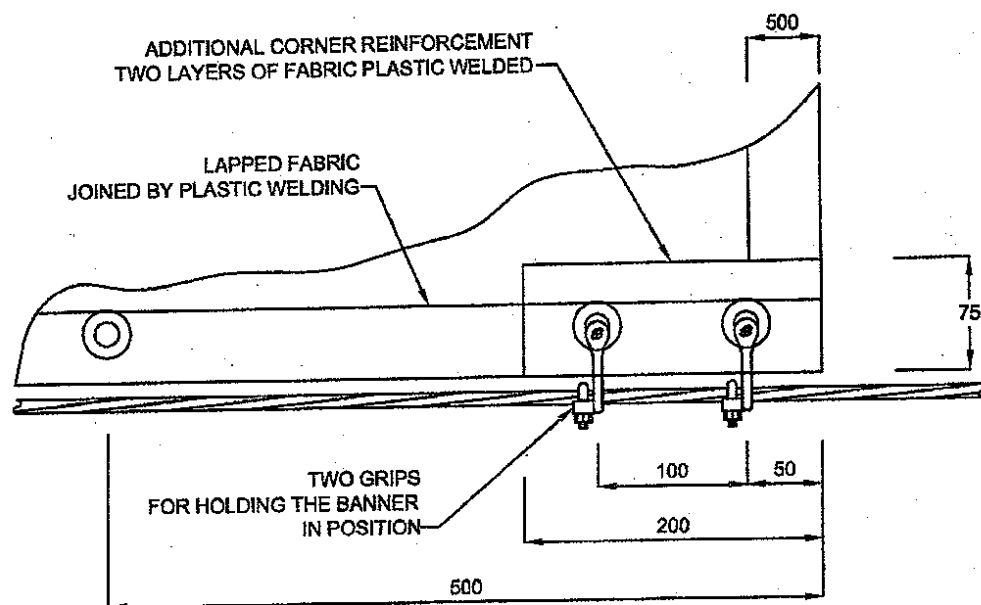
GOODWOOD ROAD SOUTH



GOODWOOD ROAD NORTH

## BANNER EDGE DETAIL

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# THE FOLLOWING PAGES TO BE DELETED

Valid from 15 December 2004

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