

Title: Banner

Category: Operating - Service promotion or communication

Key words: Banners, approvals, design, location, specification, bookings, installation, removal

File number: S-30-6

Policy owner: Director Corporate Services (Town Centres and Economic Development)

Authorisation: 10 July 2003 by CSC Minute 234

Review date: This policy is to be **Revised** by 30 June 2008

Modification history:

Related legislation:

Related policies:

Related procedures:

Related forms:

Policy: Refer to [policy document](#)



Council Policy Document

Banner Policy

Adopted by Council:
Effective from:

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GENERAL MANAGER

Environmental Services Division
July 2003

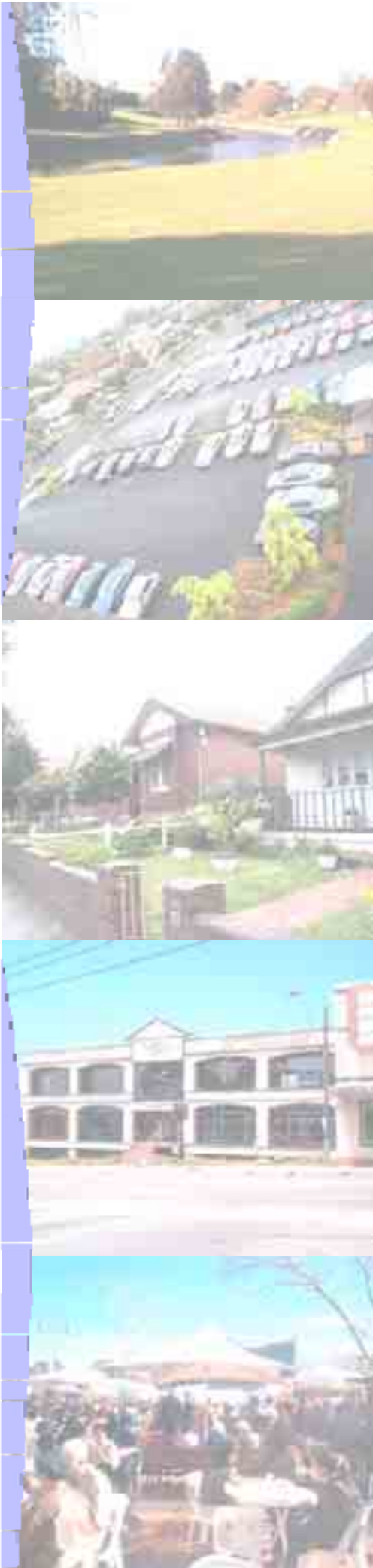


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1. Introduction



Canterbury City is well known for its vibrant town centres with busy streets and footways, home to a wide variety of diverse businesses attracting customers from far afield.

The aim of Council's Town Centres Development Program is to support the revitalisation of our town centres through urban design projects, public art, streetscape improvements, economic development strategies, promotions and events.

Our Centres reflect the diversity of our population – with our communities celebrating and commemorating a variety of events and occasions in public places. Banners are an effective and appropriate way of creating visual images in our Centres, strengthening their local identity. They bring colour, movement, vitality, a sense of arrival and a sense of occasion. It is appropriate that the placement of banners within our City reflects our diverse community, complimenting the existing streetscape.

Council has a responsibility to balance the many uses of public space through appropriate management and to ensure the visual appearance of the area appropriately reflects the diversity of our community.

Aim

The aim of this policy is to provide urban design requirements for the use of banners within the City. The plan outlines the design standards, locations and requirements for approval.

Objectives

Visual Appeal

Residents and visitors are drawn to town centres which are vibrant and stimulating – with an attractive mix of shops and businesses. Visually appealing streets with a mix of outdoor dining areas and merchandise displays attract visitors to sample local cuisine, browse and shop.

Banners can greatly add to this visual appeal, with the use of familiar images which celebrate, reveal or commemorate events, achievements or identity.

Agreed Design Standards

This policy provides design standards which have been agreed to following consultation with the local community. It is not appropriate that banners are used for product or company advertising. It is intended that they be used to promote events or occasions, sporting events, arts or cultural festivities. In addition, banners highlighting particular 'weeks' such as youth week, seniors week, local government week will also be considered for approval.



Making an Initial Application

Council requires a formal application for consideration of banners for display, prior to the production of any banner.

Applications can be obtained from our website or from our Customer Services Counter. As part of the application process, Council will require copies of the proposed artwork, to enable the suitability of the proposed design to be evaluated.

Organisations should apply for banner approval well in advance of any event or activity to establish availability of the space and allow for design appraisal, possible modifications and banner production.

Council will not be liable for any additional fees and charges that may arise from required artwork changes.

Fees and Charges

All costs relating to the costs of the banner production are the responsibility of the hirer. Council charges a fee to cover the cost of installation and removal. For insurance reasons, hirers are not permitted to install banners. The current price for installation and removal can be obtained from our Fees and Charges Schedule.

2. Guide to Banner Design

Advertising

Banners within our Town Centres are not for commercial advertising purposes. As it is recognised that the cost of production is significant, banners can allocate up to 20% of the total banner display area to direct sponsorship recognition, such as a business name or logo. Logos should be positioned at the top or bottom of the banner and should not detract from the central image or theme of the banner.

Suitable themes, designs and colours

Well-designed banners reflect an identity or theme through use of colour and bold images. The following design guidelines provide basic information for banner design:

- Banners should be predominantly image or colour-based, with minimal use of text. As the banners are fixed on one side only, they are subject to considerable movement, even in light wind, which renders any text difficult to read.
- Strong bold images avoiding fine lines provide the best visual effects
- Extremely light backgrounds or large blocks of white or cream should be avoided as they soil easily with passing traffic.
- In the same way, banners which are predominantly black blend to easily into the streetscape and the message may be lost.
- Banners which are intended to be used on multiple occasions should be cleaned and stored with care. Special consideration during the design process should be made with regard to colour choice and ease of maintenance. Council may refuse to install banners that do not meet acceptable standards of presentation or cleanliness due to inappropriate storage.
- Banners deteriorate very quickly due to sun and wind damage. A maximum booking period of six weeks is enforced to ensure that banners are displayed in good condition at all times.



Community Projects

Banners can be a suitable location for a local community arts project and we encourage local community groups, schools, Chambers of Commerce or business associations to consider the possibilities of art in public places. In the same way, Council has a responsibility to ensure that banners displayed in public areas confirm to design standards and do not cause offence.

The same design guidelines and banner specifications will apply to community projects.

Groups contemplating a banner project should make contact with the Town Centres Coordinator prior to the commencement of any project who can provide further explanation of the design guidelines.

3. Locations

Current locations

Council currently has banner poles within Lakemba, Belmore and Narwee Town Centres.

Program for future locations

As part of the revitalisation of our Centres, further plantings of banner poles will be undertaken across the City. Banners will be placed adjacent to public spaces or squares and at the entrances / exits of Town Centres as a 'gateway' treatment.

4. Specifications

Size and quality of banner

Banners should be constructed from high quality canvas or polyester and must be hemmed on all edges. Full details regarding the proposed materials to be used is required at the time of application. Banners judged to be of unsuitable material quality or finish will not be permitted to be installed.

Dimensions for the banners are as follows:

Length: 4 metres

Width: 1 metre

Attachment details

Banners are fitted to poles using four reinforced loops or eyelets evenly spaced down the side of the banner. One entire side of the banner should be reinforced to support the attachment to the poles and to prolong the life of the banner.

5. Approval process & regular bookings

Applicants are required to submit their initial application with a minimum of four weeks notice prior for Council approval. Applicants should also be aware that Applicants are strongly encouraged to discuss the production times with their proposed manufacturer to ensure that the banners can be produced in the time required.



As part of the initial application applicants should indicate whether their request will be for a regular event such as an annual festival or event or a one-off installation. This information will be taken into consideration as part of the application.

6. Installation, removal and storage

Completed banners should be delivered to Council five working days prior to the proposed installation date. The installation of banners is dependent on a variety of factors – including the weather, traffic or other construction issues.

Banner installations are accepted for a minimum of two weeks and a maximum of six weeks (due to the rapid deterioration of the banners from sun and wind conditions).

Once removed, all banners must be collected from Council within fourteen working days.

Banners deteriorate very quickly if incorrectly stored. Applicants who intend to request regular banner installation; for promotion of annual events for instance, should consider carefully storage arrangements for banners. Immediate dry cleaning after removal, followed by appropriate hanging or folding of the banners will assist in prolonging their life. As a rough guide, the life span of banners used annually and stored correctly would be three years.

7. Acknowledgments

In preparation of this Council Policy we acknowledge the assistance and expertise of:

- Allysa Burke from the Public Affairs Unit, City of Sydney.
- Members of the NSW Town Centres Development Association.