

Street Banners Policy

Adoption Date:
Click or tap to enter a date.

Review Date:
Click or tap to enter a date.

Version:
<Insert version number>

Responsible Department:
Communications

TRIM Document Number:
D04653536

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1. Policy statement

1.1 Randwick City Council operates a public place street banner program at key town centres and beachside locations.

1.2 Our street banner program is designed to:

- a) visually enhance Randwick City's town centres and streetscapes
- b) promote events and activities of public interest in Randwick City
- c) promote Randwick City Council events, festivals and activities
- d) enhance our strong sense of community and sense of place
- e) support local businesses through beautifying our town centres
- f) support local community, cultural and artistic groups

2. Banner locations

2.1. Locations

2.1.1 Our street banner network is located at our busy town centres and beachside locations where they are viewed by thousands of people each day and millions of people throughout the year.

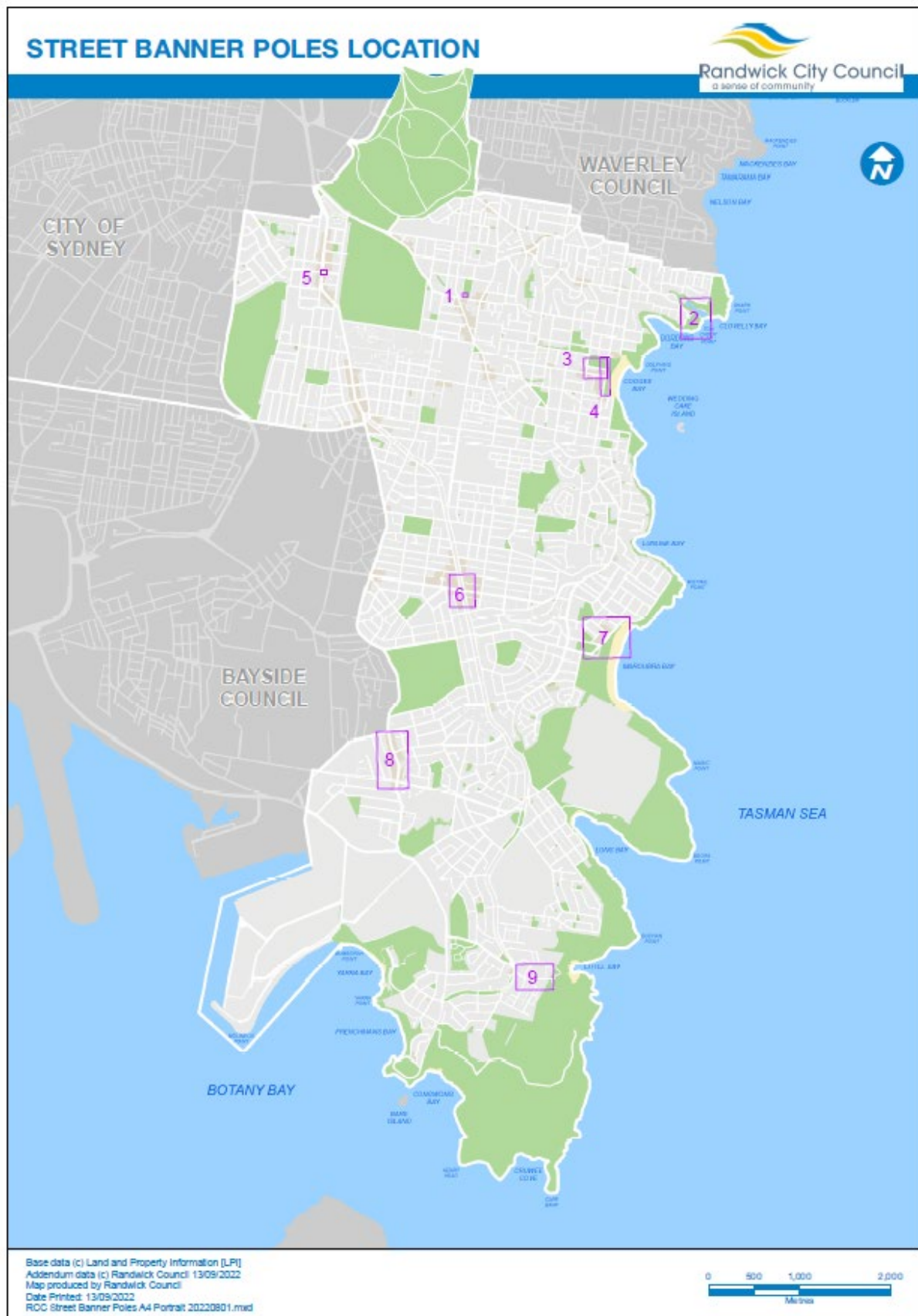
2.1.2 Banner locations and banner sizes and types may change. This policy may be updated as details change without requiring the re-approval of the Council.

2.1.3 Randwick Council currently operates 103 street banners as follows:

Zone	Location	No.	Type
1	Alison Park, Randwick	7	A
2	Clovelly Beach	4	A
3	Coogee Bay Road and Coogee Oval car park	12	C
4	Coogee Beach, Arden St	12	A
5	Kensington (Anzac Pde and Todman Ave intersection)	3	A
6	Maroubra Junction	12	A
7	Maroubra Beach, Marine Pde	20	A
8	Matraville town centre	21	A
9	Little Bay town centre	12	B

2.2. Map of locations

For exact details of street banner locations see appendix.



3. Hiring street banners

3.1. External hiring guidelines

- 3.1.1 Randwick Council's street banner program is primarily for use to promote Council's events festivals and activities.
- 3.1.2 Banner poles may also be hired by external organisations including businesses, government organisations and not for profit and community organisations to promote a range of events and activities where there is public interest and a link with Randwick City. This may include festivals, concerts, sporting events, premieres, public safety and community messages.
- 3.1.3 The banner poles may also be hired by individuals or community groups with a community, creative or cultural focus. See section 3.3.
- 3.1.4 To be eligible to hire Council's street banners, applicants must demonstrate their event or activity is consistent with the following:
 - a) primarily relates to an activity taking place in Randwick City or affecting Randwick City;
 - b) furthers Randwick City's sense of community;
 - c) increases visitation to Randwick City;
 - d) provides a direct economic benefit to the local economy; and
 - e) complies with the overall intention and objectives of this Street Banner Policy.
- 3.1.5 Notwithstanding point 3.1.2, Council reserves the right to not accept an application at our discretion.

3.2. Charges

- 3.2.1 Applicants hiring street banner sites must pay the hire fees and charges outlined in Council's adopted fees and charges policy.
- 3.2.2 Hirers must also pay all costs involved in designing, manufacturing, installing, removing and disposal or recycling of the banner.

3.3. Community, artistic and not-for-profit banner hire

- 3.3.1 Applicants seeking to use street banners to promote local artistic, cultural or community activities may apply under Council's Community Investment grants program for funding to cover street banner costs including production and installation. This may include applications to use street banners as a gallery space for locally relevant artistic exhibitions and community messages.
- 3.3.2 Applications need to be lodged via Council's website and will be assessed according to the Community Investment Program guidelines and also need to be consistent with this Street Banner Policy.
- 3.3.3 Council will waive the banner hire fees for successful applicants under Council's Community Investment Program.

3.4. Hiring requirements

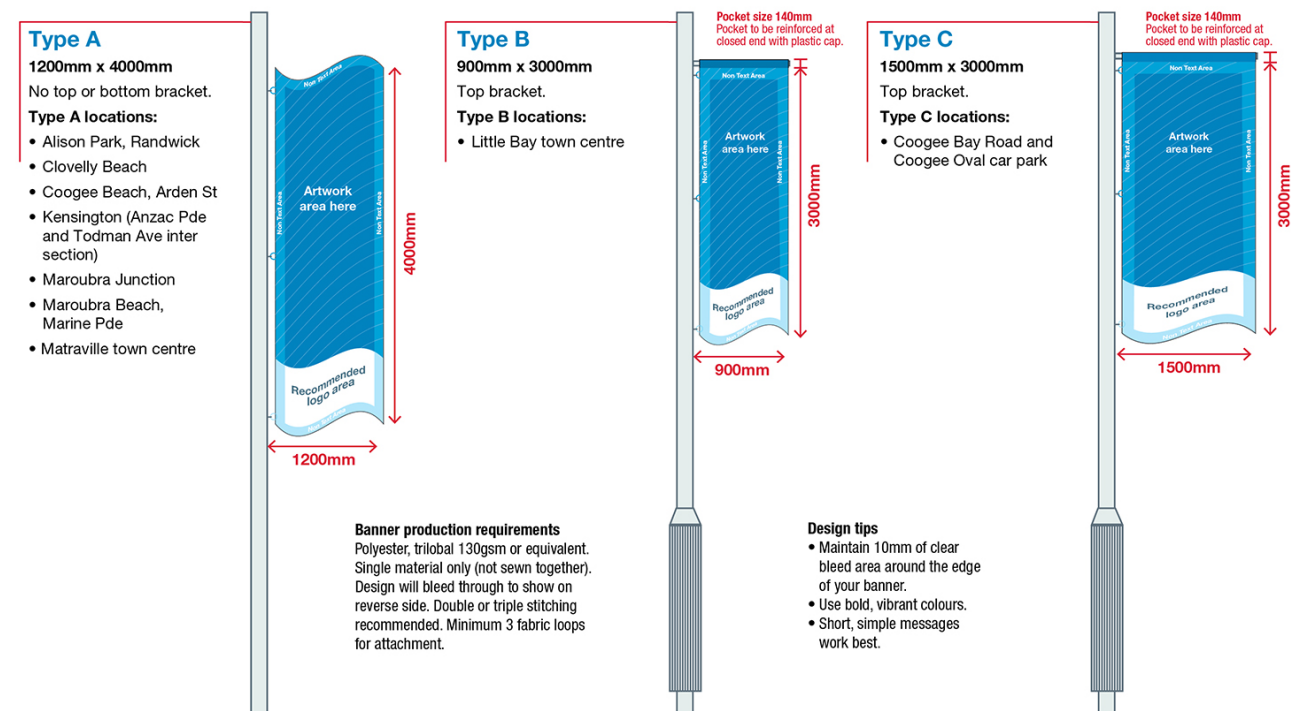
- 3.4.1 Applications to hire banners must be made via Council's Communications Department by completing an online form.
- 3.4.2 Banners are hired by zone. Applicants must book all banners within one or more zones.
- 3.4.3 The minimum recommended hiring period is two weeks.
- 3.4.4 Artwork developed by third party hirers must be approved by Council's Communication Department prior to printing.
- 3.4.5 External hirers are required to produce banners in accordance with Council's banner specifications outlined in this policy.
- 3.4.6 Banner installation is conducted by Council's approved installation contractor.
- 3.4.7 The date of installation may vary depending on weather and the availability of Council's installation contractor.
- 3.4.8 External hirers are responsible for sending their approved and printed banners directly to Council's installation contractor.
- 3.4.9 Used banners are to be collected by the external hirer for disposal or recycling.

4. Banner specifications

4.1. Banner material

- 4.1.1 Randwick Council operates a number of differently sized banners across the City based on the banner pole types at each location.
- 4.1.2 Street banners are printed on polyester, trilobal 130GSM material or similar to ensure maximum longevity for flying in an outdoor environment.

4.2. Banner sizes



4.3. Banner recycling and reuse

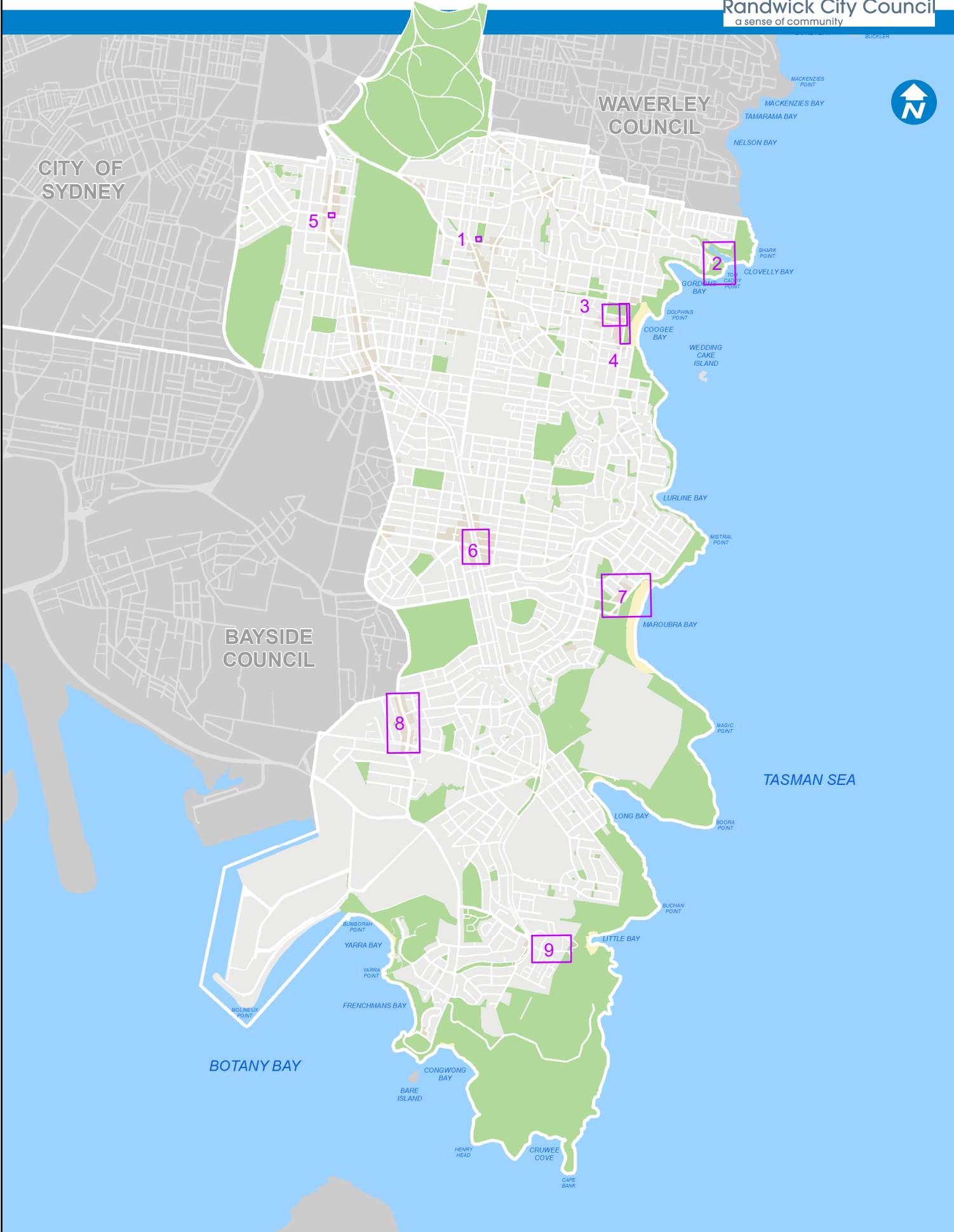
- 4.3.1 Council will make efforts to reuse and/or recycle used street banners where possible.
- 4.3.2 Banners will be stored for reused wherever possible and dated or worn banners will be considered for reuse as other items such as a banner bags or given away to individuals or charities where possible.

A. Maps of street banner locations

STREET BANNER POLES LOCATION

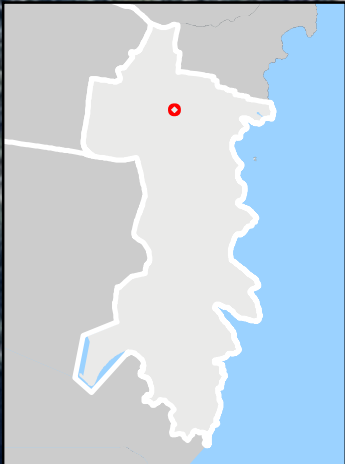
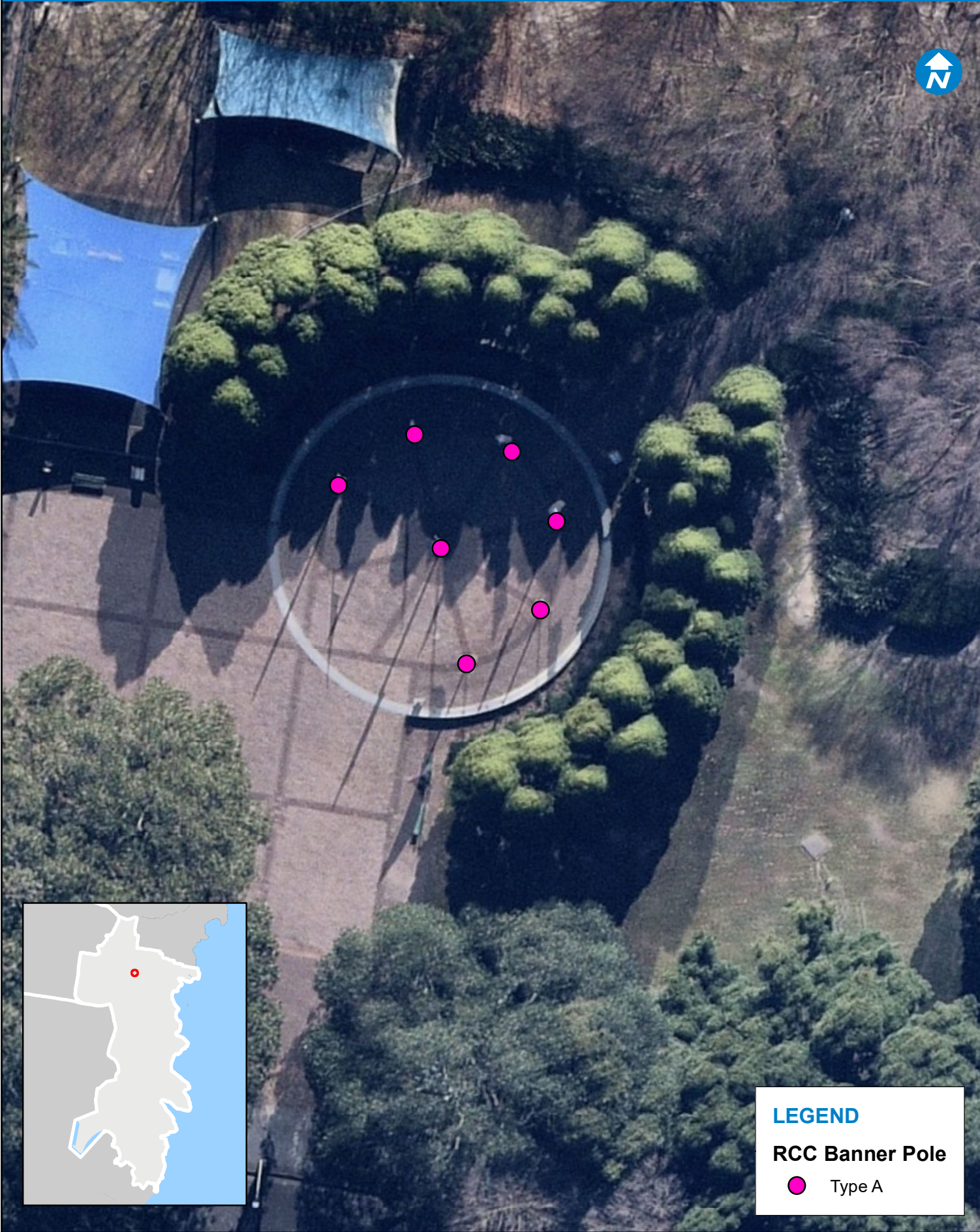


Randwick City Council
a sense of community



STREET BANNER POLES LOCATION

ALISON PARK, RANDWICK



LEGEND

RCC Banner Pole

 Type A

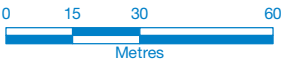
STREET BANNER POLES LOCATION
CLOVELLY BEACH



LEGEND

RCC Banner Pole

- Type A



STREET BANNER POLES LOCATION

COOGEE BAY ROAD AND COOGEE OVAL CAR PARK



STREET BANNER POLES LOCATION

COOGEE BEACH, ARDEN STREET

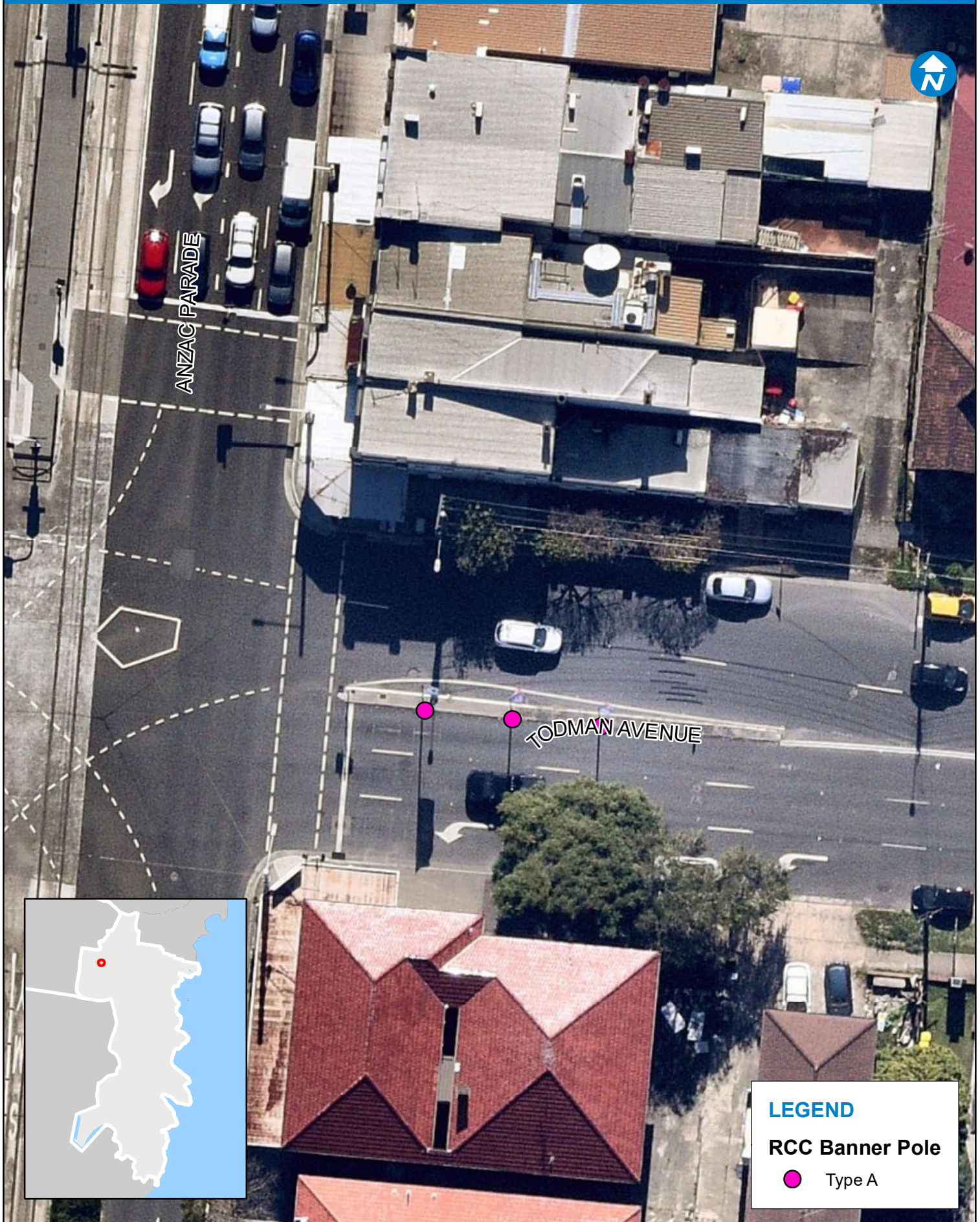


STREET BANNER POLES LOCATION

KENSINGTON (ANZAC PDE AND TODMAN AVE INTERSECTION)



Randwick City Council
a sense of community



LEGEND

RCC Banner Pole

● Type A

STREET BANNER POLES LOCATION

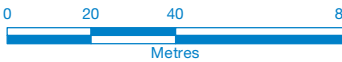
MAROUBRA JUNCTION



LEGEND

RCC Banner Pole

● Type A



STREET BANNER POLES LOCATION

MAROUBRA BEACH, MARINE PDE



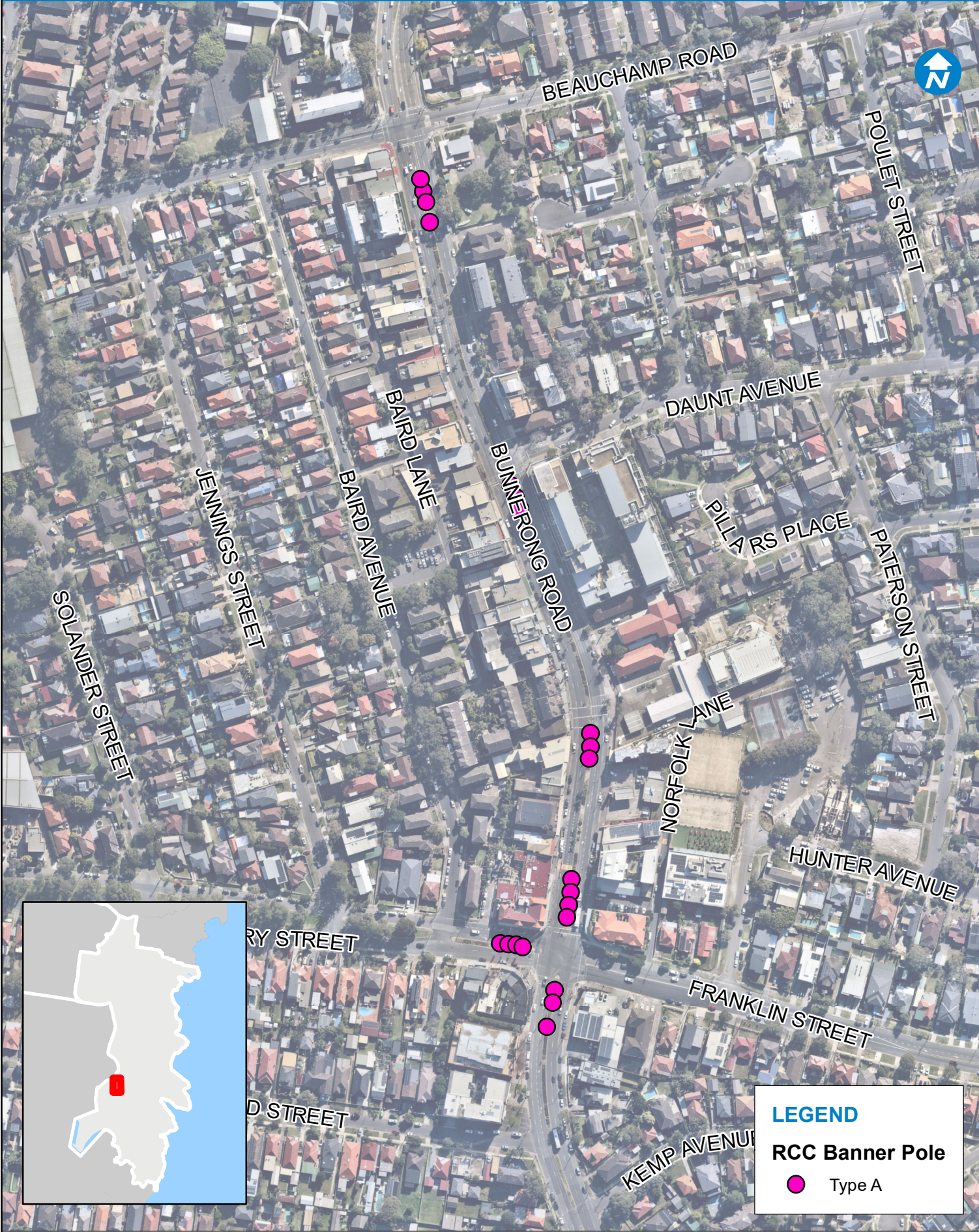
LEGEND

RCC Banner Pole

● Type A

STREET BANNER POLES LOCATION

MATRAVILLE TOWN CENTRE



STREET BANNER POLES LOCATION

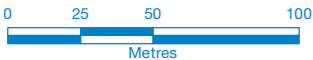
LITTLE BAY TOWN CENTRE



LEGEND

RCC Banner Pole

● Type B



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