



## LIVERPOOL PLAINS SHIRE COUNCIL BANNER ADVERTISING POLICY

Version	Date	Resolution No	Details
1	15 May 2002	7900	New Policy
2	24 June 2004	8396	Policy Review
3	29 June 2019	3251	Policy Review

### **POLICY OBJECTIVE**

The objective of this Policy is to provide, as a community service, an avenue for advertising coming events in the Liverpool Plains Local Government Area.

### **RELEVANT LEGISLATION**

Local Government Act 1993.

Environmental Planning & Assessment Act 1979.

Environmental Planning & Assessment Regulation 2000.

Government Information (Public Access) Act 2009.

State Environmental Planning Policy (Infrastructure) 2007.

State Environmental Planning Policy (Exempt and Complying Development Codes) 2008.

State Environmental Planning Policy No. 64 – Advertising and Signage.

### **EFFECTIVE DATE AND POLICY REVIEW**

This Policy shall be reviewed every four (4) years or earlier if required by legislation, Council resolution or recommendation of the General Manager. If this Policy is not reviewed within this timeframe, it remains active until such time as it is reviewed or revoked by Council.

This policy comes into effect on 29 May 2019

Signed by General Manager

R S (Ron) van Katwyk

Date Approved      29 May 2019

## **POLICY**

### **1 POLICY SCOPE**

- 1.1 This Policy applies to all banner advertising in the Quirindi and Werris Creek main streets. These areas are identified as being:
  - 1.1.1 George Street, Quirindi – from the George Street/Pryor Street intersection to the George Street/Henry Street intersection;
  - 1.1.2 Single Street, Werris Creek – from the Single Street/Coronation Avenue intersection to the Single Street/North Street intersection.

### **2 POLICY STATEMENT**

Council will consider erecting banners in the Quirindi and Werris Creek main streets, as identified above, subject to the following standards:

- 2.1 Preference will be given to the advertising of local events conducted by local community organisations. Commercial advertising will not be allowed.
- 2.2 Council reserves the right to determine if it will display a banner or not. The General Manager, or delegated nominee, is authorised to make this determination.
- 2.3 Fees for banner display will be as set by Council each year in its Fees and Charges Schedule. The fee may be reduced or waived for recognised community organisations, as determined by Council under the Community Assistance Funding program.
- 2.4 The display period for any banner will be for a minimum period of one (1) week and a maximum period of four (4) weeks, subject to the approval of Council.
- 2.5 Banners will be removed from display not more than one (1) week after the event, subject to the approval of Council.
- 2.6 An application for street banner advertising must be submitted to Council for approval no less than four (4) weeks before the date that the banner has been requested to be erected to ensure that timeframes can be met.
- 2.7 If the banner advertising proposal does not fall within the exemptions under *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008* or *State Environmental Planning Policy (Infrastructure) 2007*, a development application must be submitted to, and approved by, Council prior to installation of the banner.

### **3 CONDITIONS OF APPROVAL**

The following conditions will apply:

- 3.1 A fee will apply to cover installation/removal and rental of banner advertising space. This fee is to be paid upon lodgement of the application to Council. The minimum banner display period is one (1) week.
- 3.2 The banner will be displayed on poles designated by Council and will be erected and removed by Council. The banner is to be delivered to the Council Office, in Station Street, at least two full business (2) days prior to erection and is to be collected from the Office no later than one (1) week after the

banner has been removed. Council will not be responsible for any banners that are not collected within this period.

- 3.3 The banner shall be the property of, and maintained by the organisation to, which approval has been granted by Council. Council accepts no responsibility for any damage to the banner, regardless of the cause.
- 3.4 Council retains the right to remove the banner if, in the interest of public safety, or for any other reason, it is deemed necessary.
- 3.5 The maximum size of the banner shall be 5.5m by 900mm, with air holes to be provided at 1m intervals, and shall have eyelets provided at the top of the banner, approximately 1m apart, for attachment to the supporting cable.
- 3.6 Lanyards shall be provided at the top and bottom, and both ends of the banner, extending at least 3m.
- 3.7 Applicants shall supply evidence of Public Liability Insurance of at least \$20 million with the certificate of currency listing Council as an interested party.

#### **4 RESPONSIBILITIES AND AUTHORITIES**

The following Council officers are responsible for the implementation of this Policy:

- General Manager.
- Directors.
- Line Managers.

The following Council officers are responsible for the adherence to this Policy:

- All Council staff.