

STREET BANNERS AND FLAGS

1. RATIONALE

Council supports many events and organisations through the display of street banners and flags. To ensure a consistent approach for all organisations and groups, including Council, a flags policy is required to assist officers and Council determine priorities in display.

2. PURPOSE

1. To set out guidelines to Council's elected members and Council employees who are required to determine use of poles and brackets and what may be displayed.
2. To streamline the approach of taking bookings for street flags throughout the district.

3. GUIDELINES

1. To streamline the approach of taking bookings for street flags throughout the district, Council requires that anyone wanting to install street flags or banners make an application through the respective community board in writing. The application must include:
 - a. *The dates of installation and removal.*
 - b. *Reason for installation, event details.*
 - c. *Description or picture of the banner or flag.*
2. While the respective community board approves and takes bookings for street flags it is the applicant's responsibility to arrange installation and removal of their flags on the applied dates by a Council approved contractor.
3. It is the responsibility of the applicant to maintain the standard of the flags during the installation period.
4. It is the responsibility of the applicant to reinstate flags previously hanging.
5. Due to the application being required to go to the appropriate community board for comment and allowing time for amendments in design (if required) and subsequent print times, applications must be received no later than forty (40) working days prior to the applied installation date.
6. Applicants (or the approved contractor) are required to apply for a non-excavation Corridor Access Request/Works Access Permit via the link on the SWDC website and supply a Traffic Management Plan at least fifteen working days prior to the installation date.

7. Any deviation from the approved banner/flags or event signage without previous agreement with the respective community board may result in the removal of the banner/flag or event signage.
8. The applicant is responsible for all charges incurred by Council in the event of any emergency works necessary to make the street flags safe and for any removal and reinstatement costs incurred by Council should the applicant fail to remove the flags by the agreed date.
9. In determination of appropriate usage the community board will consider the following:
 - a. *Previous use and historical context.*
 - b. *The commercial or community nature of the event or occasion.*
 - c. *Cost recovery or financial support to the event or occasion.*
 - d. *The financial contributions made by or to the applicant present or historical.*
 - e. *To help make the design more effective it is recommended that:*
 - Graphics be simple and bold.
 - Text only be used where it forms part of the established image of the event or logo.
 - Text be large enough to be read from a distance and be kept to no more than a few words.
 - Dates and venues are best avoided, as they are difficult to read.
 - Montages, slogans and extended text should be avoided.
 - White backgrounds should be avoided as they soil easily and are difficult to see against the greyness of the winter weather, often inhibiting legibility.
 - Material deemed to be inappropriate or offensive to the community at large, or to any sector of the community, will not be permitted.
10. The community board reserves the right to refuse design applications at its discretion.
11. Any sign or banner must not contravene the Wairarapa Combined District Plan or other plans, bylaws or guidelines.