

SOUTH WAIRARAPA DISTRICT COUNCIL

17 MAY 2017

AGENDA ITEM C1

STREET BANNERS AND FLAGS C700 POLICY REVIEW REPORT

Purpose of Report

To inform Council of the proposed changes to Policy C700 Street Banners and Flags.

Recommendations

Officers recommend that the Council:

- 1. Receive the Street Banners and Flags (C700) Policy Review Report.*
- 2. Approve the amendments to the Street Banners and Flags Policy C700.*
- 3. Agree the next review date should be April 2020.*

1. Executive Summary

The policy C700 Street Banners and Flags was reviewed and sent to Community Boards in April 2017.

Featherston Community Board requested further clarification regarding several points.

Minor changes have been made to the policy and need approval by the Community Boards and then by Council.

The changes have now been approved by all three Community Boards at their meetings in late April and early May 2017.

The Policy is now submitted to Council for final approval.

Any changes made are shown as tracked changes on the attached document.

2. Background

The policy C700 Street Banners and Flags was reviewed and sent to Community Boards in April/May 2017.

Featherston Community Board requested further clarification regarding several points:

1. Ensure the Policy is consistent with the Wairarapa District Plan wording with regards to the use of wording (i.e. banners vs. signage).
2. Ensure the Policy only applies to external organisations using Council poles to advertise events rather than community board signage.
3. Clarify sign removal clauses including warnings and liability for costs associated with enforced removal.

Point 1 has been covered off by adding Clause 11 indicating that any sign or banner must not contravene the Wairarapa Combined District Plan or other plans or guidelines.

Point 2 has been considered and we confirm the policy applies to all signage.

Point 3 is covered by an amendment to clause 8 stating that the applicant is responsible for all charges incurred by Councilincluding removal and reinstatement costs incurred by Council should the applicant fail to remove the flags by the agreed date.

Additional wording has also been added at Clause 6 to indicate applicants need to apply via the SWDC website for a non-excavation Corridor Access Request/Works Access Permit.

3. Appendices

Appendix 1 – Street Banners and Flags Policy

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Reviewed By: Mark Allingham, Group Manager Infrastructure & Services

Appendix 1 – Street Banners and Flags Policy

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 [submit 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 ~~five~~^{fourteen} 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 or guidelines.](#)