



Policy

55 STREET BANNERS POLICY

File Reference No:	28.167.6
Strategic Outcome:	Good government
Date of Adoption:	14/12/2016
Date for Review:	16/12/2020
Responsible Officer:	Director Corporate Services

1. POLICY STATEMENT

Berrigan Shire Council will assist with economic development in the Shire and promotion of community or celebratory events by allowing year round use of promotional display banners in each of the Shire's towns.

2. PURPOSE

The purpose of this policy is to provide a framework for the display of promotional banners in the main streets of the towns of Berrigan Shire while maintaining community safety and town amenity

3. SCOPE

This policy applies to promotional banners displayed on public streets in Barooga, Berrigan, Finley and Tocumwal.

This policy does not apply other advertising devices displayed from private premises which are regulated by other Council policy and legislation.

4. OBJECTIVE

This policy is developed to assist the Council with the following Delivery Plan Objectives

- Delivery Plan Objective 1.1.2
Enhance the visual amenity, heritage and liveability of our communities
- Delivery Plan Objective 3.1.3
Strengthen the inclusiveness and accessibility of our community
- Delivery Plan Objective 4.2.2



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Support local enterprise through economic development initiatives

5. DEFINITIONS

A **promotional banner** for the purpose of this policy is a banner hoisted on a pole on a road reserve (typically in the main street) for promotional purposes.

6. POLICY IMPLEMENTATION

6.1. Conditions of display

The Council supports the display of promotional banners on the following basis:

- Banners must only promote:
 - the town itself, or
 - community events controlled by and for the benefit of a community organisation, or
 - Community wide celebratory events such as Christmas and Easter.
- Promotion of commercial operations will not be permitted without the express consent of the Council.
- Banners that are likely to be offensive or divisive must not be displayed.
- Banners should not be political in nature

6.2. Responsible bodies

Administration of the display of the banners is the responsibility of

- in Finley – Finley Chamber of Commerce, Industry and Agriculture
- in Tocumwal – Tocumwal Chamber of Commerce and Tourism
- in Berrigan – Berrigan and District Development Association, and
- in Barooga – Barooga Advancement Group

6.3. Risk management and compliance

Those bodies listed above shall be responsible for all actions necessary to legally display the banners including compliance with Work Health and Safety legislation.

Street banners placed on poles in addition to the health and safety risks involved in erecting them, present several risks and those erecting them must comply with the following:

- Roads and Maritime Service (RMS) rules and regulations – banners must not interfere with oncoming traffic (particularly trucks) by creating a vision hazard. In some instances, particularly in relation to RMS controlled roads, the authority must be notified and approval sought;
- Essential Energy must be notified if changes to the poles are required, as the poles are the property of the energy company, and approval must be sought;



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Volunteers erecting banners must understand and abide by the requirements of working beneath powerlines.

6.4. Appearance

In order to not detract from the appearance of the town, banners must be maintained in a reasonable condition. Torn, damaged or otherwise unsightly banners must be removed as soon as possible.

The Council reserves the right to order the removal of a banner that, in its opinion, is not of an acceptable standard for display.

6.5. Funding

As a general rule, funding for the purchase and display of banners will **not** be provided by the Council.

Requests for funding support for this purpose should be made in writing to be considered by the Council on a case-by-case basis.

7. RELATED POLICIES OR STRATEGIES

- *Local Government Act 1993*
- Local Environmental Plan
- Economic Development Strategy
- Town Community Plans
- Events Policy
- Requests for Financial Assistance Policy