

# Policy

## USE OF POLE MOUNTED BANNERS

<b>COUNCIL COMMITTEE:</b>	Finance and Business Support Committee
<b>DEPARTMENT:</b>	Customer Services
<b>RESPONSIBILITY:</b>	Communications Manager
<b>ADOPTED:</b>	16 April 2019
<b>REVIEW:</b>	Every five years, or as required
<b>CONSULTATION:</b>	As determined by Council.
<b>RELATED DOCUMENTS:</b>	Ashburton District Council Advertising Signage in Public Places Bylaw 2017; Ashburton District Plan

### Policy Objectives

1. To enable community organisations to have reasonable access to Council banner supports in the Ashburton CBD to promote community events.
2. To ensure that temporary display of promotional banners does not create a nuisance, cause offence or present a hazard or a danger to pedestrians or vehicles.

### Definitions

**Community Organisation:** A non-profit organisation whose purpose and activities are for the improvement of community wellbeing, based in the Ashburton District.

**Council:** means Ashburton District Council, a territorial authority under the Local Government Act 2002, or any officer of the Council acting under delegated authority.

**Nuisance:** has the meaning contained in the Ashburton District Council Advertising Signage in Public Places Bylaw 2017

### Policy Statement

#### Context

1. Council-owned banner brackets have been installed on streetlight poles in the Ashburton CBD and along State Highway 1 and above the East Street water feature. These supports are available for community organisations to temporarily display promotional banners. No commercial or political advertising is permitted.

#### Conditions of Use

2. All applications for use of pole-mounted banners must be made in writing on the appropriate form.

3. Applications will be addressed on a “first-in, first served” basis, except for applications for the period described in clause 9 of this Policy.
4. Banners must comply with the District Plan and with all other relevant bylaws and other restrictions.
5. No structural alteration to poles and brackets is permitted.
6. Banners must be erected and removed by an approved contractor, with any associated costs to be paid directly by the applicant. The applicant is responsible for arranging this work with the approved contractor.
7. Banners can be erected up to three weeks prior to the date of the event commencing, and must be removed within five working days following the date that the event finishes.
8. Repair of any damage to persons or property is the responsibility of the applicant. The applicant should obtain public liability insurance that indemnifies the Council and the applicant against any claim arising out of the erection, flying and removal of these banners.
9. Banner brackets are unavailable from the last Monday in November to the following 10 January each year inclusive, to allow for the display of Christmas banners.

**Council may decline any application**

10. Council reserves the right to decline any application for the use of pole mounted banners if the mounts are already in use, are booked, or the erection of the banners or the banners themselves are in any way deemed inappropriate or non-compliant with this Policy.

**Council may remove banners**

11. If any of the conditions in clauses 2, 4, 5, 6, 7 & 8 are breached, Council will issue the applicant with a notice requiring banners to be removed within 48 hours. All costs involved with removal will be at the applicant’s expense.
12. Council reserves the right to remove banners in the event that the applicant fails to comply with the notice under clause 11 and at any time for any other reason.