

## **Banner and Event Signage Policy**

*Adopted – Community Services Committee 1 December 2009*

### **Introduction**

Queenstown Lakes District Council provides a range of banner and event signage opportunities utilising street lighting infrastructure and purpose built council controlled structures. This signage, which is managed by Lakes Leisure, is used for the promotion of events and to create an interesting and lively streetscape.

Banners help event organisers:

- Create awareness of upcoming events
- Provide value to sponsors by enabling the viewer to develop a strong mental association between the supporters brand and the sponsored event
- Provide value to sponsors by positioning sponsors corporate identity alongside prominent landmarks in the Lakes District
- Capitalize on this not-for-profit opportunity to achieve impressive exposure, for minimum expenditure

Banners help Council:

- Create awareness of upcoming events, including Council organised or supported events
- Build a sense of excitement and create vitality within the town
- Create attractive and lively streetscapes
- Manage unauthorised sign proliferation

### **Code of Practice**

This policy describes the requirements and conditions set down by Queenstown Lakes District Council to manage the installation, maintenance and removal of street banners and event signage within public space in the district.

The requirements of this document are to be used in conjunction with existing bylaws and rules as appropriate. These include the following:

- Local Government Act 1074 & 2002
- Resource Management Act 1991
- Health & Safety in Employment Act 1992
- Building Act 2004
- TN3 Code of Practice for Temporary Traffic Management

- Queenstown Lakes District Signs Bylaw 2006

The policy contains:

**Part A** – Description of street banner and event signage infrastructure

**Part B** – Policy for use of Council street banner and event signage infrastructure

**Part C** – Style Guide and specifications for Banner design and installation, and event signage infrastructure

## **Objectives**

- To provide a clear process for the use of existing Council street banner infrastructure and council provided event signage sites, by event organisers and community organisations
- Provide guidance for the establishment of infrastructure for event promotion that meets community expectations and contributes to high quality streetscapes
- Establish a consistent standard for banners/flags and event signage installation in the district by defining suitable standards for design and location to minimise the damage to persons or property
- Require that the Council approved contractors install, maintain and remove the banners/flags or event signage in a safe and convenient manner

This policy covers the use of all assets within parks, open spaces and the road reserve for the purpose of event promotion or seasonal displays, regardless of whether the asset is owned by Council or not. The council has the discretion to accept or reject applications for use of banner/ flag or event signage on the approved sites.

## **Bookings and Priority**

The applicants must comply with the following practices:

- Applicants must make contact with Lakes Leisure three months prior to the required dates as priority is given to Queenstown Lakes District Council events, events sponsored by Queenstown Lakes District Council, and then events in the Queenstown Lakes District
- Book the Lakes Leisure's approved contractor to install and remove the banner/ flags and event signage.
- Provide Lakes Leisure with a proof of the design of the banner/flag or event signage for approval before it is manufactured.
- Maintain and repair the banner /flags or event signage during the term of the booking

- Not deviate from the approved banner/flags or event signage without previous agreement with Lakes Leisure as this may result in the removal of the banner/flag or event signage.

**PART A: EXISTING STREET BANNER INFRASTRUCTURE**

Council owns four types of banner mounting infrastructure:

**1. Decorative Poles** are located within the Queenstown CBD. The wine berry coloured poles provide two sizes and configurations of custom made banners to be hung.



*Decorative Poles: Small Paired Banner Locations*

Intersection of Beech Street and Camp St	2 pairs
Church Street	7 pairs
Beach Street	8 pairs
Esplanade/Marine Parade	23 pairs
Total	40 pairs

*Decorative Poles Large Banner Locations*



Rees Street      6 single banners.

**2. Street Poles** are located within parts of the Queenstown and Wanaka central business districts and at the Frankton roundabout on State Highway 6. They are mounted on standard octagonal street lighting poles using a generic banner fitting. Banners measure 1840mm (H) x 880mm (W). They are generally designed and hung as pairs but in some positions, verandas or other obstructions prevent installation of two banners per pole.



Stanley Street  
Shotover Street

3 pairs  
13 pairs

Duke Street	6 pairs
Frankton Shopping Centre (6A)	9 pairs
Frankton Shopping Centre (6)	5 pairs
Ardmore Street/Lakeside Drive (Wanaka)	3 singles
Ardmore Street/Pembroke Park (Wanaka)	10 pairs
Total	54 pairs and 3 singles

**3. Cross Street mounting** is located on Ballarat Street adjacent to the Village Green. This banner measures 6 X 1M and must be installed by an approved Council contractor.



**4. Event Centre poles** are situated on the roadside at the entrance to the facility. These sites are to be used in conjunction with events held at this facility. There are 10 poles at this site.

Bookings are essential for all these sites at Lakes Leisure 0800111290 or [bookings@lakesleisure.co.nz](mailto:bookings@lakesleisure.co.nz)

## **Part B: POLICY FOR USE OF COUNCIL STREET BANNER AND EVENT SIGNAGE INFRASTRUCTURE**

### **1. Banner types**

**Seasonal Banners** are banners that are unrelated to any particular event but add vitality and interest to the streetscape. As such they should be rotated and changed between two and four times per annum. These banners are generally only mounted on the wine berry coloured decorative street poles in Queenstown.

**Event Signage and Banners** are banners and event signage that are related to an event. Event banners and signage promote specific events such as a marathon, a community event such as local school fundraising or agricultural and produce shows, seasonal events such as the Winter Festival or commercial/corporate events such as conferences.

**Advertising Banners** are banners which promote commercial activities such as product launches or products and services. Banners promoting commercial events such as boat shows or car fairs where these are run for a for-profit basis are also considering advertising banners.

### **2. District Plan and Sign Bylaw Requirements**

Section 18 of the Queenstown Lakes District Council District Plan prescribes the requirements for signage generally within the District. Specifically Banners shall be:

- limited to 1 per site
- erected for a maximum of 2 weeks before a specific event
- removed within 24 hours of the completion of the event
- limited to 3 m<sup>2</sup> in size

### **3. Approval for Banners**

Lakes Leisure will consider applications for the use of banner and event signage infrastructure in accordance with the following table. All applications must include a digital drawing of the banner and/or event signage designs to be applied. This shall be submitted in pdf format.

**Table1. Permitted banner applications**

<b>Pole Type/Activity</b>	<b>Seasonal</b>	<b>Event</b>	<b>Advertising</b>
<b>Decorative</b>	Permitted. Each banner may have up to 10% sponsor endorsement including any naming right for event. Banner period from Two weeks to Twelve months subject to wear and other bookings.	Permitted. Each banner may have up to 10% sponsor endorsement including any naming right for event. Banner period for up to two weeks prior to event and twenty four hours after event.	Not permitted.
<b>Street pole</b>	Permitted. Each banner may have up to 10% sponsor endorsement including any naming fight for event. Banner period from two weeks to four months subject to wear and other bookings.	Permitted. Each banner or pair of banners hung on the same pole may have up to a total of 50% sponsor endorsement excluding any naming right for the event. <b>Or</b> Each series of four banners or banner pairs may have one banner containing 100% sponsor endorsement excluding any naming right for the event. Banner period for up to two weeks prior to event and twenty four after event.	Not permitted.
<b>Cross Street</b>	Not permitted.	Permitted. No sponsor endorsement other than contained in any naming right for the event. Banner period from two weeks to twelve months subject to wear and other bookings.	<b>No</b>
<b>Events Centre</b>	Permitted. Each sign may have up to 10% sponsor endorsement including any naming right for event. Banner period from two weeks to four months subject to wear and other bookings.	Permitted. Each banner may have up to 10% sponsor endorsement including any naming right for event. Banner period for up to two weeks prior to event and twenty four hours after event.	<b>No.</b>

### **3. Council Banners**

Where the Queenstown Lakes District Council is providing financial or logistical support to an event, the Council reserves the right to allocate up to 10% of total available banner and event signage sites for recognition of Council's support for the event. In the case that Council exercises this right, Council banners will be supplied to the event organiser at no cost, but the event organiser will be responsible for the installation, removal and return of the banner in good condition.

### **4. Costs**

There is no charge for the use of the banner/flag or event signage sites; however the applicant must meet all costs of banner/flags or event signage design and production, installation and removal. The applicant will also be required to make good any damage to infrastructure that results from the installation, removal or use of banner/flag or event signage sites and indemnify Council against any loss or claims arising from the use of these sites by the applicant.

### **5. Locations**

Details on set locations and Council approved contractors for the installation of banner/flag or event signage sites are available in the document "Event Management in the Lakes District" on the Council website [www.qldc.govt.nz](http://www.qldc.govt.nz) or from the Council offices in Wanaka or Queenstown.

Only approved contractors can be used for the installation, maintenance and removal of banner/flags or event signage.

## PART C: STYLE GUIDE AND SPECIFICATIONS FOR BANNER AND EVENT SIGNAGE DESIGN AND INSTALLATION

### Design Guidelines

- Applicants must provide a copy of the proposed text and design including a sketch of each separate banner/flag or event sign prior to confirmation of the site bookings
- All advertising (sponsorship details) on banner /flags or event signage is limited to 10% of the total design concept.
- A high standard of design presentation is required on all banner/flags or event signage to reflect the townscape and its public amenity
- All banner/flags or event signage may be reused for future bookings provided the banner/flag or event signage is well maintained and of a high standard of presentation.
- All street banners/flags or event signage designs are to be approved by Lakes Leisure's Booking Coordinator prior to installation.
- All dates of installation and removal to be approved by Lakes Leisure's Booking Coordinator.
- Banners are to be installed no more than twenty-one days prior to and removed no more than two days after the advertised event, unless by prior arrangement.

### Banner Specifications

Banner Type	Size	Material	Mounting	Adobe Illustrator template
Small Decorative Banner	1800 x 900mm	Heat-sealed Polyknit fabric		qldc_sdb.ai
Large Decorative Banner	1840 x 900mm	Heat-sealed Polyknit fabric		qldc_ldb.ai
Street Pole Banner	1840x 1880mm	Heat-sealed Polyknit fabric	The fabric tabs required to attach banners to the poles must be made of heavy-duty Polyknit fabric.	Qldc_spb.ai
Cross Street banner	6M x 1M			Qldc_csb.ai
Events Centre	1800 x 950mm	Heat-sealed Polyknit fabric		

Queenstown Lakes District Council does not take any responsibility for lost, stolen or damaged banners.

The Council uses the services of the following manufactures:

Flagmakers

P O Box 9545, Wellington.

8 Sar Street, Thorndon, Wellington.

Phone 04 473 6682 Fax 04 473 6683

Email: [sales@flagmakers.co.nz](mailto:sales@flagmakers.co.nz)

Free phone 0508 FLAGMAKERS (0508 352 462)

Queenstown Signs

Gorge Road Retail Centre, Queenstown.

Phone 03 442 8078 Fax 03 442 6133

Email: [queenstown.signs@xtra.co.nz](mailto:queenstown.signs@xtra.co.nz)

Sign-it Signs

72 Glenda Drive

Frankton Industrial, Queenstown.

Phone: 03 442 2020

Website: [www.signitsigns.co.nz](http://www.signitsigns.co.nz)

Please note:

The Queenstown Lakes District Council does not endorse these manufacturers and obtaining a variety of quotes is encouraged.

Approved contractor for installation and removal of banners:

Delta

P O Box 459

Wanaka.

Phone 0800 433 582 Fax 03 443 9356.

Independent Mountain Guides

13B Humphrey Street

Frankton Queenstown.

Phone 027 414 0544