

# Town of Gawler

## Application for Community Banners

**Gawler**



**Town of Gawler**

PO Box 130, Gawler SA 5118

Ph: 8522 9211

Email: [communications@gawler.sa.gov.au](mailto:communications@gawler.sa.gov.au)

The Applicant applies to Council for the installation of a banner on Council's purpose built structures subject to the terms and conditions contained herein.

Applicants for other moveable signage on streets and roads requires an application in accordance with Town of Gawler By-law No.2.

A Development Application is required for promotion and advertising signage as described within Gawler (CT) Development Plan.

### APPLICANT'S DETAILS

<b>Organisation: (Legal name)</b>			
<b>ABN:</b>			
<b>Contact Name:</b>			
<b>Postal Address:</b>			
<b>Phone:</b>		<b>Fax:</b>	
<b>Mobile:</b>		<b>Email:</b>	

### OPERATIONAL DETAILS (COMPLETE APPLICABLE FIELDS ONLY)

Topic	Details
<p><b>Banner</b> Council may decline an application for a banner that is inappropriate or offensive.</p> <p>Council approval of a full colour sample banner (electronic format in jpg graphic format) is required.</p>	<p>State the construction material, wording, colours, logos of each banner.</p> <p>Site dimensions are provided within this document.</p> <p>A hard copy or electronic version in jpg graphic format detailing the banner design and specifications is attached:</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Provision exists for banners at Town Entries and Murray Street.</p> <p>To install a banner at other sites you may require a By-law permit or development approval.</p> <p>Council is not liable if for reasons beyond its reasonable control a site booked by the Applicant is unavailable during the whole or any of the permit period, e.g. structure damaged from weather conditions.</p>	<p>Identify the sites at which a banner would be displayed.</p> <p><input type="checkbox"/> Town Entry Location – Barossa Valley Highway  <input type="checkbox"/> Town Entry Location – Adelaide Road  <input type="checkbox"/> Town Entry Location – Main North Road (by Hewett)</p> <p><input type="checkbox"/> Murray Street – Portrait Banners (11)  <input type="checkbox"/> Murray Street – Cross Street Banner (2)  <input type="checkbox"/> Murray Street – Bins (20)</p>

# Town of Gawler

## Application for Community Banners

<p><b>Period</b> The maximum period is 26 days. Availability is subject to various factors and in Council's discretion. Bookings more than 24 months in advance will not be considered.</p> <p>Banners may be installed up to 21 days prior to the event and are to removed no later than 5 days following the conclusion of the event being promoted.</p>	<p>Event Date/s:</p> <p>Event Purpose:</p> <p>Installation date:</p> <p>Removal date:</p>
<p><b>Supply</b></p>	<p>The Applicant is responsible to source the banner in line with specifications contained within this application.</p>
<p><b>Installation</b></p>	<p>The Applicant is responsible for all costs associated with the design, manufacture, installation, maintenance and removal of its banners. This work is done at the Applicants own risk and must not contravene any applicable law, code of practice or Australian standard.</p> <p>Installation of banners can only be undertaken by accredited operators / persons.</p>
<p><b>Removal</b></p>	<p>The party who installs a banner is responsible to remove it as soon as practicable after the permit period, no later than 5 days following the conclusion of the event.</p> <p>Should any damage occur, either from wind or other natural force, or vandalism, or some other act which renders the banner unsafe for display, the Council will immediately advise the applicant.</p> <p>Where public safety is compromised and immediate action is required the Applicant will be liable for costs incurred by Council. Council will not be liable.</p>
<p><b>Fee</b></p>	<p>There are currently no fees applied to the use of the respective sites detailed within this application.</p>
<p><b>Risk</b> At all times during the permit period, the Applicant must hold insurance against these risks:</p> <ol style="list-style-type: none"> <li>Public liability (at least \$10 million cover) for the banners.</li> <li>Loss/damage to the flags/banners for full replacement value.</li> </ol> <p>The Applicant must ensure that every contractor the Applicant uses under the permit is similarly insured as applicable.</p> <p>Delivery to Council of proof of insurance is a pre-requisite to display of a banner.</p>	<p>A certificate of currently or other evidence of insurance during the permit period is attached:</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>The Applicant agrees to indemnify the Council in respect of any action, claim, proceeding, demand, cost expense, loss, damage or bodily injury, including death which the Council may sustain or incur arising out of the erection, presence and removal of a banner.</p>

# Town of Gawler

## Application for Community Banners

### ABOUT THIS APPLICATION

Please COMPLETE, PRINT and SIGN this Application, then send it to Council. Your application is subject to Council's approval, and please allow at least 5 working days for Council to respond. The Council makes no firm commitment until the decision is notified to you. Council's failure to respond does not signify approval.

### ABOUT A PERMIT

A permit is not delegable or transferable.

### ABOUT PERMIT CONDITIONS

Conditions applicable to a permit are those stated earlier, the additional conditions following, and any special conditions notified to the Applicant in processing the Application. The Applicant's display of a flag/banner is acceptance of all applicable conditions. A variation to the conditions is the only effective if in writing signed by all parties.

### GENERAL CONDITIONS

- Banner sites will be available for hire at times when they are not required for use by the Town of Gawler.
- Events delivered or sponsored by Council will take precedence. Priority then will be given to Town of Gawler based events in the following order; major events; civic and ceremonial events; larger community events.
- Events based outside the Town of Gawler will not be accepted.
- Preference will be given to promotions and events that occur in or create a significant benefit to the Town of Gawler.
- Bookings will be taken up to two years in advance.
- Banners may be displayed for a period not exceeding 26 days, excluding Council and Christmas banners.
- Banners may be installed up to 21 days prior to the event and are to be removed no later than 5 days following the conclusion of the event being promoted.
- Banners must enhance the Town's appearance, be of good quality, well designed and in good condition.
- Precinct and other place specific groups will be given priority over other external applications in relation to banner sites in designated streets.
- The Council reserves the right to accept or reject applications.

### WHEN THIS APPLICATION IS APPROVED

The Applicant agrees to comply with the General and/or Special Conditions.

### AND THE APPLICANT AGREES FURTHER

#### **Standards**

- a) During the period in which this Approval is current the Applicant must comply with any applicable industry or health and safety standards in relation to the use of the Area. The Applicant must ensure that the activity permitted to be carried out by this approval is conducted in a safe and responsible manner.

#### **Approval Not Transferable**

- a) This Approval is not transferable to any other party, person or organisation without the written permission of Council.

#### **Authorised Use**

- a) Not to use or allow the Area to be used for any purpose or activity other than that authorised by this Approval.

#### **Notification of Damage**

- a) The Applicant must take all reasonable precautions to avoid damage to the structures. The Applicant must immediately notify the Council of damage to the structures or any Council owned property located within or adjacent to the Area;
- b) The Applicant will be responsible to reimburse the Council for all its reasonable costs to repair or rectify any damage caused as a result of the Applicant's use or misuse of the structure.

#### **Alterations**

- a) The Applicant may not alter or remove any of the existing fixtures or fittings within the Area nor install any structures or items within or adjacent to the Area without the Council's prior approval.

#### **Breach**

- a) If the Applicant breaches a provision of this Approval, the Council may give the Applicant written notice to remedy the breach and the notice will identify that failure to remedy the breach will result on cancellation of the Approval
- b) If the Applicant fails to remedy the breach within a time specified in the Council's notice then, the Council may cancel this Approval.

#### **Execution of Approval**

- a) This Approval will not be effective until the Applicant has received a copy of the Approval signed by the Council.

### **Contractual Rights Only**

- a) This Approval does not confer on the Applicant any exclusive right, entitlement or interest in the Area.

### SPECIAL CONDITIONS

Banners increase the rhythm and dynamism of the streetscape by providing colour and movement. Typically, banners should consist of bold, colourful, high quality graphics which convey a clear message. Banners are a highly visible element in the streetscape, and are therefore an excellent means of conveying information about upcoming cultural, community, recreational and tourist events. The design of the flag or banner is the responsibility of the person wishing to hire the approved site.

#### **Graphic Content**

Because banners must be bottom mounted at least 2.7 metres above street level, the graphic composition of colour and text needs to be bold and uncomplicated, and able to be read at a distance of up to 50 metres from a moving vehicle. Excessive use of darker colours, or fine text, should be avoided.

#### **Text**

Text should be in a font which is legible from a distance. It should be easily distinguishable from the background colour(s) used in the flag or banner. Light coloured text on a dark background has been proven to have the greatest clarity.

#### **Colours**

The 'Pantone Colour Matching System' guide for printers is widely used, and can be quoted when communicating colour requirements to a printer/manufacturer. The system allows for an infinite palette of colours, although lighter, brighter colours add impact to a design. High degrees of contrast between different coloured elements are effective.

#### **Subject Matter**

The primary focus of a banner should be a cultural, community, recreational or tourist event. Registered charities may use banners to promote a major fund raising activity. In particular, banners with events of a political, religious, marginal or controversial nature as their focus should be discussed at an early stage and will only be permitted subject to Council approval. Material deemed to be inappropriate or offensive to the community at large, or to any particular community sector, will not be permitted. The focus of any banner will always be subject to the consideration and approval of council. In certain circumstances a proposal may be referred to Council for decision.

#### **Third Party Advertising**

A degree of sponsorship is typically negotiated to assist in the staging or running of an event. The corporate or organisation logo of such a sponsor is therefore allowed to occupy some space on a banner. Such advertising on a banner can occupy a maximum of 10% of its total area regardless of the number of sponsors. The same ratios are applicable to banners over streets. The advertising content on a flag can occupy a maximum of 50% of the total area. These ratios apply to each individual banner and cannot be achieved by the alternate spacing of product, or sponsor, and then the event on banners.

Where sponsorship includes naming rights for the event organisers can choose to include either the business name within the design or alternatively the sponsor logo in accordance with the guidelines detailed above.

#### **Construction**

Banner construction must meet Council specifications.

#### **Materials and Fixing**

There are many suitable materials on the market from which banners can be manufactured. Each material exhibits different characteristics, according to the visual effect desired. Some lighter fabrics allow text to be read from both sides of a banner in strong sunlight. Where translucency is not desirable a heavier gauge of fabric is recommended, or double layers of fabric.

In addition to the provision of a finished set of banners or flags, each must be equipped with a correctly designed fixing system as per Council specifications.

#### **Application Procedure and Documentation**

All Banner designs must be submitted to the council where the design and specification will be briefly assessed. The Application must include a colour scale drawing of the proposed flag or banner or across-street banner, and a brief sentence describing the purpose of the display. Applicants must also indicate the number of sites required, the preferred location and the duration required, for the display. It is important to note that where clusters of infrastructure are present design elements will require consistency to gain maximum impact. A completed Certificate of Currency of Public Liability Insurance cover should be provided by the Applicant in accordance with the conditions set out in this application.

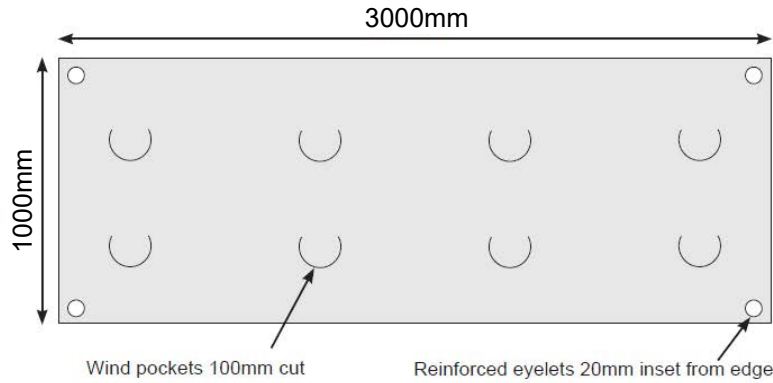
#### **Notification and Approval**

When the design and specification of a banner is deemed satisfactory for public display by the Council, the Applicant will be notified. Only at this stage should any manufacturing take place. Applicants should allow a minimum five working days for this process.

# Town of Gawler

## Application for Community Banners

### Town Entry Banner Locations



Banner to be 3000mm wide and 1000mm deep.

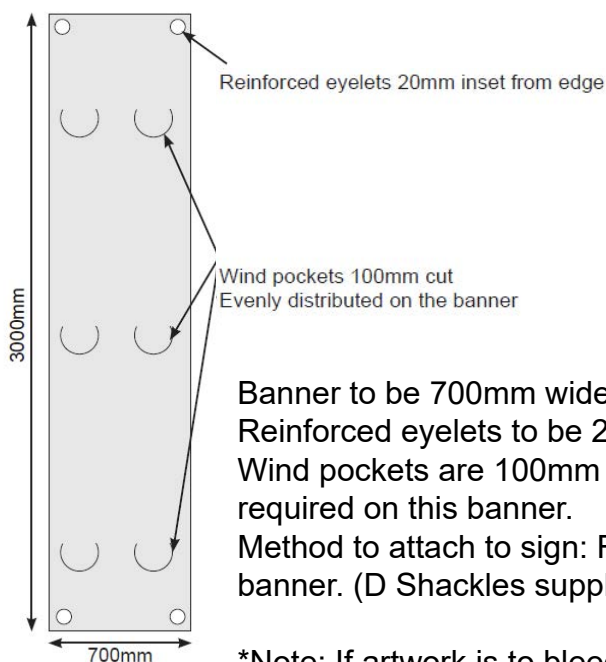
Reinforced eyelets to be 20mm inset from edge of banner.

Wind pockets are 100mm cut. Eight (8) wind pockets evenly spaced required on this banner.

Method to attach to sign: Four "D" shackles, at each corner of the banner.

(D Shackles supplied by applicant)

### Murray Street Portrait Banner Locations



Banner to be 700mm wide and 3000mm deep.

Reinforced eyelets to be 20mm inset from edge of banner.

Wind pockets are 100mm cut. Six (6) wind pockets evenly spaced required on this banner.

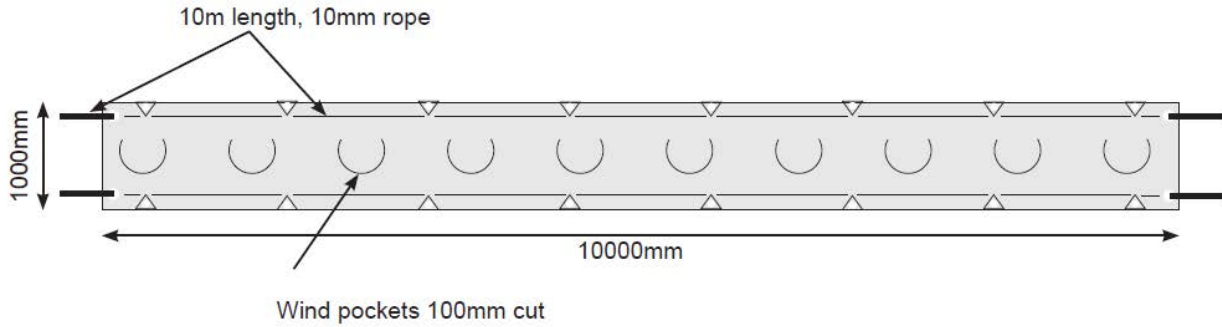
Method to attach to sign: Four "D" shackles, at each corner of the banner. (D Shackles supplied by applicant).

\*Note: If artwork is to bleed off the edge of the banner, please allow an additional 50mm at the top and bottom and an extra 25mm on the width

# Town of Gawler

## Application for Community Banners

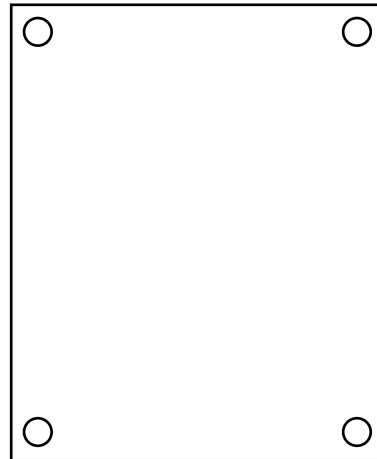
### Murray Street Cross Street Banner Locations



Banner to be 10000mm wide and 1000mm deep.  
 10mm eyelets placed at 1 metre intervals in reinforced sewn patches.  
 Wind pockets are 100mm cut. Ten (10) wind pockets evenly spaced are required on this banner.  
 10mm rope to be sewn in top and bottom of banner full length. Rope to be 18 metres long  
 (e.g. 4 metres either end for securing banner).

### Murray Street Bin Locations

Coreflutes to be 600mm wide and 900mm deep.  
 Eyelets in each corner



Signed by / for the Applicant:	Date:
Application Decision	<input type="checkbox"/> Approved <input type="checkbox"/> Declined
Signed by / for the Council:	Date:

Completed applications can be forwarded to the Town of Gawler by:  
**In person:** 43 High Street, Gawler East SA 5118  
**Mail:** PO Box 130, GAWLER SA 5118  
**Email:** [communications@gawler.sa.gov.au](mailto:communications@gawler.sa.gov.au) or