

# MANAGEMENT DOCUMENT



Cowra  
Council

Street Banner Policy

## Street Banner Policy

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Commencement Date	3 February 2021
Council Department	General Manager's Office
Contact Officer	General Manager
Revision Required	Every 4 years

### Policy Review

This policy shall be reviewed at four (4) yearly intervals at least, to ensure it meets all statutory requirements and the needs of council. It may also be reviewed at other times as determined by council.

### Revision History

Version	Commencement Date	Resolution No.	Responsible Officer
1	December 2007	NA	Manager – Cowra Services
2	9 August 2010	NA	Manager – Cowra Services
3	4 August 2011	NA	Technical Officer
Version	Council Meeting Date	Resolution No.	Responsible Officer
4	27 July 2015 Previously Kendal Street Banner – Guide to Site Hiring and Pricing	181/2015	General Manager
5	14 December 2016	NA	General Manager
Version	Manex Meeting Date		Responsible Officer
6	3 February 2021		General Manager

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## **1. Objective**

Cowra Council's Street Banner program is designed to:

- Promote significant events in Cowra Shire;
- Visually enhance Cowra CBD streetscape;
- Promote major art events, cultural activities, festivals and sporting events;
- Enhance local economic activity.

## **2. Scope**

This procedure applies to the temporary placement of street banners within Cowra CBD by groups external to Council.

## **3. Location**

The banner poles covered by this procedure are installed at the following locations:-

- Zone 1 Kendal Street (East) - A large banner that spans across Kendal Street near the Cowra Medical Centre
- Zone 2 Kendal Street - 24 banners between Brisbane and Lachlan Streets
- Zone 3 Railway Lane - 9 banners between Brisbane and Darling Streets
- Zone 4 Olympic Park – A large banner adjacent to the Visitors Centre

## **4. Guidelines and Procedure**

- Applicants may request banners be erected in Kendal Street east (Zone 1), between Brisbane and Lachlan Streets (Zone 2) and/or Railway Lane (Zone 3) and in Olympic Park (Zone 4). Requests to fly banners in less than 50% of any zone will not be accepted;
- Availability of banner space at any given time is not guaranteed and preference will be given to any use required by Cowra Council;
- The maximum period banners may remain installed is 21 days (minimum 7 days);
- Only banners advertising and promoting a local community event will be considered for approval; Banners advertising individuals, organisations, commercial businesses or commercial products will not be considered.
- Sponsor(s) logos may appear on the banner, however, the logos in total shall not exceed 10% of the banner size.
- Banner designs and specifications must be submitted with the application for approval by the General Manager or his/her delegate.

- All installation and dismantling will be undertaken by Cowra Council staff or its approved contractor(s).

## **5. Banner Specifications**

Banner Size (metres)				
Zone	Minimum Length	Maximum Length	Minimum Width	Maximum Width
1	15	15	1	1.5
2	3	3	0.9	0.9
3	2	2	0.8	0.8
4	2.5	4	0.3	0.6

Zone	Material	Fittings
1	PVC , canvas or polyester	<ul style="list-style-type: none"> <li>• The banners shall have air holes not less than 120mm diameter and at 3000mm spacing so as not to flap in windy conditions.</li> <li>• Banners requires reinforced eyelets on both edges starting at the end and spaced 1.0 - 1.5 metres apart to enable the banner to be attached to the wire cable.</li> </ul>
2	Polyester	<ul style="list-style-type: none"> <li>• As per Attachment 1 to Erection of Street Banners Application Form (attached)</li> </ul>
3	Polyester	<ul style="list-style-type: none"> <li>• As per Attachment 2 to Erection of Street Banners Application Form (attached)</li> </ul>
4	PVC, canvas or polyester	<ul style="list-style-type: none"> <li>• The banners shall have air holes not less than 120mm diameter at 1000mm spacing</li> <li>• Banners require reinforced eyelets on each corner.</li> </ul>

## **4. Fees**

The cost of Council erecting banners in each Zone will be met by the Applicant. See Council's Revenue Policy for applicable fees.

## **5. Erection of Street Banners Application Form**

See attached.



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## Street Banners Application Form

Please print clearly

<b>Organisation Name</b>	
<b>Contact Name</b>	
<b>Address</b>	
<b>Phone</b>	
<b>Mobile</b>	
<b>Fax</b>	
<b>Email</b>	

<b>Banner Space Requested</b> <i>(please tick requested zones)</i>		
<input type="checkbox"/>	Zone 1	Kendal Street (East) - A large banner that spans across Kendal Street near the Cowra Medical Centre
<input type="checkbox"/>	Zone 2	Kendal Street - 24 banners between Brisbane and Lachlan Streets
<input type="checkbox"/>	Zone 3	Railway Lane - 9 banners between Brisbane and Darling Streets
<input type="checkbox"/>	Zone 4	Olympic Park – A large banner adjacent to the Visitors Centre

<b>Duration</b>	Nominate period of time requested to display the banner <i>(Minimum of 7 days, Maximum of 21 days)</i>
<b>Start Date</b>	
<b>Finish Date</b>	

<b>Purpose of Banners</b>

**Text and Graphics**

Use the space below to outline the text and graphics on the proposed banner (You may attach a separate page if required)

**Banner Size**

Zone	Length	Width
1	Min 1.5m - Max 1.5m <input type="text"/> x <input type="text"/>	Min 1m - Max 1.5m
2	Min 3m - Max 3m <input type="text"/> x <input type="text"/>	Min 0.9m - Max 0.9m
3	Min 2m - Max 2m <input type="text"/> x <input type="text"/>	Min 0.8m - Max 0.8m
4	Min 2.5m - Max 4m <input type="text"/> x <input type="text"/>	Min 0.3m - Max 0.6m

**DECLARATION:**

I hereby accept the conditions of the Street Banners Policy and will comply with the conditions imposed, by being granted permission to erect install banners. I agree that Council is not responsible for any loss or damage to any banners.

Name of Authorised Representative

\_\_\_\_\_

Group/Organisation

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

\_\_\_\_\_

Office Use Only						
Date						
Zone	Banner Approved		Council Officer	Signature	Fees	
1	<input type="checkbox"/> Yes	<input type="checkbox"/> No			\$	
2	<input type="checkbox"/> Yes	<input type="checkbox"/> No			\$	
3	<input type="checkbox"/> Yes	<input type="checkbox"/> No			\$	
4	<input type="checkbox"/> Yes	<input type="checkbox"/> No			\$	

**If no, state reason:**

Dates Allocated					
Start Date		Finish Date		Total Days	

Fees	
_____ Days @ \$ _____ (includes Installation & Dismantling)	\$ _____
<b>Total Fee Required</b>	<b>\$ _____</b>

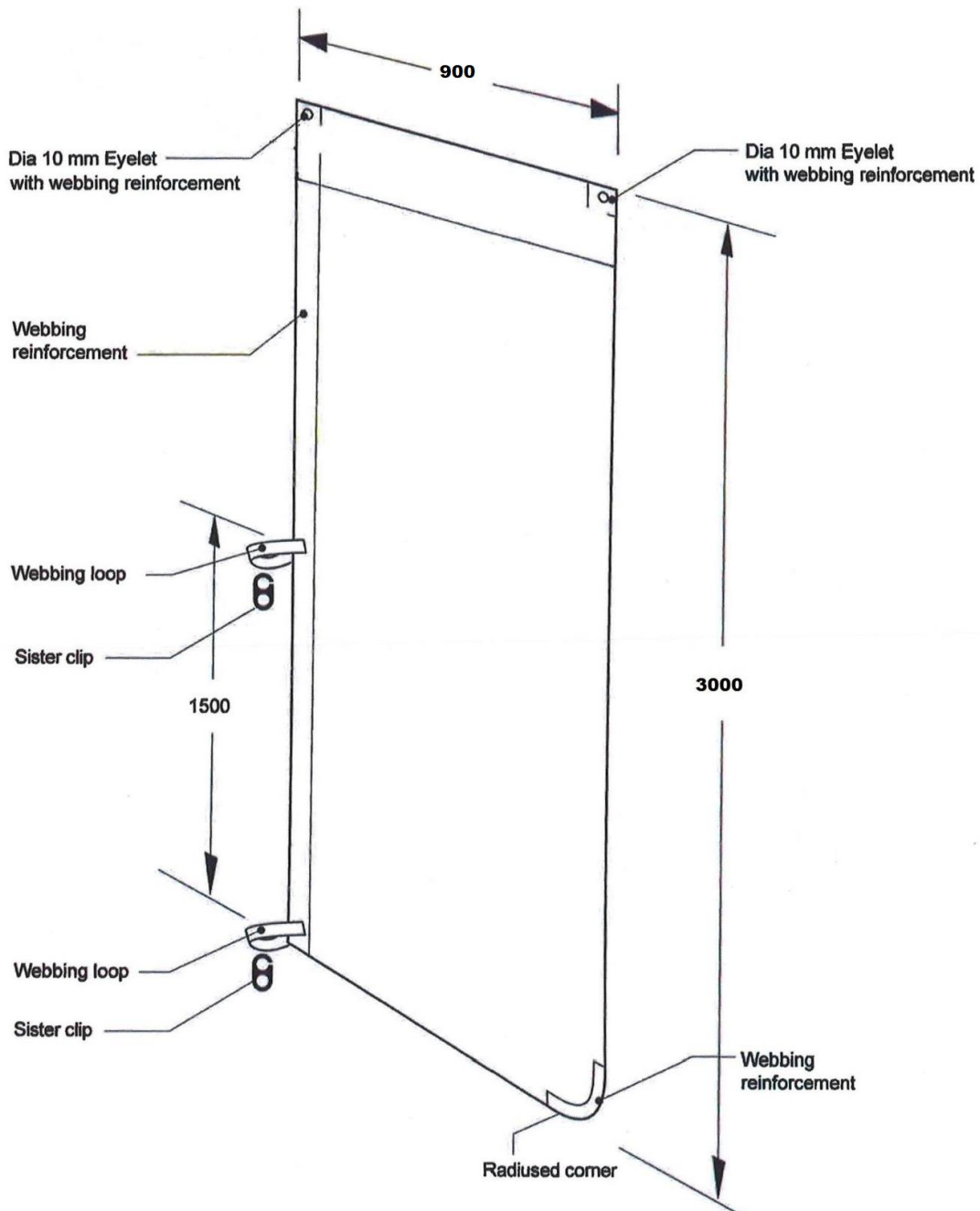
See Council's Revenue Policy for applicable fees

Received by	
Date	
Receipt No	

Office Use-Records
Received Date:
Time:
Registration Date:
Document No
Disposal:..... years



Attachment I – Zone 2



Attachment 2 – Zone 3

