



# Community Event Signage & Banner Pole Guidelines

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## 1. INTRODUCTION

Council has identified a number of sites throughout the Shire as being suitable for the promotion of community events where signage infrastructure is provided. The display of a sign at these locations shall be subject to obtaining Council approval in accordance with *Council's Community Event Signage Policy & Community Event Signage Guidelines*.

The signs must promote an upcoming community event that is being held within Ballina Shire. These community events may be of a cultural, social or recreational nature and must encourage a high level of community participation, with strong benefits to the community.

It is the intent that these signs are visually attractive and provided in a uniform manner so that they are easily identified and understood by motorists.

The Community Event Signage Guidelines have been developed to assist community event organisers in the application, design and installation of signage in approved locations across the Shire.

## 2. APPROVED SIGNAGE LOCATIONS

### Community Event Signage Poles

1. Cnr Bangalow Road & Angels Beach Drive, Ballina (opposite Kentwell Community Centre - two sets of poles at this location)
2. Missingham Park, Ballina (off Kingsford Smith Drive near entrance to park)
3. Cnr Barlow's Road & River Street, West Ballina (North Eastern corner adjacent to roundabout)
4. Bicentennial Park, Tamarind Drive, Ballina
5. Cnr Byron Street & Byron Bay Road (Coast Road), Lennox Head ( in vicinity of existing welcome sign)
6. Ballina Road, Alstonville (on fence at Geoff Watt Oval)
7. Cnr Lismore Road & Smiths Lane, Wollongbar (adjacent to reserve, eastern side)
8. Sinclair Street, Wardell (adjacent to Wharf)
9. Cnr of Tintenbar Rd & George St, Tintenbar (adjacent to the Tintenbar Hall Carpark)

Fixed structures where signs are installed by the event organiser. There is an opportunity to place **one sign** at each location.

### Community Event Banner Poles

1. Canal Bridge (northern approach) x 2
2. Fishery Creek Bridge (southern approach) x 2
3. Kerr / Swift Street (intersection) x 2
4. Coast Road (northern approach) x 2
5. Angels Beach Roundabout x 2

Fixed fold down poles owned and maintained by Council. Signs are installed by Council on behalf of the event organiser. There is an opportunity to place **two signs** at each location. Council regularly utilises the banner poles to provide community messages on a wide range of issues.

### 3. ELIGIBILITY CRITERIA

The eligibility criteria for community events signage is as follows:

- The applicant must be a not-for-profit incorporated organisation or a commercial organisation promoting a community event
- The applicant is preferably based in the Ballina Shire
- The proposed event must take place in Ballina Shire
- The event must encourage a high level of community participation
- Approval to hold the event must have been issued by Ballina Shire Council (where required)
- The applicant must comply with Council's insurance requirements
- If the applicant has received previous support from Council, all acquittals stipulated by Council must be complete

Organisations/individuals that are **not eligible** to make an application are:

- Commercial venues (i.e. pubs or licensed venues)
- Business operations
- Real estate agents
- Weekly sporting competitions
- Garage sales
- Events that are entirely of a commercial nature, with no perceived community benefit.

### 4. APPLICATION PROCESS

#### Application Form

Applications are made via the '**Community Event Signage Application Form**' or '**Community Event Banner Poles Application Form**'. Applications may be submitted a minimum four weeks and maximum six months prior to the event date.

#### Public Liability Insurance

It is a requirement of Council's insurer that the event applicant provide to Council, upon application, a copy of their **Certificate of Currency for a minimum \$20 million dollars**. Council may at their discretion request higher coverage.

#### Design Proofs

Design proofs are to be lodged with applications, for approval, prior to printing.

#### Fees & Charges

- **Community Event Signage Poles**  
There is no hire charge for not for profit community event organisers. Commercial organisations are subject to fees and charges. This fee is included in Council's annual fees and charges.
- **Community Event Banner Poles**  
Council will charge a minimal fee for the use of the poles, to recover installation costs. This fee is included in Council's annual fees and charges.

Council's Fees and Charges document is available on Council's website [www.ballina.nsw.gov.au](http://www.ballina.nsw.gov.au).

Signs relating to an event may be erected up to six weeks prior, if selected sites are available. Applications for longer periods of advertising will be determined by the General Manager.

## 5. BOOKING PREFERENCES

Booking preferences will be given to the following events, in order of priority:

### Community Event Signage Poles

1. Community events that are funded via the *Festival and Event Support Program*
2. Council approved regular markets
3. Community events that have obtained approval under Council's *Events on Public Land Policy* and/or have obtained development consent
4. Other Community Events organised by not-for-profit incorporated associations (i.e. school fetes, cultural or sporting events)
5. Commercial events

### Community Banner Poles

First priority for use of the poles will be for Council coordinated activities or promotions, Council will then consider applications for other community based activities.

## 6. DESIGN STANDARDS

Professional designers should be engaged where possible. Signage should be of a professional standard and in accordance with signage guidelines.

To maximise the impact of signage design, the following points are to be considered:

- Inclusion of date, time and location in large bold writing
- Graphics should be simple and bold
- Sponsorship logos must only take up 10% of the total sign area

Please note, some community event signage locations and all banner locations face the direction of oncoming traffic, providing an opportunity for double-sided printing.

Council reserves the right to refuse permission to display signage on any grounds, particularly for any signage that, in the opinion of Council:

- Is poor in appearance
- Projects an offensive message

Signage proofs are to be **reviewed and approved** by Council prior to printing.

## 7. SIGNAGE SPECIFICATIONS

Where new banners are to be manufactured, environmentally friendly materials should be used, keeping with Council's commitment in reducing our environmental footprint. The banner material used must be breeze through material (mesh type) or heavy gauge vinyl with semi circle cut outs (to assist with air flow). These materials are available from professional sign writers.

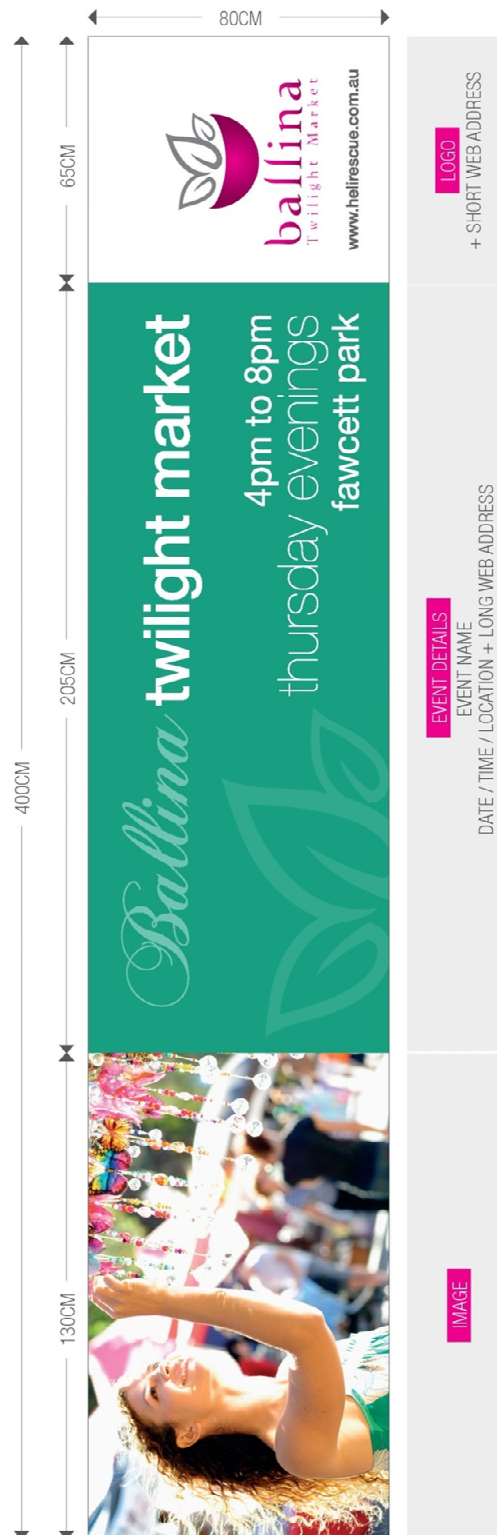
### Community Event Signage Poles

**Dimensions:** 400mm or 800mm (height) x up to four metres (width) – **see example page 6.**

### Banner Poles

**Dimensions:** 2150mm (height) x 850mm (width) this includes a triple sewn 100mm wide hem tube at both ends, to slide over the horizontal arms - **see example page 7.**

BALLINA SHIRE COUNCIL  
COMMUNITY EVENT SIGNAGE STYLE GUIDE



## 8. INSTALLATION & MAINTENANCE

### Community Event Signage Poles

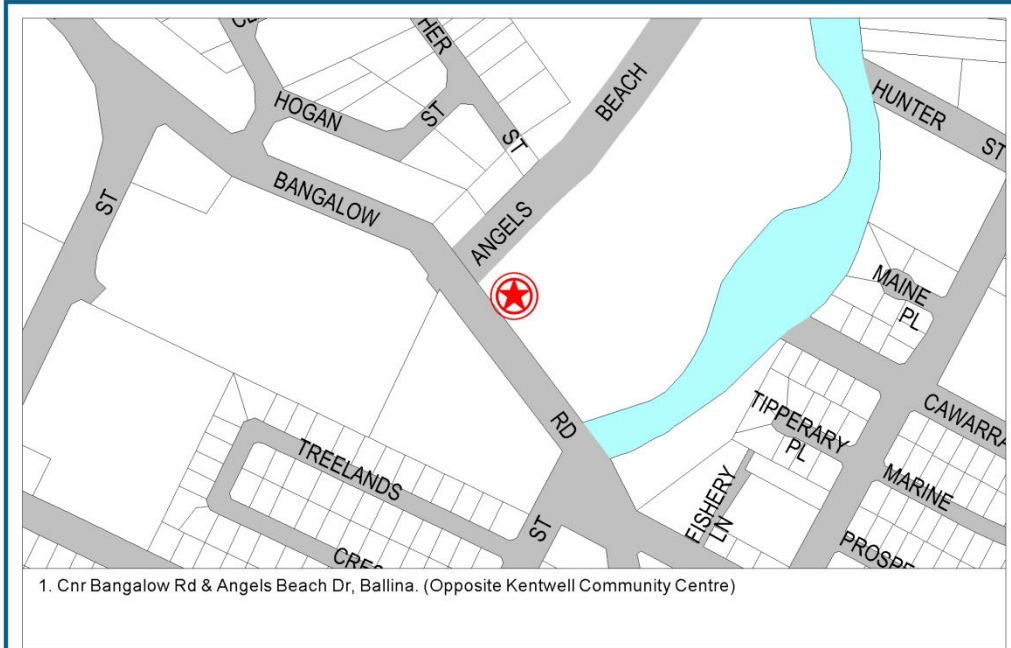
Placement and maintenance of the signs is the responsibility of the applicant. The cost of maintaining the signs including damage or vandalism, replacement, reinstatement and/or re-erection is also the responsibility of the applicant. Signs that are in poor condition will need to be removed by the applicant or will otherwise be removed and impounded by an Authorised Officer of Ballina Shire Council.

### Banner Poles

Signs are installed by Council on behalf of the event organiser. Banners are to be delivered at least 3 working days prior to installation. Arrangements will need to be made prior to collecting the banners after the display period.

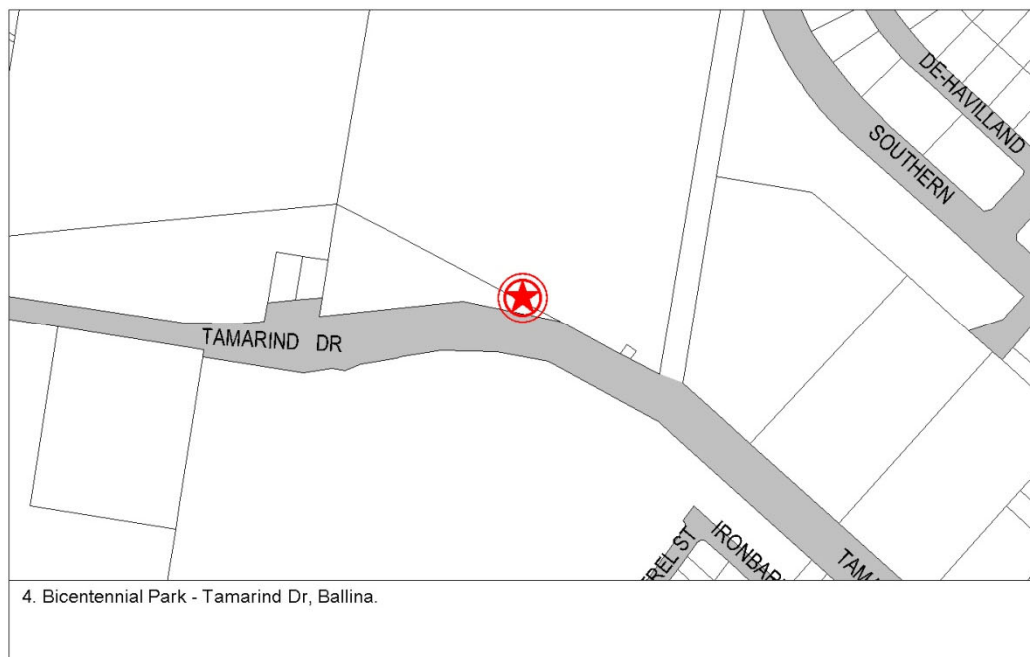
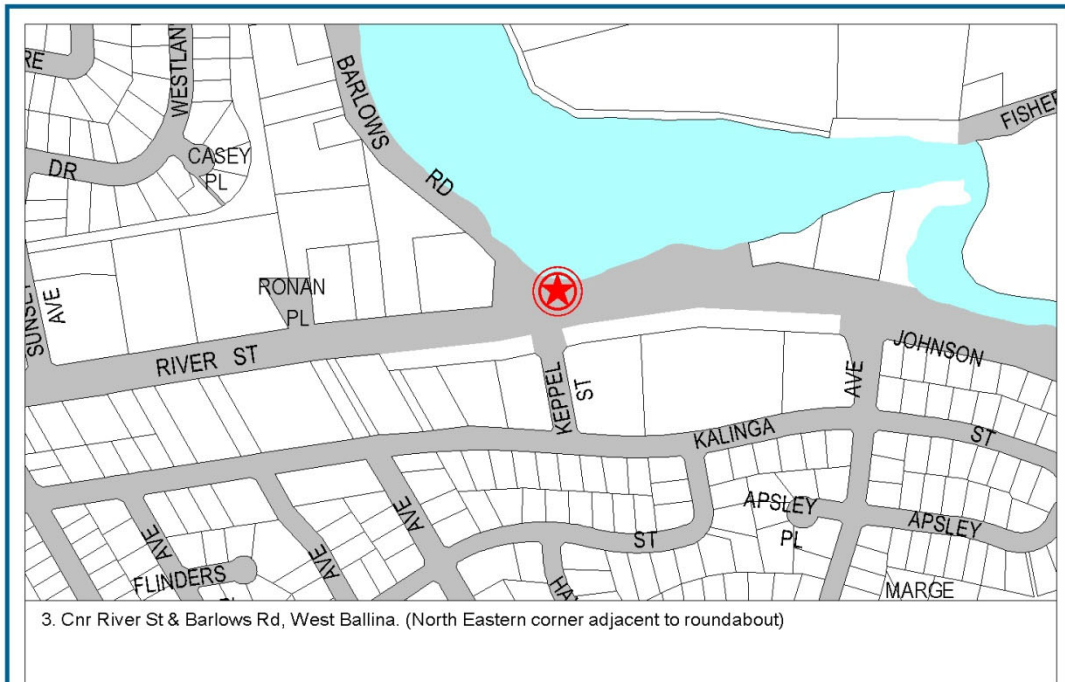


10. APPENDIX – COMMUNITY EVENT SIGNAGE LOCALITY MAPS



		<b>Community Event Signage Locations</b>	
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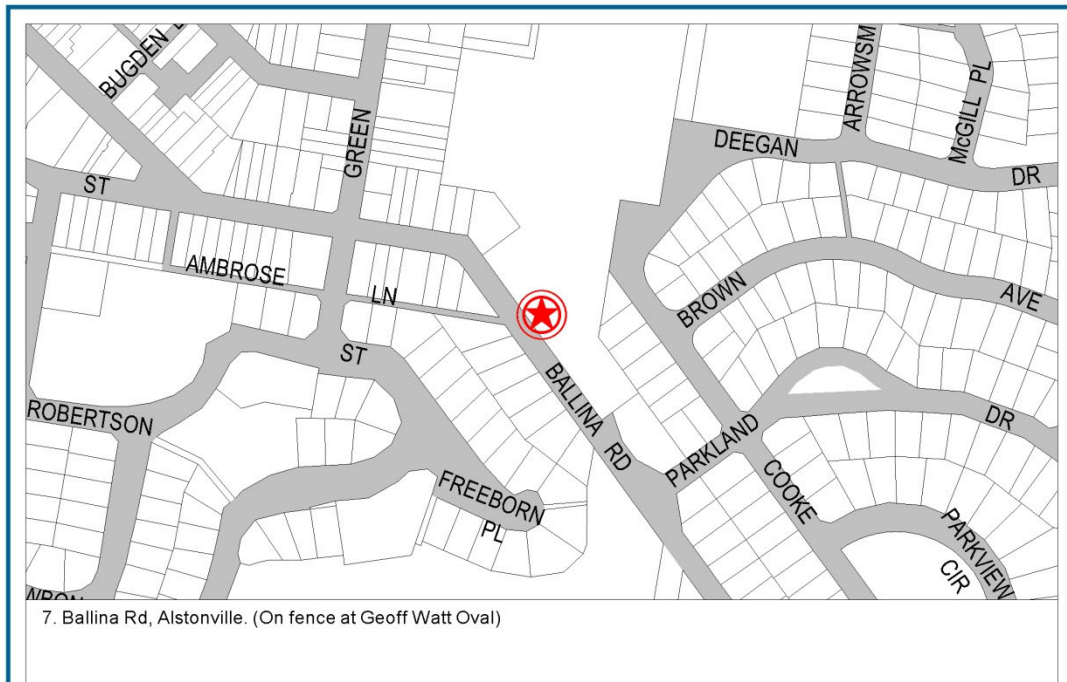


		<h3>Community Event Signage Locations</h3>	
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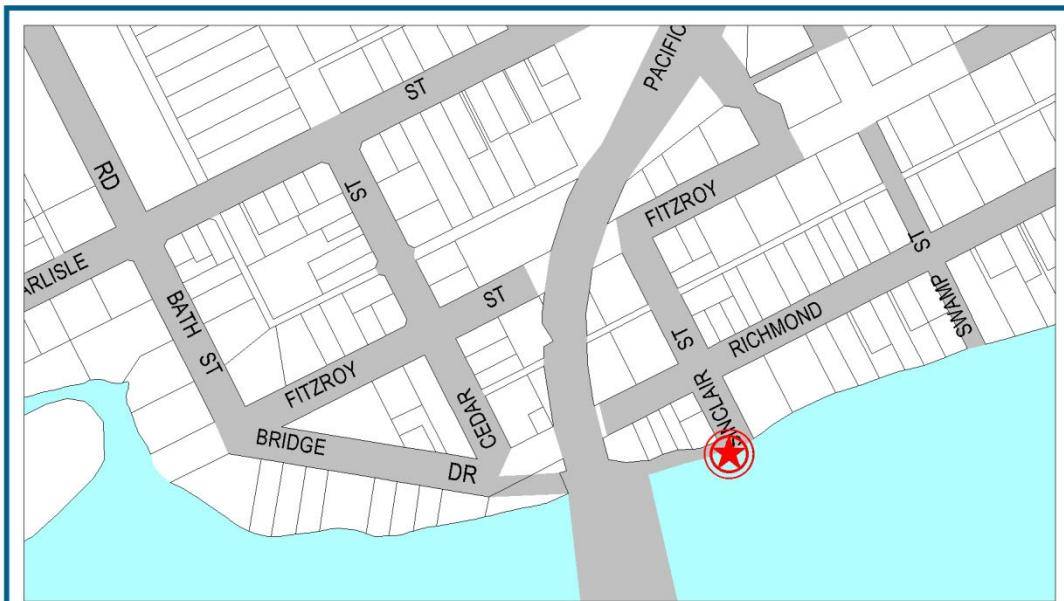


6. Cnr Byron St & Byron Bay Rd (The Coast Rd), Lennox Head. (In vicinity of existing welcome sign)

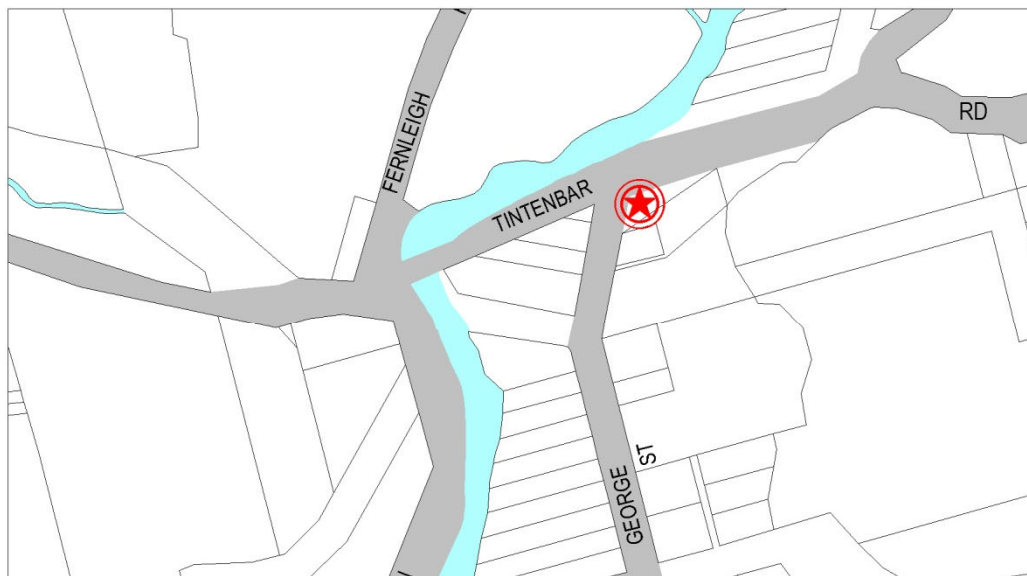
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9. Sinclair St, Wardell. (Adjacent to Wharf)



10. Cnr Tintenbar Rd & George St, Tintenbar. (Adjacent to Tintenbar Hall Carpark).



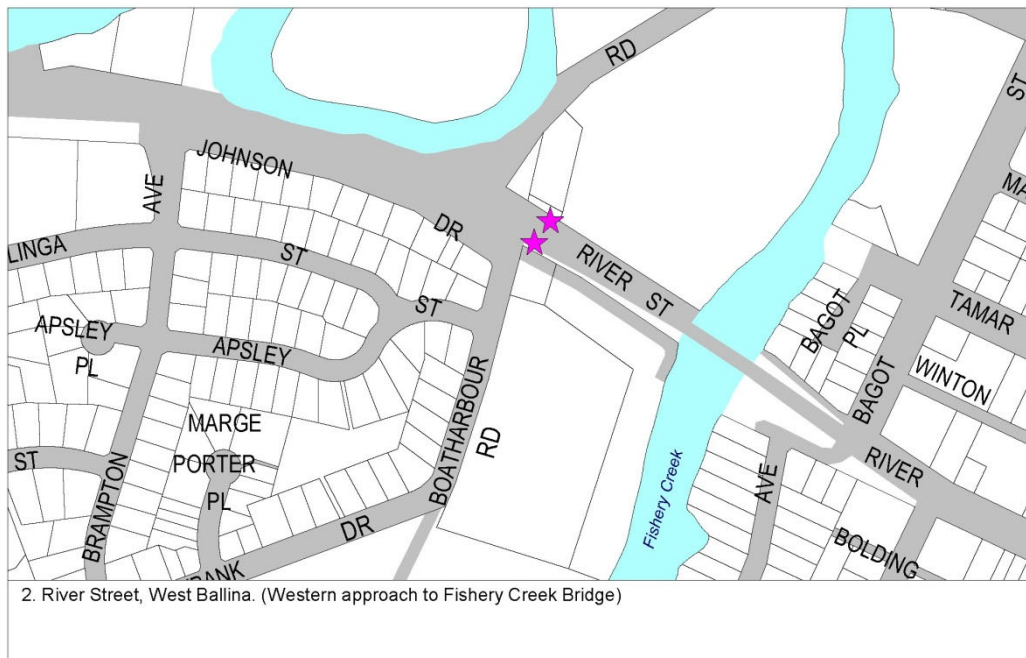
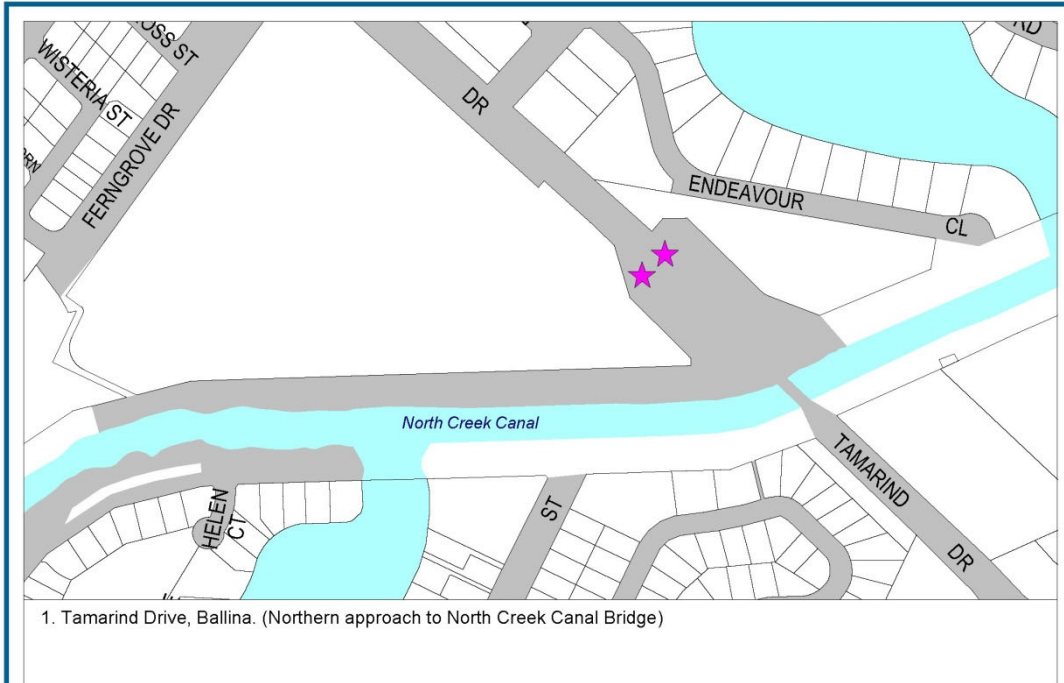
**Community Event Signage Locations**



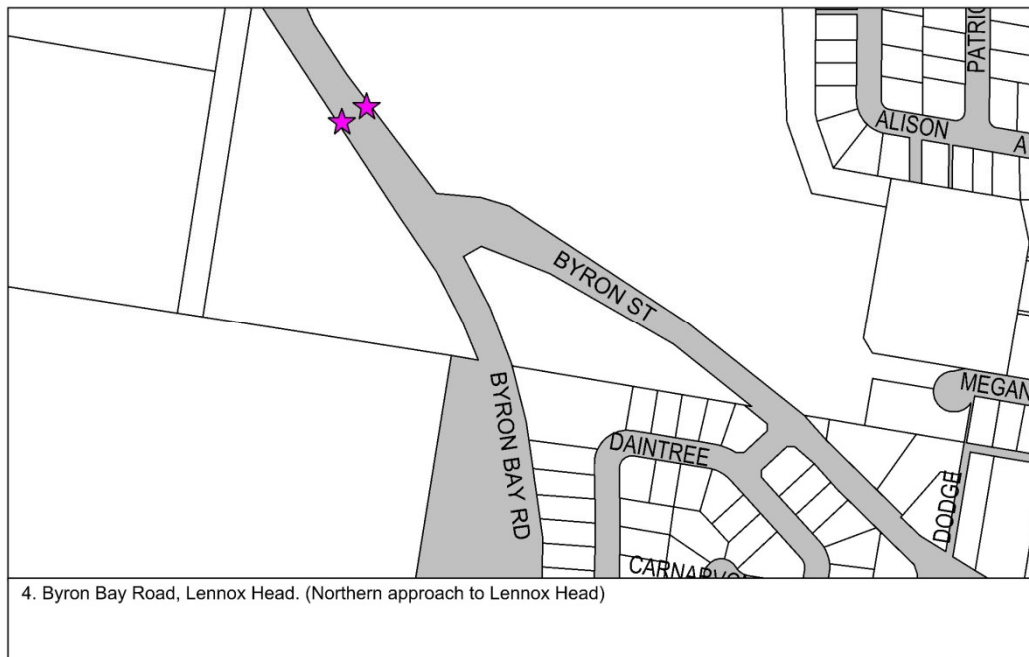
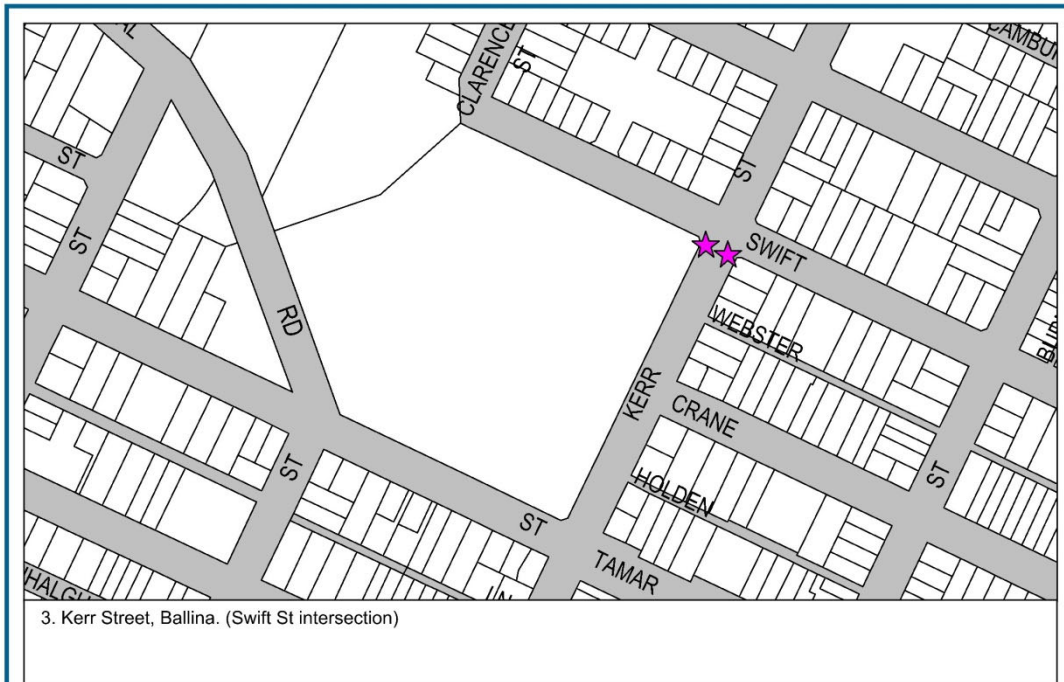
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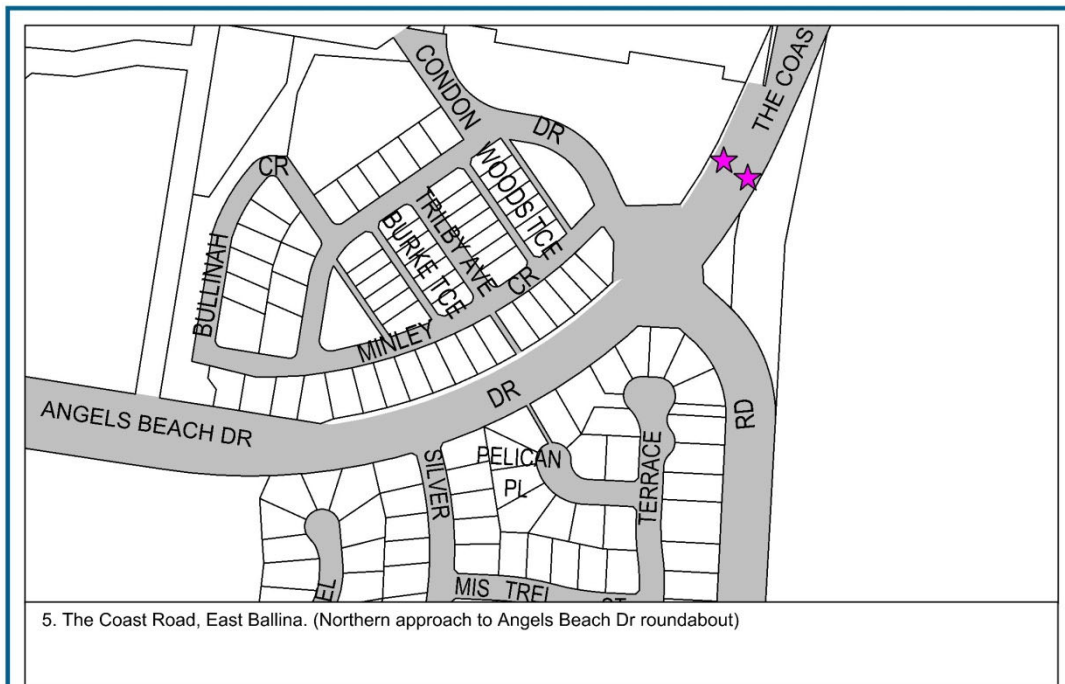
11. APPENDIX – BANNER POLE LOCALITY MAPS



		<p><b>Banner Pole Locations</b></p>	
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## 12. FURTHER DETAILS

**Events Support Officer | Planning & Environmental Health Division | Telephone: 1300 864 444**