

Portable Advertising

Guidelines



**CITY OF
PARRAMATTA**



Portable advertising
signage, both long
term and short term,
provides an important
promotional
opportunity for local
businesses.

OVERVIEW



City of Parramatta seeks to promote a lively and activated street culture and encourages activities that contribute to the vibrancy of the public domain. Banners, advertising flags and promotional signs can invigorate and add colour to the retail area, and be a useful tool to inform customers.

There is a high demand to place such portable advertising on footpaths. Signs can become obstacles in the public thoroughfare, and excessive amounts of signage, flags or banners can interrupt views and clutter the streets. Effective controls and approval are therefore required in order to protect the amenity of the public domain.

It is also acknowledged that in a competitive environment, opportunities to use the public domain should be regulated for equity and fairness to all existing business owners. Further, any use of the public domain must comply with Council's Plans, Policies, and these guiding principles to ensure it is consistent with the City's vision.

PURPOSE OF THIS GUIDE

This guide has been created to encourage and manage high quality street activity, including the use of portable signs and advertising on footpaths and in the public domain with regard to existing community, retail and commercial activities, balancing the needs of local residents and users of the public domain.

It also seeks to enhance and maintain the character, heritage, ambience and safety of the public domain to enrich both the visitor and community experience.

OBJECTIVES

- To ensure that only appropriate portable signage is displayed in the public domain and in limited to approved locations.
- To enhance visual amenity and public safety within Parramatta Local Government Area (LGA) through a consistent approach to the size, presentation and placement of portable signs in the public domain.
- To promote fairness and certainty to street traders and business owners in regards to using the public domain.

WHERE DOES THIS GUIDE APPLY?

This Guide applies to public domain across the Parramatta Local Government Area, including but not limited to public streets, footpaths, laneways, malls, squares, plazas and car parks.

This Guide does not apply to parks or reserves located across the Parramatta Local Government Area.

This Guide does not include flags or street banners flown by City of Parramatta from street lamps or poles erected for that purpose, which are not available for advertising purposes, and excludes also temporary real estate signs and such signs and advertising erected during election campaign periods.

Note that "sandwich-boards" and "a-frame" signs are not permitted under the Parramatta Central Business District LEP (2007) and the Parramatta LEP (2011).



DEFINITIONS

"Portable advertising signs and banners" can include any kind portable or mobile signage such as any sign, flag, mechanical device used for the purpose of attracting attention or making anything known, the origin or place of sale. It includes but is not limited to pull-up signs, promotional flags, teardrop banners, pull-up banners, digital displays and other signs.

HOW TO APPLY

- Visit cityofparramatta.nsw.gov.au/street-activity and see the User Guides, Application Forms, Terms and Conditions and other important information for an application form, a list of terms and conditions and other important information.
- Complete the portable advertising application form and all required supporting documentation.
- The application form and supporting documentation must be received at least eight weeks prior to the intended commencement date.
- Allow six weeks for an assessment of application.

- Approvals and other correspondence will be issued via email. In the event of an unsuccessful application Council may, at its discretion, provide feedback to assist future submissions.

PERMIT AND FEES

Any permit issued will allow for a maximum continuous twelve month period and the use of the specific nominated location within the public domain.

Current fees for Portable Advertising can be found at cityofparramatta.nsw.gov.au/street-activity and follow the link to Fees and Charges.

Please note that these fees may be adjusted according to Council's Schedule of Fees and Charges.

INSURANCE

All portable advertising applications should provide evidence of current public liability insurance with a minimum cover of \$10,000,000.

City of Parramatta must be named as an additional third party insured under the policy for its respective rights and interests.

PRINCIPLES

Council's decision to approve a permit for this activity will be based on the following five guiding principles. Council will refer to these principles in the decision-making process to ensure each application conforms to the Policy and is assessed fairly, consistently and appropriately.

Appropriate location

- Council will consider portable advertising in an appropriate location in order to promote economic growth, cultural and social benefits while still appreciating the needs of local businesses, adjoining properties and other users of the public domain.
- The advertising and its context should harmonise with and positively support an area's sense of place and character.
- Portable advertising can be an extension of the area's current retail activities and services or may align with community events, cultural and sporting celebrations.

Engaging and high quality

- Council supports original and creative portable advertising that is engaging and attractive, is innovative or distinct, adds to the life of the public domain.
- The activity should aim to harmonise with engage with the surrounding public domain and people.

Safety and accessibility

- Portable advertising should be delivered without compromising the safety of people or places.
- Portable advertising should ensure that responsible and appropriate measures are in place to minimise risk and danger.
- Portable advertising should be integrated into the public domain in a way that does not compromise other existing uses, furniture, buildings, entrances, exits, disabled access and pedestrian safety.

Public amenity

- Portable advertising should be designed to create a safe atmosphere for the community and never diminish public amenity.
- Portable advertising should add to, rather than detract from the community's engagement with the public domain.
- Council will permit only portable advertising that ensures pedestrian access in places that remain attractive, clean and pleasing to be in.

Management and operations

- Council will approve portable advertising that continuously conforms with good management practices such as professional appearance and maintaining good operational order.
- Any proposed activity should consider operational matters such as but not limited to public safety, traffic, noise and access.

TERMS & CONDITIONS



As a permit holder, your understanding of your responsibilities and the community's expectation is important.

Please ensure you have read and understood the terms and conditions. Please visit cityofparramatta.nsw.gov.au/street-activity and download the relevant Application Form for your activity, with the Terms and Conditions attached.

The Local Government Act gives Council the power to assign special terms and conditions to any permit issued for an activity in the public domain. These conditions will be specified in any written approval or permit granted by Council.

MORE INFORMATION

For more information about Portable Advertising in the Parramatta LGA please visit cityofparramatta.nsw.gov.au or call **9806 5050**.

CITY OF PARRAMATTA
STREET ACTIVITY POLICY

cityofparramatta.nsw.gov.au