

MANUKAU CITY CONSOLIDATED BYLAW 2008

CHAPTER 19

TEMPORARY SIGNS

EXPLANATORY NOTE

<i>Bylaw made using powers of</i>		<i>Local Government Act 2002 Local Government Act 1974</i>	
Description	Date Made	Council Minute	Commencement
<i>Bylaw first adopted by Council with updated chapter and bylaw references.</i>	<i>26 Jun 2008</i>	<i>CL/JUN/737/08 CL/JUN/745/08</i>	<i>01 Oct 2008</i>
<i>New Clause 3.4 inserted</i>	<i>24 Jun 2010</i>	<i>CL/JUN/628/10</i>	<i>01 Jul 2010</i>

The purpose of this Bylaw is to provide for the control of temporary signs in Manukau City, to enable people to use a range of temporary signs, provided that these signs are designed and located to ensure traffic and pedestrian safety, the absence of obstructions, minimising the potential for offensive content, and preventing damage and mis-use of Council controlled land, structures and infrastructure in Manukau City.

This Bylaw should be read in conjunction with the entire Manukau City Consolidated Bylaw 2008, the District Plan and other regulations affecting temporary signs, including the Resource Management Act 1991 and the Building Act 2004.

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1 Interpretation

1.1 In this chapter, unless inconsistent with the context:

BALLOON OR BLIMP means any sign or vessel tethered to the ground displaying a sign, which is filled by air, or by a gas lighter than air, so that it is capable of rising skyward.

PORTABLE SIGN means an advertising or information sign, which can be readily moved, whether by person or machine.

PREMISE means an exclusive occupation of floor space in a building by a person or body of persons, whether incorporated or unincorporated.

ROAD FRONTAGE means the extent of a site boundary adjoining a public road.

SIGN means any advertising, informational or directional device or advertising matter, whether consisting of a specially constructed device, structure, erection or apparatus, or painted, printed, written, carved, inscribed, endorsed, projected on to, placed on the ground, or otherwise placed, affixed to or displayed upon any building, wall, fence, rock, tree or other object, structure or erection of any kind whatsoever.

SIGN AREA means the surface area of the face of a sign, and where a limitation on the area is specified, that limitation shall, in the case of a double faced sign, apply to one face only, but does not include that part of the structure used solely for support purposes.

TEMPORARY SIGN means a sign which is portable, mobile or not permanently fixed and to be used for a limited duration of display. For the purposes of this Bylaw a temporary sign is limited to those in the following categories:

- A sign advertising the sale or lease of a site or building;
- A sign advertising a forthcoming cultural, religious, community or sporting event;
- A sign erected for the purpose of identifying a construction project (includes land subdivision and construction sites);
- A sign for electioneering purposes;
- A portable sign for advertising or information.

ZONE has the same meaning as in the Operative Manukau City Council District Plan.

2 Exemptions

2.1 This bylaw does not apply to the following signs:

- (a) Traffic signs, being –
 - (i) Those contained in the Transit New Zealand Manual of Traffic Signs and Markings; or
 - (ii) Those signs contained in the Transit New Zealand Code of Practice for Temporary Traffic Management where such signs form part on an approved Traffic Management Plan;
- (b) Traffic directional and information signs (including public transport timetables),
- (c) Signs required for safety or emergency purposes;
- (d) Signs erected by or with the approval of the Council (this includes signs associated with events approved by the Council);
- (e) Signs indicating hazardous substances used at a hazardous facility;
- (f) Signs erected pursuant to any statute or regulation;
- (g) Signs which require a resource consent;
- (h) Signs erected by or with the approval of the Auckland Regional Council on any land under the control or management of the Auckland Regional Council.

3. Requirements for Temporary Signs

- 3.1 No person shall place, erect, display or cause or permit to be placed, erected or displayed any temporary sign in or on a public place, or in or on private land which is visible from a public place, unless EITHER:
- (a) the sign complies with all requirements and standards for temporary signs set by Council from time to time by resolution pursuant to Section 151(2) of the Local Government Act 2002;
- OR
- (b) the sign is placed, erected or displayed pursuant to a permit for that purpose issued by the Council.
- 3.2 The Council shall, from time to time, by resolution made pursuant to Section 151(2) of the Local Government Act 2002, set the requirements and standards applying to the placement, erection and display of temporary signs pursuant to this Bylaw, being:
- (a) general requirements and standards applying to all temporary signs; and
 - (b) specific requirements and standards for certain types of temporary signs, including (but not limited to):
 - (i) Temporary signs advertising the sale or lease of a site or building.
 - (ii) Temporary signs advertising a forthcoming cultural, religious, community or sporting event.
 - (iii) Temporary signs erected for the purposes of identifying land subdivision, development or construction projects.
 - (iv) Temporary signs for elections and polls.
 - (v) Temporary signs for advertising and information, including blimps, balloons, vehicle mounted signs, sandwich boards, banners.
- 3.3 The Council shall, from time to time, by resolution made pursuant to Section 151(2) of the Local Government Act 2002, specify the extent to which the Council may grant a permit, specify criteria for the assessment of permit applications, and specify the type of conditions permits may be subject to under this Bylaw.
- 3.4 For the purposes of preparing for the October 2010 triennial general elections:
- (a) the rules and requirements set out in Schedule 3 to the Local Government (Tamaki Makarau Reorganisation) Act 2009 shall apply.
 - (b) the rules and requirements set out in Attachment B and Attachment F of the Attachments to Chapter 19 Temporary Signs of the Manukau City Consolidated Bylaw 2008 shall also continue to apply where not inconsistent with Schedule 3 to the Local Government (Tamaki Makarau Reorganisation) Act 2009.
 - (c) no land owned or controlled by the Council is identified on which signs may be erected for the purposes of section 29E(1)(a)(ii) of the Local Government (Tamaki Makaurau Reorganisation) Act 2009.

4 Transitional Provision

- 4.1 Any sign that does not comply with the requirements of the Bylaw and is not a sign referred to in Clause 2 of this Bylaw shall within 3 months of coming into force of this Bylaw, be removed or otherwise made to comply fully with the Bylaw.

5 Permits and Dispensations

- 5.1 Any application for a permit or dispensation from this Bylaw will be assessed against the criteria set pursuant to clause 3.3 of this Bylaw and the relevant provisions of Chapter 1 of the Manukau City Consolidated Bylaw.

ATTACHMENTS TO CHAPTER 19 TEMPORARY SIGNS OF THE MANUKAU CITY CONSOLIDATED BYLAW 2008 FOR INFORMATION PURPOSES ONLY

HISTORY OF THE ATTACHMENT

Description	Date Made	Council Minute	Commencement
Attachment first adopted under 2008 consolidated bylaw	25 Sep 2008	CL/SEP/1083/08	01 Oct 2008
Banner and Visual Marketing Guidelines added to Attachment H	26 Feb 2009	CL/FEB/162/09	26 Feb 2009
Clause 3.2 and Clause 4 of Attachment G	27 Aug 2009	CL/AUG/966/09	27 Aug 2009
2010 election rules added to Attachment F	24 Jun 2010	CL/JUN/628/10	01 Jul 2010

INTRODUCTION

Chapter 19 Temporary Signs of the Manukau City Consolidated Bylaw 2008 –

1. States the requirements for all temporary signs
2. Allows Council by resolution to make general requirements and standards applying to all temporary signs and specific requirements and standards for certain types of temporary signs, including (but not limited to) –
 - (a) A sign advertising the sale or lease of a site or building
 - (b) A sign advertising a forthcoming cultural, religious, community or sporting event
 - (c) A sign erected for the purposes of identifying land subdivision, development or construction projects
 - (d) Signs for elections and polls
 - (e) Portable commercial signs for advertising / information (blimps, balloons, vehicle or trailer mounted signs, and sandwich boards)
3. Requires a permit for temporary signs not complying with the general and specific requirements and standards

Attachment G makes allowance for one temporary portable sign for advertising and information associated for each business premises. The Council encourages the use of appropriately designed and located combined fixed signs on sites which include multiple premises.

This document consolidates, for information purposes only, the Council resolutions and matters to be considered in relation to permits associated with Chapter 19 Temporary Signs of the Manukau City Consolidated Bylaw 2008 to assist Council officers, persons wishing to apply for a permit, and the general public.

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ATTACHMENT A INTERPRETATION

1. Interpretation

The following definitions are quoted from clause 1.1 of Chapter 19 Temporary Signs of the Manukau City Consolidated Bylaw 2008:

BALLOON OR BLIMP means any sign or vessel tethered to the ground displaying a sign, which is filled by air, or by a gas lighter than air, so that it is capable of rising skyward.

PORTABLE SIGN means an advertising or information sign, which can be readily moved, whether by person or machine.

PREMISE means an exclusive occupation of floor space in a building by a person or body of persons, whether incorporated or unincorporated.

ROAD FRONTAGE means the extent of a site boundary adjoining a public road.

SIGN means any advertising, informational or directional device or advertising matter, whether consisting of a specially constructed device, structure, erection or apparatus, or painted, printed, written, carved, inscribed, endorsed, projected on to, placed on the ground, or otherwise placed, affixed to or displayed upon any building, wall, fence, rock, tree or other object, structure or erection of any kind whatsoever.

SIGN AREA means the surface area of the face of a sign, and where a limitation on the area is specified, that limitation shall, in the case of a double faced sign, apply to one face only, but does not include that part of the structure used solely for support purposes.

TEMPORARY SIGN means a sign which is portable, mobile or not permanently fixed and to be used for a limited duration of display. For the purposes of this Bylaw a temporary sign is limited to those in the following categories:

- A sign advertising the sale or lease of a site or building;
- A sign advertising a forthcoming cultural, religious, community or sporting event;
- A sign erected for the purpose of identifying a construction project (includes land subdivision and construction sites);
- A sign for electioneering purposes;
- A portable sign for advertising or information.

ZONE has the same meaning as in the Operative Manukau City Council District Plan.

ATTACHMENT B

GENERAL REQUIREMENTS AND STANDARDS FOR ALL TEMPORARY SIGNS

1. General Requirements and Standards

A temporary sign must comply with the following requirements:

1. The sign must not be illuminated (either internally or externally), use flashing or revolving lights or lasers, display variable messages, or use reflective materials.
 2. The sign must not be affixed to a building, structure, fence or land without the permission of the owner or occupier of that building, structure, fence or land.
 3. The sign must not be fixed to any common boundary fence with any reserve so as to be visible to the public from the reserve.
 4. The sign must not be attached by any means to any tree, utility structure or street furniture, including, but not limited to, light poles, bus shelters, seats, rubbish bins, road signs, public signs, pylons and power poles.
 5. The sign must not include visual or written content which in the opinion of the Council or authorised officer is:
 - (i) Discriminatory;
 - (ii) Offensive, threatening, or insulting;
 - (iii) Likely to incite, or counsels any persons to commit an offence;
 - (iv) Likely to promote or encourage unsociable behaviour.
 6. All temporary signs, including the materials used and their supporting structures must be constructed, fixed or placed in a manner so as not to pose a danger to property or the public. This is the responsibility of the sign owner and in the case of any sign on private land, the owner of the land or building on which the sign is placed.
- (g) All temporary signs must be maintained in a safe condition, in good order and free of graffiti.
- (h) Traffic Safety
- (i) Where a temporary sign is clearly visible to a motorist, it must be designed and located so as to be safely read by a motorist travelling at the legal speed limit of the road to which it is adjacent;
 - (ii) The sign must not adversely affect traffic safety, and in particular:
 - The sign must not obstruct visibility of the road for drivers or pedestrians;
 - The sign must not resemble, obstruct, confuse or impair the view of any road, control signs and traffic signals or in any way cause confusion;
 - The sign must not invite drivers to turn so close to the turning point that there is no time to signal and turn safely;
 - The sign must not obstruct the line of sight of any corner, bend, intersection or vehicle crossing.
 - (i) Any part of a sign which hangs over a footpath or pedestrian accessway within a public place from a fixed support (including flags and banners) shall have a minimum clearance of 2.4 metres above the ground or above the finished floor level of any floor immediately below the sign.

ATTACHMENT C

A SIGN ADVERTISING THE SALE OR LEASE OF A SITE OR BUILDING

1. Permitted Types of Signs

Subject to the General Requirements and Standards for all Temporary Signs in Attachment B, the following signs for the sale or lease of a site or building are permitted:

- (a) Signs in the Business, Quarry, Rural, Flat Bush Town Centre, Flat Bush Neighbourhood Centre, Boat Harbour and Health Care Activities Zones:

Exclusive Agency, General Agencies, Tender or Auction Signs: A single sign per site per agency, each not exceeding 3m² in area, except in rural zones where two signs per site per agency, each not exceeding 3m², shall be permitted.

Portable Open Home and Auction Signs: Permitted as per clause 2(f) below.

- (b) Signs in the Residential, Future Development, Public Open Space, Flat Bush Residential 1, Flat Bush Residential 2, and Flat Bush Transition Zones, and in the Special Zones (except the Quarry, Boat Harbour and Health Care Activities Zones) contained in Chapter 17 of the District Plan, and all other zones excluding those listed in clauses 1(a) and 1(c):

Exclusive Agency, General Agencies, Tender or Auction Signs: A single sign per site per agency, each not exceeding 2.5m² in area.

Portable Open Home and Auction Signs: Permitted as per clause 2(f) of this Attachment below.

- (c) Road Zones: The signs permitted above in clause 1(a) and 1(b) may **ONLY** be located within the Road Zones where the signs do not extend for more than 1.2 metres from the property boundary and do not obstruct any carriageway or footpath. Directional signs as provided in clause 2(f)(ii) below are also permitted in the Road Zones.

2. Requirements for Permitted Signs

All signs permitted under clause 1 above must comply with the following requirements:

- (a) All signs must be displayed only on the site to which the sale or lease relates, except as provided for in clause 1(c) above and Directional Signs in clause 2(h)(ii) below.
- (b) All signs must be within the profile of the host structure when positioned on any building or fence.
- (c) Additions on to any sign which has the effect of increasing the area beyond the maximum permitted area shall not be permitted.
- (d) All signs must be limited to a maximum display period of 6 months in any consecutive 12 month period, on any given site or premises.
- (e) All signs must be removed within 7 days of the completion of the sale or lease agreement.
- (f) All portable Open Home and Auction Signs must comply with all the following provisions:
- (i) Portable open home or auction signs and flags
- One portable open home or auction sign of up to 1m² in area and one flag not exceeding 2m² in area may be erected during the period of the open home or auction.
 - The portable sign must be positioned on or within the property boundary.
 - The flag must be either positioned on or within the property boundary or attached or secured to a vehicle, which is legally parked either within the property boundary

(driveway and not the road verge) or directly outside the entrance of the advertised premises.

- The flag and banner must be positioned as not to overhang any roadway or footpath, nor cause any inconvenience or hazard to pedestrians or traffic.

(ii) Directional Signs:

- For the purpose of assisting people to locate an open home or an auction, up to 4 directional signs may be placed within the verge of the Road Zones on the day of and immediately prior to the open home or auction.
- No single directional sign may exceed 0.25m² in area and shall not exceed 1 metre in height above ground level.
- A directional sign may include only the Real Estate Agency company logo, the words "Open Home" or "Auction" with an arrow indicating the direction of the property or the words "Next Left" or "Next Right" and the time of the open home or auction.
- There may be no more than 1 sign at any intersection per company.
- No sign may be placed so as to cause any obstruction to or affect visibility of pedestrian or road traffic. Signs must be free-standing and not affixed to any traffic or other public facility or directional signage.
- All directional signs must be removed immediately following completion of the open home or auction for the day.

ATTACHMENT D

A SIGN ADVERTISING A FORTHCOMING CULTURAL, RELIGIOUS, COMMUNITY OR SPORTING EVENT

1. General Requirements

Subject to the General Requirements and Standards for all Temporary Signs in Attachment B, the following applies to temporary signs advertising a forthcoming cultural, religious, community or sporting event in or on a public place, or on private land which is visible from a public place.

- (a) Public Open Space and Road Zones: A permit is required.
- (b) All other Zones: One temporary sign per site frontage per private property per event is allowed, **provided that:**
- (i) The sign is displayed for not more than one month prior to the event to which it relates, and shall be removed within 3 days following that event.
 - (ii) No sign shall exceed an area of 3.0m².

2. Extent to which Council may Grant a Permit

Within the Public Open Space and adjacent Road Zones, the Council may grant a permit:

- (a) for a sign or signs advertising the registration of sports teams where it is demonstrated that such signs are necessary to reasonably advertise the events on the site, and this is consistent with any Reserve Management Plan.
- (b) for the placement of more than one sign where it is demonstrated that such signs are necessary to reasonably advertise the events on the site, and this is consistent with any Reserve Management Plan.

ATTACHMENT E

**A SIGN ERECTED FOR THE PURPOSES OF IDENTIFYING
LAND SUBDIVISION, DEVELOPMENT OR CONSTRUCTION PROJECTS**

1. Permitted Types of Signs

Subject to the General Requirements and Standards for all Temporary Signs in Attachment B, the following temporary signs for land subdivision, development or construction projects are permitted in all Zones **except the Road Zone**.

(a) Marketing Signs for new Subdivisions:

- (i) For a subdivision containing less than 10 lots, 1 sign per street frontage of the original title, plus 1 additional sign within the subdivision. Each sign must not exceed 3m² in area.
- (ii) For a subdivision containing 10 or more lots, two signs per street frontage of the original tile, plus 1 additional sign within the subdivision. Each such sign must not exceed 12m² in area.
- (iii) A single sign, not exceeding 0.6m² in area, on each new or proposed site within a subdivision or on each development unit containing sales information about that site or unit, including information indicating the site or unit is sold, provided that such sign shall be removed within 7 days of the sale of the site or unit becoming unconditional.

(b) Development or Construction Projects: A sign not exceeding 5m² displayed on a construction site, or the site of a proposed project, for the purpose of identifying and providing information relating to the project. This includes, but is not limited to, building projects that require a building consent but not a resource consent.

(c) Show Home: One sign of 3m² erected on the site of any show home where the purpose of that show home is as a venue for promoting and or transacting the sale of unsold sites or units in a subdivision or development.

2. Requirements for Permitted Signs

All signs permitted pursuant to clause 1 above must comply with the following:

- (a) The purpose of the sign shall be to identify the project; identify the parties involved in the project; and provide any marketing and sales information related to the project.
- (b) The sign must be displayed only on the development site, unless a permit has been obtained under this Bylaw.
- (c) The sign shall be properly and safely constructed and made of weather durable materials, irrespective of whether it requires a building consent or not.
- (d) Tethered blimps, balloons, sandwich boards, bunting or banners are not permitted signs for the purpose of this clause.
- (e) All signs must be removed within 7 days of the completion of the construction work; and in the case of the subdivision or marketing signs, within 24 months after the date on which it was erected.

3. Extent to which Council may Grant a Permit

The Council may grant a permit for the following:

- (a) A sign to exceed the maximum area specified in clause 1(b) above to a maximum of 12m² if the size and character is in keeping with the scale of the proposed development on the site.
- (b) A single marketing sign not exceeding 4m² to be located on a separate site (private property), provided that it is within 500 metres of the site subject to a subdivision or construction project under clause 1(a) or 1(b) above.

ATTACHMENT F SIGNS FOR ELECTIONS AND POLLS

1. General Requirements

Subject to the General Requirements and Standards for all Temporary Signs in Attachment B, the following applies to parliamentary and local government elections, by-election and poll signs:

- (a) All signs for parliamentary and local government elections, by-elections or polls must be located on private property only. This includes the erection of signs on privately owned fences fronting public places, except that such signs shall not be fixed to any common boundary fence with any reserve so as to be visible to the public from the reserve.
- (b) Signs must not exceed 3m² in area.
- (c) No election or poll signs may be placed on any Council land or property including buildings, roads, street furniture, bus shelters, public toilets, power lights or telephone poles and parks or any other public place.
- (d) The period of display for permitted signs is restricted to 2 months immediately prior to any parliamentary and local government election, by-election or poll to which the sign relates, and the sign must be removed prior to the day of the election, by-election or poll.

2. October 2010 triennial general elections

Schedule 3 of the Local Government (Tamaki Makaurau Reorganisation) Act 2009 is quoted below for information purposes and is related to Clause 3.4 of Chapter 19 Temporary Signs of the Manukau City Consolidated Bylaw 2008.

1 Interpretation

In this schedule,—

election means the October 2010 triennial general elections in Auckland

local authority designated site means land identified in accordance with section 29E(1)(a)(ii)

sign means a sign erected for the purposes of the election and includes an election hoarding.

2 No building consent required or fee payable for sign 3 m² or less in size

- (1) Signs do not require a building consent or fee to be paid.
- (2) Subclause (1) applies only if the sign is 3 m² or less in size.
- (3) This clause applies whether the sign is erected on a local authority designated site or on private property.

3 Time period that sign may be displayed

- (1) A sign may be displayed at any time within the 2 months preceding the election.
- (2) Every sign must be removed before the day on which the voting period for the election ends (polling day).
- (3) This clause applies whether the sign is erected on a local authority designated site or on private property.

4 Prohibited sites for signs

- (1) A sign must not be erected on any footpath, traffic island, or road (except if the sign is on or connected to a legally parked motor vehicle within the meaning of section 2(1) of the Land Transport Act 1998).
- (2) A sign may be erected on private property only—
 - (a) with the landowner's consent; or
 - (b) where the property is subject to a tenancy agreement, and the erection of a sign is not inconsistent with that agreement, the tenant's consent.

5 Signs must be erected in manner that ensures public safety

A sign must be erected in a way that, in the opinion of an officer authorised by the existing local authority for the purpose, ensures public safety.

6 Signs on local authority designated sites

- (1) A sign erected on a local authority designated site must comply with the following conditions:
 - (a) the sign must be less than 3 m above ground level:
 - (b) there must be at least 1.4 m clearance between the base of the sign and the ground:
 - (c) the sign must have an area of 3 m² or less:
 - (d) the sign must be securely braced and anchored at ground level:
 - (e) the sign must be free-standing (for example, it must not be fixed to a tree, building, or furniture):
 - (f) the sign must be placed outside the dripline of any tree.
- (2) A sign must also comply with any site-specific requirements.
- (3) Only 1 sign may be erected per candidate on each site.

7 Existing local authority may remove signs

- (1) An existing local authority may remove a sign that—
 - (a) does not meet the requirements of this schedule; or
 - (b) is unsafe in the opinion of an officer referred to in clause 5.
- (2) The existing local authority may recover from the candidate concerned the costs of removing and storing a sign to which this clause applies and any associated administrative costs.

8 Candidates must supply contact details of person responsible for signs

- (1) Each candidate must supply the electoral officer with the name and contact details of the person responsible for establishing and maintaining signs for the candidate.
- (2) The electoral officer may make this information available to any existing local authority.

ATTACHMENT G

PORTABLE COMMERCIAL SIGNS FOR ADVERTISING / INFORMATION

1. Blimps and Balloons

Subject to the General Requirements and Standards for all Temporary Signs in Attachment B, the following provisions relate to **Blimps and Balloons**:

- (a) Blimps and Balloons are permitted only on sites fronting a primary road (as identified in the District Plan) and located within the Business Zones.
- (b) Advertising blimps or balloons must not be flown:
 - (i) More than 40 metres above the ground;
 - (ii) Within 5 kilometre radius of any aerodrome;
 - (iii) Outside daylight hours;
 - (iv) When the wind speeds exceed 25 km/h;
 - (v) Above or immediately adjacent to any motorway or state highway;
- (c) Advertising blimps or balloons must be flown with at least two guy-ropes attached so that in the event of one rope breaking the remaining rope shall adequately restrain the blimp or balloon.

2. Vehicle Mounted Signs

No person may display any sign on or connected to a moving or parked trailer or vehicle on a road, if the principal function of the trailer or vehicle is to display advertising material.

3 Portable Signs for Advertising or Information

3.1 Portable advertising or information signs (including sandwich board signs, banners or flag signs) are permitted in a public place, or in other locations where the content of the sign is visible from a public place, subject to the following provisions and clause 3.3:

- (a) For portable advertising or information signs relating to premises within a Business, Flat Bush Town Centre or Flat Bush Neighbourhood Centre Zone –
 - (i) One portable advertising or information sign is permitted per each ground floor and first floor premise, whether that sign is located in a public place or in another location visible from a public place; or
- (b) Notwithstanding the above, up to 4 additional signs which advertise magazines and newspapers are permitted provided that:
 - (i) The signs are positioned directly against the front wall or display of the business, or are not located in a public place;
 - (ii) The signs have a maximum size of 0.65 metres in height, 0.45 metres in width and 0.2 metres in depth; and
 - (iii) The signs are single-sided.
- (c) For portable advertising or information signs relating to premises within a residential zone-
 - (i) For Home Enterprises in Residential Zones, one portable advertising or information sign is permitted per Home Enterprise, provided that the sign is not placed in a public place (including Road Zones) and that this is the only sign used by that Home Enterprise (including any permanent signs).

3.2 Public Open Space Zone

- (i) Except as provided for in (ii) below, no portable advertising or information signs are permitted within a Public Open Space Zone.
- (ii) On sports parks, a resident club or organisation may apply for a permit for portable naming, advertising and sponsorship signs.

3.3 General requirements and standards for portable advertising or information signs:

- (a) All signs permitted in clause 3.1 must comply with the following provisions:
 - (i) The maximum size of any portable advertising or information sign shall be 1.2 metres high by 0.6 metres wide (both inclusive of the base or feet to support the sign), except for banner or flag signs made of flexible material, which must not exceed 0.6m² in area; and
 - (ii) The sign must not be illuminated, or have changing or variable messages or contain moving parts (excluding any moving parts associated with flag and banner signs).
- (b) Where the sign is located in a public place, it must comply with the relevant following additional provisions:
 - (i) It must be placed immediately adjacent to the premises to which it relates; and
 - (ii) If the sign relates to a premise in a Business 1, 2 or 3 Zone, Flat Bush Town Centre Zone or Flat Bush Neighbourhood Centre Zone, the sign must not be placed more than 0.6 metre (600 millimetres) into or onto the public place when measured from the property boundary or building façade of the premises to which it relates; or
 - (iii) If the sign relates to a premise in a Business 4, 5 or 6 Zones, it must either adjoin the façade of the building or property boundary of the premise to which it relates, or be placed perpendicular to the kerb, provided that:
 - If adjoining the façade of the building or property boundary of the premise to which it relates, the sign must not be placed more than 0.6 metre (600 millimetres) into or onto the public place when measured from the property boundary or building façade of the premise to which it relates; and
 - If placed perpendicular to the kerb, the edge of the sign nearest to the kerb must be placed no closer than 0.4 metre (400 millimetres) to the road edge of the kerb.
 - (iv) A minimum unobstructed footpath width of 2 metres must be maintained at all times. "Unobstructed footpath" means the area of public footpath that is completely clear of obstructions such as parking meters, signs, power poles, trees, tables, chairs, clothing racks, trestles, planters and other fixtures, goods or merchandise that could obstruct the public right of passage. "Footpath" means the paved area contained within parallel lines between the nearest permanent or temporary obstruction(s).
 - (v) It must not impede the movement of persons or vehicles, create or be likely to cause any danger or obstruction to any person.
 - (vi) It must not be placed in or on a carriageway, driveway, footpath crossing or centre median in such a way as to impede the safety or movement of vehicles.
 - (vii) It must not be placed within 2 metres of a driveway or footpath crossing.

- (viii) It must be removed from the public place at the end of each business day.
- (ix) It must be moved to another part of the public place if the owner of the sign is directed to do so by the Council.
- (x) It must be placed at least 5 metres from an intersection and 2 metres from a pedestrian crossing.
- (xi) It must not be placed in a public place within 2 metres of a bus stop.
- (xii) It must not be placed on or over any tactile ground surface indicators (guidance strips for the blind).
- (xiii) The name, address and contact phone number of the owner of the sign and the name and address of the premise to which the sign relates must be displayed on the sign at all times.
- (xiv) Some part of the sign, excluding supports, must be within 150mm of the ground so that it is detectable by a visually impaired person using a cane.

4. Extent to which Council may Grant a Permit

That Council may grant a permit only in exceptional and not generally applicable circumstances for any portable commercial signs for advertising and information not complying with the requirements and standards of Attachment G, including in the following circumstances:

- (a) Where the premise is not located on the ground or first floor within a Business, Flat Bush Town Centre or Flat Bush Neighbourhood Centre Zone (ie a business area) and no other form of sign is practicable, and subject to a favourable assessment against the criteria in Attachment H.

Notwithstanding the above, the Council may grant a permit application by a resident club or organisation of a Sports Park for portable naming, advertising and sponsorship temporary signs where consistent with any Reserve Management Plan.

ATTACHMENT H CRITERIA FOR THE ASSESSMENT OF APPLICATIONS FOR A PERMIT UNDER CHAPTER 19 TEMPORARY SIGNS

When assessing an application for a permit under the Temporary Signs Bylaw, the Council will have regard to the following assessment criteria:

1 General

- (a) The degree of non-compliance with the Bylaw is minor and the effects of the non-compliance will be of little significance; and
- (b) The non-compliance will not be contrary to the purpose of the Bylaw.
- (c) The degree to which the sign avoids or minimises obstructions to public places, excludes offensive content, and avoids damage and misuse of Council controlled land, structures and infrastructure and trees.
- (d) The views of directly affected persons.

- (e) In relation to the use of city banners and other visual marketing collateral on property owned by Council, compliance with the Manukau City Banner and Visual Marketing Guidelines effective October 2008, and any amendments thereto. The guidelines are shown in Attachment J for information purposes only.

2 Traffic Safety: Including Vehicular and Pedestrian Safety

The appropriateness of the sign in terms of its potential to cause danger to public safety, in particular:

- (a) Obstructing drivers' vision: the impact of the sign in obstructing the view of corners, intersections, vehicle or pedestrian crossings or any information or naming signs.
- (b) Causing confusion or distraction: the potential for the sign to be confused with or obscure any traffic signal or road users safety.
- (c) The ease at which the sign can be read where traffic safety may be an issue.
- (d) The potential for the sign to affect public access to a site or a public place, or the safety of pedestrians and road users.
- (e) The potential effect of glare from any illuminated sign on pedestrian and road users safety.

3 Visual Amenity Values

The appropriateness of the sign in terms of its size, location and form in relation to the surrounding environment and the zone in which it occurs, in particular:

- (a) The scale, type and location of the sign in relation to the structures and building, and in relation to the landscape and open space area in the vicinity of the proposed sign.
- (b) Whether the sign creates an effect of clutter in the immediate neighbourhood because of the amount of signage and/or poor relationship to other signs or elements. In general, clutter will be determined by the amount of signage in relation to the frontage of the site. In order to avoid clutter, the Council may place greater restrictions on advertising signs.
- (c) The cumulative visual effects of additional signage along road frontages will also be taken into account with respect to the length of the road frontage, size of the site concerned and the size of the sign proposed. The range and nature of land uses concerned and whether it necessitates larger or additional signage.
- (d) Whether the sign is insensitive (in terms of scale, form and harmony) to the building on which or place where it is to be erected or displayed, to the immediate surroundings or to the places from which it can be seen;
- (e) The likely visual prominence of the proposed display, by reference to its scale, colour, content, construction or illumination, in relation to the building or site on which it is to be displayed, adjoining buildings or sites and the visual amenities of the street scene generally.
- (f) Obscuring or detracting from important visual aspects of the City such as visual landmarks, or buildings or areas of architectural or heritage value. Whether the visual landmarks, buildings or areas of architectural or heritage value concerned would normally be visible to persons passing the landmark, building or area concerned, and obscured by advertising will be taken into account.
- (g) The impact of any lighting associated with the sign, in particular intensity, glare, location, direction or lighting spill.

4. Conditions

The Council may grant a permit subject to conditions including, but not limited to, the following matters:

- (i) The size and location of the sign
- (ii) The duration of the permit
- (iii) Hours during which the sign may be displayed
- (iv) Content of the sign
- (v) Construction of the sign, material and colours used, size of the lettering and means of support or attachment.
- (vi) Condition on illumination or glare
- (vii) Fees and charges for monitoring the conditions of the permit.

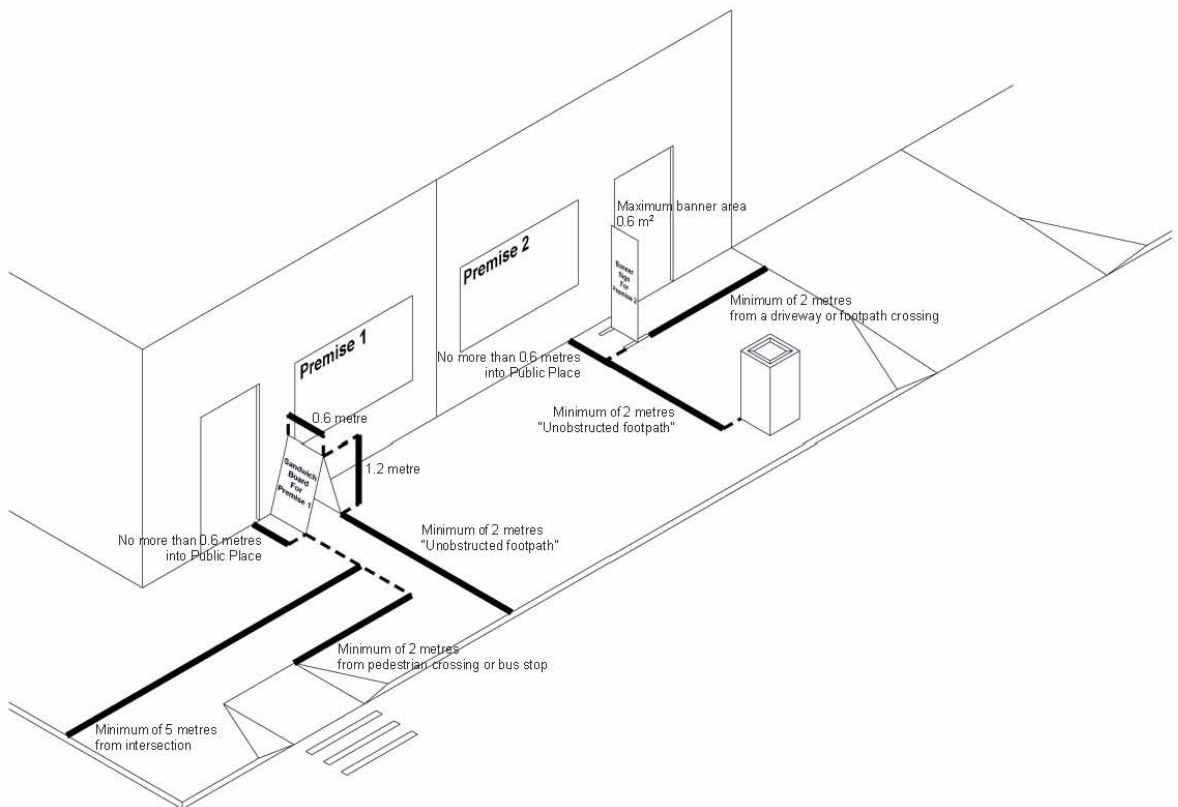
ATTACHMENT I

DIAGRAMS OF PORTABLE SIGNS FOR ADVERTISING OR INFORMATION

The diagrams on two following pages illustrate the controls for permitted portable signs for advertising and information purposes within public places adjacent to a Business, Flat Bush Town Centre or Flat Bush Neighbourhood Centre Zone.

PORTABLE SIGNS FOR ADVERTISING OR INFORMATION

Signs in public places adjacent to premise in Business 1 - 3 Zones, the Flat Bush Town Centre Zone or the Flat Bush Neighbourhood Centre Zone

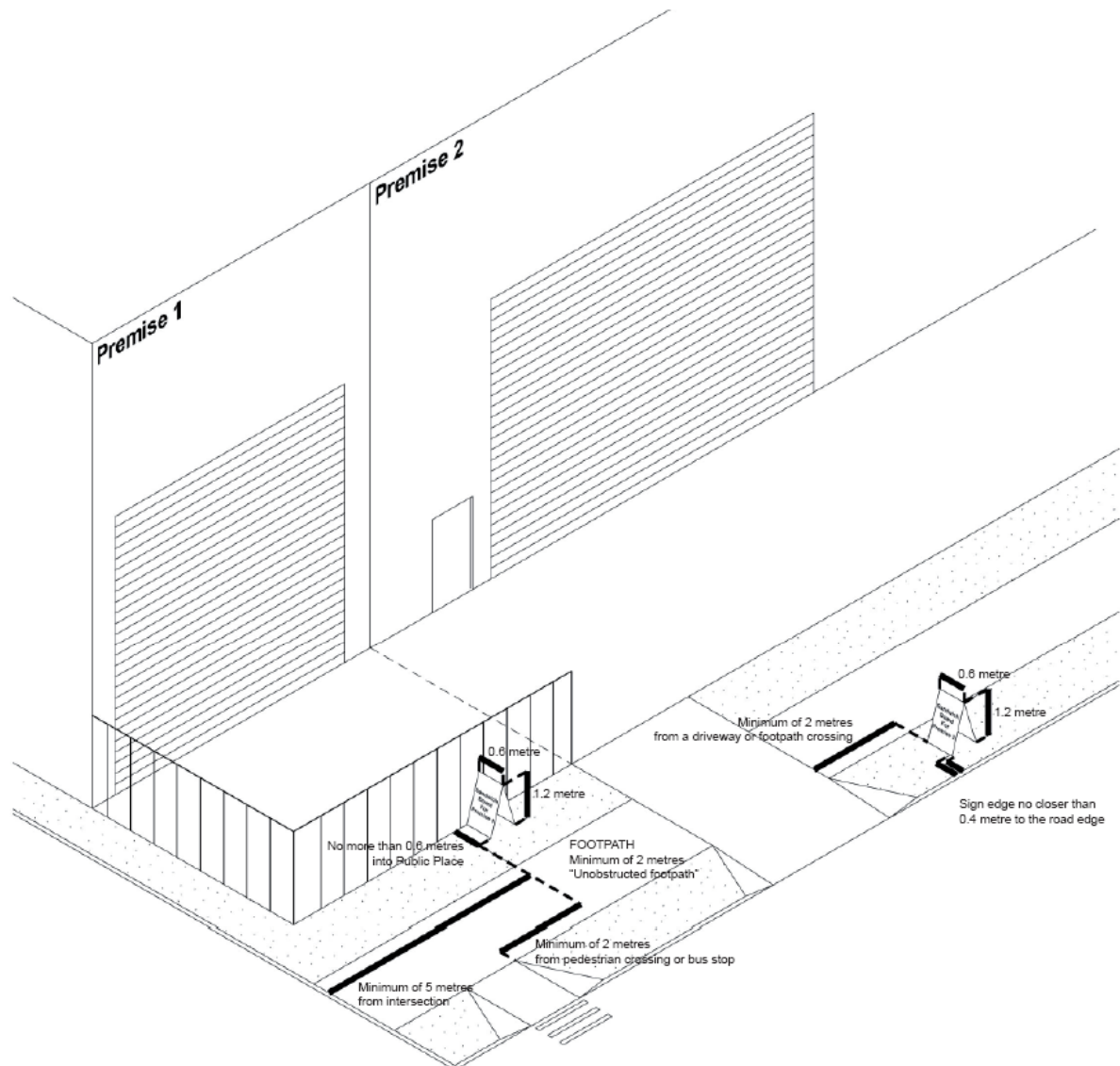


- One temporary portable advertising or information sign permitted per premise
- Sign placed immediately adjacent to the premise to which it relates
- Sign removed from public place at the end of the business day
- Sign not placed to impede persons or vehicles, or placed on a guidance strip for the blind
- Contact details of sign owner to be displayed

* For full bylaw requirements refer to Chapter 22 of the Manukau City Council Consolidated Bylaw 1992

PORTABLE SIGNS FOR ADVERTISING OR INFORMATION

Signs in public places adjacent to premise in Business 4 - 6 Zones



- One temporary portable advertising or information sign permitted per premise
- Sign placed immediately adjacent to the premise to which it relates
- Sign removed from public place at the end of the business day
- Sign not placed to impede persons or vehicles, or placed on a guidance strip for the blind
- Contact details of sign owner to be displayed

* For full bylaw requirements refer to Chapter 22 of the Manukau City Council Consolidated Bylaw 1992

ATTACHMENT J
MANUKAU CITY BANNER AND VISUAL MARKETING GUIDELINES
(EFFECTIVE OCTOBER 2008)



Manukau City Banner and Visual Marketing Guidelines

(For External Use)

(Effective October 2008)

Private Bag 78917, 31-33 Wiri Station Road, Manukau City, Phone (09) 263 7100, Fax (09) 262 5119
www.manukau.govt.nz

Knowledge and Understanding / Maatauranga me te Moohiotanga / Achievement / Whaainga ki toona tutukitanga / Accountability / Whakatautika



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What is the scope of these guidelines?
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Are there production standards I need to consider?
What locations are available for use?
What does it cost to put banners up?

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What is available at present for me to use?
Who should I contact for more information?

Section 3 General standard requirements for all visual marketing

Who do I contact to find out who council's preferred supplier is?
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Can I choose any design I like?
How do I get the best impact from my visual marketing?

How long can visual marketing collateral stay in one location?
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INTRODUCTION

What is the purpose of these guidelines?

The purpose of these guidelines is to add value to the outcomes of Tomorrow's Manukau. It is intended for use on council owned property for events and promotional displays that council either sponsor, endorse, or are supportive of, that the community can be involved in and add value to the people of Manukau. It is intended that this form of visual marketing will be on a 'not for profit' basis, but intends to recover operating costs. Visual marketing is a great medium for promoting an event or promotional display, allowing the community to participate in celebrating the arts, culture, seasonal and sporting activities, with colour and vibrancy that adds to the image and character of the city.

3

What is the scope of these guidelines?

These guidelines cover the use of all city banners (section 1) and other visual marketing collateral (section 2) that sit within the public realm on council owned property for the purpose of event promotion and/or promotional displays. It references requirements by law to comply with NZ standards and council policy, by-laws and other related law, for all visual marketing opportunities (section 3) that need to be followed. A process using council's preferred supplier (see Appendix 2) will guide you through the process.

It is intended that these guidelines will be operating on a 'not for profit' basis. It will therefore provide the hirer with an opportunity for maximum exposure at minimum expense and will add value to support the Tomorrow's Manukau outcome, *"places, spaces and events that celebrate and strengthen the identities of all cultures within Manukau are maintained and improved"*.

Manukau city has many street pole banner sites that are ready to be utilized within its city boundary on council owned property. As more visual marketing collateral becomes available for use, it is important to the city that this is managed appropriately.

Who can use visual marketing opportunities?

If you have an event, festival or a promotional display you would like to promote, that the community can participate in, that council either sponsors, endorses or is supportive of, then this visual marketing opportunity could give you the exposure you desire. There is opportunity for commercial sponsors of events and displays to gain brand recognition, identity and awareness from the use of visual marketing, this can send a powerful message as well as increasing attendance at your event in a cost effective manner. This visual marketing collateral however, is not intended for commercial organisations to use to advertise products, services or individuals.

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Definitions

For the purposes of these guidelines the following definitions will apply.

COUNCIL HIRER	Manukau City Council. The person(s), company or organisation that applies for and signs the application form requesting a permit for visual marketing collateral.
COMMERCIAL SPONSOR	An organisation that is the main financial or non financial sponsor of an event or display.
PREFERRED SUPPLIER	council's preferred supplier in accordance with the city's competitive tendering process.
FLAG MAKER	Companies who produce banners, skins and other visual marketing collateral.
STREET POLE BANNER	Standard T bar banner that allows for a banner on either side of the street pole.
SUPER BANNER	Large street pole banner.
CROSS STREET BANNER	A banner suspended in mid air across a street that is attached by riggings to a building at either side of the street.
BUILDING DROP BANNER	Large banner suspended down a building surface.
VISUAL MARKETING COLLATERAL	Includes but is not limited to all types of banner materials and skins that display a message.
FIXED ASSETS	Hardware that is specifically erected to support the use of visual marketing collateral.

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Section 1

CITY BANNERS – SPECIFIC DESIGN GUIDELINES

What types of banners can we use?

There are a variety of city banner designs that are available for use, these include:

- o Street pole banners
- o Super banners
- o Cross street banners
- o Building drop banners
- o Over bridge banners

By contacting council's preferred supplier you can obtain an updated inventory list of what sites are currently available and relevant specifications that need to be adhered to.

Are there production standards I need to consider?

Yes, all banners require specialist high quality designs to ensure suitability for weather conditions and to limit any undue stress on the fixed assets that may cause a hazard.

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It is important to note for safety reasons, all banner materials used need to be manufactured from durable material that meet specific standards, please check with council's preferred supplier for all relevant specifications.

What locations are available for use?

There are many sites across the city for banner installation. A full updated location guide is held with council's preferred supplier.

What does it cost to put banners up?

The cost to co-ordinate and oversee your entire banner programme through council's preferred supplier should be agreed before proceeding. Production of the banner will incur a further cost which can be sourced through council's preferred supplier, or you may choose to engage a flag maker that has been selected through council's competitive tendering process (see Appendix 2 for further information).

It is recommended that you seek more than one quote for the production of banners, as price can vary greatly depending on the number of colours used, the complexity of the design and quantity of banners.

All costs relating to the banners are to be met by the hirer.

For further general standard requirements and rules for all visual marketing collateral which includes banners see section 3.

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Section 2

OTHER VISUAL MARKETING OPPORTUNITIES

What is available at present for me to use?

At present there are limited bill board locations available for use. New locations are becoming available.

Other types of visual marketing collateral may be made available upon request.

Who should I contact for more information?

Contact council's preferred supplier for a current location log and new product information.

Council's preferred supplier will guide you through a process to meet your requirements.

For further general standard requirements for all visual marketing collateral see section 3.

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Section 3

GENERAL STANDARD REQUIREMENTS FOR ALL VISUAL MARKETING

Who do I contact to find out who Council's preferred supplier is?

To ensure banner and other visual marketing placements are accessed with ease, contact council's call centre on (09)262 5104. They will provide information on the current company that council use as their preferred supplier.

What is the procedure I need to follow?

All visual marketing installations must be co-ordinated, prioritised, bookings lodged, permits acquired, specific standards adhered to, installation and dismantling managed through council's preferred supplier (for a complete view of what council's preferred supplier role is (see Appendix 2).

Production of visual marketing collateral including banners and skins can be sourced through council's preferred supplier or you can use flag makers who have been selected through council's competitive tendering process to obtain best price. It is necessary to include council's preferred supplier to oversee specific and technical standards therefore ensuring visual marketing collateral complies with council requirements.

All visual marketing collateral must be with council's preferred supplier five working days prior to installation date.

What percentage of visual marketing collateral can be used for commercial sponsor's graphics?

Where a commercial sponsor has naming rights or is a major sponsor to an event or promotional display, a maximum of 40% of the total space may be visible for brand identity. However council reserves the right to make a final decision on the total space available for brand identity.

Events or displays that are sponsored by council must include council's logo. The appropriate council logo can be accessed through council's preferred supplier. There are occasions where it is not appropriate to include council's logo; this will be decided upon application to council for a permit. Council reserves the right to the final say.

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Can I choose any design I like?

You have a wide range of choice when deciding on your design; ensure that all standards set out in these guidelines are met before applying to council (through council's preferred supplier) for a permit.

How do I get the best impact from my visual marketing?

Selecting your colour is important so it is visible against the background of the sky and the city landscape. Pale colours are not recommended as they look dirty very quickly. Very dark colours should also be avoided as they get lost against the grey background of the cityscape.

It is important to have the title of the event on display but avoid putting dates and other text that will not allow you to reuse the banners at a later date.

It is recommended that one bold image or graphic design be used and the overall graphics be kept simple.

Your font size should be large enough to be able to read when the sun is shining brightly and it should be easy to read from a distance.

Only use text when it forms part of the established image of the event or logo. This allows visual marketing to be read quickly and with ease.

Try not to use montages or slogans as they are hard to see and be understood.

How long can visual marketing collateral stay in one location?

Visual marketing can stay in a location for a maximum period of time. This is determined by the type of product used, the location, seasonal demand, priority bookings and the purpose it is deemed for use, for example a town centre feature street pole banner that adds colour and vibrancy to a main street may be permitted a greater maximum time allowance than an event on a main highway when many events are scheduled for the city in high season. When applying to council for a permit, a case by case basis will assess and determine the maximum period of time.

Can I request new locations?

Council will consider new locations. Fixed assets for visual marketing may only be erected on council property by council or council's preferred supplier and may be subject to resource consent as set out in Resource Management Act.

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How long should I allow for the entire process to take place?

A minimum of 10 weeks should be allowed to ensure all preparation is completed with ease (see Appendix 3 for general timeline). There are however times at which demand is high and bookings need to be made as soon as possible.

What happens if my visual marketing collateral gets damaged?

Visual marketing collateral and fixed assets are checked regularly. Damaged collateral will be removed (including graffiti damage) and replaced at the hirer's expense. All collateral remains the property of the hirer and can be used at a later stage, providing it is deemed to be in good condition.

What happens to my visual marketing collateral once it has been dismantled?

Your banners will be stored with council's preferred supplier and must be collected within 15 days (unless prior arrangements have been made) from dismantling having taken place. Hirers will be charged a fee for the disposal of banners if they have not been collected within this time.

Council does not take responsibility for any lost, stolen or damaged collateral.

Applications and permits

Applications for all banners and visual marketing opportunities must be approved and permits obtained prior to proceeding with production.

Applications must be submitted to council a minimum of eight weeks prior to installation date. Art work can be submitted in PDF format.

Council will respond to any application within five working days after receipt of submitted designs. If the application is successful a permit will be released.

All previously used visual marketing collateral must be in good physical condition to use again. It must be free from tears, rips, scallops, fading or faulty hems and clean, see council's preferred supplier for guidance.

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Ensure your visual marketing designs meet the standards set out in these guidelines before placing your application to council to apply for a permit. Council's preferred supplier will guide you to help meet these standards.

Council reserves the right to have final say on all visual marketing applications and bookings on council owned property.

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Bookings and priority bookings

Based on the significance of an event or promotional display to the community and competing events, decisions on booking priorities will be made by council.

Feature street pole banners

There are some locations where "feature" street pole banners may be used frequently for the purpose of adding colour and vibrancy to an area. These feature banners will be determined by council and will retain a standing priority. Council's preferred supplier will have access to a list of standing priorities and the relevant council unit will be notified of any alternative bookings prior to applications being sent for a permit to council.

Council reserves the right to make a final decision on any event priority and will not be held liable for any loss incurred.

Council's preferred supplier will make every endeavour to install visual marketing collateral on the date requested by the hirer; however, installation is sometimes dependant on traffic and weather conditions. Hirers should allow up to two days variance on the installation date.

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Rules for all visual marketing within Manukau city on council owned property

Health and Safety standards must be complied with at all times. If at any stage council believes there may be a hazard to the public realm from a health and safety view point, it will instruct councils preferred supplier to immediately remove the hazards at the hirers expense.

Traffic management plans must comply with COPTTM and be approved through council's preferred supplier who manage the Roothing Network for council.

All activities are expected to comply with the New Zealand Advertising Standards Authority Codes and the New Zealand Advertising Standards Authority Code of Ethics. Council is the final arbiter of the interpretation of the Codes which can be viewed at the following website address: www.asa.co.nz.

Any visual marketing fixed assets or collateral that is erected within New Zealand Transport Agency (NZTA) territory must comply with By-law 2003/13 - Signs on State Highways, Notice Number 7469. A Consent letter dated 11 September 2008 between Council with NZTA must also be complied with when working on NZTA controlled territory on non motorway state highways within Manukau city.

Where applicable compliance with NZ Governments Major Events Management Bill (in particular but not limited to, ambush marketing and clean zones) and Auckland Plus Major Events Strategy and regional branding will be required.

Council has the right to immediately without warning remove any visual marketing collateral from council owned property that has not been issued a permit and/or does not comply with Manukau's Temporary Signs By-law (becoming operational October 2008), the District Plan, other relevant council policies, or other related NZ law. The cost to remove non complying visual marketing collateral and fixed assets will be paid by the person(s) or company who are deemed by council to have paid or were actively involved in the request for installation of the said collateral.

Council reserves the right to reject at its discretion any design that does not comply with the standards set out in these guidelines, or held with council's preferred supplier. Should visual marketing collateral be produced with rejected designs, the hirer will be responsible for all costs and will be asked to submit new designs and produce new visual marketing collateral. Should visual marketing be installed with rejected designs they will be removed immediately without warning. Any cost associated with removal will be charged to the hirer.

Fixed assets for visual marketing may only be erected on council property by council or for council through council's preferred supplier unless prior written agreement is obtained from council. Removal of non complying fixed assets will be immediate and charges for the removal will be paid by the person(s) or company who have commissioned/paid or were seen to be actively involved in the production and installation.

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Exceptions

There are some exceptions that may apply to council parks, council can assist you with information on current restrictions that apply upon request.

Manukau Leisure Facilities (leased property) are excluded from fixed assets being erected for the purpose of visual marketing by council unless prior agreement is sought.

Council reserves the right to allow at its discretion a council approved organisation by way of written notice, the right to install or dismantle visual marketing collateral for a specific event or promotional display. When deemed appropriate by the Events Unit, council will retain the right to install or dismantle visual marketing collateral.

Council has contractual arrangements with the Manukau Community Foundation to assign revenue streams from advertising on bus shelters and various other city sites. These contracts are subject to periodical review by council.

Council reserves the right to allow exceptions on a case by case basis to council owned or sponsored events or promotional displays that may not require council's logo to be used.

Nothing in these guidelines limits the council, its authorised officers or agents from undertaking works or services in public places, or restricts work authorised by the council in public places.

Council retains the right to make the final decision on the use of fixed assets owned by council for visual marketing, or to stand down a prior booking if required and will not be liable for any loss incurred by other parties.

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APPENDIX 1

Request form

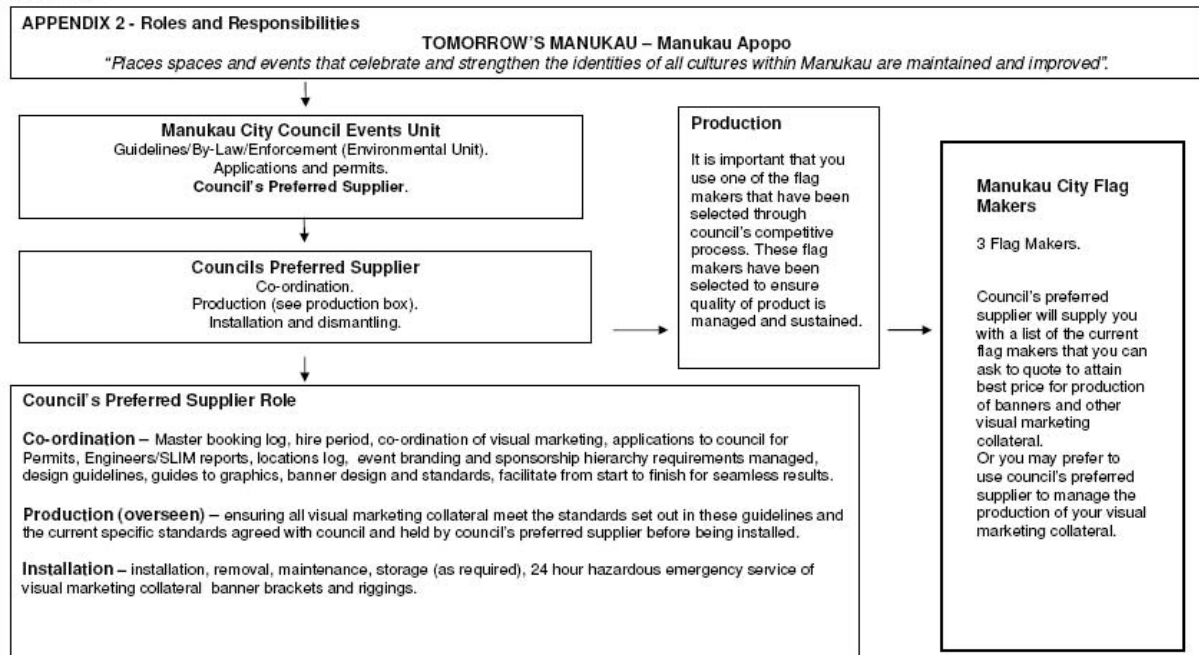
This request form should be filled in, in conjunction with council's preferred supplier who holds the latest version of locations guide which is updated regularly. This should be completed as a first step in indentifying availability of sites.

City Banner and Billboard Request Form
To: Attention: Fax no: From: No. of pages:
Name of event or display: Client/hirer: Type of event: Type of banner/billboard: Job no:
Location(s) requested: Quantity: Installation date: Removal date:

NOTE: For all inquiries contact council's preferred supplier, they will assist you to move your project forward.

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APPENDIX 2



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APPENDIX 3

General time line

The chart below is an indication of time needed to complete all requirements. This does not include the necessary time allowance if resource consent issues arise.

Ensure you start the process early so you have time left for any issues that may occur, collaboration with council's preferred supplier is necessary to ensure all standards are met with ease, a time table of 10 weeks is recommended.

Activity	Time Allowance to Complete Activity
Priority bookings	Minimum 18 months prior to installation
Initial request for availability of sites	3 or more months prior to installation
Confirmation of sites	3 months prior to installation
Art work	2 weeks
Application for permit and sign off (generally)	2 weeks
Production	2 weeks
Product to council's preferred supplier ready for installation	5 working days prior to installation date

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