

Guidelines for Banner Display in Alice Springs

Alice Springs (Management of Public Places) By-laws 2009.



Banner Structures:

There are five different banner structures to display banners.

For Horizontal Banners:

- Entrance to Todd Mall from Gregory Terrace.
- On the Corner of Larapinta Drive and the Stuart Highway.
- Gap Road between Traeger Avenue and Speed Street.

For Horizontal Banners Complete - **Application for A Public Places Permit for a Horizontal Banner Display.**

For Flag Banners:

- Light Poles on Barrett Drive, Leichhardt Terrace and Wills Terrace. *These flags have different design requirements to the Bannerconda CBD Light Pole System.*
- Bannerconda CBD Light Poles on Gregory Terrace, Parson Street, Hartley Street, Todd Street and Wills Terrace. *These flags are attached with a pulley system and require a different design from the Light Pole Flags.*

For Flag Banners Complete - **Application for A Public Places Permit for Flag Banner Display.**

Each of these structures has different requirements and banner sizes, please read the requirements below before sending in an application form.

For all Banners:

The Alice Springs Town Council reserves the right to refuse permission for a banner display on any grounds, especially if the banner contains:

- An offensive image, message or language.
- It incites any form of hatred, aggression or violence.
- Political content.
- Is unlawful under local, territory and federal law.

Please apply first for the permit to ensure there is space available for the dates required. A banner application must have a copy of a current Public Liability Certificate attached.

If there are multiple events for the same activity throughout the year then please attach a separate list of all dates required. E.G. Todd Mall Markets.

Please do not hesitate to contact us if you require any further assistance:

- By email to Ranger Administration – rao@astc.nt.gov.au
- Call (08) 8950 0500 and ask for the Ranger Unit.
- In person to – Civic Centre Reception, 93 Todd Street, Alice Springs, NT 0870

1] Banner Structure for the Todd Mall:

Location:

- Entrance to the Todd Mall from Gregory Terrace.
- There is only space for one banner at a time.



Banner Size & Design:

- Length 12 metres and Height 1 metres. Please do not exceed this sizing.
- Sturdy material with wind holes and reinforced eyelets to combat strong winds.
- The rope must be enough for the eyelets along the banner and extend out to 5 metres on each corner.

Responsibility of the Permit Holder:

- It is the responsibility of the permit holder to drop off the banner at the front counter of the Civic Centre at 93 Todd Street on the drop-off date indicated on the permit.
- The permit holder must supply the correct meterage of rope. If there is no rope or not enough the banner will not be installed.
- The Alice Springs Town Council will install and remove the banner and will endeavour to do so on the permit dates. If the banner has come loose, the Alice Springs Town Council will endeavour to rectify it as soon as possible. Emergencies or mitigating circumstances may result in the delay of installing or removing the banners or re-attaching a loose banner.
- Banners will be installed on a Monday and removed on a Monday.

Banner Display Period:

- For an event/activity that is 1 day up to 1 week in duration – 2 weeks before the start date and period of the event will be booked.
- For an event/activity that is more than 2 weeks in duration - only 3 weeks maximum will be allowed. Please indicate which 3 consecutive weeks you would like the banner to be displayed if your event duration is longer than 3 weeks.

2] Banner Structure on Larapinta Drive/Stuart Highway:

Location:

- Corner of Larapinta Drive and Stuart Highway.
- There are eight spaces for banners on the structure. Banners must be made according to the below sizing.



Banner Size & Recommended Design:

- Length 3.8 metres and Height 1.3 metres. Please do not exceed this sizing.
- Sturdy material with wind holes and reinforced eyelets to combat strong winds.
- Ties to attach the banner to the structure. No Padlocks are to be used.

Responsibility of the Permit Holder:

- It is the responsibility of the permit holder to install and remove the banner as per the dates on the permit.
- If the banner is damaged or has come loose, it is the responsibility of the permit holder to rectify it.
- The permit holder may not remove or move another banner that is on the structure.
- The Alice Springs Town Council does not allocate any of the 8 spaces available on the structure to any specific event/activity, the permit holder will install the banner where there is space available on the installation date of the permit.

Banner Display Period:

- For an event/activity that is 1 day up to 1 week – 2 weeks before the start date and period of the event will be booked.
- For an event/activity that is 2 weeks or more only 4 weeks will be allowed in total. If your event/activity is 4 weeks or more, please indicate which consecutive 4 weeks you would like to book. Council may consider up to 6 consecutive weeks on written request.

3] Banner Structure Over Gap Road:

Location:

- Gap Road, between Traeger Avenue and Speed Street.



Banner Size & Recommended Design:

- Length 11 metres and Height 1.5 metres. Please do not exceed this sizing.
- Sturdy material with wind holes and reinforced eyelets to combat strong winds.
- A cable or very strong rope is to be attached across Gap Road to each pole. The banner will then be attached to this.

Responsibility of the Permit Holder:

- It is the responsibility of the permit holder to install and remove the banner as per the dates on the permit.
- A contractor must be used, as they have the correct equipment and Traffic Management Procedures to perform this task. It is the responsibility of the permit holder to ensure the contractor used is compliant with Traffic Management regulations.
- If the banner is damaged or has come loose, it is the responsibility of the permit holder to rectify it.

Banner Display Period:

- For an event/activity that is 1 day up to 1 week – 2 weeks before the start date and period of the event will be booked.
- For an event/activity that is 2 weeks or more, only 4 weeks will be allowed in total. If your event/activity is more than 4 weeks, please indicate which consecutive 4 weeks you would like to book.

4] LIGHT POLES:

This is not the same as the CBD Light Pole Bannerconda System.

Locations:

Barrett Drive – 21 Available

Leichardt Terrace – 2 Available

Wills Terrace – 8 Available

Without Banner:



With Banner:



Banner Size & Recommended Design:

- Width 1 metre and Height/Length 3 metres. 75 cm Sleeve/Hem at the top of the banner. 3 Reinforced eyelets for ties on one side of the banner to secure the banner to the pole.
- Sturdy material and reinforced eyelets to combat strong winds.

Responsibility of the Permit Holder:

- It is the responsibility of the permit holder to install and remove the banner as per the dates on the permit.
- A contractor must be used. They have the correct equipment and Traffic Management Procedures to perform this task. It is the responsibility of the permit holder to ensure the contractor used is compliant with Traffic Management regulations.
- If the banner is damaged or has come loose, it is the responsibility of the permit holder to rectify it.

Banner Display Period:

- For an event/activity that is 1 day up to a 1 week – 2 weeks before the start date and period of the event will be booked.
- For an event/activity that is 2 weeks or more, only 4 weeks will be allowed in total. If your event/activity is more than 4 weeks, please indicate which consecutive 4 weeks you would like to book.

5] CBD LIGHT POLE BANNERCONDA SYSTEM:

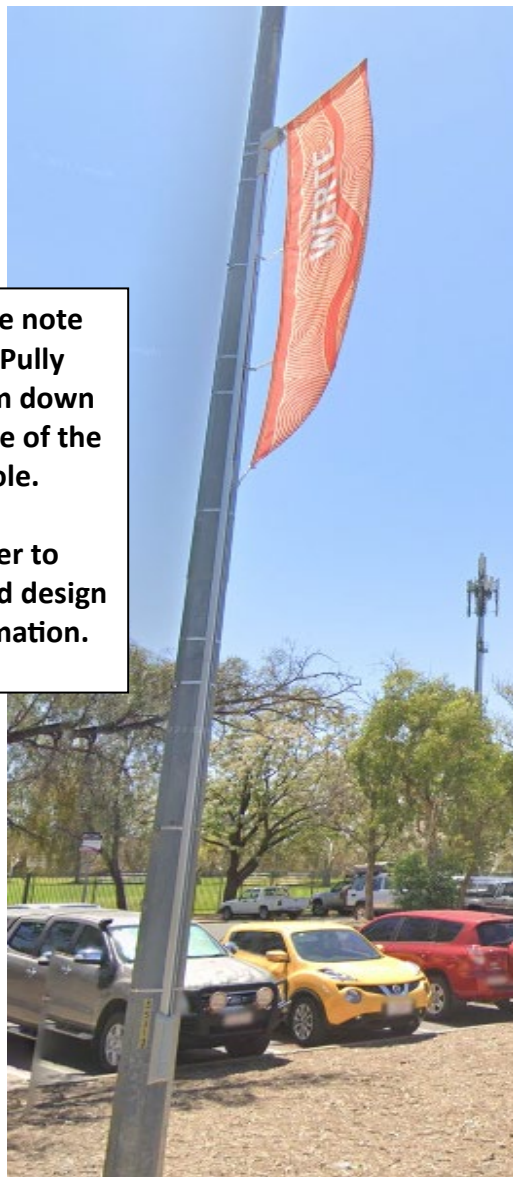
This is not the same as the Light Pole Banner System.

Locations:

Gregory Terrace	6 Available (From Leichhardt Terrace to Bath Street)
Parsons Street	4 Available
Hartley Street	8 Available (From Stott Terrace to Wills Terrace)
Wills Terrace	2 Available
Todd Street	5 Available (From Stott Terrace to Gregory Terrace)

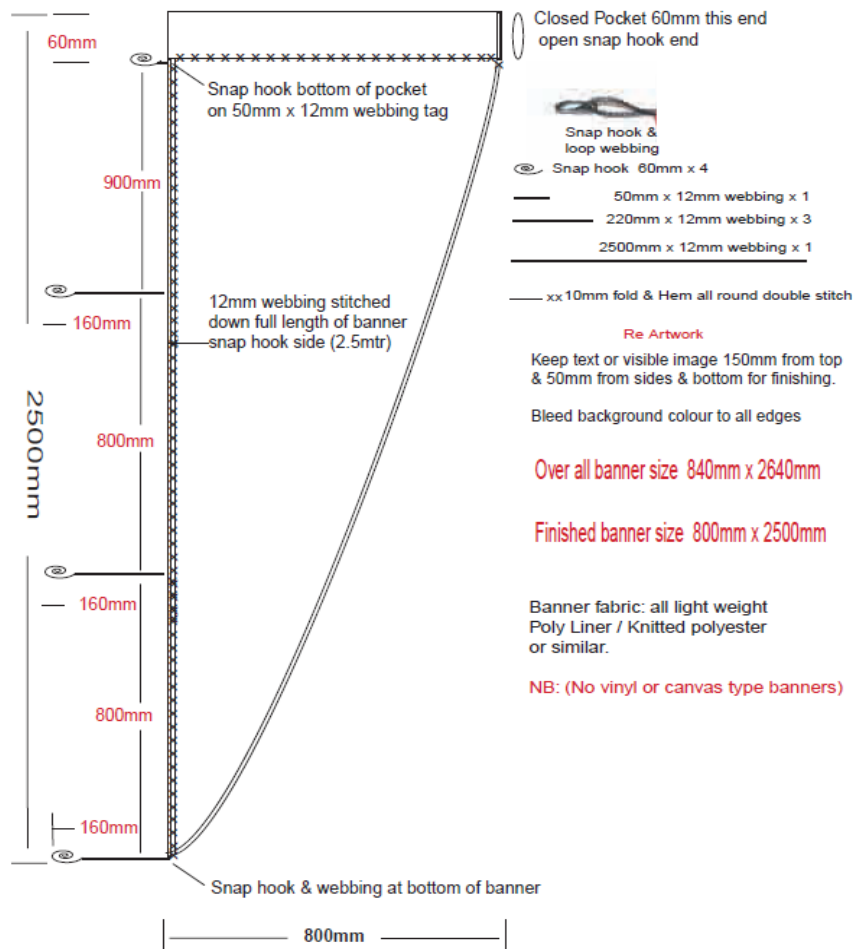
**Please note
the Pully
System down
the side of the
pole.**

**Refer to
detailed design
information.**



Banner Size & Design:

Banner set-up for Energy poles 800 x 2500mm max - Full Taper-



Responsibility of the Permit Holder:

- It is the responsibility of the permit holder to drop off the banners at the front counter of the Civic Centre at 93 Todd Street on the drop-off date indicated on the permit. Please have the banners stored in an enclosed box/container.
- The Alice Springs Town Council install and remove the banners, and will endeavour to install and remove them as per permit dates. Emergencies or mitigating circumstances may result in the delay of installing or removing the banners or re-attaching a loose banner.

Banner Display Period:

- For an event/activity that is 1 day up to 1 week – 2 weeks before the start date and period of the event will be booked.
- For an event/activity that is 2 weeks or more, only 4 weeks will be allowed in total. If your event/activity is more than 4 weeks, please indicate which consecutive 4 weeks you would like to book.