

P06-001 Advertising Signs on Reserves Policy

Approved by the Council on 21 February 2006 and reviewed on 12 April 2011.

As a matter of policy, the following principles shall apply to advertising signs on reserves:

1. No permanent advertising of any kind shall be permitted.
2. Where sponsor(s) of representative or international fixtures wish to display advertising, the Manager Parks and Recreation Assets shall be authorised to permit such advertising, subject to:
 - Prior application by the organising body to the Manager Parks and Recreation Assets.
 - The advertising being displayed for such period prior to any fixture as may be agreed to by the General Manager Community Services.
 - The placing of all advertisements being at the discretion of the Manager Parks and Recreation Assets.
3. Where sponsor(s) of individual clubs or organisations wish to advertise support, the Manager Parks and Recreation Assets shall be authorised to permit such advertising subject to:
 - a) Prior application being made by the club to the Manager Parks and Recreation Assets.
 - b) The advertising being displayed on the days for the duration of club fixtures.
 - c) The placing of all advertisements being at the discretion of the Manager Parks and Recreation Assets.
4. Where clubs or community organisations have premises on or leases of council land, the Manager Parks and Recreation Assets shall be authorised to permit the erection of advertising signs for a longer period than in (i) and (ii) above (but not permanent) subject to:
 - a) Prior application by the club to the Manager Parks and Recreation Assets.
 - b) The advertising signs being located within an area significantly enclosed.
 - c) The signs not affecting the general aesthetic values of the reserve.

Long Term Advertising

5. Clubs or codes which have an established tenancy on parks and reserves may negotiate acknowledgement of sponsorship for agreed extended periods, subject to the following conditions:
- a) The organisation can prove substantial sponsorship from the advertiser.
 - b) The aesthetic values of the reserve are not unduly downgraded.
 - c) That all proposals are submitted in writing, with professionally prepared sketches, for the approval of the Manager Parks and Recreation Assets.
 - d) All signage will be professionally designed and executed and subject to the approval of the Manager Parks and Recreation Assets.
 - e) Advertising on a wall or fence may be permitted on the above basis, provided that the signage states that the primary message indicates the club or code name. The balance of the sign can then display a sponsor's name and logo, e.g. "Taranaki Marbles Association proudly sponsored by XYZ Fruiterers".
 - f) All signage must be fixed to either a fence at the main entrance or to one wall of club buildings as determined in consultation with the Manager Parks and Recreation Assets. Free standing signs will not be permitted. Signs on fences will be a maximum of 3m² in size and will not extend above height of the fence. Building signs will be affixed to one wall only, as above, and will not exceed 10 per cent of the wall's area.
 - g) As an alternative to (e) advertising by a significant sponsor may be displayed on a structure such as a scoreboard, but will not exceed 10 per cent of the inward face.
 - h) It is the intention of this policy to limit the acknowledgement of sponsorship of a code or club to one sign on the code or club's home ground or reserve.
 - i) Whilst the above guidelines cannot be exceeded, tougher sponsorship policies can be defined in a Reserves Management Plan.
 - j) The use of naming rights shall be regarded as advertising, subject to the principles and policies of this report.
 - k) Notwithstanding the policies above, the Taranaki Racing Club shall be allowed to:
 - Erect up to two information signs (including advertising) at the entrance (southern end of reserve on Coronation Ave) to a design, size and construction to be determined by the Manager Parks & Recreation Assets.

- Erect up to six signs (advertising only) on the open space at the northern end of the reserve on Coronation Ave to a design, size and construction to be determined by the Manager Parks & Recreation Assets.
- Erect up to two signs information (including advertising) at the southern end of reserve on Coronation Ave to a design, size and construction to be determined by the Manager Parks & Recreation Assets.