

## Scope

This document covers the installations of street flags on light poles in public spaces in the Rotorua city. Banners can be used as a means of adding colour or for the promotion of local events or holidays which are of regional or national importance.

## Standards and Responsibilities

- Flags can be used to provide colour or promote events in the city. Flags cannot be used solely for the promotion of commercial products/services. Sponsors advertising incorporated in the banner design may not be more than 25% of the total banner area.
- Flags can only be provided as one type of design across all flag locations – not mixing of several designs/colours.
- RotoruaNZ will approve banner design/layout before a permit is issued.
- Permit holders are responsible for all costs incurred for the installation and removal of banners, maintenance, any damage caused to the banner, and storage of the banners, plus any cost incurred by the RotoruaNZ in the event of emergency works necessary to make the banner safe.
- RotoruaNZ promoting an event can be installed for a period of up to 14 days prior to the event, and must be removed within two working days after, with the banners in place for a maximum period of 21 days, or in special cases at the discretion of RotoruaNZ.
- Art or decorative banners may be installed for unlimited periods as space permits as agreed with RotoruaNZ.

## The Procedure to Obtain a Street Flag Booking

1. A standard “Application for a Street Flag Booking” form must be completed and submitted to the Events and Venues team no later than 21 days prior to the proposed banner erection date.
  2. For new applications, a copy of the proposed artwork for the Flags will accompany the application to confirm the suitability of the design. This is not required if design has not changed from previous applications.
  3. The permit will be issued within 10 working days to the applicant if all requirements are met.
- An “Application for Street Flag Permit” shall be lodged each time a Flag or a group of Flags is to be displayed, stating preferred locations.
  - Flag sites will not be secured by application alone and booking of prime sites is advisable. Booking of a site will not assure permit approval.
  - Priority may be given to non-profit community or charity events for prime sites.
  - Permits will be issued at RotoruaNZ’s Discretion. RotoruaNZ will be the only issuing authority for permits.
  - Any deviation from the agreed permit conditions, without the previous agreement of RotoruaNZ, shall render the permit invalid.

## Styles of Flags

The shape, size and style of the Flag will comply with the standards set out in appendix 1. Any deviation from this standard will require special approval.

Flag fixing is to be in accordance with the standard specifications shown in Appendix 1.

## Locations

Details on set locations for banners are available from the RotoruaNZ and are listed on the “Application for a Street Banner Permit”. Pole location maps are also available. Please note some of the flag poles may no longer be available. Final numbers will be confirmed to you upon permit issuing.

## Installation of Flags

Flags are to be installed by a RotoruaNZ approved contractor in a manner which complies with all safety standards, does not cause disruption to traffic flows and does not cause any damage what so ever. Ladders are not permitted for any banner work unless prior approval has been sought. The contractor must have Public Liability Insurance.

## For more information

 07 351 7151 or

 [tourism.marketing@rotoruanz.com](mailto:tourism.marketing@rotoruanz.com)

(Example) **LHS Finishing** (preferred option) **RHS Finishing**



## Content and Colours

If you are looking to create multi-use banners (ie for an annual event) then please talk to your booking contact. There are colours that last better than other colours without fading. Also binding on the non-secured lower corner will reduce the fraying over time.

Please note: Rotorua will be likely evolving to a different hanging system over the next 3 years which might mean a change of specs required.

## Appendix 1 – Vertical Banner Requirements

Sponsors advertising incorporated in the flag design may not be more than 25% of total flag area.

### 1. Flag Sizes

Vertical street flags – attached to a single post or pole  
Height = 1800mm      Width = 900mm

### 2. Flag Materials

Vertical flags – are to be constructed of lightweight nylon/polyester type fabric able to withstand high wind loadings. **It is preferable to have all flags made as a LHS left hand side street finishing flag** (as the majority of light flag pole positions are on the road center island). High quality webbing and two x reinforced eyelets are preferred. Piping, double stitching and other approved methods should be used to reinforce edges.

### 3. Flag Heights

Flags shall be fixed so as to provide clear access under the flags. These are:

- Above pedestrian traffic – 3.0m from walkway immediately below flag.
- Above vehicular traffic – 5.4m above the highest point of the carriageway.

### 4. Flag Supports

Flags are to be supported in the following manner:

- Pole banners shall be supported at the top by steel hot dipped galvanised pipe (40mm Ø) and tied to the pole by metal strapping using appropriate fittings.
- All fixings/fittings are to be approved by Council before erection. Flag makers supply: 'Christmas Tree Plug' for eyelet banner attachment at top (ZHWXBSTD); 'Sail Shackle' for attaching to pole (ZHWSSHAC).



(Left example)  
'Christmas Tree Plugs'  
used to attach each flag  
to the top banner arm

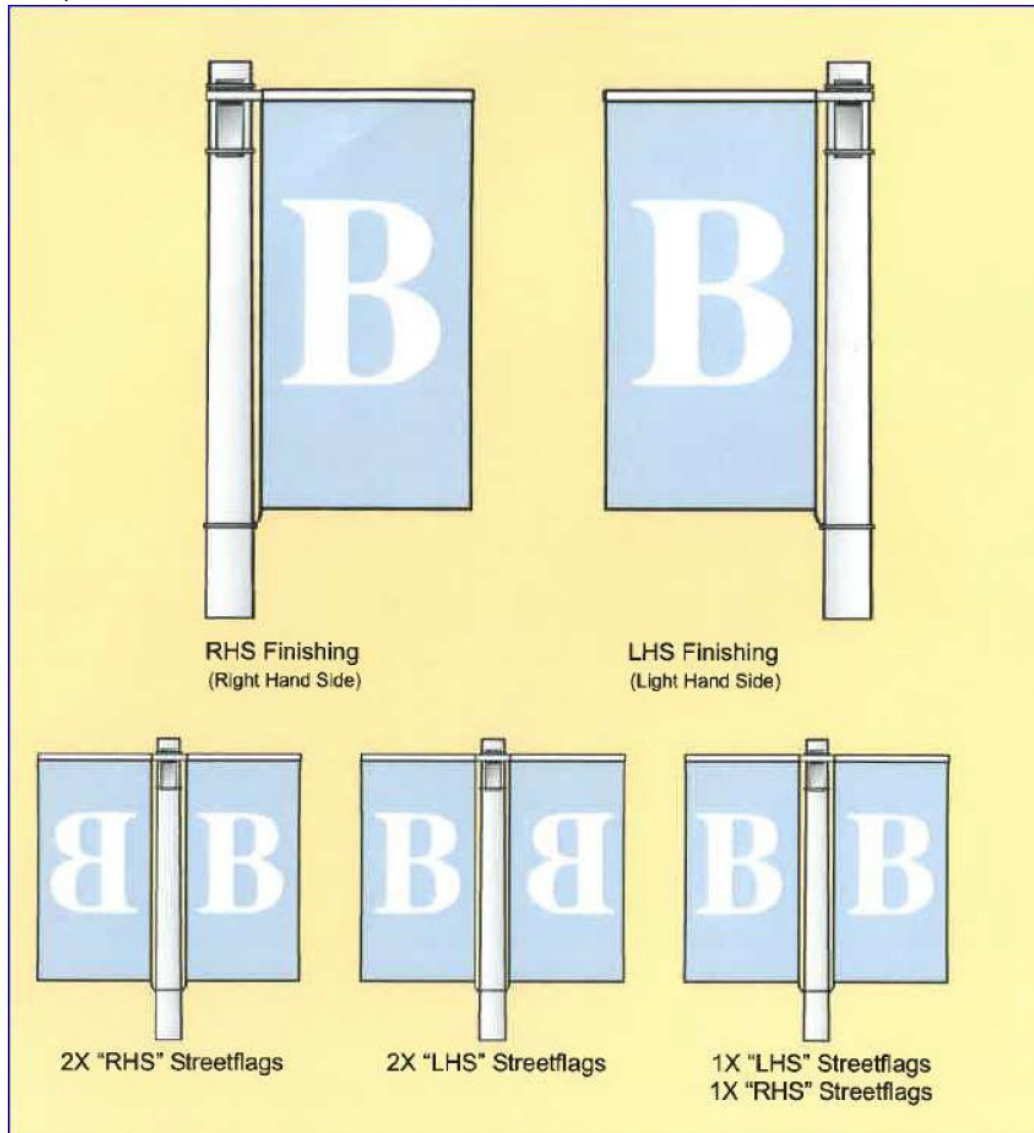
(Bottom example) 'Sail  
Shackle' for attaching  
webbing to pole



## 5. Certification

All flag attachments, if different to the RotoruaNZ standard, may require to be certified by a Registered Engineer. New Flag locations will also require certification.

Requirement of certification will be at the discretion of RotoruaNZ.



**NOTE:** Preferable to have all flags made as a LHS left hand side street finishing flag.

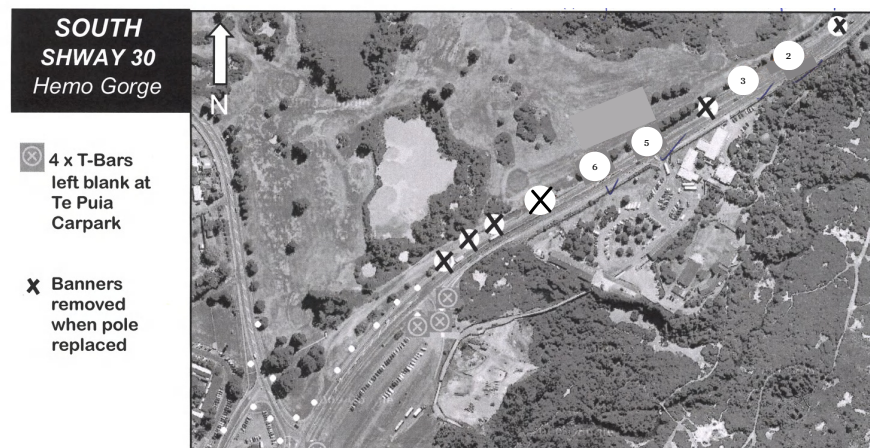
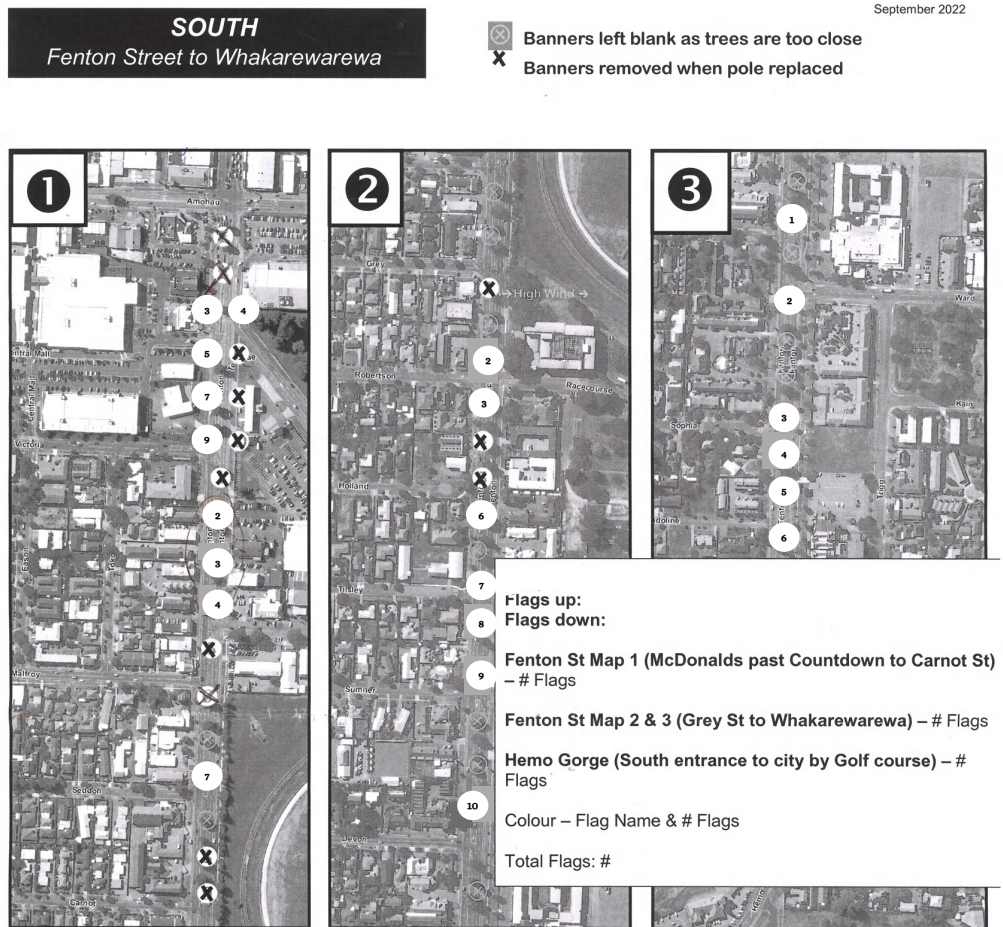
## Appendix 2 – Application for a Street Flag Permit

Email the RotoruaNZ Marketing team [tourism.marketing@rotoruanz.com](mailto:tourism.marketing@rotoruanz.com) for the current Application for a Street Flag Permit.



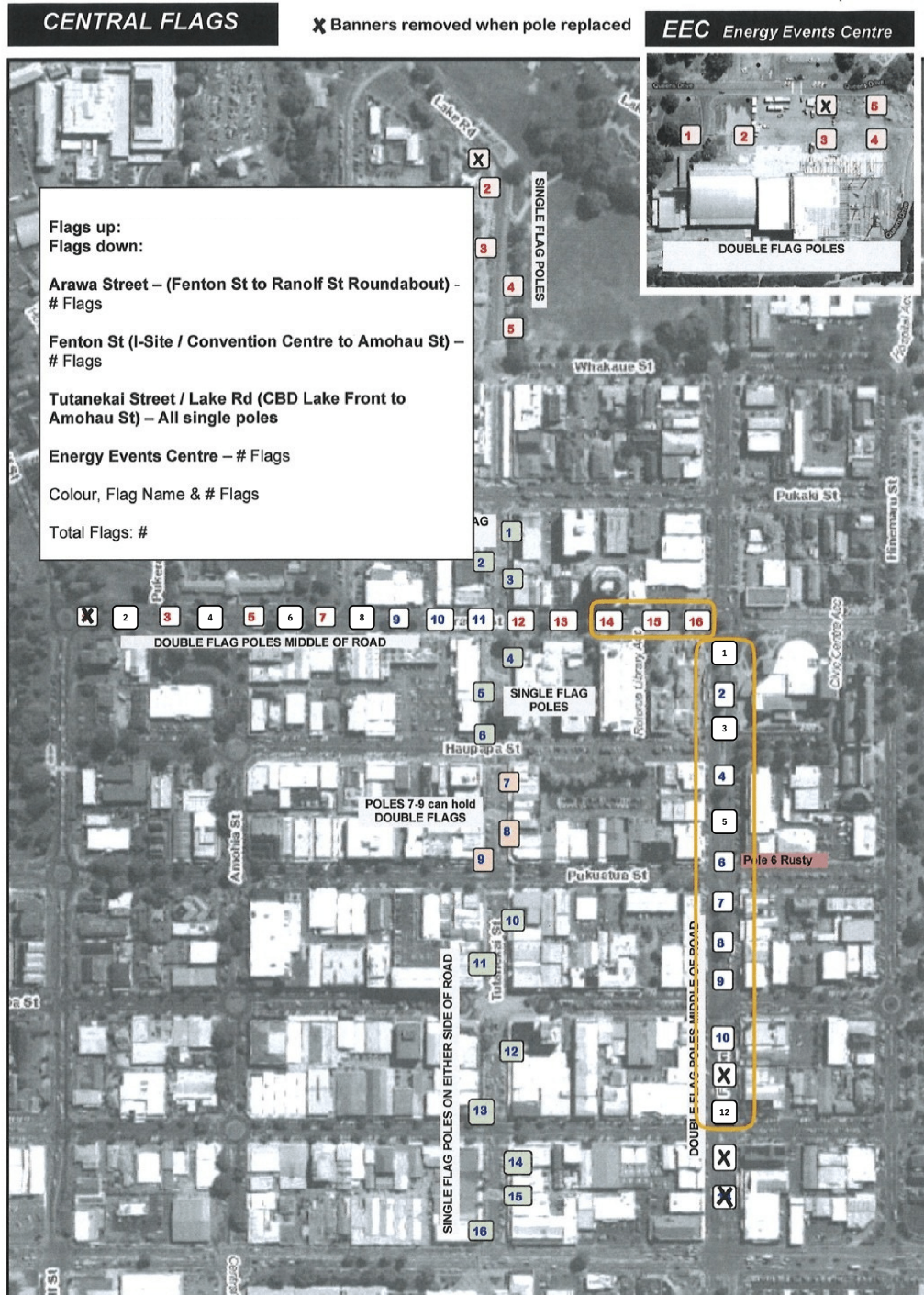
## Appendix 3 – Location Maps (examples)

- Email the RotoruaNZ Marketing team [tourism.marketing@rotoruanz.com](mailto:tourism.marketing@rotoruanz.com) for the current “Location Maps”
- Please note the examples of the maps below might be different as poles have been removed over time.

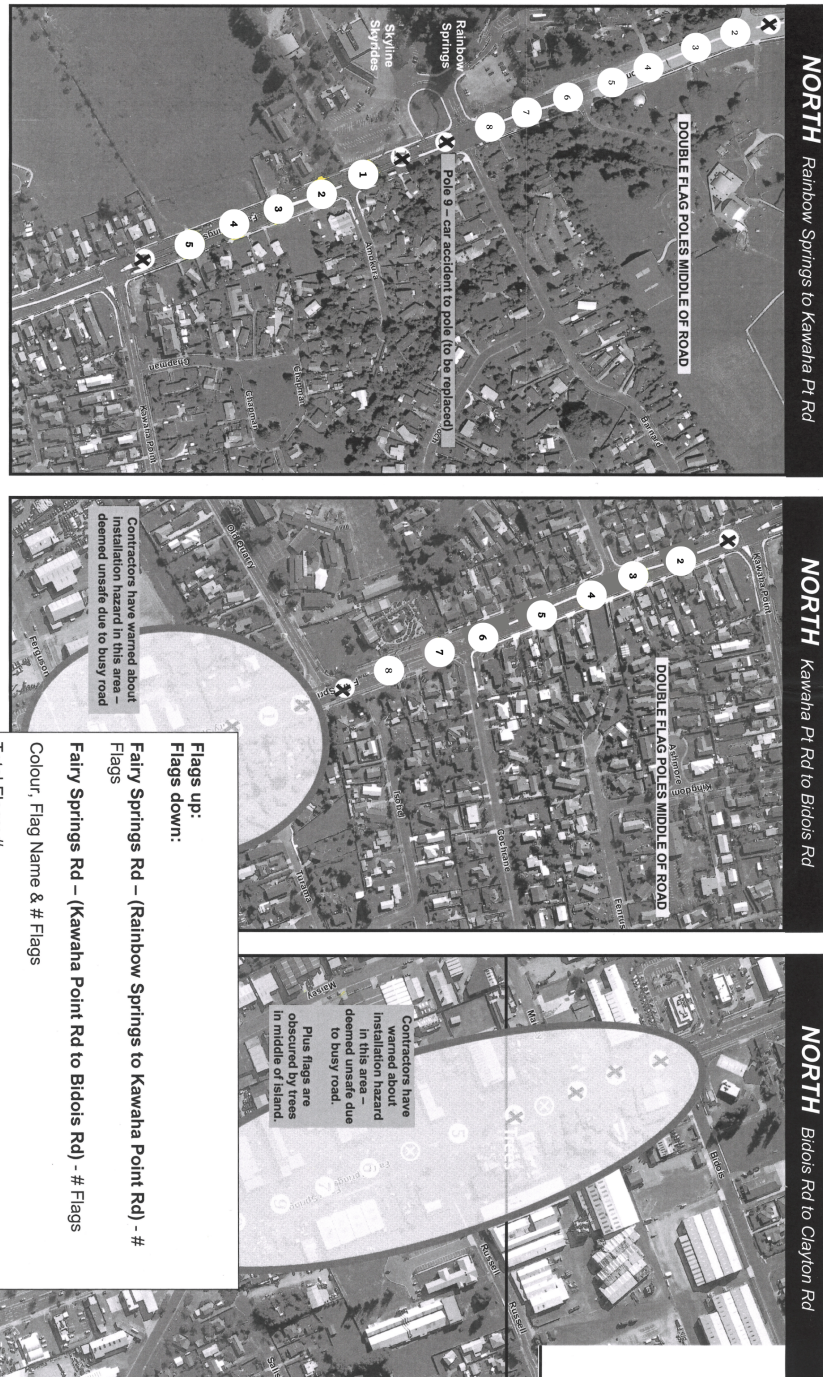




September 2022







Updated: September 2022

**X** Banners removed when pole replaced