

## **Banners, Notices, Posters, Graffiti and the Use of Portable Advertising Boards**

### **1. Introduction**

The purpose of this policy is to establish the guidelines that are necessary to control the use of banners, posters and advertising boards and the display of notices and acceptable graffiti. Adherence to this policy will provide protection to the University buildings and infrastructure, minimise the potential for personal injury or the giving of offence, establish the parameters for displaying material, and clarify the forms of activity that are acceptable within the University Community.

Experience over a long period has shown that the fabric of most University buildings is damaged when notices and posters are affixed to them, even when so-called "harmless" materials such as Blu-Tac are used. It is also evident that the hanging of banners can seriously affect paint finishes, building masonry and window and door fittings, and that rain penetration through windows partially opened to accommodate banner fixing devices has often been the cause of significant damage to interior walls, carpentry, personal effects and University equipment.

This policy is designed to establish where and under what conditions the placement of signs, banners, posters and so on is acceptable.

### **2. Noticeboards and Information Plinths**

Within the University there are numerous noticeboards spread about. Some of these are specifically tagged for student use. The University does not place any official notices on those boards. This material is displayed on those noticeboards that are clearly identified as official University noticeboards.

This delineation in usage is an essential one. It is designed to ensure that information for students may be located readily and that it is not obscured by other material. It follows then that the University's official noticeboards are reserved for its use and that any offending materials that are placed there will be removed without notice.

The University also wishes to ensure that the Information Plinths located on campus are obvious to all visitors, students and staff and that they do not become de facto noticeboards. **There is no authorisation for the display of notices or posters or directional signs on these Information Plinths.** Any offending material will be removed without notice.

### **3. Portable Advertising / Sign Boards**

The University recognises the benefits to be gained from a strategic usage of portable advertising boards, the so-called "sandwich boards". In order to protect its building fabric, the University allows the use of such devices provided that they do not obstruct corridors, walkways and so on nor create safety hazards.

In the vicinity of the Quadrangle (Building A14), the University has provided a number of temporary signage forms that are designed to be used when functions are underway and during enrolment, Information Day, and Courses and Careers Day. These devices are under the control of the Yeoman Bedell's

Office. Some are designed to carry standard directional messages to the various locations and facilities, while others are designed to accommodate the more temporary notices that are required especially during the enrolment process, Summer School, and conference-type activities. There is no charge levied for use of these items. They are made in a style that reflects the University's signage style manual.

**No signs of any type are to be fixed, in any form, to building walls or doors or windows.**

The placement of a permanent or temporary advertising sign is governed by the following:

1. The placement of long-term portable advertising boards is prohibited on the Camperdown and Darlington Campuses.
2. The placement of short-term portable advertising boards on those campuses to announce special University events will be considered on a case-by-case basis by the Facilities Management Office.
3. All signage must comply generally with the University's signage policy.
4. The procedure for obtaining approval to place a sign of this type is as set out below.

### **Permanent Advertising, Information and Identification Signs**

An application to erect a permanent advertising, information or identification sign must be forwarded to the Facilities Management Office, Facilities Strategic Planning Unit.

- The application must contain the following information:
- The applicant's contact details
- The proposed wording of the sign
- The proposed size of the sign, indicating the height and placement of lettering The proposed colours of the sign and pole
- The proposed location of the sign
- The proposed pole type
- The proposed fixing details

### **Temporary Portable Advertising Boards**

An application to display a temporary board must be made to the Facilities Management Office, Facilities Strategic Planning Unit.

The application must contain the following information:

- The applicant's contact details
- The special University event to be advertised
- The proposed wording of the sign
- The proposed location of the sign
- The proposed duration, ie., start and removal date of the sign.

To ensure stability and uniformity, it is suggested that the size of the portable sign be approximately 800mm High x 600mm Wide, with at least 200mm Gap at the base for wind resistance. It is also suggested that the signs be chained to a pole or post if possible.

**Note:** All costs associated with the design, construction and erection of either permanent or temporary signs are at the responsibility of the applicant.

### 4. Graffiti

In this policy context, "graffiti" is defined to include the placement of posters, notices, advertisements and similar items, as well as the printing of signs within the area specified in the "tunnel" and the "chalking" of messages and signs on footpaths and roadways.

Posters and notices may only be placed on noticeboards erected around the University for students' use. The noticeboards to be used for this purpose are readily identified and are not to be confused with those designated for official notices. Posters and notices may not be placed over official notices on existing noticeboards or attached to trees, posts, footpaths, fences, railings, walls or any other unapproved areas.

The tunnel providing access between Science Road and the Griffith Taylor Building is also available for the display of notices. This tunnel, often referred to as the 'graffiti tunnel', is the usual route between the Holme Building and Manning House. It is the only site in the University where paint may be used.

No posters, notices or painted signs are permitted around the entrances at either end of the tunnel nor may they be displayed above the indicator mark on the wall in the "uncovered" section of the tunnel. For safety reasons, signs are not to be painted on the horizontal surfaces of any steps.

The University of Sydney Union has installed chalkboards and noticeboards in the Wentworth Building along the main corridor to Darlington. These chalkboards, which are cleared of all messages overnight, are for anyone to use for any message in chalk. The practice of chalking elsewhere around the University is permitted only on footpaths and roadways and not at all in the Main Quadrangle. Only sticks of chalk may be used. It is not permitted to use a chalk mixture painted onto any surface with a brush. Any chalk used must be able to be removed using water.

The Facilities Management Office is entitled to refuse or remove at its discretion any sign which is offensive, conflicts with University objectives or has been the subject of a complaint.

### 5. Banners

From time to time, the University approves of the placement of banners on the fences adjacent to the entrances to the campus.

These banners usually refer to University-wide events such as Information Day, Courses and Careers Day, and the Chancellor's Committee Bookfest.

They are placed for a specific period of time and removed as soon as the particular event is concluded.

Any proposal by other academic, administrative or student groups within the University for the erection of a banner will be subject to the following:

- (a) approval to erect such a banner and the terms under which it is erected will be determined by the Deputy Vice-Chancellor (Planning and Resources) on a case-by-case basis;

- (b) no approval will be given for a banner to be suspended or hung on a building where such an action would in any way damage the building fabric or raise the possibility of such damage;
- (c) any approval to place a banner will be given for a shorter rather than a longer period;
- (d) for legal reasons, no banners may be affixed to the Murray Footbridge crossing City Road; and
- (e) the placement of any banner on the Parramatta Road Footbridge is governed by the Roads and Traffic Authority, Sydney Region, which has very specific guidelines regarding banner design and layout, construction, liability, attachment and removal.

Any proposal for the placement of a banner should be referred, in the first instance, to the Facilities Management Office. Once evaluated, the proposal will be referred by that Office to the Deputy Vice-Chancellor (Planning and Resources) for consideration. A proposal for the placement of a banner on the Parramatta Road Footbridge must first gain University approval. If that is given, the proponent will then be responsible for gaining RTA concurrence.