

13.1 NOTICE OF MOTION - CR RON ALEXANDER - PROHIBITION OF THIRD-PARTY ADVERTISING IN HYDE PARK

TRIM Ref: D23/128257

Attachments: Nil

That Council:

- 1. NOTES the recent installation of replacement light poles in Hyde Park provide side banner posts; and**
- 2. REINFORCES its prohibition on third party advertising within the City's parks and reserves.**

REASON

Hyde Park is the jewel in the crown of Vincent parks. It provides a quiet place of peace and contemplation and is a registered Aboriginal site of significance being an important camping, hunting and ceremonial site for the Whadjuk Noongar people.

Hyde Park is on the State Register of Heritage Places and is managed in accordance with a Conservation Plan to ensure any further developments are in line with the park's cultural heritage significance.

The replacement light poles in Hyde Park provide an opportunity for banners and advertising. Council has a strong prohibition on third party or commercial advertising across the City as noted in clause 3.1 of [Local Planning Policy: Signs and Advertising](#) and this motion reinforces this position given some of the concerns raised by the community in relation to the new side banner posts.

The use of banners to promote City of Vincent or community events and initiatives would be appropriate on a small number of special occasions or events such as Hyde Park Festival and PRIDE Fairday. The use of banners within Hyde Park should not detract from the natural beauty and landscape of Hyde Park.

ADMINISTRATION COMMENTS

Support. The previous light poles were damaged and near end of life. The replacement light poles are a traditional 'European style' pole in keeping with the cultural heritage of the park. The Hyde Park conservation plan and does not reference the light pole design.

The City of Vincent would only consider erecting banners on the poles for Vincent sponsored events or initiatives. Banners would not be supported for third party commercial advertising. We would use the banners no more than six times per calendar year to support existing City of Vincent marketing campaigns. The banners would be displayed for an average of one week per occasion up to a maximum of two weeks. Administration would respond to feedback from Council and the community on the appropriateness of the banners.

Examples could include Hyde Park Festival, Pride Fair Day, Jazz in the Park, NAIDOC week, Christmas, Seniors Week, Youth Week, Reconciliation Week, also for some of the bigger community engagement process such as that recently undertaken for the Strategic Community Plan.