



Hoarding and Tower Crane Policy 233

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1. Scope

This Policy applies to the erection of hoardings and tower cranes within the City of Parramatta Council's local government area and prescribes the design and installation criteria to control the placement of tower cranes which overhang, slew or hoist over public land including footpaths and roads.

To provide a clear and consistent process for Council officers in considering the approval and erection of hoardings on footpaths located within road reserves, erection of tower cranes which overhang or carry out hoisting and slewing activities over public footpaths and public roads.

2. Purpose

- 2.1 The purpose of this Policy is to provide guidelines and controls for both hoardings and tower cranes during development activities undertaken within the City of Parramatta's local government area.
 - 2.2 The Policy prescribes design and installation criteria to control the placement of hoarding located on, or tower cranes which overhang, slew or hoist over, public footpaths and roads.
 - 2.3 The Policy facilitates the visual quality of hoarding and tower crane imagery through the implementation of consistent Council and proponent branding in appropriate locations and to minimise the amenity impacts of tower cranes overhanging, hoisting and slewing activities over public land.
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3. Legislation & References

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The following acts and regulations are the guiding legislation for hoarding and tower crane matters:

Environmental Planning and Assessment Act 1979
Local Government Act 1993
Roads Act 1993
Work Health and Safety Act 2011
WorkCover's Code of Practice – Overhead Protective Structures
AS 1742 Part 3 Manual of Traffic Control Devices
Revision of Guide to Traffic Engineering Practice Part 8: Traffic Control Devices

4. Policy

- 4.1 Hoardings re designed to protect the public from the hazards of adjacent construction, excavation or demolition works. All building sites within the City of Parramatta's Local Government Area must be secured to prevent unauthorised entry and to provide safe access in accordance with current work, health and safety requirements.
- 4.2 Approvals for hoardings or tower cranes (which are temporary structures) will be made by Council in accordance with section 68 of the *Local Government Act 1993* (an activity under category E (2) of the table to that section) and *section 115* of the *Roads Act 1993*. Any approval issued by Council will be subject to conditions with which an applicant must comply. See Attachment 4 for Application Form.
- 4.3 Where it is proposed that a hoarding or tower crane is erected on a classified road, the concurrence of the NSW Roads and Maritime Services (RMS) must also be obtained (*s138(2) of the Roads Act 1993*). Council must refer the application to RMS for their concurrence. It is important that applicants allow sufficient time in their work program to obtain the required concurrences and approvals. A list of classified roads is available on the RMS website.
- 4.4 This policy sets out requirements for the installation of hoarding and tower crane imagery to provide consistent and attractive marketing and advertising.
- 4.5 Hoardings and tower cranes shall be of a good condition and maintained regularly to prevent injury to the general public and protect the amenity of the surrounding land.

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4.6 Hoardings and tower cranes (specifically the overhang, hoisting or slew) located or moving wholly within the confines of private property, are not obligated to obtain an approval from Council however, construction sites must comply with relevant parts of this policy, *WorkCover's Code of Practice 1995 for Overhead Protective Structures* and the *Work Health and Safety Act 2011* to ensure public safety and access is maintained.

4.7 General

4.7.1 Hoardings shall be designed in accordance with adopted designs and specifications stipulated in this hoarding policy, known as either a Type A or a Type B hoarding. The type of hoarding required to be erected will be depicted by the locality, being either within a low risk or high risk zone, and nature of the proposed construction work.

4.7.2 Hoardings must be erected where it is proposed to construct, demolish and carry out façade remedial works or maintenance to a building adjoining a public way. Hoarding fees will be charged in accordance with Council's Schedule of Fees and Charges.

Attachment 1 of this policy depicts typical hoarding illustrations.
Attachment 3 of this policy defines low and high risk zones.

4.8 Type A Hoarding

4.8.1 Type A hoarding in a low risk zone:

- a. The hoarding is required to be a minimum height of 1800 mm;
- b. The hoarding may be constructed of a demountable open panel fence (temporary fencing) with dust preventative measures (mesh);
- c. The hoarding may encroach onto Council's land to the extent of the nature strip and up to the footpath, ensuring the footpath is left accessible for pedestrians - in circumstances where there is no nature strip and the footpath abuts the boundary, a maximum encroachment of 600 mm is allowed;

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- d. The minimum width of accessible footpath shall be 1200 mm or the existing footpath width (the greater of the two shall be adopted) to ensure continual pedestrian access;
- e. The consistency of the pedestrian access provided is required to be of the same quality and standard as what was there prior to the hoarding being erected;
- f. The supporting feet elements of the hoarding structure is to be visually obtrusive to ensure it is easily visible by pedestrians;
- g. Must not obstruct the view of traffic lights or signage; and,
- h. The area of encroachment on Council's road reserve is to be reinstated to original condition upon removal of the hoarding.

4.8.2 Type A hoarding in high risk zone:

- a. The hoarding is required to be a minimum height of 2100 mm;
- b. The hoarding must be constructed of solid timber panels with a minimum thickness of 17 mm. The hoarding is to be free of any protrusions (i.e. bolts and nails) and must panels must be securely fixed flush and even;
- c. The minimum width of accessible footpath shall be 1500 mm to ensure continual pedestrian access;
- d. The consistency of the pedestrian access provided is required to be of the same quality and standard as what was there prior to the hoarding being erected;
- e. Must not obstruct the view of traffic lights or signage; and,
- f. Certification by a qualified and practicing structural engineer is required.

4.9 Type B Hoarding

4.9.1 A Type B hoarding can either be stand alone or incorporate site sheds or site offices. A Type B hoarding is required when works to an existing or proposed building, adjoining a public way:

- a. Is 7500 mm or greater in height and less than 3500 mm from the street alignment; or,
- b. Has a vertical height above footpath level of less than 4000 mm; or,
- c. Has the least horizontal distance between the footpath and nearest part of the structure to be lesser than half the height of the structure.

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4.9.2 A Type B hoarding must comply with the following requirements:

- a. Have a minimum clear distance of 250 mm from the edge of the kerb to any part of the hoarding structure. If this distance is greater than 400 mm, pedestrian access between the structure and the kerb is to be blocked off at each end;
- b. Have a minimum overhead clearance of 2200 mm to any bracing, beams or any other part of the structure;
- c. The street side should be open for at least two-thirds of its height for the full length of the structure to prevent a “tunnel effect”;
- d. A clear span of 1500 mm is required for continual pedestrian access at all times;
- e. The hoarding structure must be of square hollow section type or similar (subject to Council review i.e. container type)
- f. For visibility requirements, the structure shall be painted white below the deck level; and,
- g. Certification by a qualified and practicing structural engineer is required.

4.9.3 All Type B hoardings are required to be constructed in accordance with the above design criteria and *WorkCover’s Code of Practice 1995 for Overhead Protective Structures* regardless on whether the hoarding is located within a low or high risk zone.

4.10 Shared Pathways

4.10.1 When a hoarding is proposed along a Shared Pathway, the standard hoarding minimum clearances may not be applicable. In such cases, Council will evaluate hoardings and propose a solution in consultation with Council’s Traffic Engineers to ensure functionality of both the shared pathway and proposed hoarding.

4.11 Prohibited Hoarding Materials

4.11.1 For Type A and Type B hoardings, the following are not permitted to form part of the hoarding structure situated on Council’s road reserve:

- a. Scaffolding;
- b. Demountable open panel fencing (temporary fencing) - with the exception of Type A low risk zone hoardings;
- c. Reinforcing mesh;
- d. Star pickets and Cyclone mesh; and,
- e. Similar structures as mentioned above that are not permanently fixed.

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4.11.2 All materials must be solid in construction, be securely fixed and provide a smooth finish to a minimum height of 2100 mm to prevent injury to pedestrians, with the exception of Type A low risk zone hoardings, where it is a minimum height of 1800 mm.

4.12 Lighting

4.12.1 Hoarding lighting, connected to mains power supply, must be provided to ensure the pedestrian pathway or footpath is well lit for pedestrians. Lighting is to be equal to the level and distribution pattern of the existing street lighting in the area.

4.12.2 Where pedestrian hazards associated with the hoarding are present, Council will require the establishment of significantly higher lighting levels.

4.12.3 All lighting associated with hoardings must not impact on surrounding traffic.

4.13 Office Sheds

4.13.1 All site office and work sheds are to be located on private property. Where this is not possible, a Type B hoarding must be erected to facilitate this requirement.

4.13.2 Sheds placed above Type B Hoardings must be a minimum of 2400 mm in height and are to be tied down to the deck by suitable structural fixings – which is certified by a qualified practicing structural engineer.

4.13.3 The office sheds and work are to incorporate a hoarding material to conceal the sheds from public view.

4.14 Use of Cranes or the Like

4.14.1 A crane or similar (i.e. mobile crane, hoist, concrete pump etc.) must not be used to convey material over a public way, unless a Type B Hoarding is in place and an appropriate approval has been obtained from Council.

4.14.2 The use of cranes, hoists, and concrete pumps shall not be placed on public property unless prior approval has been obtained from Council.

4.15 Safety and Access

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4.15.1 Protective Footway Crossings

- a. Vehicles must not cross the footpath to gain access to the site. If a vehicle crossing is required a temporary vehicular crossing shall be constructed to the satisfaction of Council.
- b. The temporary vehicular crossing shall protect the existing footpath, be maintained and must not cause a tripping hazard or pose any danger to the public.

4.15.2 Utility Services

- a. Hydrants, utility services and sewer manholes are not to obstruct the services and infrastructure to ensure ongoing access.
- b. If the structure is in close proximity to overhead electricity wires, electrical hazards are likely. Applicants must consult the relevant electrical authority if the structure is within two metres of wiring. All electrical distribution boards required for site works are to be located within the site and not attached externally to the structure.
- c. Applicants must consult with the appropriate utility authority to ensure that there is no adverse impact on infrastructure from the proposed work.

4.15.3 Footpaths and Provision for People with Disabilities

- a. When required, pedestrian detours or alternative pathways must be designed to provide for disabled access. These routes must provide appropriate widths, levels, gradients, tactile indicators and colour schemes to assist people with disabilities.
- b. Pathways must be repaired immediately, if damaged to ensure pedestrian safety. Footpaths must be reinstated to their original condition to the satisfaction of Council, when a hoarding is removed.
- c. Any obstruction to the footpath from a proposed concrete pour, laying of cables, conduits, drainage pipes, service lines and the like requires Council's prior approval.

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4.16 Maintenance of Hoardings

4.16.1 Graffiti Prevention

- a. Graffiti must be removed or painted over on all hoarding structures within 48 hours of detection or Council notification. Hoardings must consist of appropriate coverings to assist in graffiti removal or measures to reduce the occurrence of graffiti.
- b. In the event of non-compliance with these requirements, Council reserves the right to remove or paint over the graffiti and invoice the developer for associated costs incurred by Council.

4.17 Protection of Council Street Trees

4.17.1 The design of a hoarding, including the type and location of posts, counter weights, crossings and overhead decking, must be designed to minimise impact on the street trees and vegetation.

4.17.2 Tree preservation measures may be required if there is an impact on the street trees. No tree cutting, lopping or removal is permitted without the prior consent from Council.

4.18 Council Assets

4.18.1 Council's infrastructure and assets must not be interfered with or damaged during the construction or operation of the hoarding. This includes the drainage system, kerb and gutters, footpaths and the like. Prior approval from Council is required for any modification to Council's Infrastructure.

4.18.2 The use of the roadway for storage of materials, loading and unloading is not permitted at any time, unless prior approval has been obtained from Council.

4.18.3 Council's footpaths, roadways and ancillary infrastructure assets (i.e. street furniture, signage and the like) must be reinstated to their original condition when a hoarding is removed. An initial dilapidation report must be prepared and submitted to Council prior to the commencement of works and a second dilapidation within one week of the completion of work.

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4.19 Traffic Management Plan

4.19.1 A traffic management plan (TMP) must be prepared by an accredited traffic engineer, if a hoarding is likely to affect pedestrian or traffic movements during the construction, operation or removal phase. The TMP must identify traffic and pedestrian issues, recommend appropriate means for dealing with such issues and must be submitted with the hoarding application for Council approval. Council's traffic engineers may provide relevant advice regarding the contents a TMP and / or request additional permits be obtained in addition to the hoarding approval.

4.19.2 A TMP must refer to relevant Council, Police and/ or RMS requirements. Specials conditions may apply, especially in high trafficable areas of the City or in the vicinity of pedestrian malls and traffic interchanges.

4.19.3 The TMP should provide for traffic control in accordance with Revision of Guide to Traffic Engineering Practice Part 8: Traffic Control Devices Details should be included in a TMP as required.

4.19.4 A copy of the TMP must be available onsite at all times for the inspection of an authorized officer of Council, the NSW Police or the RMS.

4.20 Obstruction to Traffic Lights, RMS Cameras and CCTV Cameras

4.20.1 All hoardings must be constructed so that they will not obstruct the sight lines of either motorists or pedestrians to traffic lights and cameras.

4.20.2 Visibility from driveways, pedestrian crossings and intersections must not be obstructed.

4.20.3 The hoarding application site plan must set out the location of all traffic lights, RMS monitoring cameras, closed circuit television cameras and the like. The application must ensure there is no interference in the operation of these facilities. Referrals to the appropriate authority or Council or private organisations may be required to confirm there is no proposed interference.

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4.21 Tower cranes

4.21.1 General

Tower cranes shall be designed in accordance with adopted designs and specifications

4.21.2 Suitable Locations

- a) Tower cranes shall not be erected or encroach on any public land or neighbouring properties. Where a tower crane is proposed to overhang, hoist or slew over public land or another parties' premises/property, the applicant must obtain written approval from the relevant person prior to use of the crane. Any concerns or requirements raised by the affected party must be resolved or accommodated prior to use of the crane.

4.21.3 Hours of operation

- a) Tower cranes shall only be operated between the operating hours prescribed by the relevant development consent.

4.21.4 Layout and Accessibility

- a) Tower cranes shall not compromise the existing street activities, through maintaining adequate clearances.
- b) The layout of the tower crane shall be incorporated into the Pedestrian and Traffic Management Plan and must be approved by Council and implemented at all times.

4.21.5 Information relating to hoisting activities and public safety

- a) The approval of hoisting activity over a public road (roadway and/or footway) is regulated through the Local Government Act 1993 and associated Regulations. Any approval granted for this activity does not endorse or approve the design or structural adequacy for a hoisting device, system or operation for the purposes of satisfying a person's responsibilities under the Work Health and Safety Act 2011 and Regulations; including the provisions of clauses 34, 35, 54, 55 and 235 of the Work Health and Safety Regulation 2011.

4.21.6 Clause 34 – Duty to Identify Hazards

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- a) A duty holder, in managing risks to health and safety, must identify reasonably foreseeable hazards that could give rise to risks to health and safety.

4.21.7 Clause 35 – Managing Risks to Health and Safety

- a) A duty holder, in managing risks to health and safety, must:
- i. Eliminate risks to health and safety so far as is reasonably practicable; and,
 - ii. If it is not reasonably practicable to eliminate risks to health and safety, then minimise those risks so far as is reasonably practicable.

4.21.8 Clause 54 – Management of risk of falling objects

- a) A person conducting a business or undertaking at a workplace must manage risks to health and safety associated with an object falling on a person if the falling object is reasonably likely to injure the person.

4.21.9 Clause 55 – Minimising risk associated with falling objects

- a) This clause applies if it is not reasonably practicable to eliminate the risk referred to in clause 54.
- b) The person conducting the business or undertaking at a workplace must minimise the risk of an object falling on a person or on surrounding property by providing adequate protection against the risk in accordance with this clause.

Maximum penalty:

- i. In the case of an individual—\$6,000, or
 - ii. In the case of a body corporate—\$30,000.
- c) The person provides adequate protection against the risk if the person provides and maintains a safe system of work, including:

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- i. Preventing an object from falling freely, so far as is reasonably practicable; or,
- ii. If it is not reasonably practicable to prevent an object from falling freely, then providing, so far as is reasonably practicable, a system to arrest the fall of a falling object.

Examples.

1. Providing a secure barrier.
2. Providing a safe means of raising and lowering objects.
3. Providing an exclusion zone persons are prohibited from entering.

4.21.10 **Clause 235 – Major inspection of registered tower cranes**

- a) This clause applies to the person with management or control of a registered tower crane at a workplace.
- b) The person must ensure that a major inspection of the crane is carried out by, or under the supervision of, a competent person:
 - i. at the end of the design life recommended by the manufacturer for the crane, or
 - ii. if there are no manufacturer's recommendations—in accordance with the recommendations of a competent person, or
 - iii. if it is not reasonably practicable to comply with paragraph (a) or (b)—every 10 years from the date that the crane was first commissioned or first registered, whichever occurred first.

Maximum penalty:

1. In the case of an individual—\$3,600, or
2. In the case of a body corporate—\$18,000.

- c) A major inspection carried out under and in accordance with an equivalent provision of a corresponding Work Health and Safety law is taken to be a major inspection for the purposes of this clause.

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d) In this clause, a competent person is a person who:

Complies with the following:

- i. Has acquired through training, qualification or experience the knowledge and skills to carry out a major inspection of the plant: and is,
 - ii. Registered under a law that provides for the registration of professional engineers; or,
 - iii. A member (or is qualified to be a member) of Engineers Australia with the status of Chartered Professional Engineer; or,
 - iv. Entered on the National Professional Engineers Register administered by the Institution of Engineers Australia; and,
 - v. Is determined by the regulator to be a competent person.
- e) The regulator may, on the application of a person, make a determination in relation to the person for the purposes of clause 4.21.10 (d) iii, if the regulator considers that exceptional circumstances exist.
- f) In this clause, major inspection means:
- i. *An examination of all critical components of the crane, if necessary by stripping down the crane and removing paint, grease and corrosion to allow a thorough examination of each critical component; and,*
 - ii. *A check of the effective and safe operation of the crane.*

4.21.11 Section 93 – Certification by qualified persons (Local Government Act 1993)

- a) A council or the Minister may be satisfied that:
- i. A particular design, material, process or product complies with a criterion for approval; or,
 - ii. An activity has been carried out in compliance with an approval, by relying on a certificate to that effect from an appropriately qualified person.
- b) A certificate relating to a particular design, material, process or product must specify the particular criterion with which the design, material, process or product complies.

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- c) The Council or the Minister must rely on such a certificate if it is from an appropriately qualified person and is furnished by a public authority.

Note. Sections 92 and 93 specify circumstances in which a council does not have to form an independent judgment about some aspect of an activity for which approval is being sought, but may rely on an accreditation or certification of a competent person.

A component, process or design relating to an activity may be accredited in accordance with the procedure set out in Division 5 of this Part.

Section 732 exempts a council, councillor or employee of a council from liability that would otherwise be incurred as a consequence of relying on an accreditation or certification.

4.22 Imagery

4.22.1 General

- a) Council aims to work with developers to ensure that marketing and advertising opportunities on hoardings and tower cranes are high quality designs which combine the promotion of the new development with the potential economic growth and benefit to the City of Parramatta.
- b) Council will work with individual applicants, providing advice on brand style, supply artwork guidelines and examples, and give final approval to proceed with artwork designs.
- c) The planned benefit of the development to the City of Parramatta is to be aligned with Council's brand standards (see Attachment 2). Council's Marketing Team to be consulted for all hoarding and tower crane imagery/branding requirements and commitments.

4.22.2 Advertising and Artwork on Hoardings

- a) Council strongly encourages the provision of public art, graphics and images on hoardings. Good imagery is an opportunity for a developer to promote their development and show its contribution to the vivacity and growth of the City of

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Parramatta. Good graphics embellish a site and minimise the likelihood of graffiti or vandalism.

- b) Hoarding artwork must be limited to messages that relate to the adjacent development, the partners in the project and the planned benefit to the development of the City of Parramatta.
- c) Graffiti or advertising not associated with the development of the City of Parramatta branding must be removed within 48 hours of a notice to the developer being provided by Council.
- d) In the event of non-compliance with clause 5.2.3, Council reserves the right to remove or paint over the advertising and invoice the applicant for actual costs incurred by Council. Clause 3.10.1.2 makes reference to this statement.

4.22.3 Tower Crane Imagery

- a) Tower crane imagery shall not be illuminated.

4.23 General operating procedures

4.23.1 General

- a) Regulatory Services Unit is responsible for processing applications for hoardings.
- b) All hoardings and tower cranes must be designed, constructed and operated in accordance with this policy.
- c) All hoardings and tower cranes must comply with the conditions of their relevant approvals. Breaches of this policy and the conditions of any approvals issued by Council are dealt with in Part 4.24 of this policy.
- d) Conditions contained in hoarding and tower crane approvals must be read in conjunction with any conditions of development consent pertaining to the development of the particular site. Specific conditions in a development consent relating to the protection of Council's assets, street trees, site management and construction layout, may impact on the hoarding or tower crane design, and this must be complied with. Failure to adhere to any development conditions would constitute a breach of that consent.

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- e) A copy of all approvals must be available onsite at all times for inspection by Council and WorkCover personnel. The hoarding or tower crane must be erected in accordance with this policy and conditions contained in the approval.
- f) 5.5 When a hoarding or tower crane approval has expired, Council will notify the applicant and may direct that the hoarding or tower crane be removed. Council will undertake a site inspection within 48 hours after the approval expiry date, to ensure that the hoarding has been removed.

4.23.2 Amendments to an Approval

- a) Any modification to an approved hoarding or tower crane design, or change from one type of hoarding or tower crane to another, requires the submission of a further application for Council approval, accompanied with reasons to support the proposed changes and payment prescribed in Council's Schedule of Fees and Charges. Additional information may be requested by the assessing officer in order to appropriately assess the application.

4.23.3 Renewal of an Approval

- a) Council may determine to extend a hoarding or tower crane approval under section 107 of the Local Government Act 1993 if it is satisfied that there is good cause for doing so. An approval will not be extended beyond five years.
- b) An approval to extend an approval must be obtained before it lapses. The application must:
 - i. Provide reasons for an extension of approval;
 - ii. Set out the proposed extended period required; and,
 - iii. Set out any actual changes, if any, from the original approval.
- c) A certificate from an appropriately qualified person may also be required to confirm that the temporary structure remains structurally sound.
- d) A renewal must include payment, as prescribed in Council's Schedule of Fees and Charges. Failure to renew an application can cause all building or demolition works to cease on site.

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4.24 Breaches and enforcement of this policy

4.24.1 Breach of Act

- a) Section 672 of the *Local Government Act 1993* states that a non-compliance with and approval issued under this Act is a breach of the Act.

4.24.2 Enforcement

- a) If Council becomes aware of non-compliance with the conditions relating to a hoarding or tower crane approval, Council may:
- i. Issue penalty infringement notices for failing to comply with the approval;
 - ii. Issue a court attendance notice at Local Court. The Local Court can impose penalties for a corporation or for an individual;
 - iii. Issue Orders requiring compliance with the conditions of approval;
 - iv. In circumstances where Council has issued an order requiring compliance with the approval and the terms of the order have not been complied with, Council may commence legal action with the Land and Environment Court or Local Court to enforce the orders.

5 Document control

AUTHORISED BY

EFFECTIVE FROM

DEPARTMENT RESPONSIBLE

Regulatory Service Unit

REVIEW DATE

July 2020

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VERSIONS

Version	Amended By	Changes Made	Date	TRIM No.
1	Adopted by Council	Not applicable		

ATTACHMENTS

Attachment 1 – Hoarding Types

Attachment 2 – Marketing Standards for Hoardings

Attachment 3 – Low and High Risk Zones

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Attachment 1 – Hoarding types

Type A Hoardings – Low Risk

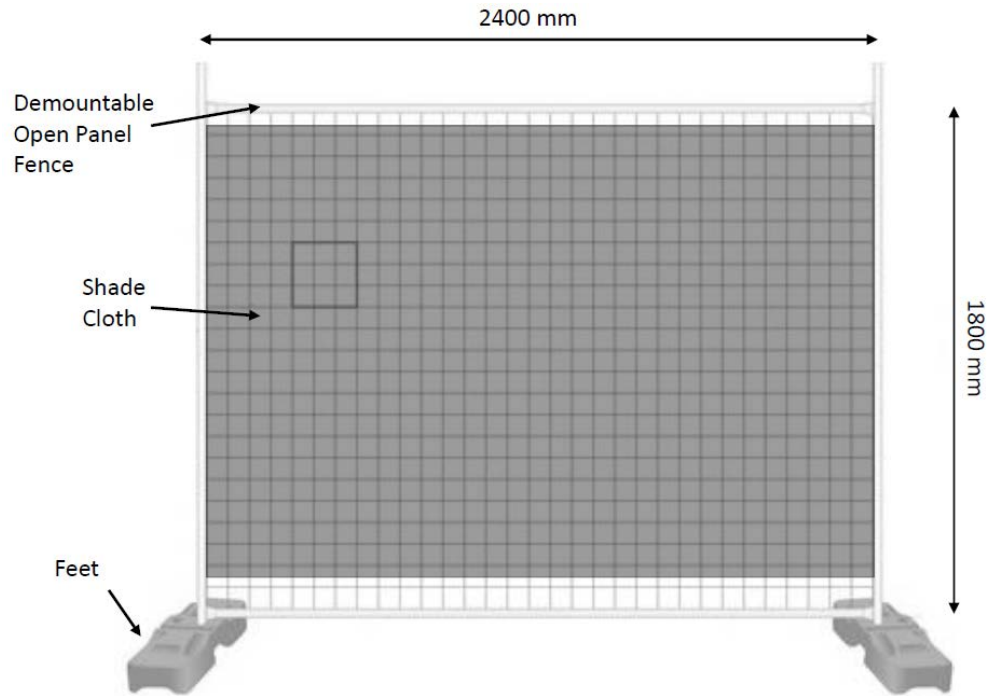
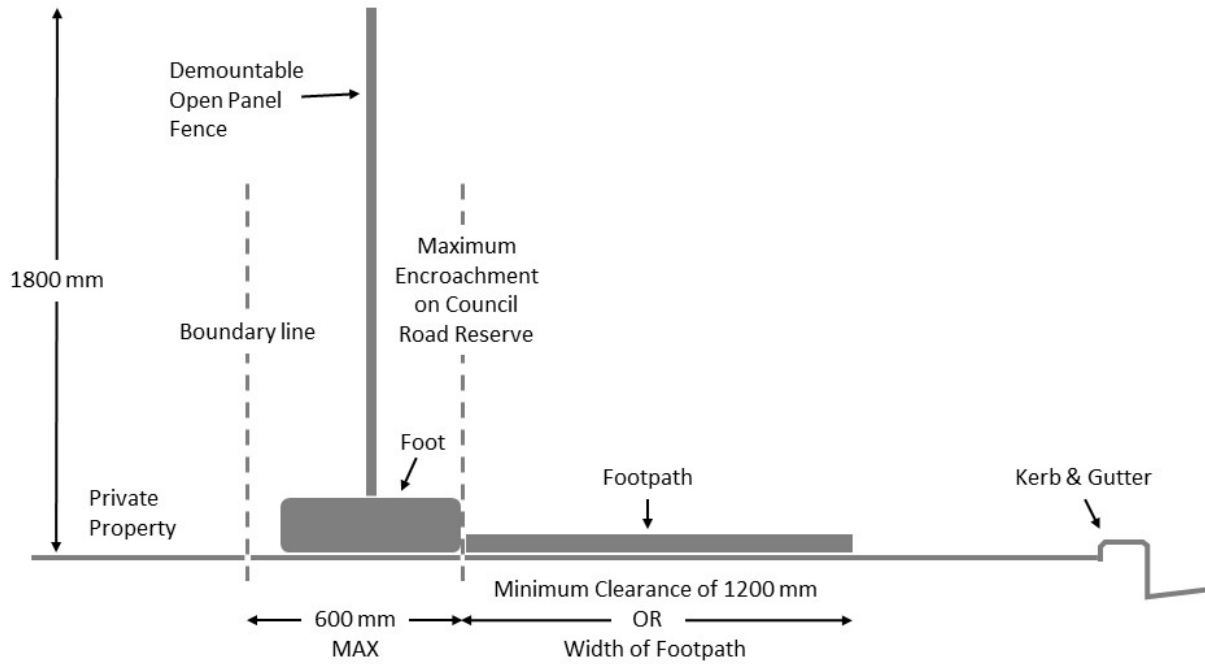


Figure 1: Typical Low Risk Type A Hoarding

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Owner Manager Regulatory Services	Area: Regulatory Services	POL No: 233
Date of Commencement: 2008	Approval Authority: Council	Date Approved: 10 July 2017
Amendment 2	Date of Next Review: 2020	Review Period: every 3 years



NOT TO SCALE

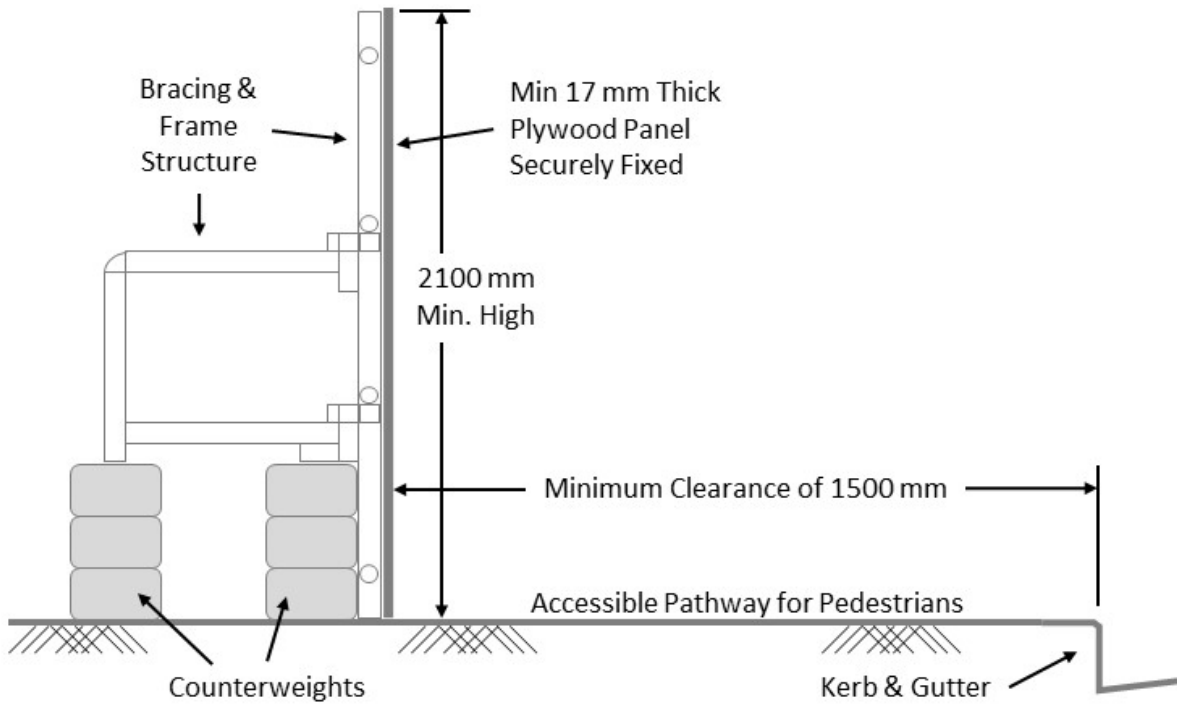
Figure 2: Typical Low Risk Type A Hoarding Section/Detail

Type A Hoardings – High Risk

Hoarding and Tower Crane Policy		
Owner Manager Regulatory Services	Area: Regulatory Services	POL No: 233
Date of Commencement: 2008	Approval Authority: Council	Date Approved: 10 July 2017
Amendment 2	Date of Next Review: 2020	Review Period: every 3 years



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NOT TO SCALE

Figure 3: Typical High Risk Type A Hoarding Section/Detail

Type B Hoardings

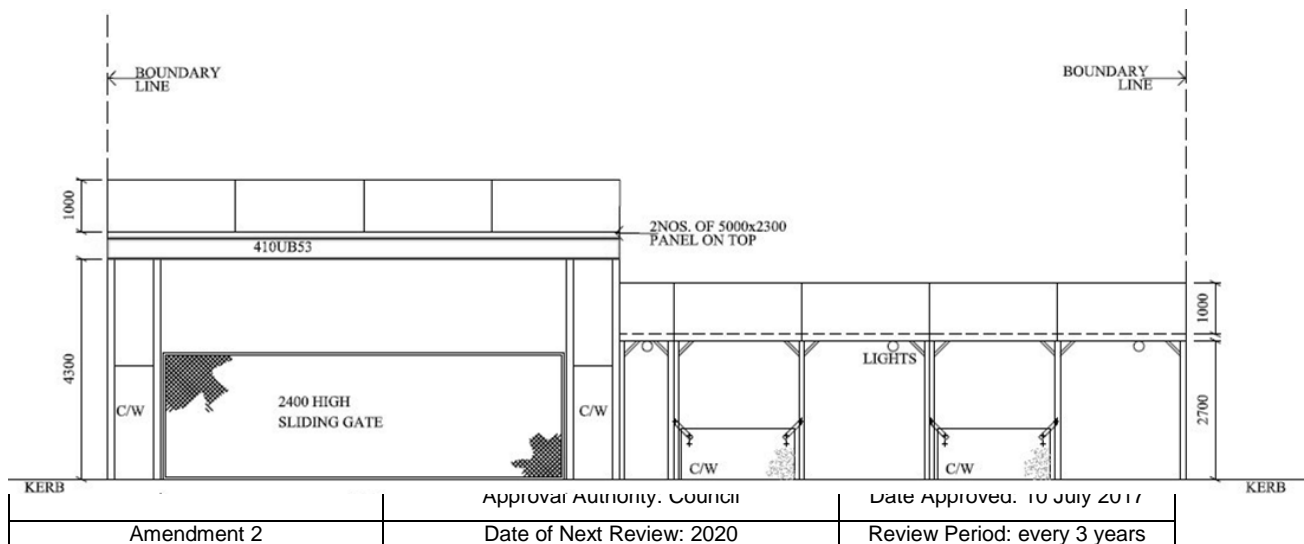




Figure 4: Typical Type B Hoarding Elevation View

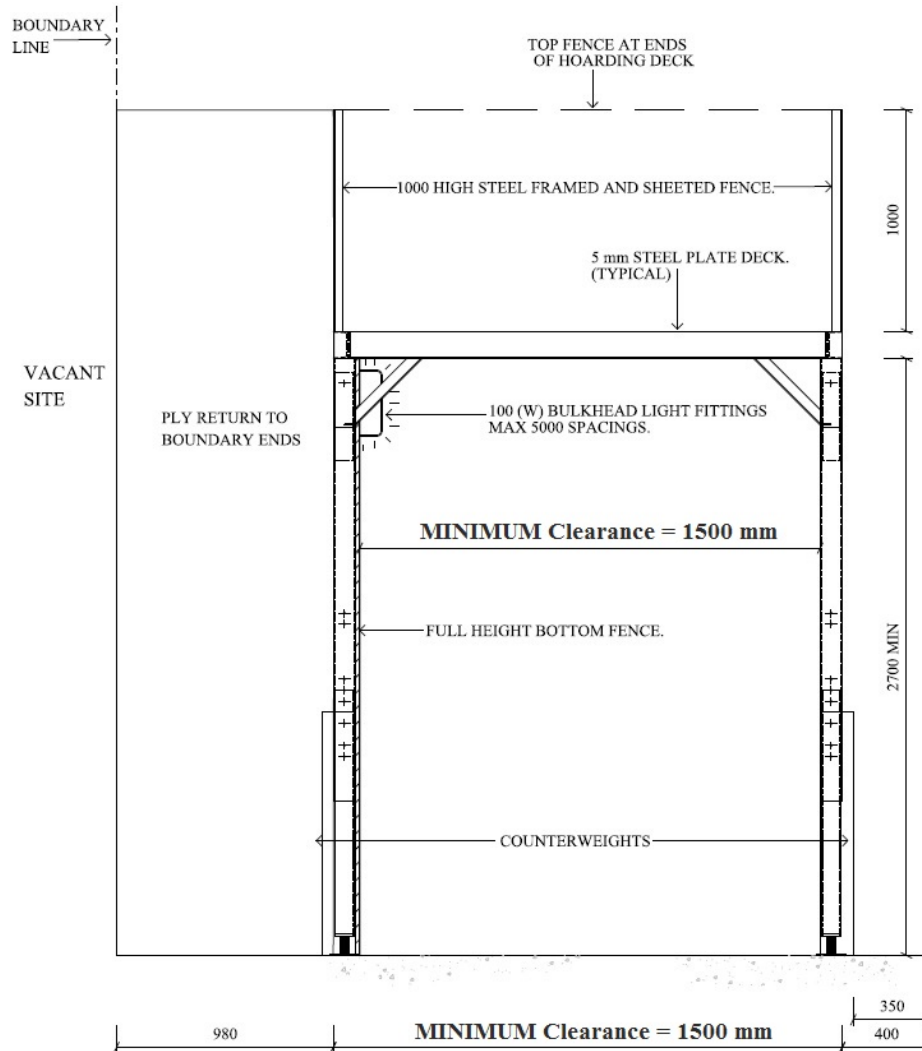


Figure 5: Typical Type B Hoarding Section/Detail

Hoarding and Tower Crane Policy		
Owner Manager Regulatory Services	Area: Regulatory Services	POL No: 233
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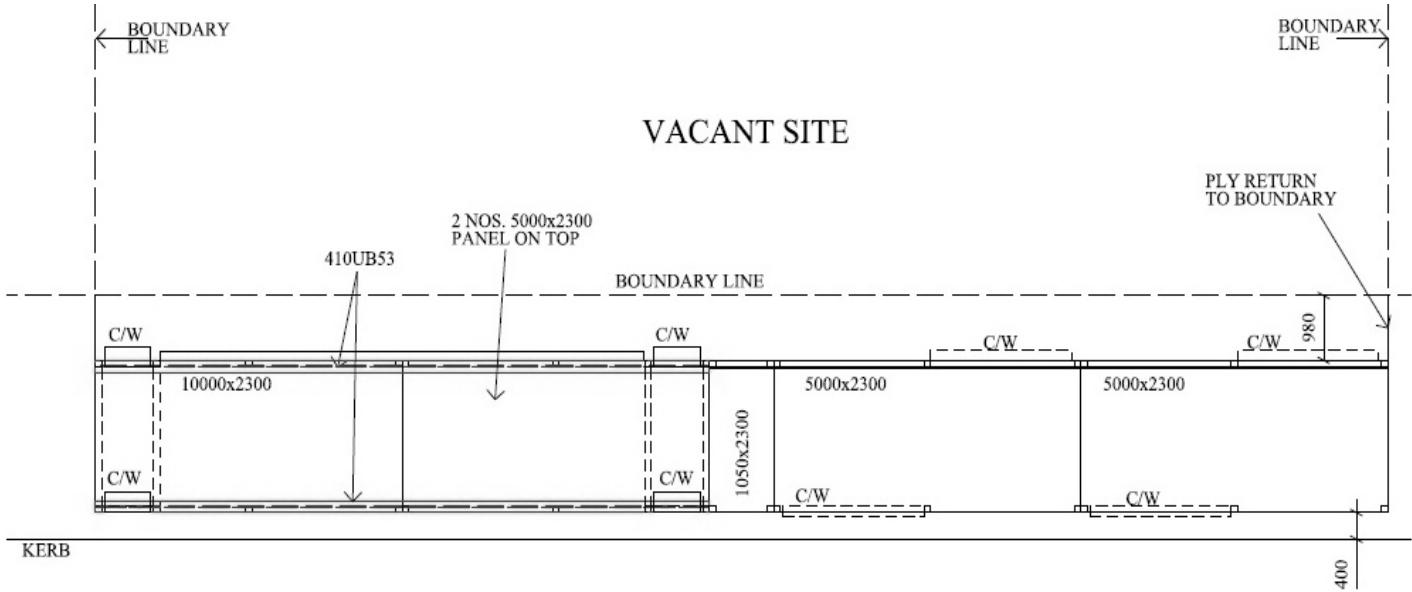


Figure 6: Typical Type B Hoarding Plan View

Hoarding and Tower Crane Policy		
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Attachment 2 – marketing standards for hoardings

Parramatta Building Australia’s Next Great City” Campaign

The Parramatta Building Australia’s Next Great City campaign was developed to explain Parramatta’s story, ambition and articulate how the City will drive and sustain the economic, social, residential and educational needs of greater Sydney.

It is about:

- Our local communities understanding that they're part of something special;
- The wider Sydney and global audience recognising what we have on offer; and,
- Capitalising on our growth and potential, making the most of our story, and that of our people, and continuing to prove that we can make it happen.

The identity will be used to highlight, visually and through its messaging, much of the City-building work that had already commenced in Parramatta.

Parramatta:” Building Australia’s Next Great City”, brings together all of these elements to present a strong identity that captures and reinforces the City's varied and important role in the broader Sydney picture.

DEVELOPMENT HOARDINGS

The Primary reverse colour logo on black background is the preferred option for development and event hoardings and signage however Secondary, Inline and Footer logos can be used where deemed more suitable to the design format. Mono (reverse or positive) can be used only where other stakeholder logos are also in mono.

Minimum clearance ratios are to be adhered to.

Minimum clear space

X = width of TT in the brand mark (minimum clear space required)
Y = height of blue panel in the brand mark (minimum clear space required)

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DEVELOPMENT HOARDINGS

The landscape of Parramatta is changing...in large part due to the billions of dollars worth of building construction being undertaken.

Where appropriate, the Parramatta Brand Mark should be displayed on building and event hoardings to inform people that individual developments and events are all part of the vision for Parramatta and that we are Building Australia's Next Great City.

Most of these applications will be in conjunction with third party stakeholders and usually involve the Parramatta Brand Mark together with other corporate brand marks or graphics.

On the following pages are some guidelines as to how and where the Parramatta Brand Mark should be used for building and event hoardings, fencing etc.

The concept of branding has evolved in recent years to include working with nations, regions and cities to craft their competitive offering and build a sense of a unique and compelling destination.

The objectives of city branding include:

- Developing a brand idea which represents a cohesive marketing image for the city; and,
- Ensuring a more joined up and effective approach to city promotion.

City branding will build the following attributes in Parramatta:

- Increased positive awareness and sense of competitiveness, resulting in a positive impact on investment, jobs, residents, visitors and events;
- Higher return on investments in real estate, infrastructure and events;
- Integrated city development as the physical, social, economic, cultural and sporting aspects work together to deliver to brand promise; and,
- Growth in city pride as the residents, workers, businesses, investors and institutions experience a stronger sense of purpose and direction.

Note: Council's Marketing team is to be consulted for all hoarding imagery/branding requirements and commitments.

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Attachment 3 – low and high risk zones

The type of hoarding required to be erected will be depicted by the locality, being either within a low risk or high risk zone.

Low Risk Zone

Classified by falling in either one of the following land zone categories:

- R1 - General Residential (unless development associated with high risk zone)
- R2 - Low Density Residential
- R3 - Medium Density Residential

High Risk Zone

Classified by falling in either one of the following land zone categories:

- B1 - Neighbourhood Centre
- B2 - Local Centre
- B3 - Commercial Core
- B4 - Mixed Use
- B5 - Business Development
- B6 - Enterprise Corridor
- B7 - Business Park
- DM - Deferred Matter
- E2 - Environmental Conservation
- E4 - Environmental Living
- E3 - Environmental Management
- IN1 - General Industrial
- IN2 - Light Industrial
- IN3 - Heavy Industrial
- MD - Major Development SEPP
- R4 - High Density Residential
- RE1 - Public Recreation
- RE2 - Private Recreation
- RU3 - Forestry
- SP1 - Special Activities
- SP2 - Infrastructure
- W1 - Natural Waterways
- W2 - Recreational Waterways

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