

Temporary sign and banner management guidelines

Civic Centre
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The following guidelines are to ensure the efficient and effective management of temporary banners and signs in the City of West Torrens.

Purpose

The City of West Torrens has five structures located throughout the area for the display of temporary banners and signage. The structures allow for the promotion of community events and organisations that have potential benefits for the citizens of West Torrens. These structures aim to solve the problem of banners and signs tied inappropriately to fences, stobie poles and other public infrastructure by providing a compliant and effective alternative.

Locations

There are two different types of structures for the display of signs and banners:

- large banner structures suitable for vinyl banners 1200mm high by 3000mm wide
- smaller sign structures suitable for Corflute signs 900mm high by 1200mm wide or 900mm high by 2400mm wide.

The locations of these structures are listed below.

Location: Corner South Road and Henley Beach Road, Torrensville.

Banner type: vinyl

Banner size: 1200mm high by 3000mm wide



Location: Tapleys Hill Road (north of Ingerson Avenue), West Beach

Banner type: vinyl

Banner size: 1200mm high by 3000mm wide



Location: Anzac Highway, Novar Gardens
Banner type: vinyl
Banner size: 1200mm high by 3000mm wide



Location: Marion Road (corner Hounslow Avenue), Cowandilla
Sign type: Corflute (or vinyl by negotiation)
Sign size: 900mm high by 2400mm wide
Or
900mm high by 1200mm wide



Location: Tapleys Hill Road (north of Burbridge Road), West Beach
Sign type: Corflute (or vinyl by negotiation)
Sign size: 900mm high by 2400mm wide
Or
900mm high by 1200mm wide



Bookings

- Responsibility for booking the street banner locations rests with the City of West Torrens Creative Services team.
- Bookings for the street banner locations are to be made via the Temporary Street Banner form and must be lodged with the Creative Services team a minimum of 10 working days before the booking date.
- Completed forms are to be emailed to csu@wtcc.sa.gov.au or forwarded to:
Creative Services
City of West Torrens
165 Sir Donald Bradman Drive, Hilton SA 5033.
- Upon receipt of the Temporary Street Banner form, the Creative Services team will confirm or decline the request in writing within five working days.
- Once a booking is confirmed, all signs should be delivered to the City of West Torrens Civic Centre, 165 Sir Donald Bradman Drive, Hilton SA 5033, a minimum of seven days prior to booked installation. Failure to do so may result in cancellation of the booking.
- Banners can be displayed for a maximum of four weeks.
- At the conclusion of the booked time, all signs will be returned to the Civic Centre for collection. While all attempts will be made to contact the owner of the signs, any uncollected banners or signs may be discarded if not collected within three weeks.

- The City of West Torrens produces a range of corporate banners that are used to promote Council activities and messages. The display of these banners is given precedence should there be a conflict in booking requirements. Precedence is also given if an emergency situation arises that requires urgent publicity.
- All banners and signs require endorsement by the City of West Torrens.

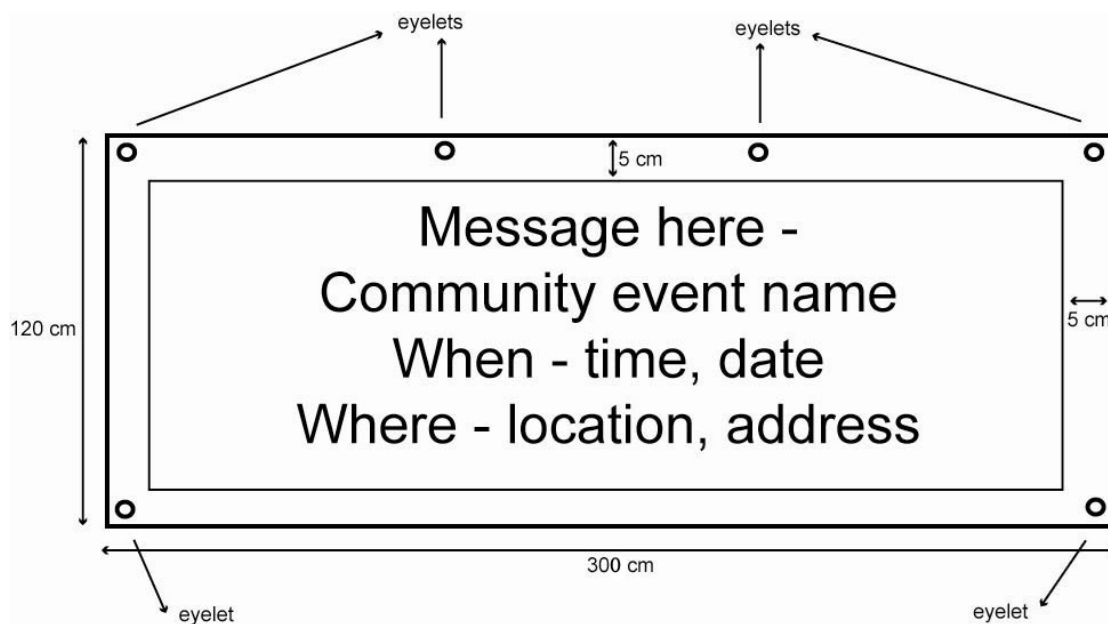
Content of banners and signs

- Information displayed on banners will be assessed on a case-by-case basis and must have relevance and potential benefit to the City of West Torrens community.
- Third party advertising is generally not permitted but may be allowed if community benefit can be demonstrated (i.e. community/charity sponsorship).
- Religious material is permissible for information purposes or special events; materials, which have the primary effect to advocate a single point of view, will not be displayed.
- Items devoted solely to the sale, advertising, solicitation or promotion of commercial products or services for a single profit making business will not be accepted.
- Personal or individual advertisements will not be accepted.
- Banners must not move, flash, be internally illuminated or reflect light and therefore be an undue distraction to motorists.

Specifications

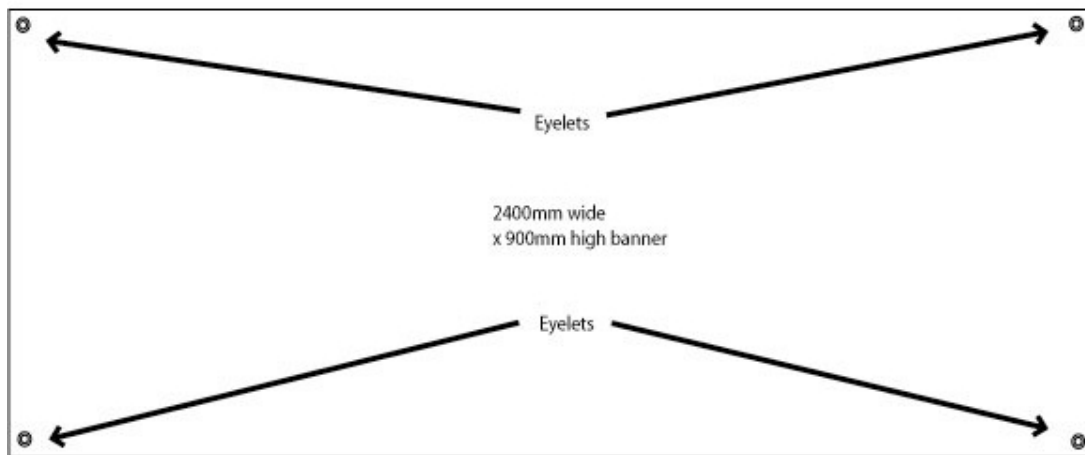
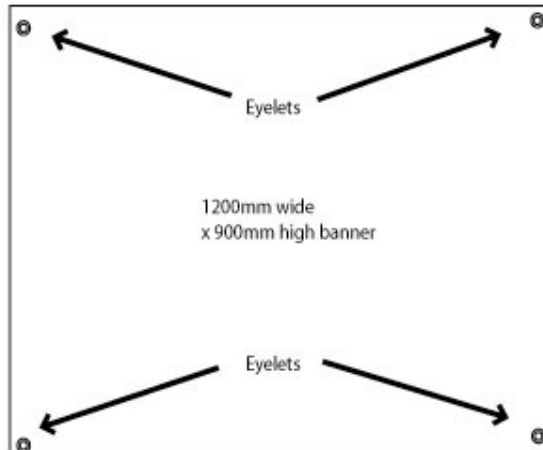
Large vinyl banners should meet the following specifications:

- Each banner needs to have six eyelets - four along the top and two along the bottom.
- Eyelets should have a minimum diameter of 20mm.
- To maximise the impact of promotion using the banner structure, the wording on banners should be positioned 5cm from the side edges and 5cm from the top and bottom edges.
- Banners should be made of weatherproof vinyl.



Smaller coreflute signs should meet the following specifications:

- Eyelets in all four corners.
- Made of a weatherproof material.
- Conform to the dimensions specified below.



Management of banner locations

1. Costs for producing and repairing banners and signs will be the responsibility of the organisation that has booked the location.
2. To ensure all banners and signs are erected and taken down in a safe manner, these tasks will be undertaken by Council staff. All banners should be delivered to the City of West Torrens Civic Centre, 165 Sir Donald Bradman Drive, Hilton SA 5033.

Guidelines endorsed by Council, 1 March, 2005.