

# Temporary sign and banner management guidelines

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## Purpose

The City of West Torrens has 4 structures located throughout the local council area for the display of temporary banners and signage. The structures allow for the promotion of community events and information that have potential benefits for the citizens of West Torrens. These structures help solve the problem of banners and signs displayed inappropriately to fences, Stobie poles and other public infrastructure by providing a compliant and effective alternative.

## Locations

There are 2 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:** 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

- Bookings must be made to the City of West Torrens Creative Services team no later than 10 business days before the required booking date. Online bookings are preferred via this link [Temporary street banner application form City of West Torrens](#). Alternatively, you can download and print this [form](#) and email to [info@wtcc.sa.gov.au](mailto:info@wtcc.sa.gov.au)
- Upon receipt of the form, the Creative Services team will assess the request within 5 working days and provide a response to the applicant.
- If the booking is confirmed, completed signs must be delivered to the City of West Torrens Civic Centre, 165 Sir Donald Bradman Drive, Hilton SA 5033, a **minimum of 7 days** prior to booked installation. Failure to do so may result in cancellation of the booking.
- Banners can be displayed for a maximum of 4 weeks.
- At the end of the advertising campaign, the applicant **must collect their signs from the Civic Centre**. The Creative Services team will contact the owner of the signs to notify them that they are ready for collection. **Any uncollected banners or signs will be discarded if not collected within 3 weeks and a fee may be applicable for disposal.**
- All banners and signs require endorsement by the City of West Torrens.

Note: booking preference will be given to council for promoting activities and messages.

In the event an emergency situation which requires community messaging, banners that have been booked may be removed and replaced without notice.

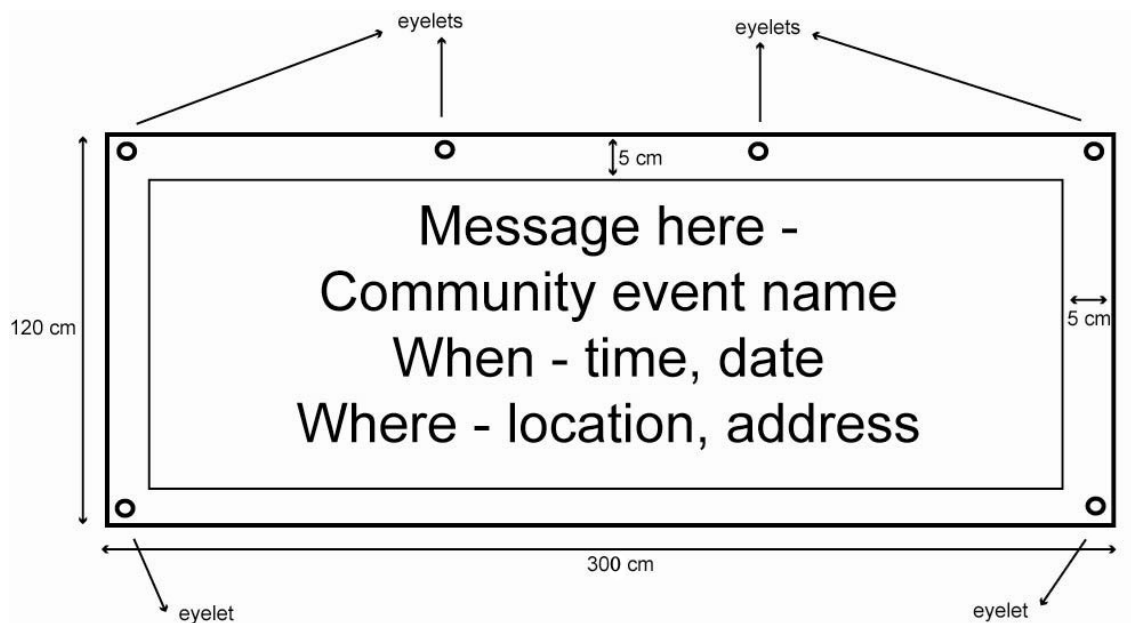
## Banner and sign content

- Information displayed on banners will be assessed on a case-by-case basis and must have relevance and potential benefit to the 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 be refused.
- 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.
- Political advertising will not be accepted.
- Banners must not move, flash, be internally illuminated or reflect light and be an undue distraction to motorists.

## Specifications

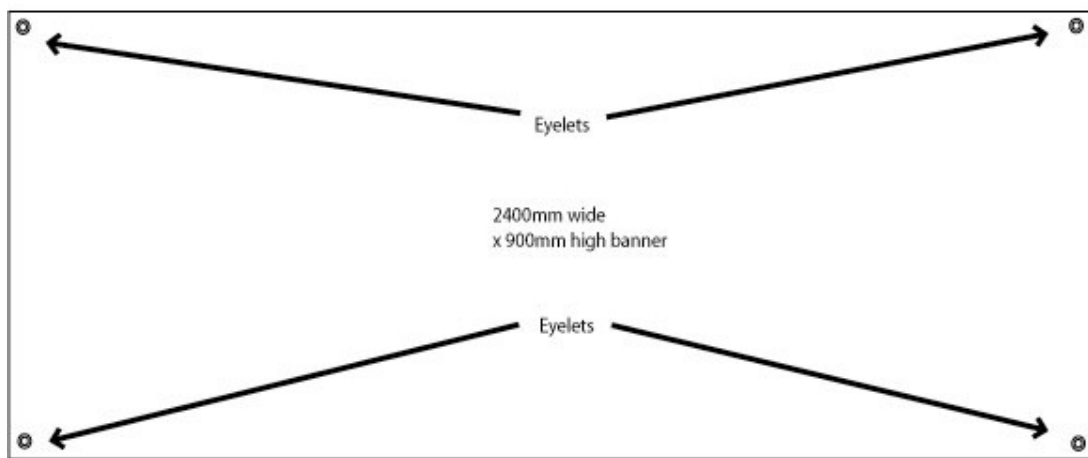
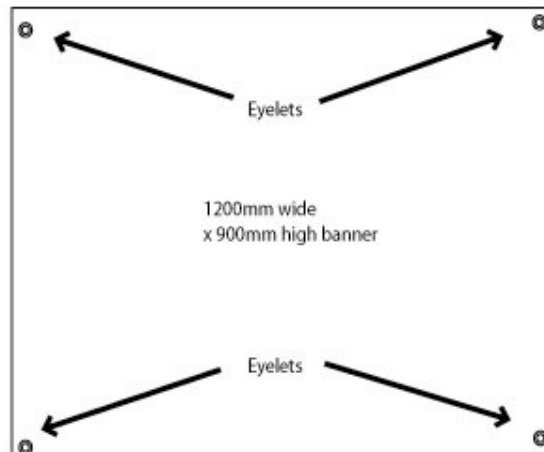
Large vinyl banners must meet the following specifications:

- Each banner to have 6 eyelets - 4 along the top and 2 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.
- It is recommended to keep wording to a minimum. Too much text can be distracting and difficult to read and the banner may be refused by council.



Smaller corflute signs should meet the following specifications:

- Eyelets in all 4 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 applicant.
2. To ensure all banners and signs placed and removed in a safe manner, these tasks will be undertaken by council staff. All banners must be delivered to the City of West Torrens Civic Centre, 165 Sir Donald Bradman Drive, Hilton SA 5033 and collected from the same address at the end of the advertising period.