

# Road Banner

## Application & Operating Guidelines

Reviewed May 2020

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### Purpose

The purpose of this guideline is to effectively manage the installation and display of road banners within designated locations within the City of Unley.

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### Introduction

Designation Road Banner sites for hire should be utilised to;

- Enhance the City's visual attractiveness, style and sophistication by decorating and enlivening Retail Precincts.
  - Convey an image of activity and excitement and reinforce the visual image associated with an event, activity, service or campaign to promote the City.
  - Convey information about cultural, sporting, recreational and tourist events, activities and festivals.
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### Related documents

- AD0001: Banners Policy
  - Specifications for banner constructing and fixing to poles
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### Eligibility

Designated road banner sites are available for hire to the following;

- Individual traders, the general community and organisations located in their tail precincts to promote;
  - Cultural
  - Sporting
  - Special events
  - Services specific to the residents and business of the City of Unley
- Special allowance is available for professional health or educational services that relate directly to the community of Unley.

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## Requirements

### Location

Banner locations can be found here [Unl

### Size and construction

Banner size requirements are set by location. Refer to the table below for banner span requirements.

Site	Banner Span	Banner Width
Goodwood Road North (near Greenhill Road)	12m	1.25m
Goodwood Road South (near Cross Road)	12m	1.25m
King William Road North (near Arthur Street)	10m	1.25m
King William Road South (near Park Street)	8m	1.25m
Unley Road North (near Greenhill Road)	12m	1.25m
Unley Road South (near Cross Road)	12m	1.25m

Please refer to the **Specifications for banner constructing and fixing to poles** document for full specification requirements.

### Banner design and content

- Road banners should be colourful, attractive and double sided for maximum exposure.
- The message on the banner should emphasise the event or activity and not a product of company.
- The graphic composition of colour and text needs to be bold and simple, and able to be read at distances of up to 50m in a moving vehicle.
- Text should be in a font that is legible from a distance. It should be easily distinguishable from the background colour(s) used in the banner.
- Light text on a dark background has been proven to have the greatest clarity.
- A minimum recommended font size is lettering an average of 240mm in height.
- Special consideration will be given to banners which advertise a special historical event associated with a company or organisation located within proximity to the location of the banner pole. For example, 50<sup>th</sup> anniversary of a company located within Unley.
- Road banners advertising events of a political, religious, marginal or controversial nature as their focus, should be discussed at an early stage and will only be permitted subject to approval.
- Material deemed to be inappropriate or offensive to the community at large, or to any singular community sector will not be permitted.

### Commercial advertising

- The commercial advertising content (total of combined printed area) of each banner must not be more than 25% of the area of the banner in the case of an individual sponsor and no more than 25% of the total banner in the case of multiple sponsors.
- Only commercial advertising for businesses located or operating a specific event or service within the City of Unley will be accepted.
- The advertising content of the banner must relate to businesses located within the boundaries of the City of Unley, or goods or services available within.

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## Conditions

The hire of banner sites is in weekly blocks, commencing Sunday AM, and concluding the same time the following week.

Bookings may be made up to 12 months in advance.

Once approved, applicants are required to deliver banners to the City of Unley depot, 75 King William Road, Unley at least 3 working days prior to the installation date.

Applicants are required to collect the banner from the City of Unley depot, 75 King William Road, Unley, no later than 5 business days after the end of the hire period. Banners not collected within this timeframe will be couriered back at the applicant's expense.

The maximum length of time for the hire and use of a road banner site/s with commercial advertising is 21 days (3 weeks). For banners with no commercial advertising, the maximum hire and use is 28 days (4 weeks).

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### Fees

Installation and rental fees for hiring road banner sites are set out in [Council Fees & Charges schedule](#).

Fees are charged for Banner installation\* and a weekly rental fee.

\*The installation fee includes installation and removal of the banner.

An invoice will be sent for payment prior to the installation date.

<sup>1</sup>Cancellation must be made no later than COB Thursday before the installation day. Cancellation after this time may incur the full installation cost.

### Fee exemptions

Main street associations involved with the Unley Street Life Trust, or not-for-profit organisations based in the City of Unley will not be charged rental fees. Installation fees will still apply.

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### The Application Process

You can apply for the installation of a road banner online or in person by returning your completed application to the City of Unley Civic Centre, 181 Unley Road, Unley.

You must submit with your application;

- A colour scale drawing of the proposed banner at a scale of 1:50, professionally prepared, depicting colour schemes and content for consideration.

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### Contact

City of Unley, Assets & Operations support team

Phone (08) 8372 5111

Email [pobox1@unley.sa.gov.au](mailto:pobox1@unley.sa.gov.au)