

# Temporary Signage Policy

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| <b>Reference Number:</b>        | CR19/60478  |
| <b>Type:</b>                    | Council Policy                                    |
| <b>Responsibility:</b>          | Director Business and Innovation                  |
| <b>Responsible Officer (s):</b> | Senior Communications Officer                     |
| <b>Initial Adopted Date:</b>    | Council 18 December 2018                          |
| <b>Last Review Date:</b>        | Council 18 December 2018                          |
| <b>Next Review Date:</b>        | December 2020                                     |
| <b>Legislation:</b>             | <i>Local Government Act 1999</i>                  |
| <b>Related Documents:</b>       | Communications Strategy<br>Business Use of a Road |

## 1 Purpose

1.1 The objectives of the Temporary Signage Policy (the "Policy") are:

- 1.1.1 To ensure temporary signage is standardised and achieves the best visual impact suitable for each location;
- 1.1.2 To ensure that City Of Prospect and the community can promote events and programs through standardised temporary signage within the community.
- 1.1.3 To affirm that temporary signage in marketing and communications plans remains one of the most significant forms of brand recognition for events and the council.
- 1.1.4 To have flexibility to include City Of Prospect signage (eg City Of Prospect events, Australia Day Awards, Club5082, etc) and non-City Of Prospect signage (eg local government election campaign, City Of Prospect Grant Recipients, etc) as part of this policy.
- 1.1.5 To define Temporary Signage separately from Moveable Signs (such as A-frames used by businesses).

## 2 Definitions

In this Policy:

- **Chief Executive Officer** means the appointed Chief Executive Officer or Acting Chief Executive Officer or nominee.
- **Council employee** means any person that is employed full-time, part-time or casually by the Council who receives remuneration for their work, or via a staffing agency.

- **Event** means a programed activity catering for and open to the community to participate in taking place within the City Of Prospect. This includes City Of Prospect and non-City Of Prospect coordinated events.
- **Grant Recipient** includes groups and organisations that have received financial assistance through a City of Prospect grant process.
- **Temporary sign** includes all signage that represents an event or program by internal or external parties that is installed in public spaces of a temporary nature to promote that event or program.

### 3 Scope

- 3.1 The Chief Executive Officer and employee operating under delegated authority are responsible for implementing this policy.
- 3.2 This policy applies to:
- 3.2.1 The Council; and
  - 3.2.2 Council employees, and
  - 3.2.3 All external parties involved in temporary signage within City Of Prospect.

### 4 Policy

#### 4.1 Installation

- 4.1.1 All signage installation will be undertaken by Council employees to ensure consistency of installation.
- 4.1.2 Installation will be completed with temporary star droppers that are hidden from consumer view as far is practicable to the individual location (See Appendix 1 for installation guidelines)

#### 4.2 Locations

- 4.2.1 There is a need to ensure signage locations throughout City Of Prospect are geographically broad to maximise the exposure for any given event and program and targets the specific audience.
- 4.2.2 Locations are chosen based on previous feedback and data gathered re effectiveness of street signage from previous events and programs.
- 4.2.3 This policy permits events and programs to have a single sign location (eg grant recipient for small event), and others to maximise exposure by utilising multiple or all locations (eg Tourrific, Prospect Spring Fair).
- 4.2.4 Additional signage specific to event locations will be considered on a case by case basis additional to locations on Attachment 1.

#### **4.3 Messaging and Legibility**

- 4.3.1 Signage needs to be designed specifically for traffic conditions and the graphic design should be simplified to allow for greater absorption given the brief viewing time.
- 4.3.2 Optimal readability is a key and colour choice, contrast, font style / size are all significant considerations.
- 4.3.3 Generally accepted signage standards suggest for viewing at 15m :
  - (a) Recommended font size minimum for pedestrian targeted signage is 50mm.
  - (b) Recommended font size minimum for traffic targeted signage is 60mm.
  - (c) Main headings and key messages should be significantly larger, with optimum outcome of 100-150mm.

#### **4.4 Production of signage**

- 4.4.1 For City Of Prospect signage, it should be produced in line with City of Prospect Procurement policy. External parties are not restricted regarding production however should seek local opportunities where possible, and production is at own cost.
- 4.4.2 Signage size is permitted to be 1650mm x 1200mm, and as portrait or landscape depending on signage location.
- 4.4.3 The product must be made of 5mm corflute due to the products durability, light weight nature, ease of transport / installation and reuse ability.
- 4.4.4 Where it is to be viewed in both directions, signage should be printed double sided on single corflute for efficiency where possible, and therefore on these signs temporary star dropper will be installed at the side of the corflute but not extending beyond the top of the sign.
- 4.4.5 It is encouraged that the corflute signs are repurposed post-removal for future events (reskinned or use for future communications).
- 4.4.6 Alternate products and sizes require Chief Executive Officer approval prior to production and installation. Installation should be based on the guidelines of Appendix 2.

#### **4.5 Timing**

- 4.5.1 Signage is permitted to be installed no earlier than two (2) months prior to the event or program commencing.
- 4.5.2 Event signage should be all removed no later than two (2) business days post event or program concluding.
- 4.5.3 Changes require CEO sign off

#### **4.6 Grouping at sites**

- 4.6.1 All locations will permit a maximum of two (2) signs at any given time without Chief Executive Officer permission.

- 4.6.2 The Fitzroy Terrace entry sign may only have one (1) sign applied to the frame and no further installations at that point. This sign is always a landscape orientation being 1700mm H x 2400mm W
- 4.6.3 If there is a permanent signage board at the location these should be the only signage space/s occupied and must be made to the specifications of that signage board.

## **5 Review**

- 5.1 Variations to this policy are permitted with approval from the Chief Executive Officer.
- 5.2 The Policy will be reviewed in December 2020

## **6 Access to the Policy**

The Policy will be available for inspection at Council's principal office during business hours and on the Council's website [www.prospect.sa.gov.au](http://www.prospect.sa.gov.au). Copies will also be provided to interested members of the community upon request, and upon payment of a fee in accordance with Council's schedule of fees and charges.

## **7 Further Information**

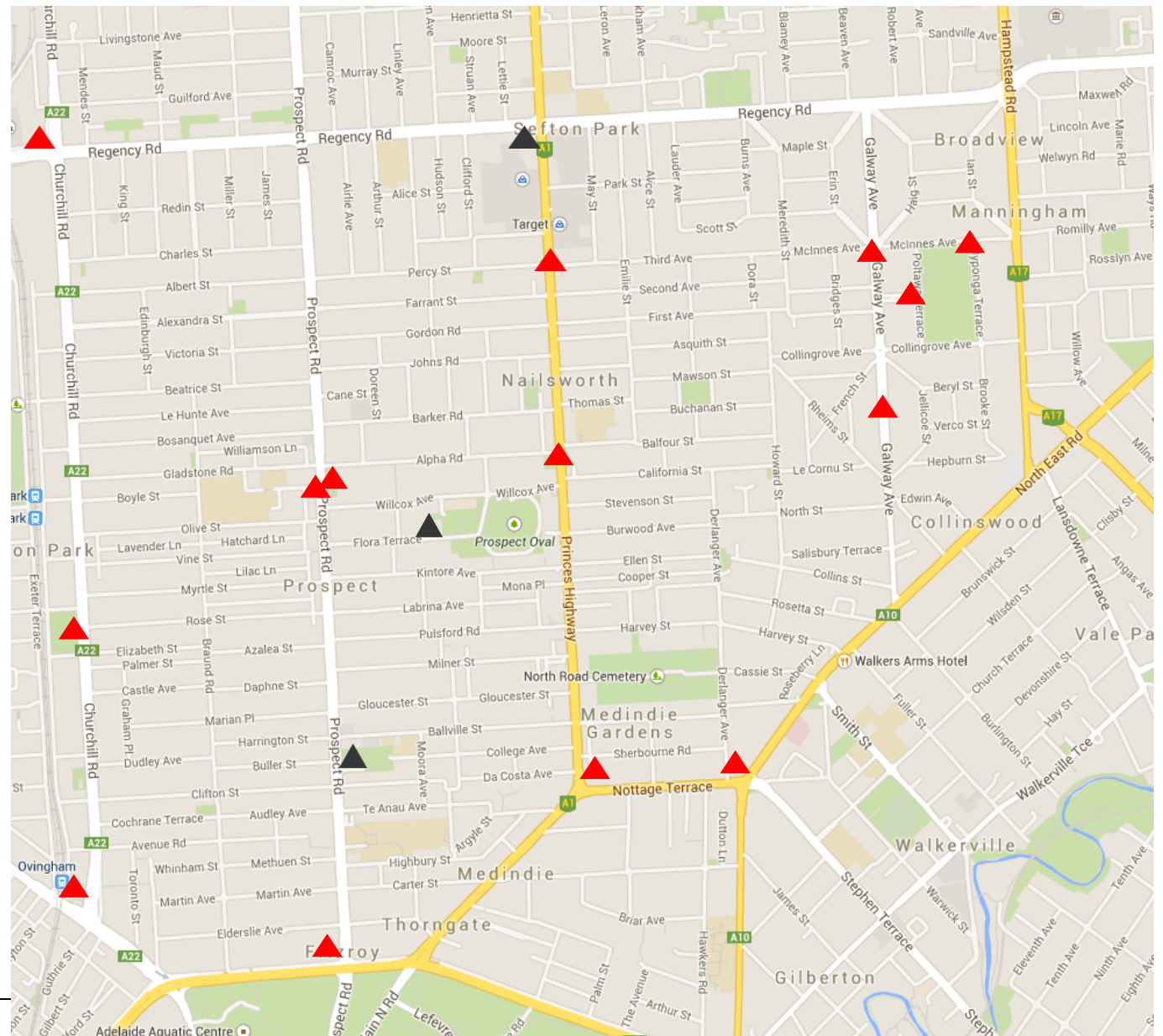
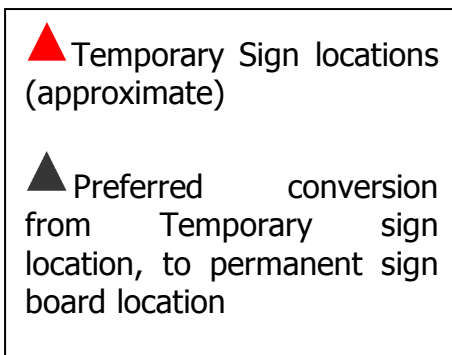
- 7.1 For further information about this policy please contact:  
Director Business and Innovation  
City of Prospect  
128 Prospect Road  
Prospect SA 5082  
t. 8269 5355  
e. [admin@prospect.sa.gov.au](mailto:admin@prospect.sa.gov.au)

### **Attachments**

- Attachment 1 :** Sign Locations within City Of Prospect
- Attachment 2 :** Sign installation guidelines

## **Attachment 1 :**

### Sign Locations within City Of Prospect



## **Attachment 2 :**

### Corflute signage installation guidelines



Star droppers will not be visible on edges and not protrude from the top of the signs. Safety caps will continue to be used however they must be hidden from view.

Note : Sign detail above is an example only and each event and program will have individual design with specific information.