
Advertising Signs

Information Sheet

Guidelines

The purpose of these guidelines is to assist Applicants in making application for approval to erect advertising material.

Further information concerning these Guidelines and the submission of Applications for the Approval to Erect Advertising Devices contact Council.

How To Apply For Approval To Erect Advertisements

Applications for approval to erect advertisements shall be submitted upon the form prescribed by Council for that purpose and be accompanied by:-

1. **A plan (drawn to scale) of the proposal showing the following information:-**
 - The dimensions of the advertisement device and the structure (if any) upon which it is to be erected.
 - Details of the words, pictures, devices and other illustrations to be shown in the advertisement. The colors and a reasonable facsimile of it's graphic design should be indicated.
 - A site plan which shows the proposed location of the advertisement is to be erected. Existing buildings, structures and advertisements should be detailed.
 - Construction detail, including size and description of materials, method of fixing and other information where applicable.
 - For all advertisements greater in size than 4m², the plan showing the above details shall be certified by a suitably qualified engineer, as being structurally adequate for the proposed location. (An engineer's certificate shall not be necessary for fence advertisements painted directly onto an existing building).
 - The consent in writing to the making of the application by the owner of the place on which the advertisement will be erected.

Types of Advertising

- **"Advertisement"** – Any placard, sign, poster, structure or other device and any writing, picture symbols or devices upon any placard, sign, poster, structure or other device which conveys information.
- **"Local Advertisement"** – An advertisement which refers to an activity or use of any premises located within the Council local authority area and the name of the occupier thereof and which is not erected on those premises to which it specifically refers.
- **"Community Directional Sign"** – a sign which directs the public to premises within the Council local authority area that are of a national, charitable, religious, educational, sporting, cultural, community, tourism or other similar purpose, as resolved by Council, to be of benefit to the community.
- **"General Advertisement"** – An advertisement which conveys information concerning goods, services or activities, but which is not a Local Advertisement nor an Identification Advertisement and includes an advertisement which refers to premises located outside the Council local authority area.
- **"Home Occupation Advertisement"** - An advertisement which identifies the premises upon which a "Home Occupation", as defined in the Council's Town Planning Scheme, is carried on and which is erected and the name, trade, profession of the occupier, or the activity carried out upon the premises.
- **"Identification Advertisement"** – An advertisement which identifies the premises upon which the advertisement is erected and the name, trade, profession of the occupier, or the activity carried out upon the premises and includes advertisements which direct the public to sub divisional development, property auction or open house promotion, located within the Council local authority area.
- **"Real Estate Advertisement"** – An advertisement erected upon any land, premises, or sub divisional development relating to the availability for sale, the proposed availability for sale, or the proposed development for sale, of any land or premises and includes advertisements which direct the public to a sub divisional development, property auction or open house promotion, located within the Council local authority area.
- **"Sporting Grounds Advertisement"** – An advertisement which conveys information concerning goods, services or activities and is intended only for patrons of the sporting grounds upon which is not an Advance Advertisement nor an Identification Advertisement.
- **"Temporary Advertisement"** – An advertisement erected upon the premises which the advertisement relates, for such a period as the Council may specify upon any approval granted in respect of the erection of the advertisement.

Specific Conditions To Apply

Consult Council to identify specific size and zoning requirements for:

- Local advertisement
- Community directorate signs
- General advertisements
- Home occupation advertisements
- Identification advertisements
- Real estate advertisements
- Sports grounds advertising signs
- Temporary advertising signs

General Considerations

In addition to the specific conditions applying to each type of advertisement, the Council will give consideration to the following matters:

1. The erection of the advertisement shall not affect the aesthetic appearance or amenity of the general area in which it is erected.
2. The wording of the advertisement shall not be offensive in any way, nor offends public taste.
3. There shall not be an undue number of similar advertisements already upon the site, or upon sites in the immediate area.
4. The advertisements shall not affect the operation or effectiveness of Traffic Control Signs, Signals or Devices.
5. The Advertisement shall not be prejudicial to pedestrian and vehicular traffic safety by virtue of Obstruction of Visibility, Distraction of Drivers and any other influence which would be prejudicial to pedestrian and vehicular traffic safety.
6. The Advertisement and any structure, fittings and fixtures used in the erection of the Advertisement shall be of sound construction, durable and of sufficient inherent strength to ensure that the Advertisement does not become a danger to persons or property.
7. Where the Advertisement is proposed to be erected adjacent to a road under the control of the Department of Transport, all requirements of that Department in relation to advertising shall be complied with.

Portable Advertising Signs

Guidelines for Sandwich Boards

Definitions

Sandwich Board – a free standing, portable advertising device placed on a footpath, road reserve or public place.

Business – any commercial activity including:

- the retail sale of goods or food
- the provision of professional or commercial services
- restaurants, hotels and the like
- amusement centres, nightclubs and the like.

Where more than one commercial activity is carried out from a single shop, office or tenancy, these commercial activities shall be deemed to be one business for the purpose of this Policy.

Registration Procedures

The following procedures apply to the application for registration of all Sandwich Boards proposed to be located on footpaths and/or road reserves, or public places under the control of Council.

1. All Sandwich Boards proposed to be located on footpaths and/or road reserves, or public places under the control of Council shall be registered by Council.
2. A registration fee shall be payable. The fee shall be the subject of annual review in association with Council's Annual Review of Fees and Charges. (Please contact Council for Register of Fees).
3. An application for the registration of a Sandwich Board being placed on a footpath, road reserve, or any other public places.
4. The application shall be made on Council's application form and be accompanied by the prescribed.
5. The application shall provide sufficient details of the wording to allow identification of the proposed Sandwich Board. In the case of a chalk board the sandwich Board shall indicate the name of the Business at the top of the Sandwich Board within an area of 100 millimetres x 600 millimetres.
6. The application shall be accompanied by documentary evidence that the applicant has obtained public liability insurance for an amount not less than \$5,000,000.00 which covers the placement of a Sandwich Board.
7. The date of renewal for the public liability insurance shall be recorded in Council's Register of Sandwich Boards and proof of renewal shall be provided to Council. Failure to provide Council with proof of renewal prior to the lapsing of the policy shall result in confiscation of the Sandwich Board which shall not be released until proof of renewal is provided and upon the payment of a release fee.
8. A release fee shall be applicable. Council may charge a higher fee for the release of Sandwich Boards which are confiscated on more than one occasion. The fee/s shall be the subject of annual review in association with Council.
9. Sandwich Boards shall be registered annually by Council.
10. In the event of cancellation of a registration, the fee shall be refunded on a pro rata basis.
11. In the event of the sale or transfer of a Business which has a registered Sandwich Board, the registration may be transferred on payment of a transfer fee.
12. Each registered Sandwich Board shall be issued with a registration number and two identification labels. These labels shall be placed on the Sandwich Board in the top right hand corner on both faces and shall be clearly visible for identification purposes.
13. Sandwich Boards which are not registered by the nominated date or which are not displayed in accordance with any conditions of registration and provisions of these guidelines, shall be confiscated and shall not be returned until an application in writing and proof of ownership are submitted to Council in addition to the payment of a release fee.

Siting Requirements

The following siting requirements apply to all Sandwich Boards proposed to be located on footpaths and/or road reserves or public places under the control of Council.

City Mall

Businesses with shop frontage to the City Mall shall be permitted to site one Sandwich Board at 90° to the front property boundary and within a 1 metre wide corridor adjacent to and parallel to the front property boundary.

Businesses located on a corner shall be permitted to locate one Sandwich Board on each street frontage at 90° to the front and within a 1 metre wide corridor adjacent to and parallel to the front property.

Businesses located with a street frontage and an arcade frontage shall be permitted to locate only one Sandwich Board on the street frontage at 90° to the front property boundary and within a 1 metre wide corridor adjacent to and parallel to the front property boundary.

Businesses which are located:

- above (or below) street level
- in arcades which have access to the City Mall
- in lane-ways which have access to the City Mall
- businesses which have approved tables and chairs on the footpath

and which propose to site a Sandwich Board in the City Mall shall make a submission to Council. The submission shall provide the following information:

- a site plan detailing the street frontage of the building in which the business is located and identifying the location of the tables and chairs (where applicable), located on the footpath to the street frontage and details of adjacent obstructions on the footpath for a distance of 2 metres either side of the shop frontage. The location of shop accesses at street level shall also be provided.

Each application shall be assessed taking into consideration the information provided in the submission and following a site inspection to determine if an opportunity exists for the siting of a Sandwich Board at street level. The location of the Sandwich Board shall be specified in any approval granted and registration of the sandwich Board shall be conditional upon the Sandwich Board being located, at all times, in the specified location.

In the case of Businesses located in arcades any such approval shall lapse on completion of a Directory Board for the arcade.

After a 12 month period from the date of registration of Sandwich Boards, no Sandwich Boards shall be permitted to be sited outside an arcade, notwithstanding that a Directory Board has not been approved by Council. Only where exceptional circumstances can be demonstrated shall an extension of time be granted by Council.

In the case of a Business with approved tables and chairs on the footpath approved Sandwich Boards shall be located on the same side of the footpath as the tables and chairs. A minimum distance of 1 metre shall be provided between the Sandwich Board and the adjacent tables and chairs or other obstructions on the footpath along the site frontage. If a one metre corridor cannot be provided, the application for a Sandwich Board shall not be approved.

Other Locations Within the City

Businesses with Shop frontage to a street shall be permitted to site one Sandwich Board at 90° to the kerb within a 1.5 metre wide corridor adjacent to and parallel to the face of the kerb.

Businesses located on a corner shall be permitted to locate one Sandwich Board on each street frontage at 90° to the kerb and within a 1.5 metre corridor adjacent to and parallel to the face of the kerb.

All Other Locations in the City

Businesses located with a street frontage and an arcade frontage shall be permitted to locate one Sandwich Board on the street frontage at 90° to the kerb and within a 1.5 metre wide corridor adjacent to and parallel to the face of the kerb.

Businesses located in arcades shall be permitted to locate one Sandwich Board at 90° to the kerb opposite the entrance to the arcade in a 1.5 metre corridor adjacent to and parallel to the face of the kerb. Approved Sandwich Boards shall be permitted in this location for a period of 12 months from the date of registration of Sandwich Boards. Registration of such Sandwich Boards shall lapse on completion of a Directory Board for the arcade.

After a 12 month period from the date of registration of Sandwich Boards, no Sandwich Boards, shall be permitted to be sited outside an arcade, notwithstanding that a Directory Board has not been approved by Council. Only where exceptional circumstances can be demonstrated shall an extension of time be granted by Council.

Businesses which are located:

- Above (or below) street level; or
- In lane-ways which have access to a street frontage; or
- Businesses which have approval for tables and chairs on the footpath;

and which propose to site a Sandwich Board on the footpath shall make a submission to Council. The submission shall provide the following information:

- A site plan detailing the street frontage of the building in which the business is located and identifying the location of existing Sandwich Boards, street furniture, landscape planters etc. and tables and chairs (where applicable), located on the footpath to the street frontage. The location of shop access at street level and the car-parking configuration adjacent to the kerb shall also be provided.

Each application shall be assessed taking into consideration the information provided in the submission and following a site inspection to determine if an opportunity exists for the siting of a Sandwich Board at street level. The location of the Sandwich Board shall be specified in any approval granted and registration of the Sandwich Board shall be conditional upon the Sandwich Board being located, at all times, in the specified location.

In the case of a Business with approved tables and chairs on the footpath, approved Sandwich Boards shall be located on the same side of the footpath as the tables and chairs. A minimum distance of 1 metre shall be provided between the Sandwich Board and the adjacent tables and chairs or other obstructions on the footpath along the site frontage. If a 1 metre corridor cannot be provided, the application for a Sandwich Board shall not be approved.

Size and Design Criteria

The following specifications apply to all Sandwich Boards proposed to be located on the footpaths and/or road reserves or public places under the control of Council.

Sandwich Boards shall have a minimum height of 1 metre when standing in the display position.

The maximum dimensions of each face of the Sandwich Board shall be:

- **900 millimetres (height) by 600 millimetres (width)**

Within the maximum dimensions specified for each face of all Sandwich Boards, irregular shapes to allow for creative/artistic design shall be permitted, provided that no sharp edges are exposed which may cause injury to passing pedestrians.

Each Sandwich Board shall be robustly constructed and braced so that it remains in an upright position while displayed on the footpath.

All Locations

The face of each Sandwich Board shall be painted/written to a high standard of finish. A chalk board is permitted provided the name of the premises is sign written at the top of the Sandwich Board in an area with a dimension of:

- **100 millimetres by 600 millimetres.**

Sandwich Boards shall be permitted to incorporate a brochure rack, provided it is contained within the face of the Sandwich Board. Sandwich Boards shall be permitted to be illuminated provided the source of power is limited to a portable battery which is secured and stored within the Sandwich Board.

Common External Sign Types

- 1. Centre-Mounted Pylon or Free Standing Sign
- 2. Wall Sign
- 3. Roof Sign
- 4. Wall Sign
- 5. Bank Type Sign

- 6. Fascia Return
- 7. Hamper Sign
- 8. Window Sign
- 9. Over Awning Sign
- 10. Fascia Sign

- 11. Under Awning Sign
- 12. Vertical Sign
- 13. Side Mounted Pylon or Free Standing Sign
- 14. Twin Pylon or Free Standing Sign

