



# Free Standing Signs Policy

(Policy Number – K-INFPOL007)

(Policy Type – Council)

## 1 Aim

The aim of the 'Free Standing Signs Policy is to ensure that:

- free standing signs do not pose a risk to foot and/or vehicular traffic
- are aesthetically pleasing, and
- meet the advertising needs of the commercial establishment

## 2 Policy Statement

This policy applies to free standing signs (also known as 'sandwich boards') used to advertise businesses and identify when commercial premises are open for trade.

This policy does not apply to:

- furniture used by businesses for the convenience of customers
- placement of goods for sale or exhibition
- real estate advertising boards
- signs for garage sales in the road reservation

## 3 Policy Detail

Purpose	Description
Definitions	<p><b>Business</b> a commercial trade of goods or services. For the purposes of this policy a premises may be defined to contain more than one business provided such businesses are clearly separate commercial activities.</p> <p><b>Premises</b> is a building containing one or more businesses.</p>
Free Standing Signs	<p>The Council may approve a free standing sign in any urban area where there is an adequate and properly formed footpath and roadway adjacent to a premise making application in accordance with the following:</p> <ul style="list-style-type: none"><li>• Free standing signs are controlled by the issue of a Council licence, known as a Pavement Encroachment Licences</li><li>• Licences will specify the conditions of use</li></ul>



	<ul style="list-style-type: none"> <li>• Notwithstanding the fact guidelines may be able to be satisfied, Council is under no obligation to issue a licence, and each licence is issued solely at the Council’s discretion. Council’s Manager Infrastructure &amp; Assets will decide within fourteen (14) days to issue a licence. When an application is refused Council will provide grounds of refusal.</li> <li>• Licences may be terminated (following warning for non-compliance) if guidelines or licence conditions are not complied with.</li> <li>• Licence renewals will be issued annually on 1 July. Licences will be renewed automatically except where the Licencee is in breach of licence conditions.</li> <li>• In the event an application being refused, or a licence is cancelled, the applicant has the right to appeal to the General Manager for a review of the decision.</li> </ul>
<p><b>Performance Standards</b></p>	<p>All free standing signs shall comply with the following performance standards:</p> <ol style="list-style-type: none"> <li>a. not have a surface area exceeding 0.6 square metres, on any one sign, with a height of not more than 900mm or a width of not more than 600mm. Signs which use a novelty character consistent with the business may be up to 1800mm high with a total area not exceeding 0.6 square metres;</li> <li>b. have no reflective materials or internal or external illumination;</li> <li>c. be professionally sign written. ‘Blackboard’ inserts are acceptable for daily specials;</li> <li>d. not contain any offensive language or innuendoes; and</li> <li>e. at heritage registered premises, be in a style sympathetic with the building</li> </ol> <p>Any sign that does not comply with the above standards must have the approval from the General Manager in writing or shall be prohibited.</p>
<p><b>Position of Free Standing Signs</b></p>	<p>Free standing signs shall:</p> <ol style="list-style-type: none"> <li>a. not obstruct the view of traffic;</li> <li>b. are not permitted on roadways, medians, traffic islands, planted areas or extended footpath areas;</li> <li>c. be removed during the period the premises is closed;</li> <li>d. be adequately secured (may require attaching to a fixture or weighted) particularly on windy days; and</li> <li>e. be positioned to provide a minimum footway width in Main Street, Sheffield (between Duff Drive and Henry Street) and Foster Street, Railton (between Crocker Street and Esplanade) of 2m between the sign and the building or between the sign and any other vending equipment and/or dining furniture.</li> <li>f. for all other streets within the municipal area, the minimum footway width shall be 1.5m between the sign and the building</li> </ol>



	<p>or between the sign and any other vending equipment and/or street dining furniture.</p> <p>g. not be any closer than 0.3m to the face of the kerb. Newspaper billboards shall be wired against the shop front but may not protrude more than 200mm into the footpath.</p>
Number of Free Standing Signs	<p>The maximum number of free standing signs allowed shall:</p> <p>a. be 2 for each premise however, a business located on a corner may display 1 additional sign.</p> <p>b. for a registered newsagency include an additional 3 newspaper billboards each having a surface area of no more than 0.30 square metres, these billboards shall be 'wired' into position;</p> <p>c. for sub-newsagencies allow an additional 3 newspaper billboards each having a surface area of 0.30 square metres, these billboards shall be 'wired' into position on days a registered newsagency is not open in that town.</p>
Insurance	<p>A business with a free standing sign shall maintain public liability insurance to the value of \$20,000,000 and the policy shall indemnify the Council should an accident occur.</p> <p>A certificate of insurance must be produced which covers the term of the licence and must not be cancelled during the duration of the licence.</p>
Administration	<p>New Pavement Encroachment Licences shall be charged an application fee of \$10 per sign.</p> <p>Any signs which have not been issued a licence shall following 21 days notice in writing be:</p> <p>a. confiscated and placed into storage</p> <p>b. subject to release/storage fees of \$110</p> <p>c. disposed of after 21-days following written notice to the owner of the confiscation</p>

## 4 Associated Documents and References

### 4.1 Strategic Plan Reference

Area	2	Community and Economic Development
Program	2.1	Business Development
Objective	2.1	To identify, promote and support economic development opportunities in the Kentish Council area
Strategy	2.1.1	Actively promote the municipality as an ideal location to conduct business and commerce



APPROVED BY COUNCIL: 23 January 2024

Minute: 12.1

EFFECTIVE DATE: 23 January 2024

ADMINISTERED BY: Manager Infrastructure & Assets

This policy will be reviewed periodically to ensure its relevance in terms of community needs and expectations and Council goals, targets, budget and statutory requirements.