



Policy

Free Standing Signs

Responsible Officer: Development Services Coordinator

Date Commenced: 16 April 2024

Review Date: 16 April 2024

1. Purpose

The purpose 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 commercial establishments.

2. Objectives

To ensure that only appropriate signage is displayed in a public place and in the approved locations.

To enhance visual amenity and public safety through a consistent approach to the size, presentation and placement of signage in public places.

To ensure that any signage that does not have approval under this policy may be subject to removal.

3. Background

Signage provides an important promotion for local business. However, excessive amounts can be detrimental and detract from the surrounding aesthetic environment.

Free Standing or “A” frame signs in or on roads and footpaths can appear in such numbers or locations that effective controls are required in order to protect the amenity of the municipality and to provide a safe environment on both footpaths and roadways.

This policy document provides the basis by which Council will regulate the use/placement of Free Standing or “A” frame signage in public places.



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4. Scope

This policy applies to free standing signs (also known as “A” frame signs or ‘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 e.g. on street dining.
- placement of goods for sale or exhibition.
- real estate advertising boards.
- signs for garage sales in the road reservation.

5. Policy

5.1 Free Standing Signs

The Council may approve a free standing sign in any area where there is an adequate and properly formed footpath and roadway adjacent to a premise making application in accordance with the following:

- Free standing signs are controlled by the issue by Council of a written approval, known as a Sign Licence.
- An approval will specify the any conditions of use.
- Notwithstanding that guidelines may be able to be satisfied, Council is under no obligation to issue an approval, and each approval is issued solely at the Council’s discretion.
- Council’s General Manager or nominee will decide within fourteen (14) days whether to issue an approval. When an application is refused Council will provide grounds for refusal.
- When considering an application, Council will have regard to the following criteria:
 - a. Level of existing signage and opportunities for alternatives;
 - b. The proposed location;
 - c. Accessibility and safety considerations; and
 - d. Visual impacts.
- A Licence may be terminated (following the issue of a warning for non-compliance) if guidelines or licence conditions are not complied with.
- Licence renewals will be issued annually. Licences will be renewed



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- automatically except where the Licencee is in breach of licence conditions.
- In the event an application being refused, or a licence being cancelled, the applicant has the right to appeal to the General Manager for a review of the decision.

5.2 Performance Standards

- All free standing signs shall comply with the following performance standards:
 - a. not have a surface area exceeding 0.6 square metres, on any one sign, with a height of not more than 1000mm 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;
 - b. have no reflective materials or internal or external illumination;
 - c. be professionally sign written. 'Blackboard' inserts are acceptable for daily specials;
 - d. not contain any offensive language or innuendoes; and
 - e. at heritage registered premises, be in a style sympathetic with the building.
- Any sign that does not comply with the above standards must have an approval from the General Manager in writing or shall be prohibited.

5.3 Position of Free Standing Signs

Free standing signs shall:

- a. not obstruct the view of traffic;
- b. not be permitted on roadways, medians, traffic islands, planted areas;
- c. be removed during the period the premises is closed;
- d. be adequately secured (may require attaching to a fixture or weighted) particularly on windy days; and
- e. be positioned to provide a minimum footway width in Main Street Currie of 2m between the sign and the building or between the sign and any other vending equipment and/or dining furniture.
For all other streets within the municipal area, the minimum footway width shall be 1.5m between the sign and the building or between the sign and any other vending equipment and/or street dining furniture.
- f. 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.



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5.4 Number of Free Standing Signs

The maximum number of free standing signs allowed shall be 2 for each premise however, a business located on a corner may display 1 additional sign.

5.5 Insurance

A business with a freestanding sign shall maintain public liability insurance to the value of \$20,000,000 and the policy shall indemnify the Council should an accident occur.

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.

5.6 Administration

A new application shall be charged an application fee in accordance with council's fees and charges schedule.

Any signs which have not been issued an approval may be removed following the giving of 7 days' notice in writing to remove and be:

- a. confiscated and placed into storage.
- b. subject to release/storage fees of \$110
- c. disposed of after 21-days following written notice to the owner of the confiscated sign.

except for signs placed in roadways, medians, traffic island or planted areas which may be:

- a. confiscated immediately by the controlling authority and stored.
- b. subject to release/storage fees of \$110.
- c. disposed of after 21 days following written notice to the owners of the confiscated sign.



5.3 RELATED KING ISLAND COUNCIL POLICIES/PROCEDURES

LEGISLATION

Land Use Planning and Approvals Act 1993

Local Government Act 1993

Traffic Act 1925

Vehicle and Traffic Act 1999

AMENDMENT

Council retains the sole discretion to vary, terminate or replace this Policy from time to time, based on the required legislative requirements. Council will consult before amendments are made and will notify and train those the amendments apply to.

POLICY VERSION AND REVISION INFORMATION

Title: Free Standing Signs

Policy Maintained by Policy: Development Services Coordinator

Commencement: 16 April 2024

Policy Review: 16 April 2028

| Version No | Date | Resolution No | Responsible Officer |
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| 1.0 | 16.4.2024 | 100/24 | Development Services Coordinator |
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