

Portable Signs Guidelines and Specifications

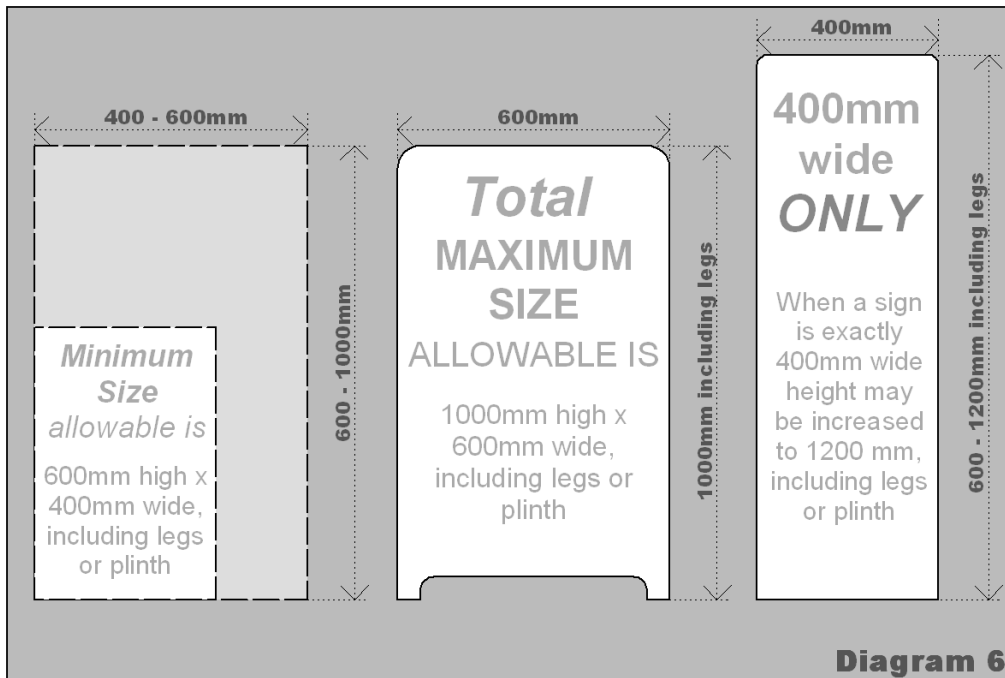


Table of Contents

1	Introduction	3
1.1	Purpose of technical guidelines	3
1.2	Areas of application	3
1.3	Definitions	4
2	Location Guidelines	5
2.1	Minimum Requirements	5
2.1.1	Only one portable sign per business	6
2.1.2	Clear and safe access along footpath or mall must be maintained	6
2.1.3	Street corners must be kept clear from obstructions	9
2.1.4	Portable signs must not obstruct movement across the footpath	10
2.1.5	Groups of portable signs at entry to an arcade or laneway not permitted	10
2.1.6	Portable signs not permitted on nature strips or in parts or nature reserves	11
2.1.7	Prevent damage to footpath surfaces	11
2.1.8	Maintenance	11
3	Design Guidelines	12
3.1	Size	12
3.2	Design	12
3.3	Advertising and signage	14
3.4	Lighting	14
4	Other Signs	15
4.1	Flag Signs	15
4.2	Newspaper and Magazine Advertising Racks	15
4.3	Wall Mounted Sign Panels	15
4.4	Temporary Community Signage	17
5	Administration	17
5.1	Applications	18
5.2	Insurance	
5.3	Fees	18
5.4	Compliance Processes	18
	Attachment 1 - CAD Area Map	20

1. Introduction

1.1 Purpose of the technical guidelines

Portable signs or sandwich board signs on the footpath are an integral part of the shopping experience in Launceston. They advise shoppers that the business is open and a sample of the goods and services on offer. However, circulation and safety of pedestrians and visual amenity are Council's priority.

Launceston City Council is working towards a fully accessible City that is safe and easy for people to move around. Public footpaths and malls should provide safe and unimpeded access to the many businesses and services that Launceston has to offer.

Launceston also has high quality heritage streetscapes to protect. If the quality of the streetscapes is not protected then the attraction of the city is lost and so too are shoppers and tourists.

As a result, trading activities on the footpaths and in malls must be regulated and limited to locations where public safety and visual amenity can be maintained.

These Technical Guidelines have been developed to maintain the balance between pedestrian safety and on-street trading activities. They provide simple urban design guidelines and acceptable solutions to design and placement of portable signs in public places.

The use of public footpaths and malls by businesses is not a right - a permit may be granted to traders only where there is no pedestrian impediment or danger and where amenity is retained.

Every existing and new business will need to comply with these Guidelines. The Guidelines have been developed following the adoption of Council's Portable Signs Guidelines & Specifications. Separate Guidelines & Specifications are available for On Street Dining (18-HLPr-002) and Goods on Footpaths (18-HLPr-004).

1.2 Areas of Application

These Guidelines apply to the Central Activities District (CAD) area detailed in the map (Attachment 1).

1.3 Definitions

Arcades

Any private arcades that adjoin a Council owned *footpath* or mall.

Building line

A straight line that follows the edge of the buildings and is generally also the property boundary in shopping areas.

Business

Any commercial activity including retail or wholesale sale of goods/food, professional services, restaurants, amusement centres, nightclubs, etc.

Where more than one commercial activity occurs in a single premises (e.g. hotel and accommodation or takeaway and lotto agency), they shall be deemed to be one business for the purpose of this Guideline.

Business frontage

The part of the business that fronts onto a *footpath* or mall by which a customer can gain access to the business or view goods which are displayed in a window.

Flag signs

Flag signs are removable flags made of plastic and vinyl, advertising things such as phone cards and lotto.

Road Reserve

The area of public reserve between property boundaries including any *footpath*, road reserve or pedestrian right-of-way under the control of the Launceston City Council that is not a mall as defined below.

Kerbside Zone

As described in the On Street Trading Activities Policy reference 18-PI-011.

Laneways

Any narrow private lanes that are used mostly by pedestrians and adjoin a Council owned *footpath* or mall.

Permit

A permit issued by Council to allow placement of a portable sign in the on street dining and portable sign zone as identified in the On Street Trading Activities Policy (18-PI-011).

Mall

For the purpose of these Guidelines the word 'mall' shall apply to the Brisbane Mall, the Quadrant and Civic Square.

Newspaper and magazine advertising rack

A news headlines or magazine rack is a steel mesh rack used to hold newspaper headlines and magazine covers, usually at the front of a newsagency.

On Street Dining and Portable Sign Zone

As described in On Street Trading Activities Policy 18-PI-011.

Other temporary signs

May include signs such as those used to advertise events, sales, political elections, real estate, etc. They are usually a signboard attached to a star picket or timber stake.

Portable Sign

A portable sign is a free standing, portable advertising device, commonly known as a sandwich board sign.

Trading Activity Zone

As described in On Street Trading Activities Policy 18-PI-011.

Walkway Zone

As described in On Street Trading Activities Policy 18-PI-011.

Wall Mounted Sign Panel

A steel mesh rack or panel used to hold advertising or identification signage usually located at the front of the business.

2. Location Guidelines

2.1 Minimum Requirements

The following location requirements apply to all portable signs proposed to be located on footpaths or malls under the control of the City of Launceston.

2.1.1 Only one portable sign per business will be permitted

Only one sign is permitted per business frontage except:

- corner businesses or businesses with two business frontages – one sign is permitted for each business frontage; and
- upstairs businesses – one sign is permitted at the entrance to the upstairs business.

The sign must be located at the business frontage or upstairs business entrance to which it relates. **Remote signs are not permitted.**

Signs must be removed during the hours when the business is closed.

A portable sign shall not be allowed together with any Goods on Footpath or on street dining for the same business frontage.

2.1.2 Clear and safe access along a footpath or mall must be maintained at all times

Footpaths

Portable signs must be placed at the roadside of the footpath to allow free and unimpeded access for pedestrians.

Clearances between the kerb and portable signs and the building line and portable signs must be maintained at all times.

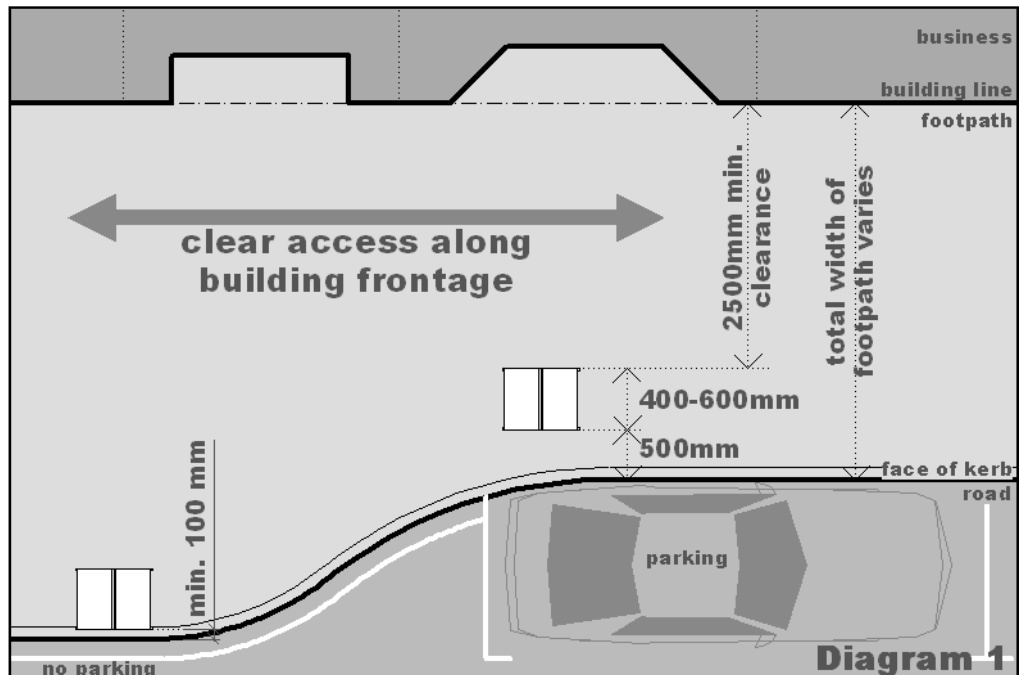
- kerbside parking – 500mm between the kerb and any portable sign
- no kerbside parking – 100mm between the kerb and any sign

Locate the sign toward the front or the rear of the car parking space so it is adjacent to the bonnet or boot of the car so as to avoid car doors opening onto the sign.

“The Avenue”

2500mm minimum clearance between the building line and portable sign –
Brisbane Street between St John Street and George Street.

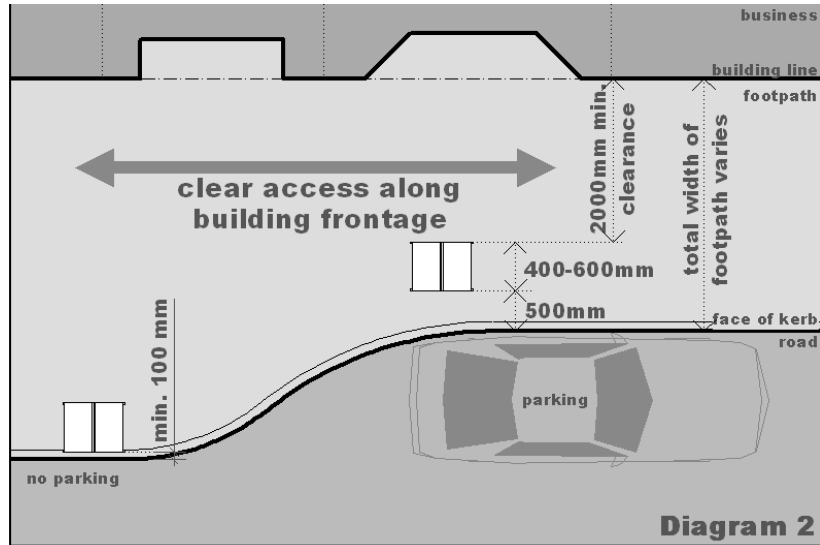
Where this minimum cannot be achieved, the sign shall not be allowed (Diagram 1).



Other CBD

2000mm clearance between the building line and portable sign – Charles, and St John between York and Paterson Streets.

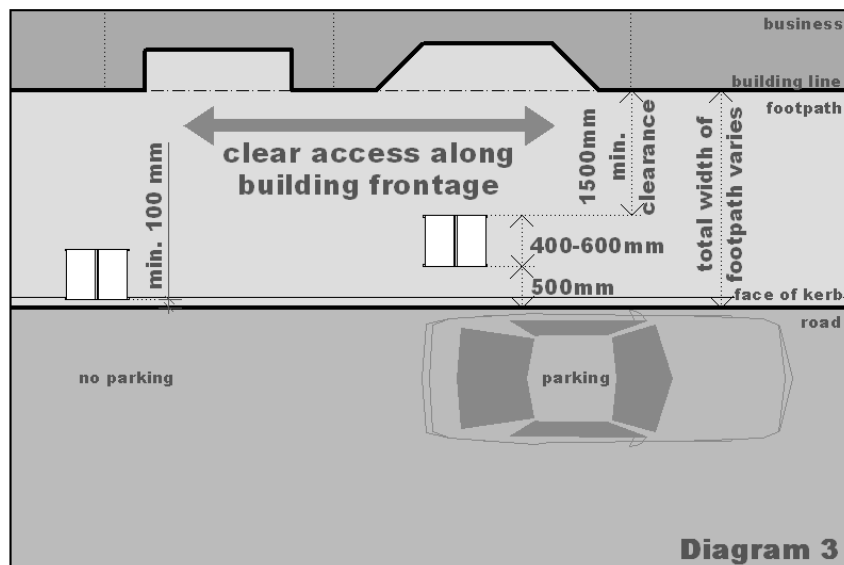
Where this minimum cannot be achieved, the sign shall not be allowed (Diagram 2).



All other footpaths

1500mm clearance between the building line and portable sign - all other footpaths.

Where this minimum cannot be achieved, the sign shall not be allowed (Diagram 3).



Malls

Brisbane Street Mall – 4000mm between the building line and portable sign unless contained wholly within the building line on private property (i.e. within the shop alcoves adjacent to doorways).

Quadrant Mall – 2500mm between the building line and portable sign unless contained wholly within the building line on private property.

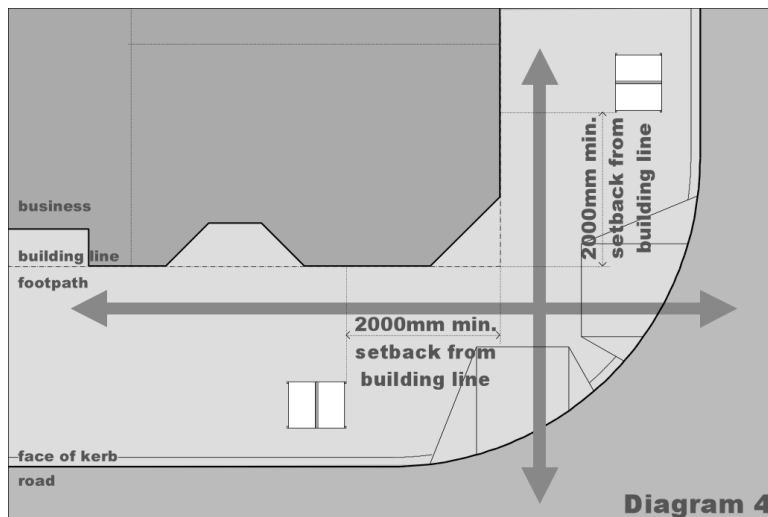
Civic Square - signs must be located to ensure they do not block access to building entrances in Civic Square.

In all malls – signs must be located to ensure they do not become an obstacle to pedestrians moving across the malls or along the length of the malls. Location of portable signs in all malls will be assessed on application (to the Council's Resident & Leisure Services Directorate) with consideration being given to the location of street furniture and pedestrian movement.

2.1.3 Street corners must be kept clear from obstructions

For safety reasons, sight lines from vehicles must be clear at all times, particularly at intersections and near pedestrian crossings.

On corner sites portable signs shall be placed a minimum of 2000mm from the continuation of the building line (Diagram 4).

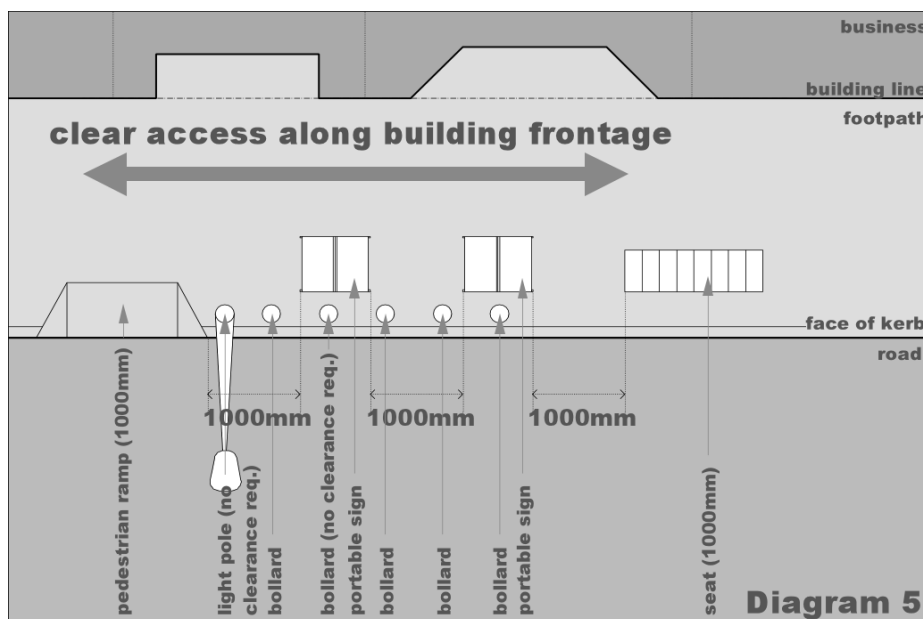


2.1.4 Portable signs must not obstruct movement across the footpath

Portable signs are not permitted adjacent to a disabled parking bay, a bus stop, taxi rank or a loading bay.

A minimum distance of 1000mm shall be provided between a portable sign and adjacent tables and chairs or other items on the footpath such as traffic lights, pedestrian ramps, driveway crossovers, parking meters, bins, seats, street trees, other portable signs (Diagram 5).

Signs may be located adjacent to light poles or sign posts and at the rear of a bench seat.



2.1.5 Groups of portable signs at the entry to an arcade or laneway are not permitted

Businesses located in arcades or laneways shall not be permitted to locate any portable sign on the adjoining public footpaths.

A single directory sign will be permitted for businesses in the arcade or laneway (e.g. Tatler Arcade directory sign). These directory signs require express permission of the Director Resident and Leisure Services.

2.1.6 Portable signs shall not be permitted or located on nature strips or in parks or nature reserves

No portable signs will be approved on nature strips. Where a sign exists on a nature strip, the Council reserves the right to confiscate the sign.

A portable sign may only be approved in a park or nature reserve with the express permission of the Manager – Parks and Recreation.

2.1.7 Prevent damage to footpath surfaces

When an area of footpath has been resurfaced, care must be taken not to damage the soft surface. There are a number of options:

- Do not place the portable sign on the footpath while the surface is hardening – Council can advise on time period (varies due to weather conditions).
- Place a barrier between the portable sign and the new asphalt e.g. a rubber mat, sheet of plywood, piece of carpet, piece of timber for legs to sit on. **The barrier must not exceed the footprint of the sign.**

Any damage caused by a sign to a new or older footpath surface shall be repaired by the Council at the cost of the Business owner.

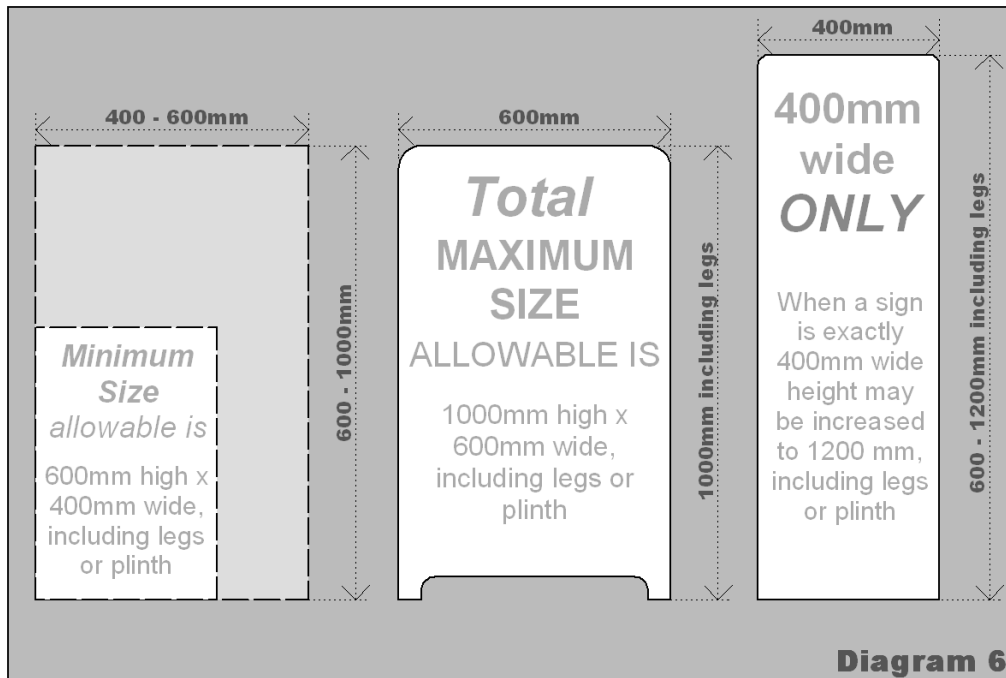
2.1.8 Maintenance

All portable signs must be maintained in good condition.

3. Design Guidelines

3.1 Size

The size of the sign must be within the range of 400-600mm wide x 600-1000mm high (Diagram 6). Where a sign is a minimum 400mm only the height may be a maximum of 1200mm including legs or plinth.

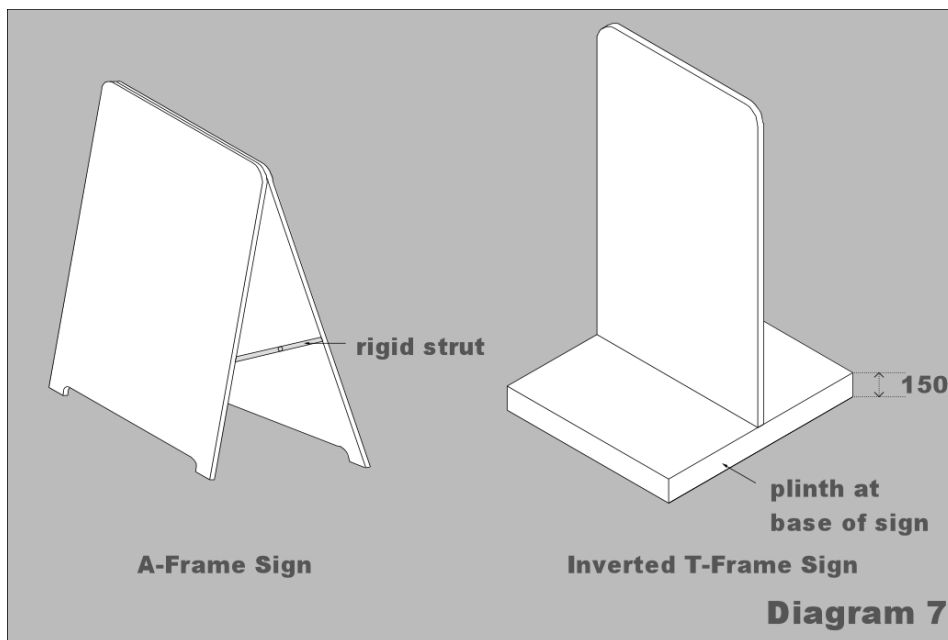


3.2 Design

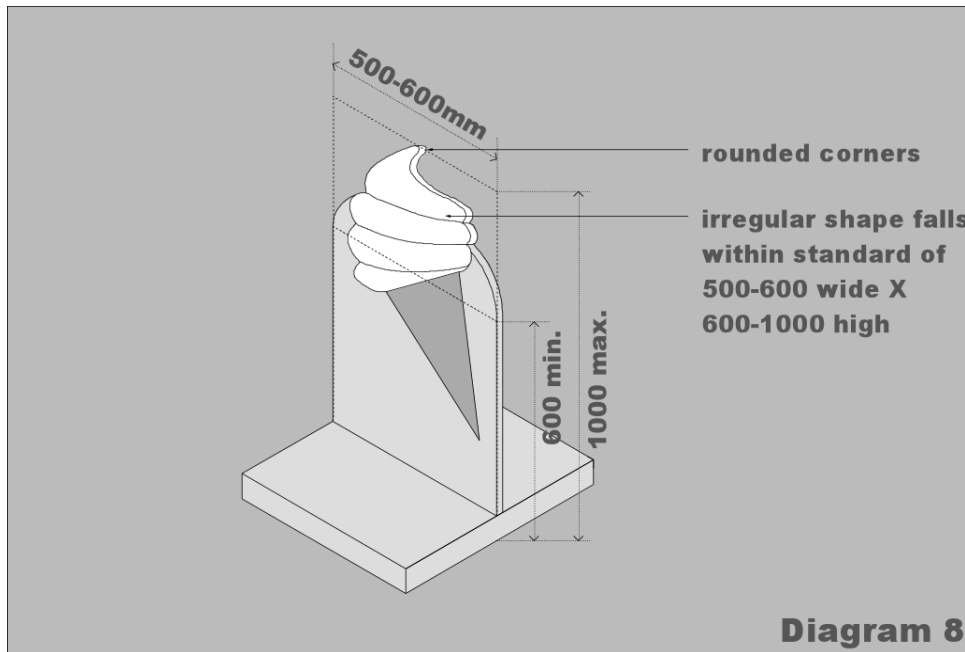
The following criteria must be observed when designing the sign:

Only an 'a-frame' or inverted 't-frame' sign shall be permitted (Diagram 7).

The sign must be fitted with a strut or other approved rigid mechanism to ensure it cannot close accidentally. No string or chain fixtures will be permitted.



- The sign is to contain no moving or spinning parts.
- The sign is to contain no offensive words or images.
- The sign shall not have reflecting or mirrored finishes (they are difficult to read and may reflect light into the eyes of drivers).
- The sign must be sufficiently weighted to ensure stability. The sign cannot be affixed to street furniture or anything else.
- All corners of the sign must be chamfered or rounded.
- Irregular shaped signs will be permitted but the size must be within the size range outlined above, and there must be no sharp edges or corners (Diagram 8).
- All signs less than 500mm wide must have a suitable base that provides adequate stability.



Legs are permitted at the base of a-frame signs provided they are a maximum of 50mm long and have a flat base to prevent damage to footpath surfaces.

3.3 Advertising and signage

The face of the portable sign shall be painted or written to a professional standard of finish.

In the case of chalkboards, the name of the business is permitted as a permanent part of the sign.

3.4 Lighting

Lighting of portable signs is not permitted.

4. Other Signs

4.1 Flag Signs

A minimum clearance of 2000mm from the footpath surface must be maintained unless the flag is placed flat against the building frontage. A maximum of two flag signs are permitted per business.

4.2 Newspaper and Magazine Advertising Racks

These may only be placed flat against the building frontage and must be securely fastened to the building. The signs shall comply with all conditions in 4.3 'Wall Mounted Sign Panels' except that:

- 8 panels shall be allowed instead of 3; and
- a portable sign will be allowed provided compliance with sections 3 and 4.

4.3 Wall Mounted Sign Panels

To accommodate businesses located in a street with very narrow footpaths, an alternative signage proposal for wall mounted sign panels has been developed.

Railing to be rounded at all corners and constructed of solid or tubular metal. The railings must be maintained at all times so that it does not appear chipped or damaged.

Sign panels and/or railings to protrude no further than 100mm from shop frontage.

Sign panels to rest on the ground surface so that people using canes are able to locate them easily.

All sign panels are to be removed at the close of business each day.

A maximum of 3 signs are permitted against each business frontage.

Wall Mounted Sign Panels shall not be allowed together with a portable sign for the same business frontage.

(Diagram 9)

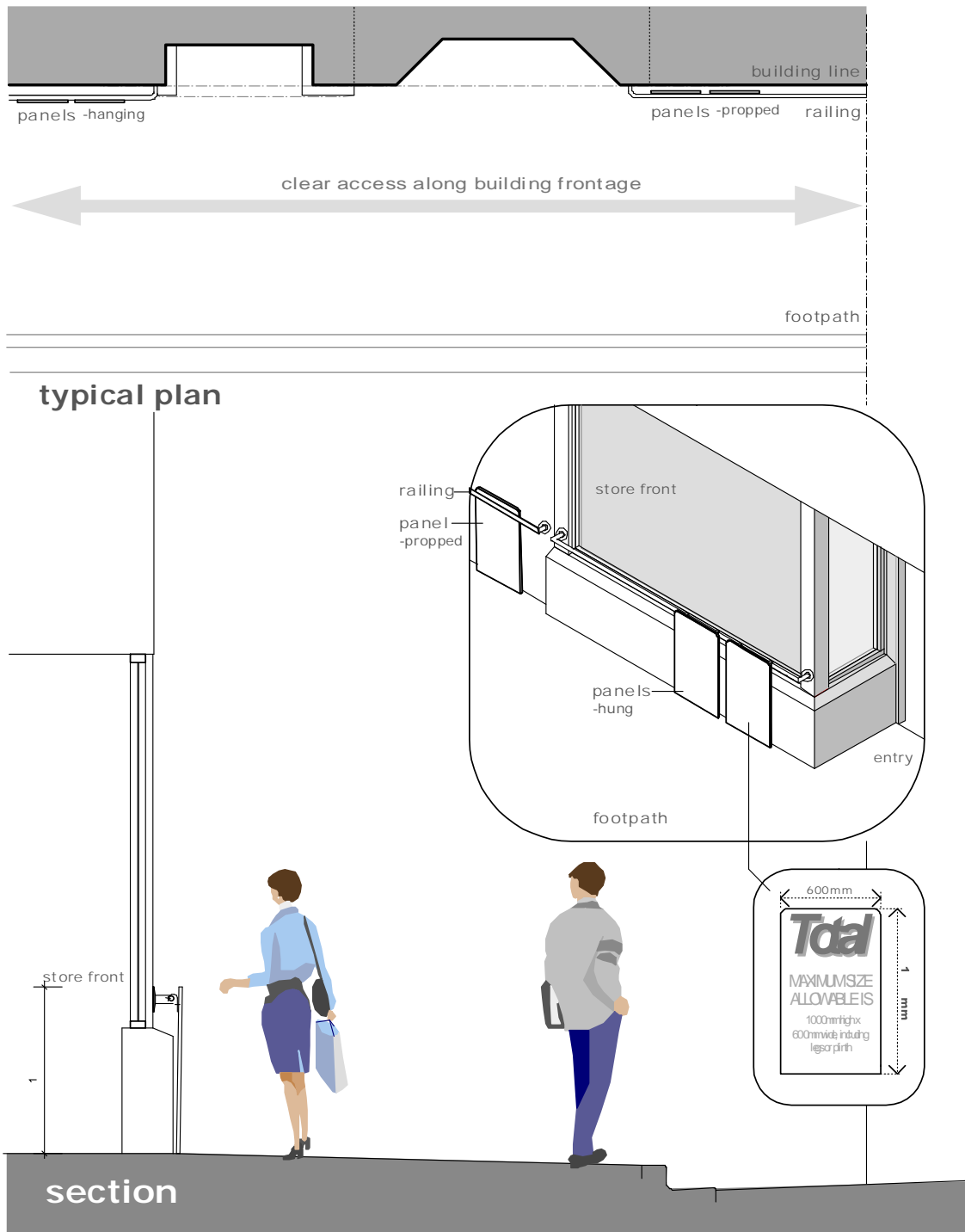


Diagram 9

4.4 Temporary Community Signage

The Council may approve temporary signage in a road reserve for community events or activities. Such signs may be remote from where the event or trading takes place.

A temporary sign must:

- Have approval of the land owner.
- Have the written approval of the occupier of any private property that the sign is to be placed in front of.
- Demonstrate that the sign is for a community event rather than a simple private retail function.
- Only be made once per 3 months for any event held at the same venue, or operated by the same organisation.

Applications shall be in writing and shall provide the above information.

Approval shall take the form of letter of authority issued by the Council's Environmental Services Department. It will include the following authority for features and/or conditions.

- Two (2) weeks only.
- Evidence of \$10m Public Liability insurance applicable to the sign(s).
- If considered by a responsible council officer to be dangerous or a serious distraction to driver concentration, the sign may be immediately removed by Council, without appeal.

4.5 Single Length Bus Stops Only

Provided a distance of 2.5 metres from the centre of a doorway can be maintained on each side of the doorway, the balance of the kerb line will be deemed a No Parking zone in relation to placement of FoSMs and Portable Signs.

5. Administration

5.1 Applications

Application may be made to Council for a Portable Sign by contacting Council's Customer Service Centre:

In Person: Customer Service Centre
St John Street, Launceston

By phone: 6323 3000

The use of a Portable Sign is subject to a permit to be issued by the Council.

Applications for a permit must include:

- Completed application form.
- Certificate of Currency for Public Liability insurance.

5.2 Insurance

An applicant must have Public Liability insurance that covers the area designated for a Portable Sign before the applicant is issued with a licence. The insurance cover is to be for the sum of \$10million and be in a form acceptable to the Council. A permit holder must produce a Certificate of Currency.

5.3 Fees

No fee applies for portable signs or other signs erected in accordance with these Guidelines.

5.4 Compliance Processes

Any portable sign may be removed immediately by a responsible Council Officer or a delegate

- if it is considered to be a hazard to public safety, or
- it is remote signage unrelated to any adjacent business (unless a temporary community sign under 5.4), or
- it is a sign not placed in compliance with these Guidelines.

Where numerous signs are present at a business frontage then the responsible officer may remove all signs in front of that business.

In lieu of removing the sign(s), the officer may invite the business operators to remove them, but it must be done immediately if it is a portable sign(s), or within two working days if a rigid or fixed sign.

If sign(s) continue to reappear, other than in compliance with these Guidelines, they will immediately be removed.

The Council will advise business operators in writing of the removal of any signs.

If the sign(s) are removed the business operator must collect it/them within 72 hours of the receipt of the letter from Council. If not collected within 72 hours the sign(s) may be disposed of or destroyed.

No compensation is available for any sign(s) that have been removed by the Council.

ATTACHMENT 1 - CENTRAL ACTIVITY DISTRICT AREA MAP

