

## Application for a Permit to place an A-Frame Sign on Council Land

Applicant name: \_\_\_\_\_

Postal address: \_\_\_\_\_

Business name: \_\_\_\_\_

Business address: \_\_\_\_\_

Telephone number: \_\_\_\_\_

*Please note that permits will not be approved unless a current certificate of currency is provided showing current public liability insurance of \$10 million or greater.*

Signature of applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Name of property owner: \_\_\_\_\_

Signature of property owner: \_\_\_\_\_ Date: \_\_\_\_\_

Address of property owner: \_\_\_\_\_

Fee: \$120.00

Date paid: \_\_\_\_\_

Receipt: \_\_\_\_\_

The personal information request on this form is being collected by Council for the purpose of evaluating a Local Law Permit application. This information will be used solely by Council for that primary or directly related purposes. The applicant understands that the personal information provided is for the purpose of evaluating a Local Law Permit application and that they may apply to Council for access and/or amendment of the information.

## Indemnity Document

I/We the applicant: \_\_\_\_\_

“The applicant agrees to take out and keep current during the permit period public liability insurance for a minimum of ten million dollars and further agrees to indemnify and to keep indemnified Council against all actions, costs, claims, charges, expenses, penalties, demands and damages whatsoever which may be brought or made against Council arising out of in relation to the permit.”

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print name:** \_\_\_\_\_

**On behalf of:** \_\_\_\_\_

**In the presence of:** \_\_\_\_\_

**Name and address of witness:** \_\_\_\_\_

# 14. Advertising signs

a) Without a permit a person must not, on Council land:

i) erect, fix or place any advertising sign; or

ii) stop, stand or leave any vehicle for the purpose of displaying on the vehicle any advertising sign.

b) Without a permit a person must not attach or allow to be attached to any verandah or awning which is above or overhanging Council land an advertising sign, merchandise, a banner, a flag, bunting or a decoration.

## Advertising Signs

Local Law Clause No 14

### Purposes of the clause

To regulate the use of Council land and buildings for advertising by requiring a permit.

### Applies to

All Council land and buildings

### Policy responsibility

Manager Regulatory Services

### Administration

Manager Regulatory Services

### What public places are affected?

All Council land and buildings including streets and roads, sports grounds, parks and other community and leisure facilities.

### Who requires a permit?

Any person, which includes a body corporate or a business, group or club, desiring to use Council land to advertise.

### Exemptions

By Council. See specified criteria on the following page

### Applying for a permit

A completed permit application form should be submitted 14 days prior to the advertising period applied for.

Permit Application form 5/13 (copy attached) should be used by applicants.

### Criteria for issuing permits

Permits are available for advertising material to be placed on or over Council land or on a vehicle left on Council land.

Permits for advertising signs (other than complying “A Frame” signs) will only be issued in exceptional circumstances.

When dealing with applications for permits the Council or its delegate will consider the following factors:

- the amenity of the proposed location and the surrounding area
- the proposed advertising material including the location, size, colours and content
- any limitations on advertising within private land
- whether AS1428.2 – 1992 Design for access and mobility or other disability standards can be complied with
- the effect on the quiet enjoyment of other users of the public place
- any comments received in respect of the application
- any further information required from the applicant
- any other matters that may apply to the particular application
- the applicants record in using public places for advertising and
- an appropriate permit fee and any refundable deposit required.

### **Criteria for exemptions by Council**

Signs used for Council, educational or charitable purposes

### **Permit conditions**

Advertising permits will be subject to conditions pertaining to the following matters:

- the period of the permit (maximum one (1) year)
- each sign must not exceed 900mm height or 600mm width
- signs or displays on footpaths must be placed on the outer edge of the footpath and be set back 500 mm from the face of the kerb
- a clear distance of 6 metres must be maintained between any 2 signs
- a minimum footpath width for pedestrian traffic of 1.8 metres is to be maintained
- the total space occupied by any sign or display must not exceed four (4) square metres
- no sign or display is to have any moving, rotating, illuminated or reflective components
- times allowed will generally be restricted to daylight hours
- only one (1) sign per business premises will usually be permitted;
- businesses sharing tenancies must also share a sign advertising signs in relation to a land auction or sale will be allowed, but only a maximum of 2 signs per property, which must be removed within 2 weeks of the acceptance of a bid or offer
- each sign must be made and maintained in a professional manner to ensure safety to the user and general public
- all signs and displays must be kept to the front of the business that they promote
- maintenance of the advertising sign and the site
- repairs, cleaning and graffiti removal, and
- public liability insurance cover.

### **Example of A-Frame permit conditions**

A permit to display an A-Frame may be granted subject to the following conditions:

1. The sign shall be placed on the footway or nature strip directly outside the premises to which the permit applies in accordance with Australian Standard 1428.2.
2. The sign shall not have a display area which exceeds 1.5m<sup>2</sup> in total, eg. an A-Frame sign having 0.75m<sup>2</sup> on each side.

3. This permit is valid for a period of one (1) year from the date of issue.
4. An annual fee determined by Council is paid.
5. Wording on the sign is limited to advertising the trader's name and business sales.
6. The sign shall be of solid design and construction and built in such a manner that:
  - a) there are no protrusions or sharp edges
  - b) it will not rotate in the wind or have any other mechanical movable parts which may be the cause of danger to the public
  - c) it is free standing and not reliant on being affixed to any street furniture, light pole
  - d) or other fitting or fixture not owned and attached to the business house
7. The sign shall be placed in such a location and in such a manner that it does not:
  - a) restrict access to the shop
  - b) obstruct or hinder persons boarding or alighting from vehicles
  - c) obstruct or hinder pedestrians
  - d) obstruct or hinder the view of motorists or pedestrians.
8. The sign shall be removed during inclement weather conditions which may render the sign a danger to the public.
9. The sign shall only be displayed during the trading hours of the permit holder.
10. The permit is subject to Council being indemnified and being kept indemnified against any loss or claim which may result from the use of the sign and the permit holder shall hold Public Liability Insurance to the sum of \$10 million.
11. The sign shall immediately be removed upon the direction or request of an Authorised Officer of Council, a member of the Victorian Police, Emergency Service of any authority engaged in the repair or maintenance of roads or services.
12. The permit may be suspended or its conditions amended at any time by Council or an Authorised Officer if the circumstances or conditions under which the permit was issued change.
13. The permit holder will be responsible for all losses incurred as a result of the sign being removed as a result of action under condition 11 or where a permit is amended or suspended under condition 12.
14. The permit is not transferable to any other Company or person without the expressed written consent by Council.
15. This permit or a copy must be kept on site and produced upon demand by an Authorised Council Officer or Member of the Victorian Police Force.
16. The sign shall not contain any language motif, picture or depiction of an indecent or offensive nature.