



**GEORGE TOWN COUNCIL  
NO.34  
SIGNS ETC FOOTPATH POLICY**

Adopted	17 December 2002	Minute Ref: 415/02
Amended		
Next Review Date		

**AMENITY OF CENTRAL BUSINESS AREA FOOTPATHS**

**POLICY:**

George Town Council aims to provide a Central Business Area that is amenable to pedestrians and allows access by all.

Council will at all times make amenity and accessibility a priority when planning development in the CBA, or when issues arise which require Council to take any action.

**PRINCIPLES:**

In all dealings George Town Council will act fairly, impartially, and within the direction of any approved procedures.

All relevant legislation will be complied with and where possible, contemporary Australian Standards will be regarded as the minimum standard required.

**SCOPE:**

This policy is concerned with all matters that affect the amenity of, and access to, the CBA.

This policy should be applied to any matter that has the potential to affect the amenity of, and access to, the CBA. Appropriately documented responses should be created to further the aim of this policy.

**DOCUMENTATION:**

Within the scope of this policy Council will comply with the requirements set out in the following:

- Any Procedure Documents dealing with a particular matter and approved by the General Manager or Manager Development & Infrastructure.
- Any Technical Guidelines, or similar document, which sets out the details of approval requirements, reasons for refusals or other similar matters and approved by the General Manager or Manager Development & Infrastructure.
- Any Australian Standards.
- Any other documents, approved by Council, the General Manager or Manager Development & Infrastructure, which relate to ensuring that Council policy is implemented in a fair and impartial manner.

Any documents relating to this policy, which do not require Council approval, are to be shown to Council either at a Council Meeting, at a Workshop, or via a memorandum.



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**RELEVANT DOCUMENTS:**

Council's *Procedure for Control of Portable Signs and Goods Stands on Footpaths* and the associated *Technical Guidelines for Portable Signs and Goods Stands of Footpaths*.

**PROCEDURE FOR CONTROLLING PORTABLE SIGNS  
AND GOODS DISPLAY STANDS IN THE CBA**

**PROCEDURE:**

**1) Introduction:**

George Town Council regards signs and goods on footpath as a possible serious impediment to allowing pedestrians free access and amenity in the CBA.

To achieve this Council will control, in a fair and equal manner, all items that encroach onto a footpath from, or in association with, premises within the George Town Central Business Area.

While the Council recognises the rights of shop owners to advertise their existence, the good of the wider community is served by fairly controlling the number and size of signs and goods display stand on the footpath.

All shops within the CBA will have the provisions of this policy applied to them, so each will have equal opportunity of using external signs, or displaying goods on the footpath.

**2) Control of Signs and Goods on Footpaths:**

Each shop within the CBA may be permitted:

- a) one portable sign, of the approved type, to be displayed outside the premises in the approved place and manner; OR
- b) one goods display stand, of the approved type, to be placed outside the premises at the approved place.

For each portable sign or portable goods stand the applicant must pay a prescribed fee and place the sticker provided on the approved sign or stand.



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### 3) Application for Permit

An applicant will apply to Council using the approved form. Details of the proposed sign or display stand construction are to be provided, these are to include:

- a) overall size of sign or stand;
- b) colours;
- c) what text will appear on the sign or stand;
- d) materials used in construction;
- e) details of construction method (eg method of locking A-frame sign open, etc)

(If insufficient detail is provided, a Council Officer may ask for more details to be provided.)

If these details are sufficient a Council Officer may:

- a) approve or refuse to register a sign or stand as shown in the plans submitted;
- b) require the registration fee be paid;
- c) issue an registration sticker on payment of the fee.

If a sign is refused registration a Council Officer is to provide reasons for the refusal.

Signs will only be approved if they conform to the Technical Guidelines for Portable Signs and Goods Display Stands.

#### **TECHNICAL GUIDELINES:**

The Technical Guidelines Document outlines:

- What constitutes an approved sign or goods display stand.
- Where a portable sign or goods display stand is to be placed.
- The process for approval of a sign or goods display cabinet.
- The fee to be paid to Council for approving a portable sign or goods display stand.
- Requirement that applicants entering into an “indemnify and hold harmless” agreement and the provision by the applicant of suitable public liability insurance.

The Technical Guidelines document may be updated from time to time as deemed appropriate by the Manager Development & Infrastructure or the General Manager.



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## **TECHNICAL GUIDELINES**

### **PORTABLE SIGNS AND GOODS DISPLAY STANDS**

#### **INTRODUCTION:**

George Town Council realises that portable signs are an important part of small business operation in George Town. These signs help small business operators let the public know what shops exist and what goods are available. This must be balanced with the needs of the community to have amenity and access when in the CBA.

Like portable signs the practice of placing goods that are for sale by a business on the footpath is a method of drawing the attention of the public to a shop. While both these practices have their role in a shopping area, it is imperative that the safety of the public is not diminished.

Placing signs and goods on a footpath is not a right, it is a privilege which a community allows while the benefit of the signs outweighs the costs.

To maintain the balance between signs and goods and footpaths and the right of members of the community to amenity and easy access in the CBA, George Town Council has drafted the following Technical Guidelines to control the design and placement of portable signs.

The Technical Guidelines show what signs are allowed, where they are to be placed and how many signs are allowed per business. These Guidelines will be used for all businesses ensuring fair control for all business operators.

#### **SECTION 1**

#### **DEFINITIONS:**

*Portable Sign* – Any sign which is capable of being moved from place to place on the footpath outside a business premises, or to be brought inside the premises at the close of business.

*Goods Display Stand* – Any container, stand or bin, placed outside a business premises for the purpose of displaying goods which are available for purchase from the premises.



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*Footpath* – Any area between a business’ premises building line and any road or highway or other building line, including alleys, but not including malls as set out in the definition below.

*Malls* – Any area, greater than 2.5 metres wide, that is constructed between two building lines to allow pedestrian access.

**REQUIREMENTS FOR SIGN PLACEMENT:**

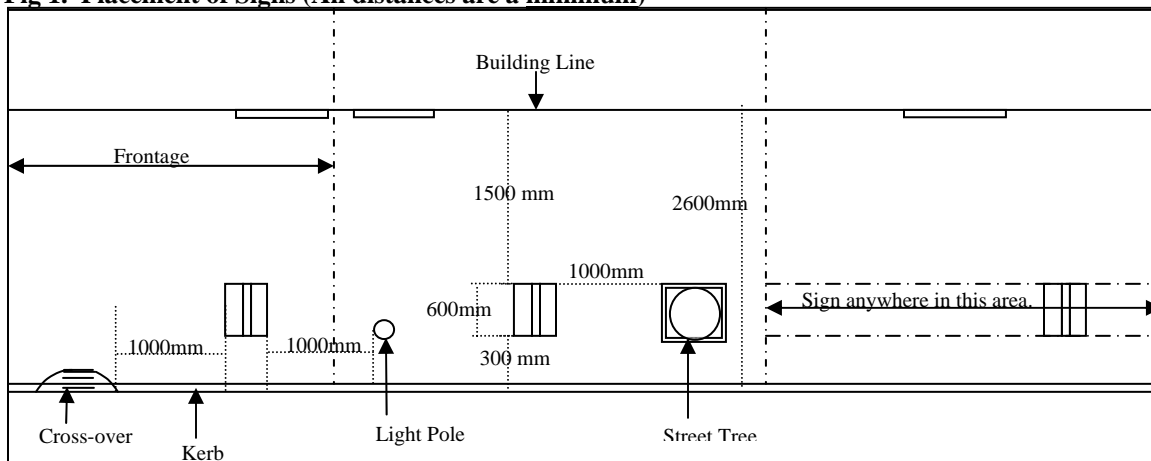
**One** portable sign will be allowed per business premises. The sign is to have been approved by a Council Officer and must be displayed in the approved manner.

The minimum requirements when displaying a sign are:

- a) at least 1500 millimetres clearance between the building line and the sign;
- b) at least 300 millimetres clearance between the kerb and the sign, 500 mm where on street parking is allowed;
- c) at least 1000 millimetres clearance between any sign and any street fixtures, eg seats, planter boxes, etc.
- d) no signs to be placed in front of taxi stands, loading zones, etc.

The sign must be placed outside the frontage of the business to which it relates. Signs must be removed outside of business hours.

**Fig 1. Placement of Signs (All distances are a minimum)**



If there is insufficient room for the minimum clearances to be met, approval will not be given for a sign.

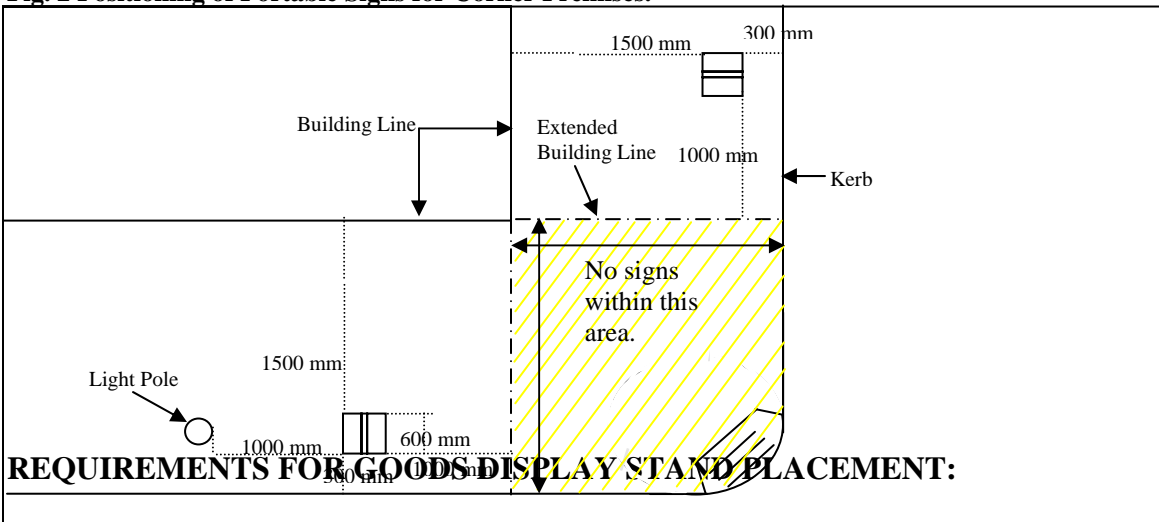
Businesses on a corner will be allowed 2 signs of the approved type, to be placed at least 1000 millimetres behind the line of the building away from the corner (as shown below)



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**Fig. 2 Positioning of Portable Signs for Corner Premises.**

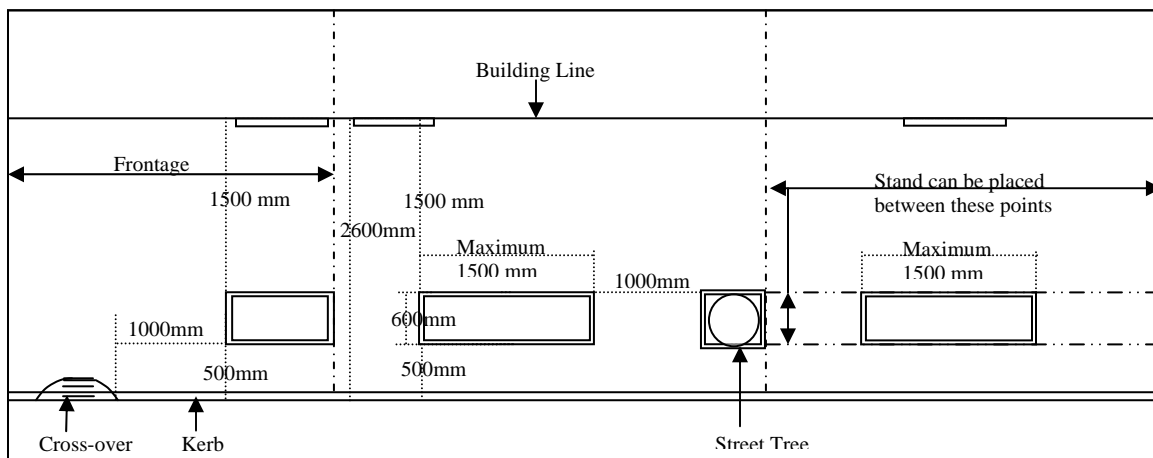



The minimum requirements for displaying goods on a Goods Display Stand are:

- at least 1500 millimetres clearance between the building line and the sign;
- at least 500 millimetres clearance between the kerb and the sign, 1000 mm where on street parking is allowed;
- at least 1000 millimetres clearance between any sign and any street fixtures, eg seats, planter boxes, etc.

The stand must be placed outside the frontage of the business to which it relates.  
Stand must be removed outside of business hours.

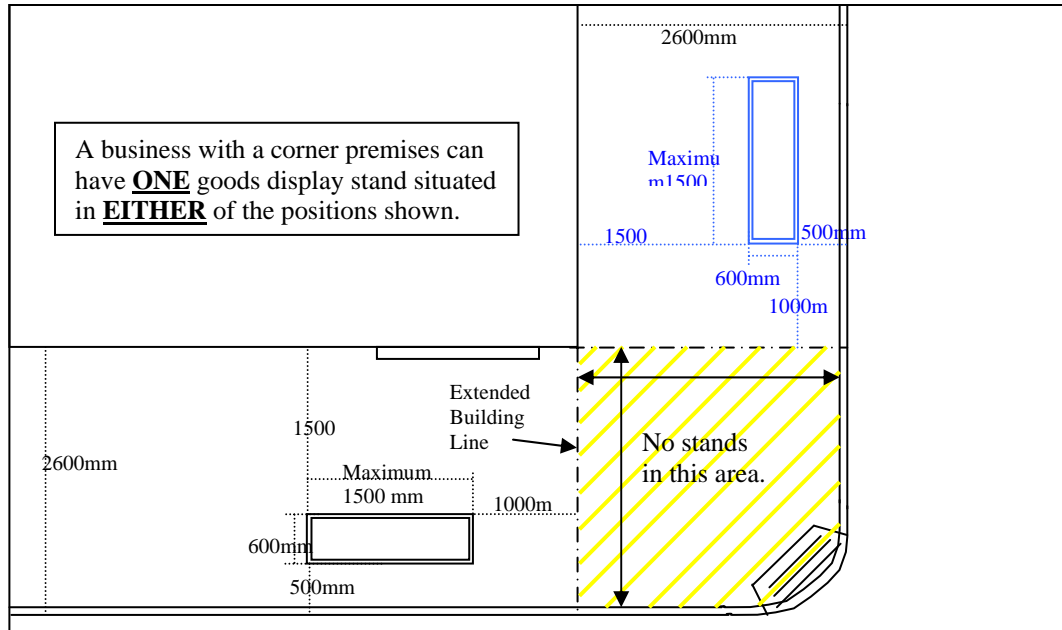
**Fig. 3 Minimum Clearances for Goods Display Stands.**



 <p style="text-align: center;"><b>GEORGE TOWN COUNCIL</b> <b>NO.34</b> <b>SIGNS ETC FOOTPATH POLICY</b></p>		
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Businesses on a corner will be allowed 1 stand of the approved type, to be placed at least 1000 millimetres behind the line of the building away from the corner (as shown below).

**Fig 4. Positioning for Goods Display Stand for Corner Premises**



**CONSTRUCTION OF SIGNS:**

Signs are to share common construction techniques, the common requirements are:

- a) overall material is to be wood;
- b) signs are to be stable, the footprint for an A-frame sign is to be 600 mm x 500 mm at the base, for an inverted-T sign is 600 mm x (maximum)1000 mm at the base, maximum width and length to be measured at the base);
- c) inverted-T signs must have a plinth that is 100 mm high and which makes the sign stable;
- d) inverted-T signs may use two legs for a base, the legs are to constructed of wood, be 100 mm high and be large enough to make the sign stable;
- d) A-frame signs must have a secure lock-open device (no chain or string);
- e) signs are to be light coloured, if a dark colour is planned then the sign must have a 50 mm boarder in white or other light colour;
- f) inverted-T signs may be shaped, however, any shape is to remain within the 1000 mm x 600 mm boarder;
- g) no fittings (eg lock-open device, handle, etc) are to protrude beyond the face of the sign;

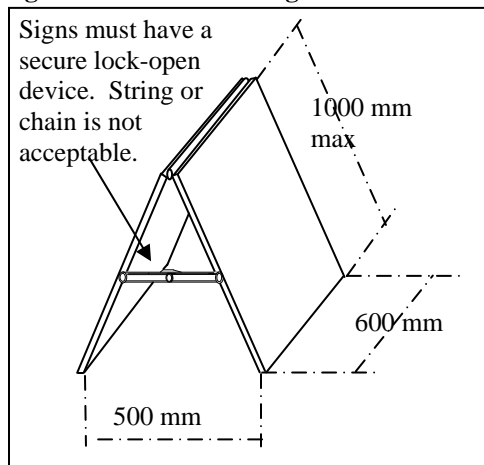


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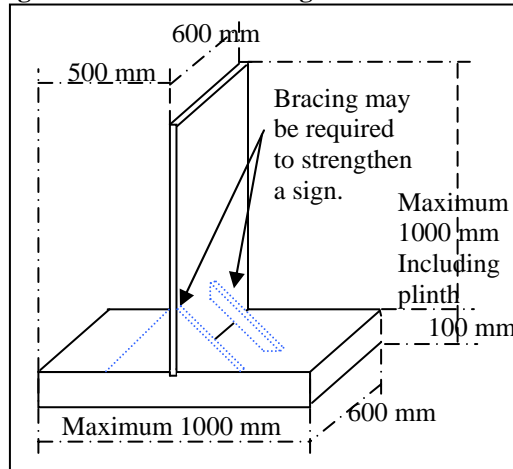
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h) sign board is to be a maximum of 1000 mm in height (for inverted-T signs this includes the plinth).

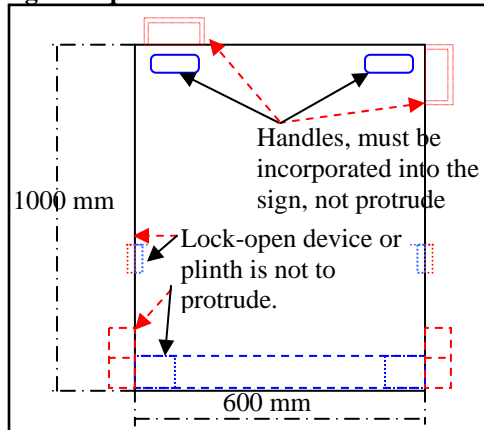
**Fig 5. Size of A-Frame Signs**



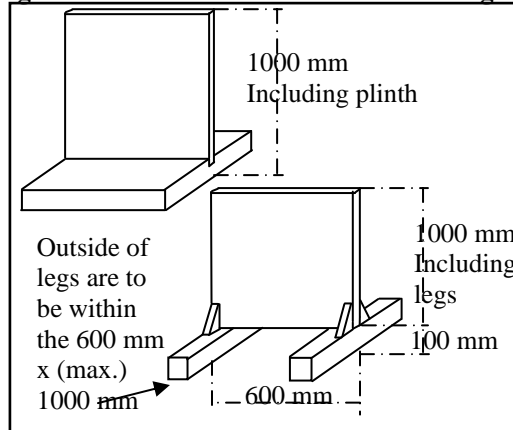
**Fig 6. Size of Inverted-T Sign**



**Fig 7. Requirements for Fixtures**



**Fig 8. Alternative Plinths for Inverted-T Signs**



**CONSTRUCTION OF GOODS DISPLAY STANDS:**

Signs are to share common construction techniques, the common requirements are:

- overall construction is to be of wood;
- stands are to be stable, with a footprint of 600 mm x (maximum) 1500 mm;
- no part of the sign or any good is to protrude beyond the 600 mm (width) x 1500 mm (length) x 1000 mm (height) limit.
- stands are to be painted in a light colour;
- stands which are not of solid box construction must have a 100 mm kickboard surrounding them



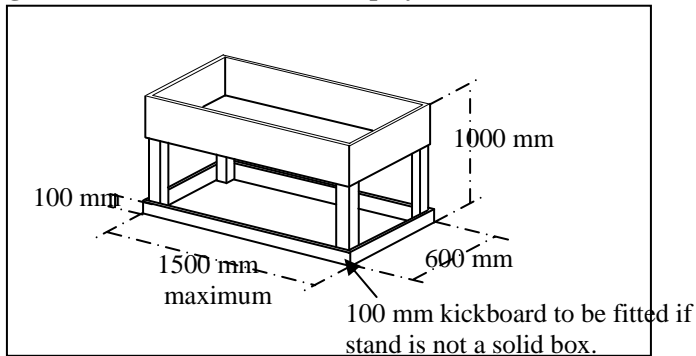


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- e) the maximum width and length of the goods display stand is to be measured at the base, no goods or fixtures are to extend beyond this.

**Fig. 9 Allowable size of Goods Display Stands**

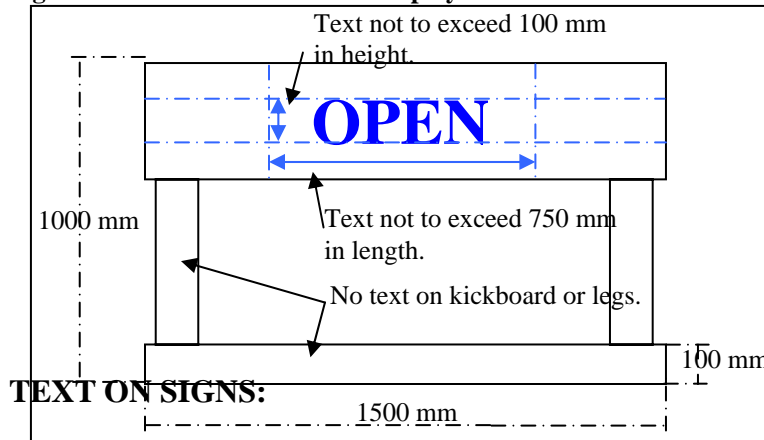


**TEXT ON DISPLAY STANDS:**


Any writing on a goods display stand is to be of a high quality and must comply with the following requirements:

- a) no lettering to exceed 100 mm in height;
- b) no lettering to cover more than 750 mm on the side of the stand;
- c) lettering on the ends of the stand are limited by the width of the stand;
- d) text not to “wrap around” corners, each word must be wholly on one face;
- e) no advertising is to appear on the stand, only the business name, opening times, etc may be displayed;
- f) colours are not to be fluorescent.

**Fig. 10 Details of Text of Goods Display Stands**



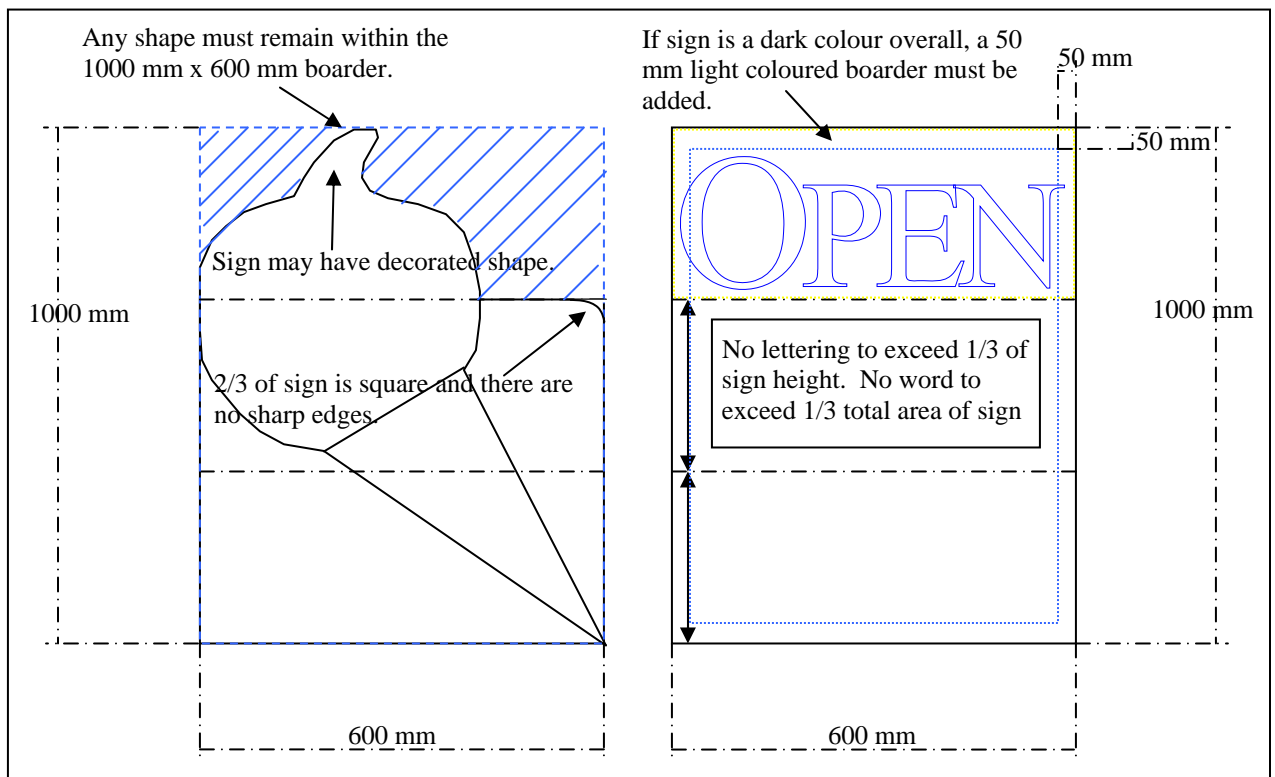
**TEXT ON SIGNS:**

 <p style="text-align: center;"><b>GEORGE TOWN COUNCIL</b> <b>NO.34</b> <b>SIGNS ETC FOOTPATH POLICY</b></p>		
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Any writing on a goods display stand is to be of a high quality and must comply with the following requirements:

- a) no lettering to exceed 1/3 the height of the sign;
- b) no word to cover an area greater than 1/3 the area of the sign;
- c) if a sign has a dark coloured background, a light coloured boarder 50 mm wide must be added;
- d) signs may be decoratively shaped, providing the shape remains within the 600 mm x 1000 mm limit and there are no sharp edges;
- e) signs may incorporate a blackboard;
- f) no product advertising is to appear on the sign, only the business name, opening times, etc may be displayed.
- g) colours are not to be fluorescent and no reflective surfaces.

**Fig. 11 Details of Text, Colour and Shapes for Signs**



Final approval for a sign rests with the authorised Council Officers.



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Any sign may be refused, however, the reason for refusal will be given and the applicant may re-apply once the required changes have been made.

**PERMITS FOR APPROVED SIGNS OR STANDS:**

If a sign or stand is approved, the applicant must pay the prescribed fee (set out in the George Town Council Signs and Goods Display Stands By-law).

Once the fee is paid the applicant will be issued with a registration sticker. This is to be attached to the upper left hand corner of the sign. This is proof that the sign has been approved and registered.

If the sticker is lost or damaged, a fee is payable for a replacement sticker.

Any sign not displaying a registration sticker may be confiscated, a fee is payable for return of the sign.

**GOODS OTHER THAN DISPLAY STANDS ON FOOTPATHS.**

Generally only signs or display stands of the approved type will be allowed on footpaths. Businesses may apply for a permit for coin operated ride on toy, which may be approved or refused by a Council Officer. Any approval may be subject to any conditions the Council Officer sees fit.

If approved, a ride on toy must display a registration sticker and the annual rental for footpath space must be paid.

**MAINTENANCE OF SIGNS:**

It is the responsibility of the owner of a sign to ensure that it is maintained to a high standard.

Broken, discoloured or faded signs are not acceptable. If a sign is not in good order, it may be replaced by another sign made to exactly the same specifications, without the need to re-apply for a permit. A new registration sticker will be issued by the Council.



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A permit may be revoked if a sign is not maintained in good order.

**CURRENCY OF PERMIT:**

Once issued, a permit is current for the time the sign is useable, that is the business to which it relates is trading and the sign is well maintained.

If a business is sold the permit for a portable sign is not transferable. The new owners must submit a new application.



The permit is for a particular sign, if a business wishes to change the shape, colour or lettering on a sign, a new permit must be applied for.

**APPLICATION FORM FOR A PORTABLE SIGN  
OR GOODS DISPLAY STAND**

Application for:  Portable Sign  Goods Display Stand

Date:...../...../.....

Applicants Name: (Mrs/Mr/Ms/Dr)

.....

Name of Business:

(and brief description of activity if not obvious from the name of business)

.....  
.....

Street Address of Business:

.....  
.....

Contact Details of Applicant:

Address (or Postal Address)

.....  
.....

Phone Number.....

Facsimile.....



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**Brief Description of Sign/Stand:\***

(Overall size, what will be written on it, etc.)

.....  
 .....  
 .....

**\*Detail Plan showing size, colour, lettering and position on footpath must be attached. Plan must show accurate distances.**

**Office Use:**

Council Officer:..... Date: ...../...../.....

Sign/Stand Approved - Yes  No  Sign or Stand Number: SN.....

Payment Made – Yes  No  (No registration sticker to be issued until payment)



Registration Sticker Issued – Yes  No  Signed.....

**PERMIT FOR DISPLAY OF PORTABLE SIGN OR  
GOODS DISPLAY STAND**

This permit is for a:  Portable Sign  Goods Display Stand

Which has been approved by the George Town Council in accordance with the *Technical Guidelines for Portable Signs and Goods Display Stands* and the George Town Council's *Portable Signs and Goods Display Stands By-law Number 3/2002*.

Sign or Stand Number SN.....

Name of Business:.....

Address of Business: .....  
 .....



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**Name of Business Owner or Person Responsible for Sign:**

.....  
 .....

This permit demonstrates that the above named person has been authorised to display a portable sign or goods display stand in association with their place of business.

Approval for a sign or stand to be displayed is conditional on the following:

- a) the sign or stand is to comply with the requirements set out in the George Town Council’s *Technical Guidelines for the Display of Portable Signs and Goods Display Stands*; and
- b) the requirements of Council’s *Portable Signs and Goods Display Stand By-law Number 3/2002*; and
- c) any other conditions listed below.

Specific Conditions : Nil

Any breach of the conditions associated with this permit may lead to a revocation of this permit and prosecution under the By-law.

An authorised Council Officer may at any time ask to see this Permit and the required Certificate of Currency for the responsible persons Public Liability Insurance. Failure to produce these documents is an offence under the By-law.



# PROCEDURE





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# **FOR CONTROL OF PORTABLE SIGNS AND GOODS DISPLAY STANDS**

**17 December 2002**





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# **TECHNICAL GUIDELINES**

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## **FOR THE DISPLAY OF PORTABLE SIGNS AND GOODS DISPLAY STANDS**

**17 December 2002**