

Coffs Harbour City Council



Policy on A-Frame Signs

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Introduction

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

A-frame Signs and Sandwich Boards in or on roads and footpaths can appear in such numbers that effective controls have been introduced in order to protect the amenity of Coffs Harbour and to provide safe environments on footpaths and roadways throughout Coffs Harbour.

The purpose of this policy is to provide guidance to organisations and individuals wishing to display (or continue to display) A-frame signs, and to communicate the appropriate regulation of those A-frame Signs.

Objectives

The objectives of this policy are:

- To enhance visual amenity and public safety within Coffs Harbour through a consistent approach to the size, presentation and placement of A-frame and sandwich board signs on public footways.
- To nominate, subject to Section 68 of the Local Government Act 1993 and Section 138 of the Roads Act 1993, the criteria where a single A-frame or sandwich board signs will be permitted within Coffs Harbour City Council's jurisdiction.
- To provide that A-frame or sandwich board signs will not be permitted in areas other than Commercial, Business or Industrial zoned areas (other than where bona fide existing uses are situated in other areas).
- That any signs that do not meet the criteria outlined in this policy may be subject to removal taken under Section 124 of the Local Government Act 1993.

Criteria / Guidelines for A-Frame Signs

Definition

‘A’ Frame sign

An ‘A’ frame sign, also known as a sandwich board, blackboard (excluding blackboard menus at restaurants), A board, or footway sign, means any portable, self supporting sign with a maximum width of 630mm and a maximum standing height of 1 metre.

Footway

“Footway” means that part of a road as is set aside or formed as a path or way for pedestrian traffic (whether or not it may also be used by bicycle traffic).

Locations Within Coffs Harbour Where Policy Will be Applied

This policy is only to be applied with regard to placing A-frame signage on public footways and/or road reserves. The policy does not extend to locations on private property within shopping centres and/or arcades.

Assessment of Applications

An application for an A-frame sign is required to be submitted to Council for approval. When considering an application, Council will have regard to the following criteria:

- level of existing signage and opportunities for alternate signage;
- the proposed location for the sign;
- a limit of one (1) sign only per business;
- not being associated with a home occupation, or a home industry;
- safety considerations;
- visual impacts;
- being outside residential zones (apart from bona-fide existing uses);
- evidence of public liability insurance.

Number of Signs

- Council will allow one (1) A-frame sign per business facing a street or mall.
- Council will allow one (1) A-frame sign per arcade opening (located on the footpath or street in front of the arcade opening).

Location of Signs

- A-frame signs will only be permitted in business, commercial and industrial zones, and where bona-fide existing uses are situated.
- A-frame signs will be displayed only during the operating hours of the business.
- A-frame signs should not be located within three (3) metres of each other, any street furniture, or approved outdoor displays at any time. Signs are not to be placed so that they create additional obstructions, or inconvenience pedestrians. (Where possible)
- A-frame signs shall not extend or intrude onto the designated pedestrian footway immediately in front of the shop or premises. Location of pedestrian footway zones shall be as designated in Council's Outdoor Dining Guideline Policy, Table Summarising General Precinct Requirements on page 18.
- A minimum 2.5 metres of unobstructed footpath is to be achieved, measured from the shoreline of the building, unless a current approval exists for clothing and/or merchandise racks on the footway in front of the business. In this situation the 2.5 metres of unobstructed footpath will be measured one (1) metre out from the shoreline of the building. A lesser distance may be acceptable in low pedestrian traffic locations where this clearance is not achievable, but no less than 1.3 metres with passing areas every six (6) metres.
- The placement of A-frame signs on medium strips, roundabouts and the roadside is strictly prohibited.
- A-frame signs may not be tied to poles or trees or any other street fixture, must only be on the footpath while a business is open and must only be outside the premises to which they relate.
- Notwithstanding the above, an authorised Council officer will retain the discretionary authority to have any A-frame sign removed if in the officer's opinion the sign is unsuitable or creates an obstruction or danger to the public.

Size, Structure and Stability of Signs

- A-frame signs shall not exceed a height of one (1) metre and a width of 630mm; these specifications are shown in the diagrams provided.

Note: Some leeway will be given to existing A-frame signs or to existing corporate type signs in common use that exceed the size to a minor degree.

- A-frame signs should be of structural stability anchored and positioned so at no time does it place risk to public safety. Signs should be removed during stormy or windy weather.
- All permitted A-frame signs are to be secured in place so that they do not pose a hazard during sudden gusts of wind or inclement weather by a means that is not reliant on, or physically tied to any Council infrastructure ie. bus stops, street signs and the like. The means by which these signs are to be secured must not extend beyond the circumference of the permitted sign and must be to the satisfaction of an Authorised Officer. Any securing device is to be removed with the sign in accordance with permitted display timeframes.

- Inflatable signs, portable electric signs, illuminated, revolving, spinning or flashing signs, flags and banners are prohibited from the footway.

Lettering and Artwork

- All A-frame signs are to be prepared in a professional manner.
- Text on A-frame signs should relate only to the business operations being conducted at that premises.
- Lettering and artwork on A-frame signs is to be non-offensive in terms of images, words and language used.
- Lettering and artwork shall be clearly legible using a font suitable for those persons with vision impairment. Such fonts include 'Arial' or 'Helvetica Medium'. Signage shall also comply with the luminance contrast requirements of AS 1428 part 1 Appendix D.

Management

- The sign must only be placed in the approved location when it is displayed.
- The sign must be maintained in good order and repair so that it is consistently presentable to the public and does not present a danger to pedestrians.
- A sign must be removed from the street outside of approved trading hours.
- A sign must not present an obstruction or risk to public safety at any time.
- Council is not liable for any physical injury, structural damage or economic loss caused by signs.
- Signs will not be displayed unless the proprietor holds public liability insurance. Council provides such public liability insurance as part of the Registration and Annual Renewal process, and is to remain current at all times that the sign is displayed.
- Inspection of signs will be conducted regularly to ensure signage meets policy requirements. Whilst an initial warning will apply, signs that breach this policy are liable to be impounded by council and/or incur a fine of 50 penalty units.

Further Information

- Further information regarding signage may be obtained by contacting Coffs Harbour City Council's A Frame Signs Officer on (02) 6648 4000, during business hours.