

Requirements, Guidelines and Conditions

Street Activities – Street Advertising

The Burnie City Council may grant a permit for use of a local street for the display of a freestanding and portable advertising signboard, flags, banners or bunting.

Any advertising conducted on a street within the Burnie municipal area must comply with the following requirements in accordance with the *Burnie City Council Highways By-law No 3 of 2013*.

NB – This document is to be read in conjunction with the General Terms and Conditions.

Permit

- a. Permits are valid on a pro rata basis for a maximum period of twelve (12) months from the date of issue.

All sign Permits will be renewable annually in October on application to the Council;

- b. A current Permit indicator will be issued annually with the Permit and must be fixed to the upper right hand corner of the signboard at all times.

Signboards

- c. Only one (1) signboard will be permitted per frontage or premises;
- d. Within the Burnie town centre a surface positioned signboard must be located on the pavement immediately against and within the frontage of the premises to which it relates;
- e. A clear path of not less than 1.8m width must be maintained within the footpath in the location where the sign is positioned;
- f. A signboard must be located where it will not hinder or unreasonably obstruct passage or create an inconvenience or risk to any person passing along the footpath or to and from the premises or any adjoining premises, including an access to arcades and designated pedestrian crossing points on a highway or to any car parking space.

In locations where there is a formed footpath and the balance of the roadside is a grassed verge, then the signboard must be fully positioned within the grassed roadside only;

- g. Free-standing A-frame signboards must be not less than 500mm and not more than 1000mm in height, and be not less than 300mm and not more than 600mm in width, with a spread not exceeding 1200mm;
- h. The signboard must be constructed of durable materials and must not have any sharp, jagged or protruding edge or other feature likely to present risk of harm or damage to any person or property.

The Council may inspect each sign for compliance prior to grant of a Permit;

- i. Signboards must use contrasting colours to their surroundings so as to be obvious to the vision impaired;
- j. Signboards must be stable and secured at all times without need for attachment to the surface or to any structure. The sign must be weighted internally to its footprint so as to prevent it being blown over or away from the approved site;
- k. Approved freestanding signboards must be set at the commencement and removed at the conclusion of each business day. Signboards are not to remain in position when premises are closed for business;
- l. Loose panels placed against the wall of a building or structure will not be permitted;
- m. Signboards must not be fixed to or placed against any utility pole or structure or any item of street furniture;
- n. Signboards must not be placed immediately adjacent to the kerb or to a pedestrian cross-over, adjacent to a parking meter or ticket machine, public seating, waste bins, within a bus stop, taxi rank and loading zone, or within 12 m of an intersection;

Flags, Bunting and Banners

- o. Flags, bunting and banners must be affixed to mounting points certified by a practicing structural engineer as suitable for the signage proposed;
- p. Banners spanning a local highway will not be permitted;
- q. Inflatable, portable electronic, illuminated, revolving, spinning or flashing signs will not be permitted;

Location of signs

- r. Signs must not be located within any part of the highway outside the kerb-line, including the carriageway, road verge, vehicle crossover, central median, roundabout, or traffic island, or in any car parking space, bus stop, taxi rank or loading zone, on any kerb-protrusion, or over a fire hydrant;
- s. Signage located over a highway must have a minimum clearance of 2.5m above a pedestrian footpath, 4.5m above that part of the highway not used as a carriageway, and 6m above a carriageway;

Content of signs

- t. The advertisement to be displayed on the signboard must directly relate to the operation of the premises to which it is associated;
- u. Sign must not display any unseemly, obscene or degrading material, message or image;
- v. Advertising of tobacco products is not permitted on a local highway;
- w. Political and election signage is not permitted on a local highway.

A person seeking to place a signboard or other signage on a Council street must complete an *Application for Conduct of an Activity or Work within a Council Street* and obtain a Permit from the Council prior to placement of the sign.