

# ADVERTISING SIGN (A-BOARD) APPLICATION FORM



**NON REFUNDABLE APPLICATION ADMINISTRATION FEE** **\$95.00**  
**(PRO-RATA FEES APPLICABLE-PLEASE CONTACT TECHNICAL SERVICES**  
**9205 2200 FOR DETAILS)**

## APPLICANT DETAILS

NAME OF APPLICANT \_\_\_\_\_

POSTAL ADDRESS \_\_\_\_\_

POST CODE \_\_\_\_\_

BH \_\_\_\_\_ AH \_\_\_\_\_

M \_\_\_\_\_

## BUSINESS DETAILS

TRADING NAME \_\_\_\_\_

LOCATION \_\_\_\_\_

POST CODE \_\_\_\_\_

(ADVERTISING SIGN WILL ONLY BE PERMITTED DIRECTLY OUTSIDE THE BUSINESS LOCATION INDICATED ABOVE)

## FURTHER INFORMATION

TIMES OF DISPLAY \_\_\_\_\_

PROPOSED MEANS OF SECURING SIGNAGE \_\_\_\_\_

NATURE OF USE \_\_\_\_\_

OTHER RELEVANT INFORMATION \_\_\_\_\_

HEIGHT \_\_\_\_\_ WIDTH \_\_\_\_\_

WIDTH OF FOOTPATH \_\_\_\_\_

Privacy Statement: Council is collecting the personal information on this form for the purpose of gathering information applicable to this permit application. The information will be used for issuing the permit and will not be disclosed to any other party except as required by law. If you fail to provide this information, the delays will be experienced in the issuing of this permit. You may access this information by contacting Council on 9205 2200.

- COPY OF CURRENT PUBLIC LIABILITY INSURANCE TO \$10 MILLION ATTACHED
- PHOTOGRAPH AND/OR SKETCH PLAN OF AREA ATTACHED

**I have read the “Conditions and Information” and agree to comply with all conditions stipulated. I understand that I am not to display my advertising sign until a permit has been issued.**

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

## APPLICATION CHECK LIST

Please ensure that the following information is included with your application:

- Completed Application Form
- A copy of current Public Liability Insurance to **\$10 million**, and a minimum value of \$10 million of public liability insurance for any individual incident.
- A diagram showing the proposed placement of signage on the footpath. The diagram should also show:
  - Width of the shop frontage
  - Width of the adjacent footpath
  - Any fixtures or infrastructure located on the footpath
  - Car parking restrictions adjacent to the kerb
  - Any other significant activity or structures located in the immediate area e.g. pedestrian crossing.
- A diagram and description (include photographs where available) showing:
  - Location of the proposed signage on the footpath
  - Size of proposed signage
  - Advertising that is intended to appear on the signage
  - Indication of how signage will be secured.
- Where appropriate, information should be provided showing details of:
  - hours/times the items will be on display;
  - proposed means of securing items to footpath;
  - exact nature of proposed use;
  - any other relevant information.

### **PLEASE NOTE:**

An invoice will be posted requiring payment of the application administration fee within 14 days.

A permit will not be granted unless ALL information is provided and the application administration fee is paid. **The application administration fee is non-refundable.**

Signage is not to be displayed until a permit has been issued.

A permit will only be considered for one advertising sign and will not be granted if your business already holds a permit for either display of goods or outdoor eating facilities.

Permits expire on **31 August each year**.

Please forward your completed application form along with the above information to:

Technical Services Department  
Hume City Council  
PO Box 119  
Dallas 3047

To ensure footpath management standards are met, three footpath trading zones apply:

- Pedestrian Zone,
- Trading Zone,
- Kerb Zone.



### **Pedestrian Zone**

The pedestrian zone is an unobstructed pedestrian footpath corridor not less than 1.8 metres in width (an absolute minimum walkway width of 1.5 metres will be allowed in areas where the footpath is narrow, and only if the need can be clearly demonstrated).

To ensure a continuous and accessible path of travel, no furniture, signage or displays of goods are permitted within the pedestrian zone at any time.

### **Trading Zone**

The trading zone is the space between the pedestrian zone and the kerb zone (the kerb zone typically 0.7 metres wide from the gutter). The trading zone varies in width from street to street depending on the overall width of the footpath.

The footpath trading furniture, signage and displays of goods must be contained within this zone at all times. There must be a minimum of 1 metre between each adjoining trading zones.

To ensure adequate access between the road and the pedestrian zone, a 1.5 metre space must be provided at the centre of trading zones greater than 10 metres in length.

### **Kerb Zone**

The kerb zone is the area between the gutter and the trading zone (the kerb zone is typically 0.7 metres from the gutter).

## ADVERTISING SIGN (A-BOARD)

Any business wishing to have an advertising (A-Board) sign on any part of the road must have a permit and such A-Board is to remain within the trading zone (see above diagram). The placing of advertising signs on the footpath/road reserve will not be permitted unless it meets with the following conditions:

- Advertising sign shall be no higher than 1 metre or wider than 800 mm;
- The sign must be placed on the outer edge of the trading zone (see diagram) and be set back 700 mm from the face of the kerb to allow unrestricted opening of passenger doors, on any vehicle parked or left standing on a road;
- The location of any advertising sign shall allow no less than 2 metres clear pedestrian movement from the building line;
- Advertising signs are to be removed at the close of business each day.
- No advertising sign will be allowed within 10 metres of any intersection or access way, unless considered satisfactory by the Traffic Engineer;
- No illuminated/rotating or animated advertising sign will be supported;
- No advertising sign will be allowed on median strips/centre nature strips;
- Only 1 advertising sign will be allowed per premises;
- An advertising sign is not permitted if the premises already has a permit for display of goods or outdoor eating furniture;
- The advertising sign shall only be located in front of the premises being advertised;
- An advertising sign will not be allowed in any other location which, in the opinion of an authorised officer, is likely to obstruct motorists' lines of sight or cause danger to any road user;
- Under no circumstances will an advertising sign permit be granted if in the opinion of an authorised office existing signage on the premises is adequate;
- In circumstances where there are factory or shopping complexes, each premises will not be permitted an advertising sign - in such circumstances a combined pole sign, or similar group sign should be considered;
- Applicants will need to supply written consent from VicRoads should the application be for signage on a main road;
- Sign is not to be placed before 8.00am daily to enable street cleaning.