

HOTHAM

Mount Hotham Resort Management Board

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Portable Signs Guidelines

1. Purpose

Portable signs, or sandwich board signs, on the footpath and roads have been an integral part of the summer advertising regime at Mount Hotham. They advise visitors that the business is open and what goods and services are on offer. More recently, there has been a proliferation of portable signs in the village area advertising winter based services. Whilst good signage that is well placed is a guest service and good for the proprietors of businesses on the mountain, circulation and safety of pedestrians and visual amenity are of highest priority.

The Mount Hotham Alpine Resort Management Board ('Board') is working towards a fully accessible village that is safe and easy for people to move around. Public footpaths and roads should provide safe and unimpeded access to the many businesses and services that Mount Hotham has to offer.

The Mount Hotham skiing experience and the street amenity of a relatively un-congested pedestrian environment is integral to the Resort product and holiday offering. If the quality of the streetscapes is not protected then the attraction of the village is lost and so too are skiers and tourists.

As a result, activities (including portable signs) on the roads and paths must be controlled and limited to locations where public safety and visual amenity can be maintained.

These guidelines have been developed to maintain the balance between skier and pedestrian safety and off-site advertising of business establishments. The aim is to provide guidelines and acceptable solutions to design and placement of portable signs in public places.

The use of off-site public areas by business is not a right, but a privilege that could be granted to traders only where there is no danger and where amenity is retained.

Every existing and new business will need to comply with these Guidelines.

2. Planning Controls

Comprehensive Development Zone 1 (Alpine Village) – CDZ1

A Planning Permit is not required for a sandwich board within the Comprehensive Development Zone 1 (Alpine Village) when all of the following requirements are met:

- The sign is not greater than 1 square metre in area; and
- The sign is the only sandwich board sign for the premises; and
- The sign does not duplicate advertisement messages elsewhere on the exterior of the premises; and
- The sign does not cause a pedestrian hazard and is secured; and
- The location and details of the sign have been approved by the relevant Alpine Resort Management Board.

Road Zone – RDZ1

For the Road Zone (Great Alpine Road) a permit is required to display a sign over the road formation or over land within 600 millimetres of the road formation. For other land in this zone, the category of advertising control which applies is the category which applies to the adjoining zone nearest to the land. If land is equidistant from two or more adjoining zones, the least restrictive category applies.

Where the Public Use Zone 4 is the nearest adjoining zone, a permit is required to display a sign.

All Other Zones

A Planning Permit is required.

3. Board Approval

Approval of portable (sandwich) board signs will be subject to:

- Maximum size 1.0 metres x 1.0 metres.
- A maximum of one sign will be permitted per business premises on either private or public land in zone CDZ1 or RDZ1.
- Sandwich board signs will be permitted only where they are in accordance with the design guidelines described below at item 5. Such signs are to have a design theme which is compatible with other street furniture, be professionally made and painted, be placed so that pedestrian areas are uncluttered and access and egress from buildings, shops and cars unimpeded and be aimed at informing the pedestrian, rather than the driver.
- Sandwich boards are to be tethered with a lanyard to an appropriate location on the property.
- The owner of the sign is to hold public liability insurance which covers the sign and indemnifies the Board to the value of \$10 million.

Consents for sandwich board signs will be under a written Authority and will generally be valid for a one (1) year period only.

Submission and approval of a fresh application will be required at the end of that period.

4. Minimum Requirements

The following siting requirements apply to all portable signs proposed to be located on roads and footpaths.

ONLY ONE PORTABLE SIGN PER BUSINESS WILL BE PERMITTED

The sign must be located at or near the business frontage or upstairs business entrance to which it relates. Remote signs are not permitted. Signs must be removed when the business is closed for 24 hours or more.

CLEAR AND SAFE ACCESS ALONG A FOOTPATH OR ROAD MUST BE MAINTAINED AT ALL TIMES

5. Design Guidelines

Size

The size of the sign must be within the range of 500-1000mm wide x 600-1000mm high.

Design

The following criteria must be observed when designing the sign:

- Only 'a-frame' or inverted 't-frame' signs shall be permitted.
- The sign must be fitted with a strut or other approved rigid mechanism to ensure it cannot close accidentally. No string or chain fixtures will be permitted. The sign is to contain no moving or spinning parts.
- The sign is to contain no offensive words or images.
- The sign shall not have reflecting or mirrored finishes (they are too difficult to read and may reflect light into the eyes of drivers).
- The sign must be sufficiently weighted and sized to ensure stability.
- All corners of the sign must be chamfered or rounded.
- Irregular shaped signs will be permitted but the size must be within the size range outlined above, and there must be no sharp edges or corners.
- Legs are permitted at the base of a-frame signs provided they are a maximum of 50mm long and have a flat base to prevent damage to footpath surfaces.

Advertising and Signage

The face of the portable sign shall be painted or written to a professional standard of finish.

In the case of chalkboards, the name of the business is permitted as a permanent part of the sign.

Lighting

Only solar powered lighting of portable signs will be permitted.