

Division 14—Advertising Devices Code

12.14.1 Advertising Devices Code

- (1) The provisions in this division comprise the Advertising Devices Code.
- (2) They are—
 - compliance with the Advertising Devices Code (section 12.14.2);
 - overall outcomes for the Advertising Devices Code (section 12.14.3);
 - defined terms for Advertising Devices (section 12.14.4);
 - specific outcomes and probable solutions for the Advertising Devices Code (section 12.14.5).

12.14.2 Compliance with the Advertising Devices Code

Development that, in the local government’s opinion is consistent with the specific outcomes in section 12.14.5 complies with the Advertising Devices Code.

12.14.3 Overall Outcomes for the Advertising Devices Code

- (1) The overall outcomes are the purpose of the Advertising Devices Code.

NOTE 12.14.3A
 Sub-section (1) provides the link between the overall outcomes sought for the code and the IPA code assessment rules which refer to the ‘purpose’ of the code [see IPA s.3.5.13(2)].

- (2) The overall outcomes sought for the Advertising Devices Code are to create advertising devices that—
 - (a) cater for the needs of businesses to clearly identify the goods or services which are supplied to the public;
 - (b) compliment the design of the building(s) on which advertising devices are located and are consistent with the type of development in the vicinity;
 - (c) compliment the local streetscape and present a visually attractive appearance to public areas;
 - (d) are safely secured and do not pose a physical hazard, obstruction or distraction to motorists, pedestrians, cyclists or residents;

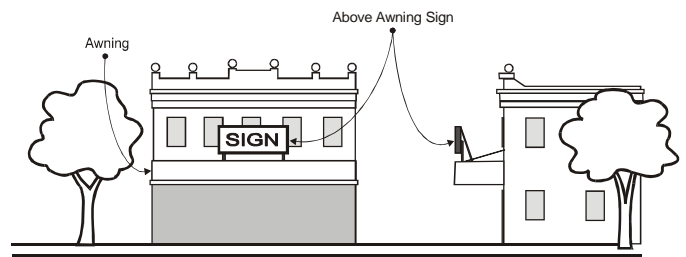
- (e) do not significantly impact on the access to views, sunlight or breezes for residents, patrons or other users of nearby sites or create nuisance as a result of noisy, flashing or illuminated devices;
- (f) reflect the character of specific areas of the City, particularly areas with a predominant historical character or notable urban design theme; and
- (g) compliment the scenic amenity of gateway routes within the City.

12.14.4 Defined Terms for Advertising Devices

Types of Advertising Devices

- (1) The following types of advertising devices have the meaning as set out below—
 - “above awning sign” means a sign attached to and supported above an awning or a verandah roof (see Figure 12.14.1).

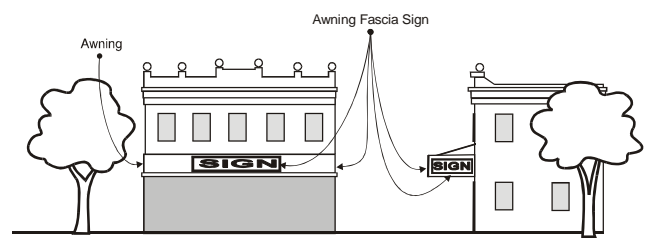
Figure 12.14.1: Above Awning Sign



“animated or flashing sign” means an advertising device, which incorporates flashing or pulsating forms of illumination intended to draw attention to the sign.

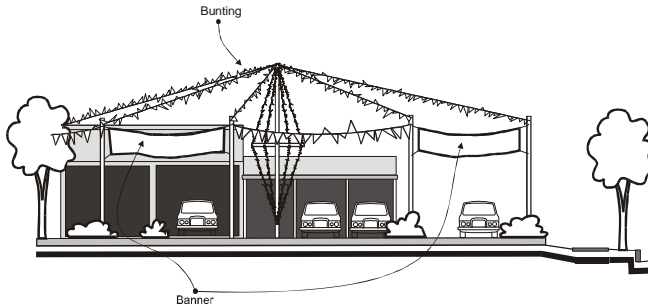
“awning fascia sign” means a sign painted on, or fixed to, the fascia of an awning, verandah or similar structure (see Figure 12.14.2).

Figure 12.14.2: Awning Fascia Sign



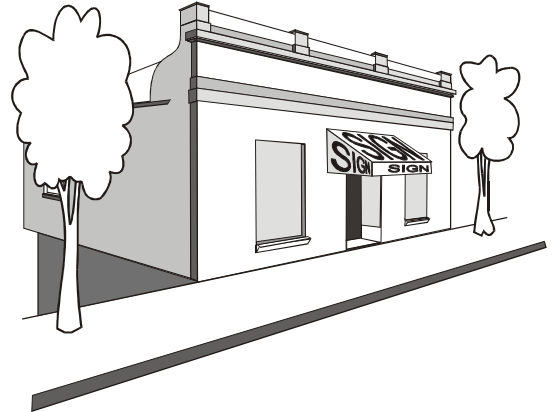
“**banner signs and bunting**” means a series of small flags, pennants, streamers or ribbons suspended from a rope or cable (see Figure 12.14.3).

Figure 12.14.3: Banners and Bunting



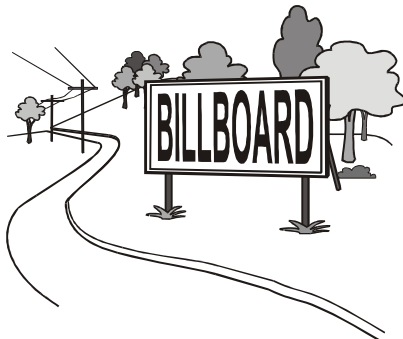
“**canopy sign**” means a message which is painted or otherwise fixed to a canopy, located over a window or doorway (see Figure 12.14.6).

Figure 12.14.6: Canopy Sign



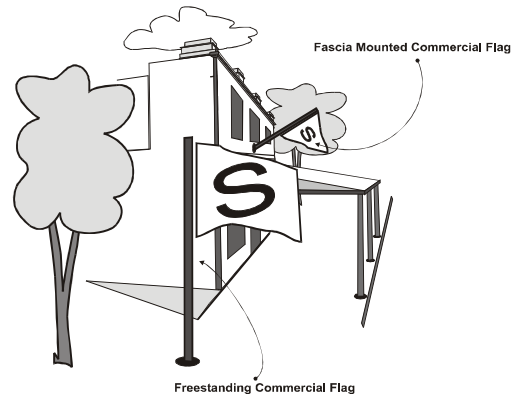
“**billboard**” means a sign with a freestanding display surface, where the width of the sign is greater than its height, incorporating the freestanding structure upon which the sign is located and any lighting equipment used to illuminate the sign (see Figure 12.14.4).

Figure 12.14.4: Billboard



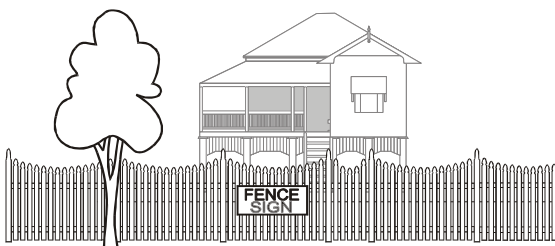
“**commercial flag sign**” means a cloth or fabric sign hung from a pole or flagpole (see Figure 12.14.7).

Figure 12.14.7: Commercial Flag Sign



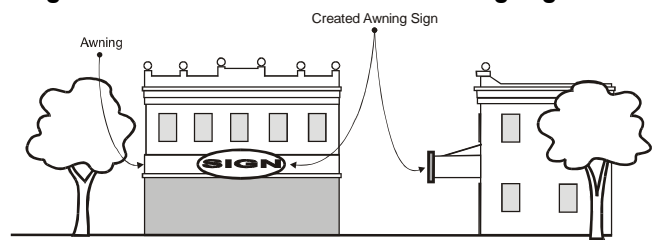
“**boundary fence sign**” means a sign, which is either painted onto or incorporated into a solid boundary fence or attached to a fence along the boundary of a site (see Figure 12.14.5).

Figure 12.14.5: Boundary Fence Sign



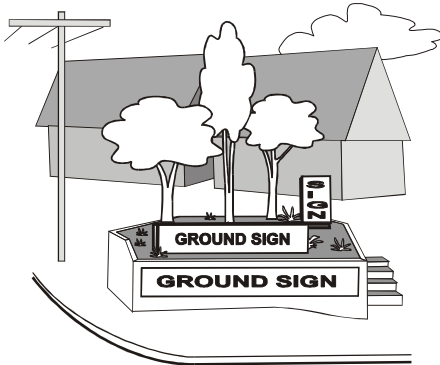
“**created fascia/awning sign**” means a sign attached to a building fascia or a building awning, which extends beyond the fascia or awning boundary to create a new fascia or awning line (see Figure 12.14.8).

Figure 12.14.8: Created Fascia/Awning Sign



“ground sign” means a sign which sits directly on the ground without any supporting poles or framework (see Figure 12.14.9).

Figure 12.14.9: Ground Sign



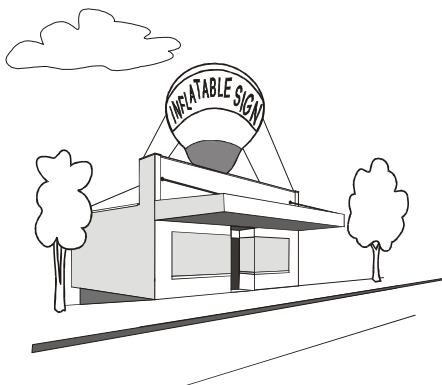
“pole sign” means a small free standing sign placed on one or more vertical supports (see Figure 12.14.11).

Figure 12.14.11: Pole Sign



“inflatable sign” means an advertising device, which is either inflated by air or a lighter than air substance and is attached to or located on a site or premises (see Figure 12.14.10).

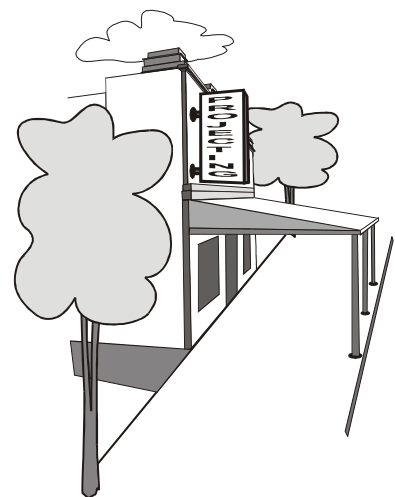
Figure 12.14.10: Inflatable Sign



“projected image sign” means an illuminated message which is projected onto a display surface as a static or moving image, so as to provide visual interest.

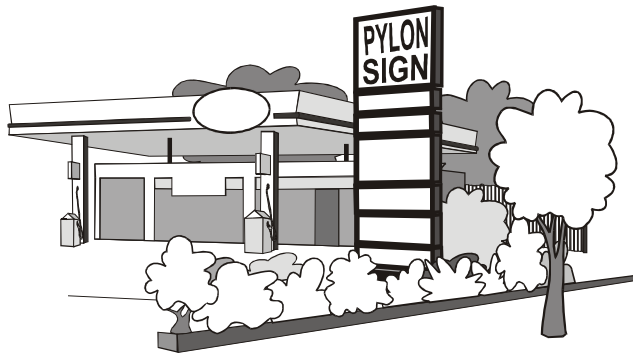
“projecting sign” means a sign attached to and projecting beyond 150mm from a building or wall (see Figure 12.14.12).

Figure 12.14.12: Projecting Sign



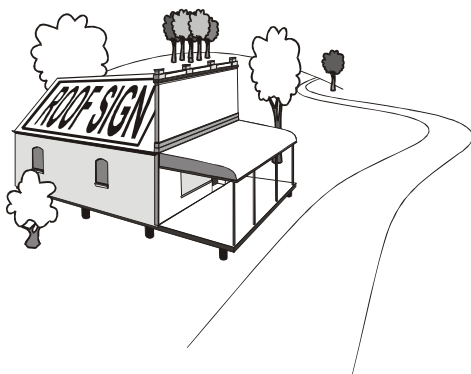
“**pylon sign**” means a large freestanding sign placed on one or more vertical supports and which has a face height greater than its face width (see Figure 12.14.13).

Figure 12.14.13: Pylon Sign



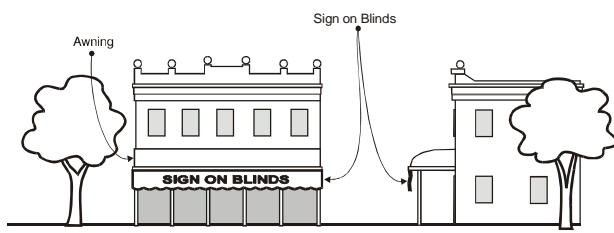
“**roof sign**” means a sign painted or attached to the roof of a building which does not extend above the highest point of the roof (see Figure 12.14.14).

Figure 12.14.14: Roof Sign



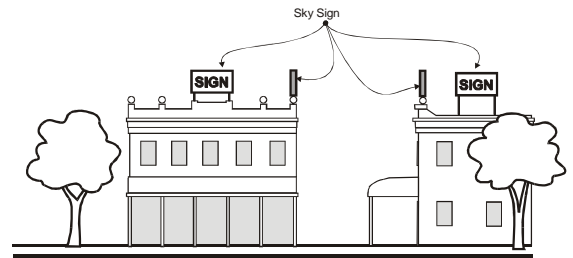
“**sign on blinds**” means a message which is painted or otherwise attached to solid or flexible material suspended from an awning or verandah (see Figure 12.14.15).

Figure 12.14.15: Sign on Blinds



“**sky sign**” means a sign attached to the roof of a building which extends above the highest point of the roof (see Figure 12.14.16).

Figure 12.14.16: Sky Sign



“**temporary advertising device**” means a sign or other advertising device which is in place continuously for no more than 14 days in any 90 day period.

NOTE 12.14.4A

- (1) Most temporary advertising devices take the form of window signs, banner signs, bunting, commercial flag signs or inflatable signs.
- (2) However these forms of advertising may also extend beyond the 14 day period and thereby constitute a permanent advertising device.
- (3) Temporary advertising devices do not constitute ‘development’ in terms of the IPA and therefore are not able to be regulated by the planning scheme.
- (4) Temporary advertising devices are however regulated by Local Law 50 (Control of Advertising).

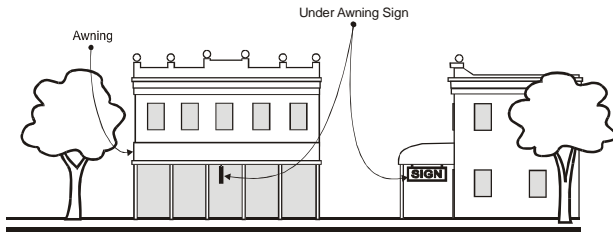
“**third party advertising device**” means an advertising device which—

- (a) is able to be viewed from nearby land or the exterior of a site; and
- (b) advertises a use which is not conducted from the land or goods or services which are not supplied from the land.



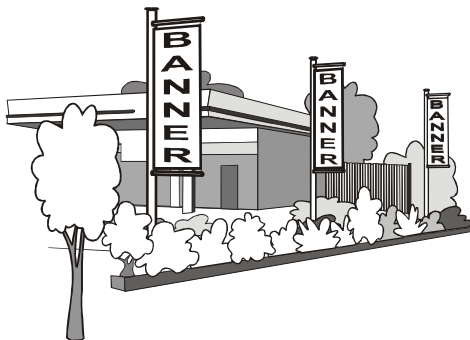
“under awning sign” means a sign suspended beneath an awning or verandah or similar structure (see Figure 12.14.17).

Figure 12.14.17: Under Awning Sign



“vertical banner sign” means a sign constructed of flexible material and suspended between brackets at the top and bottom of the sign face, with the brackets either secured to the face of a building or to a freestanding pole (see Figure 12.14.18).

Figure 12.14.18: Vertical Banner Sign



“wall sign” means a sign painted or attached on the wall of a building (see Figure 12.14.19). The term includes the use of corporate colours as the colour scheme for the wall where the colour scheme includes corporate logos, crests, or company/business names/titles, or any other form of advertising device.

Figure 12.14.19: Wall Sign



“window sign” means a sign used on the inside or outside of a window for the display of advertisements (see Figure 12.14.20).

Figure 12.14.20: Window Sign



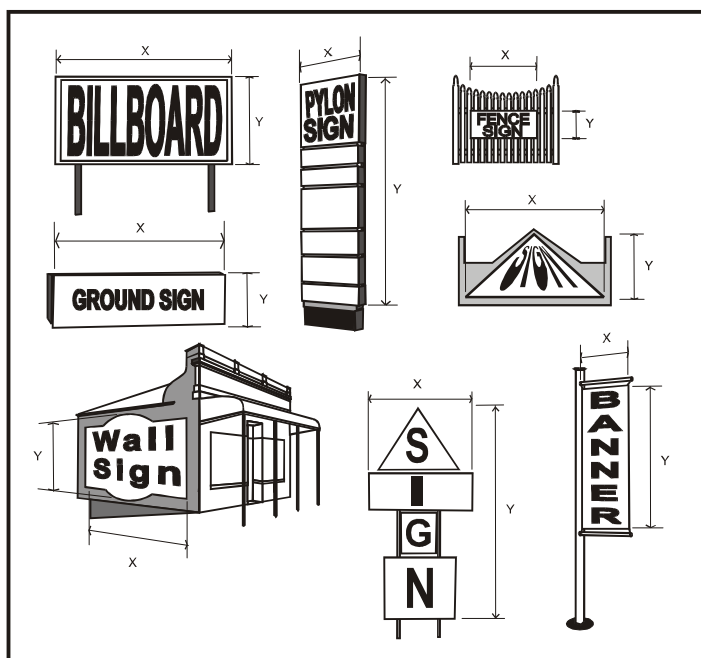
- (2) Advertising Character Areas**
- Under this Code the City is divided into six (6) Advertising Character Areas as follows—
- (a) Rural and Open Space Areas**
- These incorporate land located in the following Planning Scheme zones and localities—
- (i) Part 4, Urban Areas—
 - (A) Future Urban Zone (division 8);
 - (B) Local Business and Industry Buffer Zone (division 13);
 - (C) Recreation Zone (division 17);
 - (D) Conservation Zone (division 18); and
 - (E) Limited Development (Constrained) Zone (division 19);
 - (ii) Part 6, Regional Business and Industry Buffer Zone (division 6);
 - (iii) Part 8, Rosewood – Recreation Zone (division 10);
 - (iv) Part 10, Rural Areas—
 - (A) Rural A (Agricultural) Zone (division 4);
 - (B) Rural B (Pastoral) Zone (division 5);
 - (C) Rural C (Rural Living) Zone (division 6); and
 - (D) Rural D (Conservation) Zone (division 7); and
 - (E) Rural E (Special Land Management) Zone (division 8).
- (b) Residential Areas**
- These incorporate land located in the following zones and localities—
- (i) Part 4, Urban Areas—
 - (A) Large Lot Residential Zone (division 4);
 - (B) Residential Low Density Zone (division 5);
 - (C) Residential Medium Density Zone (division 6);
 - (D) Business Incubator Zone (division 15); and
 - (E) Bundamba Racecourse Stables Area Zone (division 16);
 - (ii) Part 8, Rosewood—
 - (A) Residential Low Density Zone (division 7);
 - (B) Residential Medium Density Zone (division 8); and
 - (C) Urban Investigation Zone (division 9);
 - (iii) Part 9, Township Areas—
 - (A) Township Residential Zone (division 4); and
 - (B) Stables Residential Investigation Zone (division 8).
- (c) Historic Areas**
- These incorporate land located in the following zones and localities—
- (i) Part 4, Urban Areas—
 - (A) Character Areas – Housing Zone (division 7); and
 - (B) Character Areas – Mixed Use Zone (division 14);
 - (ii) Part 8, Rosewood—Character Areas – Housing Zone (division 6);
 - (iii) Part 9, Township Areas—
 - (A) Township Character Housing Zone (division 5); and
 - (B) Township Character Mixed Use Zone (division 6).
- (d) Industrial Areas**
- These incorporate land located in the following zones and localities—
- (i) Part 4, Urban Areas—
 - (A) Local Business and Industry Zone (division 11); and
 - (B) Local Business and Industry Investigation Zone (division 12);



- (ii) Part 6, Regionally Significant Business Enterprise and Industrial Areas—
 - (A) Regional Business and Industry Zone (division 4); and
 - (B) Regional Business and Industry Investigation Zone (division 5);
 - (iii) Part 7, Amberley Air Base and Aviation Zone (division 4);
 - (iv) Part 8, Rosewood—Service Trades and Showgrounds Zone (division 5); and
 - (v) Part 9, Township Areas—Showgrounds, Sport, Recreation, Service Trades and Trotting Zone (division 9).
- (e) Commercial Areas**
- These incorporate land located in the following zones and localities—
- (i) Part 4, Urban Areas—
 - (A) Major Centres Zone (division 9);
 - (B) Local Retail and Commercial Zone (division 10);
 - (ii) Part 5, City Centre—
 - (A) CBD Primary Retail Zone (division 4);
 - (B) CBD North – Secondary Business Zone (division 5);
 - (C) CBD Primary Commercial Zone (division 6);
 - (D) CBD Secondary Commercial Zone (division 7);
 - (E) CBD Top of Town Zone (division 8);
 - (F) CBD Medical Services Zone (division 9); and
 - (G) CBD Residential High Density Zone (division 10);
- (3)**
- (iii) Part 8, Rosewood—Town Centre Zone (division 4); and
 - (iv) Part 9, Township Areas—Township Business Zone (division 8).
- (f) Special Use/Other Areas**
- These incorporate land located in the following zones and localities—
- (i) Part 4, Urban Areas—
 - (A) Special Uses Zone (division 20); and
 - (B) Special Opportunities Zone (division 21);
 - (ii) Part 8, Rosewood—Special Uses Zone (division 11);
 - (iii) Part 9, Township Areas—Special Uses Zone (division 10); and
 - (iv) Part 10, Rural Areas—Special Uses Zone (division 9).
- Signface Area**
- “Signface Area”** means (refer to Figure 12.14.21)—
- (a) in the case of a purpose-built advertising device which is freestanding, the area of the smallest rectangle that can wholly contain the advertising device, measured from the outside of the device’s framework; and
 - (b) where the advertising device is painted on or otherwise affixed to a building or other structure (e.g. where individual lettering is applied to an awning face), the area of the smallest rectangle that can wholly contain the advertising device, inclusive of any decorative lines, stripes, borders, logos, crests, company/business names/titles, architectural trims and corporate colour schemes that surround the device.



Figure 12.14.21: Signface Area



12.14.5 Specific Outcomes and Probable Solutions for the Advertising Devices Code

The specific outcomes and probable solutions for the Advertising Devices Code are set out below.

Built Form and Signage Location – General

(1)

- (a) Advertising devices fixed to buildings are appropriately located, scaled and designed to enhance the appearance of the subject building.
- (b) In all areas, whether attached to a building, structure, fence or freestanding, the advertising device—
 - (i) does not extend beyond or obscure any part of the outline of the building, structure or fence (see Figures 12.14.22 and 12.14.23);
 - (ii) does not obstruct or obscure any architectural design features, window or door frame, verandah balustrade, bargeboard, exposed decorative bracket, cornice, gable, parapet, quoin or other decorative feature (see Figure 12.14.22 and 12.14.23);
 - (iii) is located and designed to minimise visual clutter on the building and the streetscape;

- (iv) compliments the design of the building and the streetscape;
- (v) clearly identifies the business or use to which it relates;
- (vi) presents an attractive outlook to all public places;
- (vii) does not create a hazard or nuisance in terms of—
 - (A) lighting, glare or reflectivity;
 - (B) clearance for pedestrians;
 - (C) the movement of goods along or across a footpath or carriageway;
 - (D) obstructions or distractions to road users, including providing access to loading or parking areas; or
 - (E) obstruction of windows or doorways.

(2)

Probable Solutions – for sub-section (1)

- (a) Advertising devices are placed in the consistent locations depicted in Figure 12.14.22.
- (b) No advertising devices are placed in the inconsistent locations depicted in Figure 12.14.23.



Figure 12.14.22: Consistent Sign Locations

DIAGRAM A – Single Storey ‘Contemporary’ Building

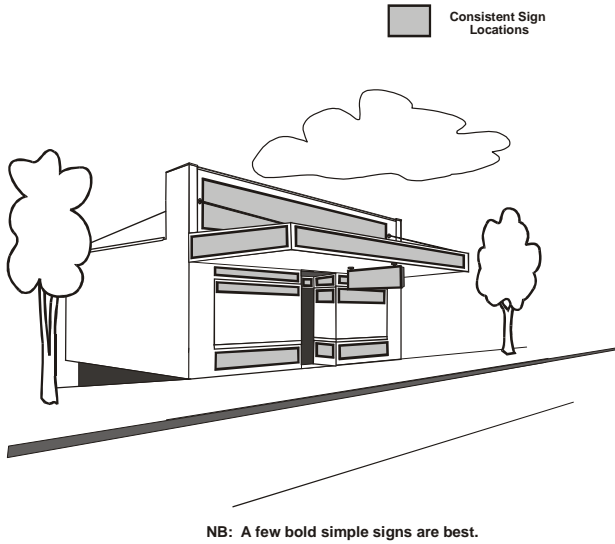


DIAGRAM B – Single Storey ‘Historic’ Building



DIAGRAM C – Two Storey ‘Contemporary’ Building

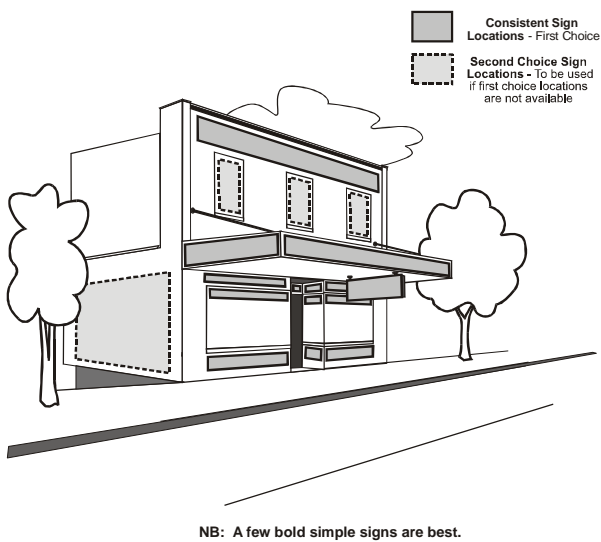


DIAGRAM D – Two Storey ‘Historic’ Building

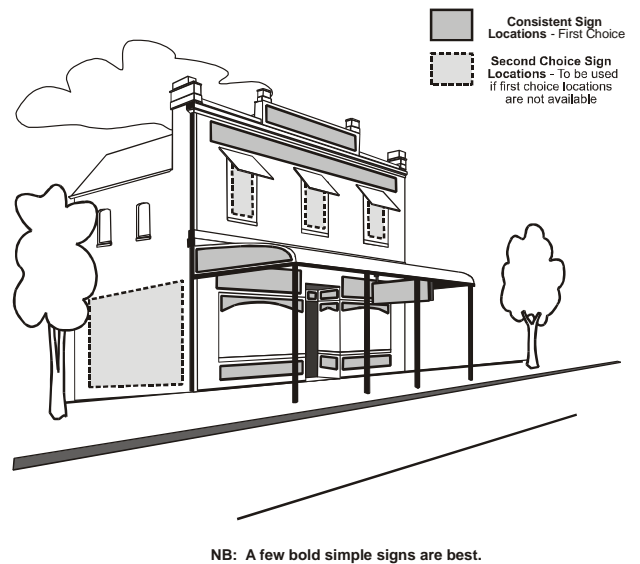
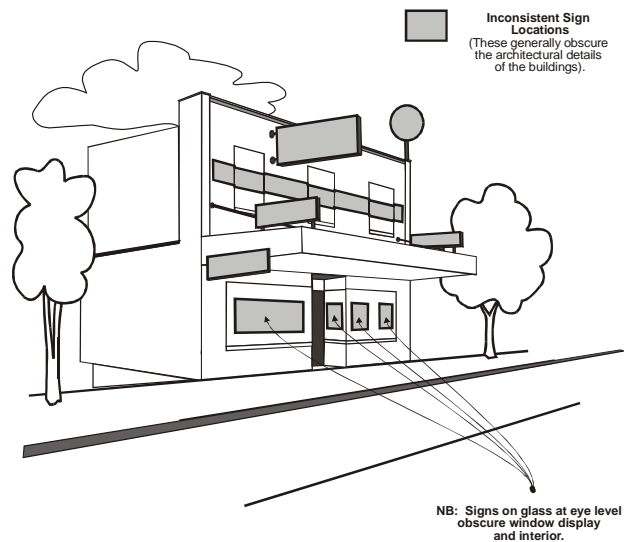


Figure 12.14.23: Inconsistent Sign Locations

DIAGRAM A – Two Storey ‘Historic’ Building



DIAGRAM B – Two Storey ‘Contemporary’ Building



- (3) **Total Signface Area**
Specific Outcome
 The total signface area per site, is consistent with the purpose for which the land or building is used and is complimentary to the character of the local area.
- (4) **Probable Solutions – for sub-section (3)**
- In rural and open space areas, the total signface area per site does not exceed 5m².
 - In residential areas, the total signface area per site does not exceed 1.5m², except where the site is used for an approved or lawful non-residential use in a non-residential building, in which case the total signface area does not exceed 5m².
 - In historic areas, the total signface area per site does not exceed 1.5m², except where the site is used for an approved or lawful non-residential use in a non-residential building, in which case the total signface area does not exceed 5m².
 - Within industrial areas, the total signface area does not exceed 1m² for every 1 metre of site frontage, or 40m² in total, whichever is the lesser area.
 - Within commercial areas, the total signface area does not exceed 1m² for every 1 metre of site frontage, or 40m² in total, whichever is the lesser area.

- (f) Within special use/other areas, the total signface area does not exceed 5m².

Illumination of Advertising Devices

(5) Specific Outcomes

- The level of illumination for signs, if any—
 - is consistent with the nature of the surrounding area; and
 - does not create a nuisance to nearby residents or users.
- Signs located in rural and open space areas, residential areas, historic areas and special use/other areas are not illuminated, except where used in association with an approved or lawful non-residential use on a non-residential building.
- All conduits, wiring, switches or other electrical apparatus installed on an advertising device are concealed from general view.

(6) Probable Solutions – for sub-section (5)

- All illuminated advertising devices are connected to an electrical supply by a licensed electrician and meet the current Standards Association of Australia Wiring Rules.
- The luminance levels for advertising devices are as follows—
 - industrial areas: 500 cd/m²;
 - commercial areas: 400 cd/m²;



- (iii) rural and open space areas, residential areas, historic areas and special use/other areas: 300 cd/m².
- (c) The illumination for the advertising device is switched off between 11.00 p.m. and sunset of the following day.

Above Awning Signs

(7) **Specific Outcome**
 In rural and open space areas, residential areas, historic areas and special use/other areas, "Above Awning Signs" are only used for an approved or lawful non-residential use on a non-residential building.

- (8) **Probable Solutions – for sub-section (7)**
- (a) No more than one "Above Awning Sign" is provided per premises.
 - (b) The "Above Awning Sign" consists of a single plane located perpendicular to the street.
 - (c) The sign area does not exceed 2.5m² per face.
 - (d) The sign has a maximum depth of 500mm.
 - (e) The sign—
 - (i) does not project beyond the edges of the awning; and
 - (ii) has a minimum setback from the face of the awning of 300mm.
 - (f) The sign has a minimum distance of 2.4 metres from any other "Above Awning Sign" or "Projecting Sign".

Animated or Flashing Signs

- (9) **Specific Outcomes**
- (a) In rural and open space areas, residential areas, historic areas, special use/other areas and industrial areas of the City, "Animated or Flashing Signs" are avoided.
 - (b) In commercial areas—
 - (i) outside of major centres and the City Centre, "Animated or Flashing Signs" are avoided; and
 - (ii) "Animated or Flashing Signs" are located where night time activities are a feature.
 - (c) "Animated or Flashing Signs" are designed and located so they do not cause a nuisance to nearby residents or other users.
 - (d) "Animated or Flashing Signs"—

- (i) do not resemble official traffic signs or signals; and
- (ii) are not located in positions where a traffic hazard is likely to be created.
- (e) Illuminated signage is designed to make best use of energy efficient equipment and light sources.

Probable Solutions – for sub-section (9)

- (a) "Animated or Flashing Signs" utilise neon components rather than exposed light bulbs.
- (b) All illuminated signs are lawfully connected to an electricity supply by a licensed electrician, and meet the current Standards Association of Australia Wiring Rules.

NOTE 12.14.4B
 Regard should also be had to the provisions for 'Illumination of Advertising Devices' – refer sub-section (5) and (6) above.

Awning Facia Signs

Specific Outcome
 "Awning Fascia Signs" compliment the awning fascia signs on adjoining sites.

Probable Solutions – for sub-section (11)

- (a) "Awning Fascia Signs" are contained within the outline of a fascia.
- (b) "Awning Fascia Signs" do not extend beyond 100mm from the fascia line of the awning.

Banner Signs and Bunting – Permanent

Specific Outcome
 The permanent use of "Banner Signs and Bunting" is avoided.

Probable Solution – for sub-section (13)

No "Banner Signs or Bunting" are used or displayed for greater than 14 days in any 90 day period.

Billboards

Specific Outcomes

- (a) In rural and open space areas, residential areas, historic areas and special use/other areas, "Billboards" are avoided.
- (b) "Billboards" incorporate landscaped areas consisting of ground covers and shrubs, to reduce the visual impact of any supporting structure.
- (c) Supporting structures are painted so as to complement the visual backdrop of the structure.



- (16) **Probable Solutions – for sub-section (15)**
- (a) In industrial and commercial areas, “Billboards” are—
 - (i) no higher than the height of existing buildings on the subject site, or no higher than the buildings on adjoining sites where there are no buildings on the subject site; and
 - (ii) do not exceed ten metres in height, whichever is the lesser.
 - (b) “Billboards” are located—
 - (i) at the front of the properties they are promoting; and
 - (ii) at least 800 metres from any other existing or approved “Billboard”.
 - (c) The area of a “Billboard” does not exceed 40m².

Boundary Fence Signs

- (17) **Specific Outcomes**
- (a) “Boundary Fence Signs” are designed to match the scale and proportion of the fence on which they are erected.
 - (b) Where signs are attached to boundary fences, the fence structure is capable of withstanding the additional weight and wind loading created by the sign.
- (18) **Probable Solutions – for sub-section (17)**
- (a) Only one “Boundary Fence Sign” is provided per street frontage.
 - (b) Supporting structures are not visible from public land or any adjoining site.
 - (c) “Boundary Fence Signs” do not exceed 1.2m in height.
 - (d) “Boundary Fence Signs” are not attached to chain wire fencing or other types of ‘see through’ fencing.
 - (e) “Boundary Fence Signs” do not extend beyond the extremities of any boundary fence.

Canopy Signs

- (19) **Specific Outcomes**
- (a) In rural and open space areas, residential areas, historic areas and special use/other areas, “Canopy Signs” are only used for an approved or lawful non-residential use on a non-residential building.
 - (b) The canopy and the “Canopy Sign” are designed to match the scale and architectural details of the building on which they are located.

- (20) **Probable Solutions – for sub-section (19)**
- (a) “Canopy Signs” are only located over windows or doorways.
 - (b) Supporting structures are not visible from public land or any adjoining site.
 - (c) The canopy and the “Canopy Sign” have a minimum vertical clearance of 2.4 metres from any footpath.

Commercial Flag Signs – Permanent Specific Outcome

The permanent use of “Commercial Flag Signs” is avoided.

(21) Probable Solution – for sub-section (21)

No “Commercial Flag Signs” are used or displayed for greater than 14 days in any 90 day period.

Created Fascia/Awning Signs**Specific Outcomes**

- (a) In rural and open space areas, residential areas, and special use/other areas, “Created Fascia/Awning Signs” are only used for an approved or lawful non-residential use on a non-residential building.
- (b) In historic areas, “Created Fascia/Awning Signs” are avoided.
- (c) “Created Fascia/Awning Signs” are located in the centre of a business premises to provide symmetry, and are designed and located to enhance the appearance of the building and any existing signage.
- (d) Where “Created Fascia/Awning Signs” are illuminated, no light spillage occurs onto nearby sites.

(24) Probable Solutions – for sub-section (23)

- (a) No more than one “Created Fascia/Awning Sign” is provided per premises.
- (b) “Created Fascia/Awning Signs” do not extend more than 600mm above or below the fascia or awning to which they are attached.
- (c) The area of the “Created Fascia/Awning Sign”, which extends beyond the awning or fascia does not exceed 10% of the area of the fascia on which the sign is located.
- (d) “Created Fascia/Awning Signs” do not extend beyond the ends of the building or the boundaries of the site.
- (e) Supporting structures are not visible from any public street or adjoining site.



- (f) “Created Fascia/Awning Signs” maintain a clearance of 2.4 metres from the ground.

Ground Signs

(25)

Specific Outcomes

- (a) “Ground Signs” are of a shape, design and colour to complement the style and architecture of the buildings in the vicinity.
- (b) “Ground Signs” form part of the landscape area surrounding a development and incorporate landscape elements where reasonably possible.
- (c) “Ground Signs” are located at the front of the properties they are promoting.

(26)

Probable Solutions – for sub-section (25)

- (a) “Ground Signs” are no higher than 1.8 metres above natural ground level and have a total maximum face area of 10m², with no more than two faces.
- (b) There is only one “Ground Sign” provided per site.

Inflatable Signs – Permanent

(27)

Specific Outcome

The permanent use of “Inflatable Signs” is avoided.

(28)

Probable Solution – for sub-section (27)

No “Inflatable Signs” are used or displayed for greater than 14 days in any 90 day period.

Pole Signs

(29)

Specific Outcome

In residential areas, historic areas, rural and open space areas and industrial areas, “Pole Signs” are only used for an approved or lawful non-residential use.

(30)

Probable Solutions – for sub-section (29)

- (a) In residential areas, “Pole Signs”—
- (i) are used for an approved or lawful non-residential use;
 - (ii) are no higher than 1.8m; and
 - (iii) have a maximum signface area of 1.0m².
- (b) In historic areas, “Pole Signs”—
- (i) are used for home based activities and approved or lawful non-residential uses;
 - (ii) are no higher than 1.2m; and
 - (iii) have a maximum signface area of 1.0m².

- (c) In rural and open space areas and special use/other areas, “Pole Signs”—
- (i) are no higher than 2.4 metres; and
 - (ii) have a maximum signface area of 2m².
- (d) In industrial and commercial areas, “Pole Signs”—
- (i) are no higher than five metres;
 - (ii) have a maximum signface area of 3m²; and
 - (iii) have a maximum of two faces.
- (e) There is only one “Pole Sign” provided per site.
- (f) “Pole Signs” are located at the front of the properties they are promoting.
- (g) Where a site contains more than one business, the “Pole Sign” allows for each business to be advertised on the same sign.
- (h) The supporting poles for the “Pole Sign” are located clear of pedestrian pathway areas and have a minimum 2.4m headroom clearance where signs extend above footpath areas.

Projected Image Signs

Specific Outcomes

- (a) In rural and open space areas, residential areas, historic areas, special use/other areas and industrial areas, “Projected Image Signs” are avoided.
- (b) In commercial areas—
- (i) outside of major centres and the City Centre, “Projected Image Signs” are avoided; and
 - (ii) “Projected Image Signs” are located where night time activities are a feature.
- (c) Projected light does not fall on any other nearby site or create an adverse impact in terms of glare.
- (d) “Projected Image Signs” are designed and located so they do not cause lighting nuisance to nearby residents or other users.

Projecting Signs

Specific Outcome

“Projecting Signs” are avoided in rural and open space areas, residential areas, historic areas and special use/other areas.

(31)

(32)



- (33) **Probable Solutions – for sub-section (32)**
- (a) No more than one “Projecting Sign” is provided per premises.
 - (b) The “Projecting Sign” has a maximum height of 5 metres.
 - (c) The “Projecting Sign” maintains a clearance of at least 2.4 metres from the ground and does not extend above the wall or structure to which it is attached.
 - (d) Structural supports for the sign are not visible from adjoining sites or any public area.

Pylon Signs

- (34) **Specific Outcomes**
- (a) “Pylon Signs” in rural and open space areas, residential areas, historic areas and special use/other areas are avoided.
 - (b) “Pylon Signs” are located as close to the centre of the site frontage as is reasonably possible.
 - (c) Internal illumination of “Pylon Signs” is preferred however, other forms of lighting may be considered where no adverse impact is created to any nearby site or public street.
 - (d) “Pylon Signs” are situated within a landscaped setback area and complement the materials and plantings within the landscaped area.

- (35) **Probable Solutions – for sub-section (34)**
- (a) In industrial and commercial areas, “Pylon Signs” are—
 - (i) located at the front of the properties they are promoting;
 - (ii) have a maximum cumulative face area of 20m²; and
 - (iii) have a maximum of two faces, which are perpendicular to the street frontage(s).
 - (b) Where a site contains more than one business, the “Pylon Sign” allows for each business to be advertised on the same sign.
 - (c) “Pylon Signs” do not project beyond the boundaries of a property, and are located at least three (3) metres from a side boundary.
 - (d) Supporting structures for “Pylon Signs” are not visible from public streets or adjoining sites.
 - (e) There is only one “Pylon Sign” provided per site.

- (36) **Roof and Sky Signs**
- Specific Outcome**
- Owing to the high visual impact, “Roof Signs” and “Sky Signs” are avoided in all areas.

- (37) **Signs on Blinds**
- Specific Outcomes**
- (a) Blinds used for the purposes of signs, perform a primary function of providing shade and shelter for pedestrians and are not constructed purely as a supporting structure for a sign.
 - (b) In rural and open space areas, residential areas, historic areas and special use/other areas, “Signs on Blinds” are only used for an approved or lawful non-residential use on a non-residential building.
 - (c) “Signs on Blinds” are limited to the extent of an existing awning, balcony or verandah.
 - (d) Where “Signs on Blinds” are illuminated, light spillage onto adjoining sites does not occur and lighting structures are not visually obtrusive or unsightly.

- (38) **Probable Solutions – for sub-section (37)**
- (a) “Signs on Blinds” have a minimum clearance of 2.4 metres between the lowest part of the blind and the footpath beneath it.
 - (b) The area of a blind used for any advertising or message does not exceed 50% of the total area of the blind.

- (39) **Under Awning Signs**
- Specific Outcomes**
- In rural and open space areas, residential areas, historic areas and special use/other areas, “Under Awning Signs” are only used for an approved or lawful non-residential use on a non-residential building.

- (40) **Probable Solutions – for sub-section (39)**
- (a) No more than one “Under Awning Sign” is provided per premises for sites with a frontage length less than 15 metres.
 - (b) Signs are not located closer than 1.5 metres to the end of an awning and are not located closer than 3 metres to another “Under Awning Sign”.
 - (c) Supporting structures are not visible from public land or any adjoining site.
 - (d) “Under Awning Signs” have a maximum area of 1.5m² per face, with a maximum of two faces.



- (e) “Under Awning Signs” are perpendicular to the frontage of the site. (45)
- (f) “Under Awning Signs” have a minimum clearance of 2.4 metres to the ground.
- (g) “Under Awning Signs” do not to extend beyond the awning line.

Vertical Banners – Permanent

(41)

Specific Outcome

The permanent use of “Vertical Banners” is avoided.

(42)

Probable Solution – for sub-section (41)

No “Vertical Banners” are used or displayed for greater than 14 days in any 90 day period.

Wall Signs

(43)

Specific Outcomes

- (a) In historic areas, “Wall Signs” are avoided.
- (b) “Wall Signs” are integrated into the design of the building. (47)
- (c) Where “Wall Signs” are illuminated, lighting is contained within the site and does not cause nuisance to nearby sites or public areas.
- (d) The size, scale and dimensions of a “Wall Sign” are consistent with the size, scale and dimensions of the building on which it is located.
- (e) Multiple “Wall Signs” on a single wall are avoided.
- (f) On sites that contain more than one business premises a single “Wall Sign”, which provides an equal and consistent advertising opportunity for all tenants/business premises is used.
- (g) “Wall Signs” complement other advertising signs in the vicinity and do not visually dominate the streetscape of the locality.
- (h) “Wall Signs” located on or above roofs are avoided.

(44)

Probable Solutions

- (a) “Wall Signs” do not—
- (i) cover more than 75% of the area of the wall on which they are located;
- (ii) exceed a total area of 40m²; or
- (iii) extend beyond the outlines of the wall or above the roofline or beyond the edge of the wall boundary.

Window Signs (Permanent)

Specific Outcomes

- (a) In rural and open space areas, residential areas, historic areas and special use/other areas, “Window Signs” are only used for an approved or lawful non-residential use on a non-residential building.
- (b) “Window Signs” are located at street level and promote the display of goods and services available from the particular site or business.

Probable Solutions – for sub-section (45)

- (a) “Window Signs” do not cover or obscure more than 25% of the window surface.
- (b) Where illuminated signs are used in “Window Signs”, they are located behind the face of the window (i.e. internal to the building).

Playing Field and Stadium Signage

Specific Outcomes

- (a) Places of sport or entertainment employ a wide range of advertising devices, without causing any detrimental impact on the visual appearance of the surrounding area.
- (b) Playing Field and Stadium Signage is provided—
- (i) inside an indoor recreation facility or community hall; or
- (ii) at a showground, tourist theme park, motor racing track, horse racing track or similar major sports and recreation facility, where the signage is screened or oriented so that it cannot be viewed from nearby land or roads.
- (c) Playing Field and Stadium Signage faces onto the major entrance points into the venue, and not toward nearby residential premises.
- (d) Playing Field and Stadium Signage is of a scale, size and height, which is consistent with the scale, size and seating capacity of the venue.
- (e) Playing Field and Stadium Signage is designed and located so as not to interfere with the view of the main playing surface from all spectator areas.

