

# Advertising Signs

## Information Sheet

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### **Guideline**

The purpose of these guidelines is to assist Applicants in making application for approval to install, erect or display advertising Material if required.

For further information concerning these guidelines and the submissions of applications for the Approval to install, erect or display advertising Material, please contact Council on (07) 4761 5300.

### **Prescribed Activity**

The installation, erection and display of Advertising Signs

### **Activities That Do Not Require an Approval under the authorizing Local Law**

An approval is not required under the authorising local law for the prescribed activity if—

- (a) the activity is the installation, erection or display of a permitted advertisement that is visible from a road or other public place. A ‘permitted advertisement’ is a sign type as listed below that meets the criteria prescribed for that sign type; or
- (b) under the planning scheme of the local government, the prescribed activity is identified as—
  - (i) self assessable development; or
  - (ii) code assessable development; or
  - (iii) impact assessable development.

### **Documents and Materials that must accompany an application for an approval**

Full details of the proposed advertising device including—

- (a) the name and address of the premises at which the proposed advertising device will be installed; and
- (b) the name and address of the person responsible for the installation of the advertising device; and
- (c) if available — the name and address of any business which will be advertised on the advertising device.

Details of all building work and other work to be carried out under the approval.

Details of the time and place at which the prescribed activity will be undertaken.

The proposed term of the approval.

The impact, if any, of the prescribed activity on pedestrian or vehicular traffic.

The materials, equipment and vehicles to be used in the undertaking of the prescribed activity.

Plans and specifications detailing—

- (a) the location of the proposed advertising device; and
- (b) each item of equipment to be used in the installation, erection or display of the proposed advertising device; and
- (c) the type and location of any utility, service or infrastructure to be used in the installation, erection or display of the proposed advertising device; and
- (d) particulars of the content, if available, design, dimensions and construction of the proposed advertising device; and
- (e) a site plan, to scale, of the proposed advertising device; and
- (f) if the applicant is not the owner of the premises on which the proposed advertising device is to be installed, erected or displayed, the consent of the owner of the premises to the installation, erection and display of the advertising device; and
- (g) a copy of each development approval required for the installation, erection and display of the proposed advertising device; and
- (h) a pictorial representation of the proposed advertising device.

### **General Criteria for the Installation, Erection and Display of Advertising Signs**

1. This schedule specifies general criteria for the installation, erection and display of advertising devices.
2. The advertising device must—
  - a. not cause a nuisance; and
  - b. be kept and maintained at all times in good order and repair, and free of graffiti.
3. If an advertising device advertises an activity being conducted on premises—the activity must be able to be lawfully conducted on the premises.
4. The advertising device must be structurally sound.
5. The display of the advertising device must not cause obstruction of, or distraction to, pedestrian or vehicular traffic.
6. The advertising device must be of high design quality.
7. The face area of the advertising device must be appropriate for the location.
8. The height of the advertising device must be appropriate for the location.
9. The advertising device must not cause damage to public infrastructure.
10. The advertising device must be consistent with applicable environmental standards.

11. An illuminated advertising device must not be positioned so as to create glare or a nuisance to pedestrian or vehicular traffic.
12. The size and scale of the advertising device, whether attached to a building or free-standing, must be appropriate to the size and scale of the building (if any) and of the premises where it is erected or to be erected and the advertising device must not be oversized so as to detract from or dominate the building, premises or adjacent uses of the land on which it is to be displayed.
13. Where numerous small advertising devices are located adjacent to one another, the number, size, position and height of each advertising device must be limited to avoid visual clutter.
14. To avoid visual clutter, where more than 1 tenant or business occupies a building or attached premises, advertising devices located on the building, or free-standing signs, must be harmonious and co-ordinated in size and height.
15. The face area and size of an advertising device must be compatible with predominant land uses, the built environment and the orientation of the premises with respect to adjacent roads and buildings.
16. An advertising device mounted over a road or other place where vehicles are able to pass, must provide a clearance of not less than 5.7m from ground level directly adjacent to the advertising device.
17. The advertising device must be harmonious with the architectural style and character of the location
18. An advertising device at a location must be compatible with landscaping and street features of the location.
19. This schedule also specifies the criteria that the local government must have regard to when deciding whether to approve the display of a free-standing sign by reference to the size of the advertising device.
20. The face area of any advertising device is generally the area bounded by the framework of a manufactured panel, hoarding or illuminated sign case and is calculated by multiplying the sign face area height and width parameters.
21. However, in the case of lettering, logos or designs applied to a lesser area than the panel parameters, or individual lettering applied to a wall or awning face, the area is calculated by drawing a rectangle around the advertising device lettering.
22. In the case of irregular shaped advertising devices, including words with ascending or descending upper or lower case letter strokes, or replicas or shapes, the face area is calculated by not more than 2 abutting and non-overlapping rectangles added together.
23. Decorative lines, stripes and architectural trims of an advertising device, whether illuminated or not, form part of the face area of the advertising device.
24. In calculating the size of an advertising device, v-shaped advertising devices are classed as 2 advertising devices.

25. The maximum face area for a free-standing sign is 48m<sup>2</sup>.
26. The maximum allowable height for a free-standing sign is 15m.
27. An advertiser who installs an election sign or poster on premises for a government election must remove the election sign or poster from the premises not later than 7 days after the date of the government election.

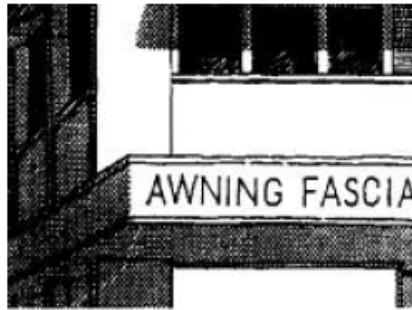
**Sign Type:**

1. Awning face sign
2. Banner sign
3. Blind/canopy sign
4. Boundary fence sign
5. Bunting sign
6. Business nameplate sign
7. Building name sign
8. Community organisation sign
9. Site community organisation sign
10. Directional community organisation sign
11. Garage sale sign
12. Hamper sign
13. Mobile sign
14. Real estate sign
15. Sign written non-building structure sign
16. Sign written roof sign
17. Stall board sign
18. Statutory sign
19. Trade sign
20. Vertical banner sign
21. Wall sign
22. Window sign
23. Above awning sign
24. Created awning line sign
25. Display home sign
26. Estate sales sign
27. Ground sign
28. Inflatable sign
29. Pole sign
30. Projecting sign
31. Public facility directional sign
32. Roof/sky sign
33. Sporting complex sign
34. Under awning sign
35. Billboard/hoarding sign
36. Pylon sign
37. Roadside directional sign

- 38. Social and welfare sign
- 39. Sporting field fence sign
- 40. Motor vehicle sign

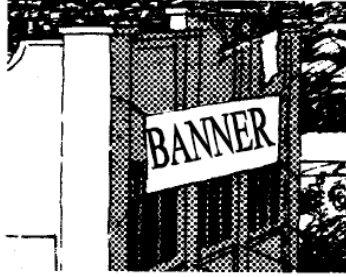
## Definitions and Prescribed Criteria for Installation, erection and display of Advertising Devices

### 1 Awning face sign



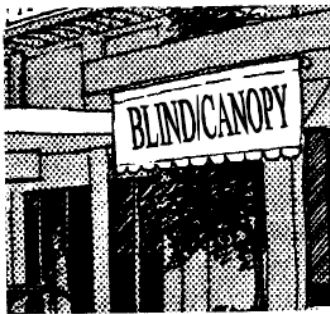
- (1) An *awning face sign* is an advertising device painted or otherwise affixed flat to the face of an awning.
- (2) The criteria prescribed for an awning face sign are—
  - (a) the building on which the advertising device is proposed to be displayed must have a constructed awning; and
  - (b) the advertising device must—
    - (i) be contained within the outline of the fascia of the building; and
    - (ii) not exceed 50mm in thickness; and
  - (c) the face area of the advertising device must not exceed 80% of the outline of the fascia of the building; and
  - (d) an awning face sign which is painted on to the face of an awning must not be illuminated; and
  - (e) an awning face sign other than a painted on awning face sign—
    - (i) may be illuminated internally; but
    - (ii) must not be externally illuminated.

### 2 Banner sign



- (1) A **banner sign** —
  - (a) is a temporary advertising device intended to be suspended from a structure or pole with or without supporting framework displaying an advertising device applied or painted to fabric or similar material of any kind; and
  - (b) includes real estate, for lease, lease, auction, inspection and directional messages.
- (2) The criteria prescribed for a banner sign are—
  - (a) the advertising device must only be displayed for short term promotional purposes; and
  - (b) the advertising device must not have a face area in excess of 2.4m<sup>2</sup>; and
  - (c) the advertising device may only be displayed for 14 days or less within any 90 day period prior to the function or occasion advertised on the advertising device; and
  - (d) the advertising device must be affixed to a structure that will accommodate wind loadings for the area; and
  - (e) the advertising device must not be affixed to a tree, lighting standard or power pole on a local government controlled area or a road; and
  - (f) the advertising device must not be erected above the gutter line or on the roof of a building.

### 3 **Blind/canopy sign**



- (1) A **blind/canopy sign** is an advertising device painted or otherwise affixed to a solid or flexible material suspended from an awning, verandah or wall.

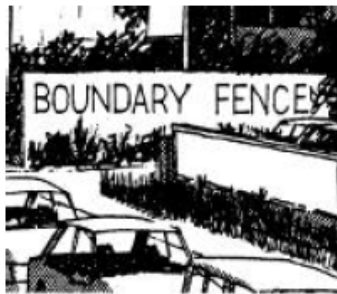
- (2) The criteria prescribed for a blind/canopy sign are—
- (a) the advertising device must not be displayed unless there is a minimum clearance of 2.2m between the lowest point of the advertising device and ground level directly adjacent to the advertising device; and
  - (b) the advertising device must be contained within the premises advertised in the advertising device; and
  - (c) the display of the advertising device on the blind or canopy must be ancillary to the use of the blind or canopy as a blind or canopy, as the case may be; and

*Example—*

The primary purpose of the blind or canopy must not be the display of the advertising device.

- (d) the face area of the advertising device must not exceed 50% of the face area of the blind or canopy, as the case may be; and
- (e) the advertising device must not be illuminated.

#### 4 Boundary fence sign

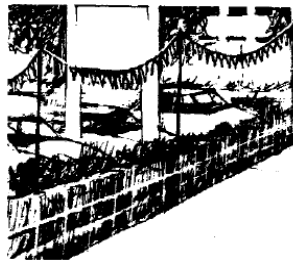


- (1) A *boundary fence sign* is an advertising device painted or otherwise affixed to a fence that has been designed to permanently delineate or identify a boundary alignment or enclosure.
- (2) The criteria prescribed for a boundary fence sign are—
- (a) the whole of the advertising device must be contained within the fence outline; and
  - (b) if the advertising device is on premises adjacent to any kind of residential dwelling, the advertising device must be located on the front property boundary of the premises; and
  - (c) the size and form of the advertising device must be in scale and proportion with —
    - (i) the fence on which the advertising device is displayed; and
    - (ii) adjacent buildings and structures; and
  - (d) where a boundary fence sign is to be displayed on a fence on which

boundary fence signs are already displayed, the new advertising device must be uniform in design and positioning to the other advertising devices displayed on the fence unless the new advertising device will significantly enhance the appearance of the fence and the existing signage; and

- (e) if the advertising device is not painted on the fence, the advertising device must not project more than 30mm from the fence; and
- (f) if the advertising device is painted on the fence—the advertising device must not be illuminated; and
- (g) if the advertising device is not painted on the fence—
  - (i) the advertising device may be illuminated in a manner which does not cause splashing or spilling of light from the face of the advertising device; and
  - (ii) internal illumination of the advertising device is preferred.

## 5 Bunting sign



- (1) A ***bunting sign*** includes decorative flags, pennants and streamers.
- (2) The criteria prescribed for a bunting sign are—
  - (a) the advertising device must be affixed to a structure that will accommodate wind loadings in the area; and
  - (b) the advertising device must not be affixed to a tree, lighting standard or power pole on a local government controlled area or a road; and
  - (c) the advertising device must not be placed on premises more than 6m above ground level directly adjacent to the advertising device; and
  - (d) if requested by an authorised person, the advertiser must provide an engineer's certification for any structure dedicated for the support of the advertising device; and
  - (e) the advertising device must not be placed on premises beyond the street front boundary of the premises.

## 6 Business nameplate sign





- (1) A ***business nameplate sign*** is an advertising device that displays the name or occupation of the business of the occupier of premises which is—
  - (a) painted or otherwise affixed to a building, wall or fence at the premises; or
  - (b) free-standing on the premises.
- (2) The criteria prescribed for a business nameplate sign are—
  - (a) the face area of the advertising device must not exceed  $0.6\text{m}^2$ ; and
  - (b) a maximum of 2 advertising devices may be displayed on any premises.

## **7 Building name sign**

- (1) A ***building name sign*** is an advertising device used to identify a building by reference to the name of the building or a particular logo associated with the building.
- (2) The criteria prescribed for a building name sign are—
  - (a) the advertising device must only identify the building to which it is attached; and
  - (b) the advertising device must be securely attached to the building and must be designed to complement the architecture or design of the building to which it is attached; and
  - (c) only 1 building name sign may be displayed on a building; and
  - (d) the advertising device must be illuminated in a manner which does not cause splashing or spilling of light from the face of the advertising device.

## **8 Community organisation sign**



- (1) A **community organisation sign** is a temporary, non-illuminated advertising device which advertises a non-profit short term event such as a fete, fair, festival or similar event organised by a charitable, religious, educational, childcare or sporting organisation or a community service organisation.
- (2) If a community organisation sign takes the form of a banner, the same criteria are prescribed for the advertising device as are prescribed for a banner sign.
- (3) A community organisation sign must not be displayed for more than 14 days prior to the event advertised on the advertising device and must be removed within 1 day of the event.

## 9 Site community organisation sign

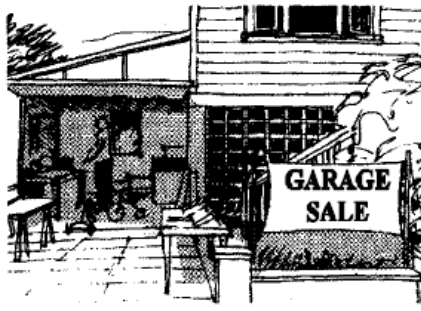
- (1) A **site community organisation sign** is a community organisation sign which is displayed at the site of a fete, fair, festival or other similar event for the primary purpose of advertising the fete, fair, festival or other similar event.
- (2) A site community organisation sign must not be displayed longer than 30 days prior to the event advertised on the advertising device and must be removed within 1 day of the event.

## 10 Directional community organisation sign

- (1) A **directional community organisation sign** is a community organisation sign the primary purpose of which is to direct the public to the fete, fair, festival or other similar event advertised on the advertising device.
- (2) The criteria prescribed for a directional community organisation sign are—
  - (a) no more than 10 advertising devices may be displayed on a road related area and each advertising device must have a maximum face area of  $0.6\text{m}^2$ ; and
  - (b) the advertising device may be displayed—
    - (i) on the day of the event, and for a period not more than 3 days prior to the event advertised on the advertising device; and
    - (ii) on a road related area, in the vicinity of the fete, fair or festival event; and

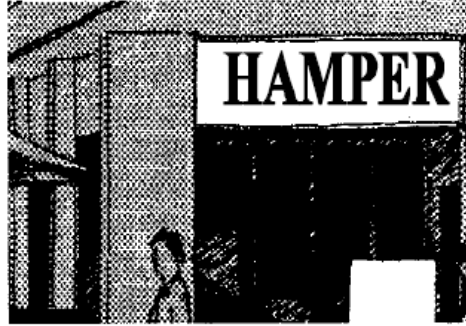
- (c) an advertising device with a maximum face area of  $2.4\text{m}^2$  may be erected on rateable land other than a public place not more than 14 days prior to the event advertised on the advertising device and must be removed within 1 day of the event; and
- (d) the siting of the advertising device must not cause a pedestrian or vehicular hazard; and
- (e) the advertiser of the advertising device must take out and maintain public liability insurance cover in an amount not less than \$10,000,000.00 against claims for personal injury and property damage resulting from the display of the advertising device.

## 11 Garage sale sign



- (1) A *garage sale sign* is an advertising device of a temporary nature which—
  - (a) advertises a garage sale; and
  - (b) is displayed for directional purposes.
- (2) The criteria prescribed for a garage sale sign are—
  - (a) the advertising device may only be placed on rateable land other than a public place; and
  - (b) the advertising device must not have a face area in excess of  $0.6\text{m}^2$ ; and
  - (c) the advertising device must be located in the vicinity of the garage sale; and
  - (d) the advertising device must be limited to a number reasonably necessary to identify the route to the garage sale; and
  - (e) the advertising device may only be displayed on the day of the garage sale; and
  - (f) the advertising device must not be located so as to cause a pedestrian or vehicular hazard.

## 12 Hamper sign



- (1) A *hamper sign* is an advertising device which —
  - (a) is located above the door head or its equivalent height and below the awning level or verandah of a building; and
  - (b) is painted or otherwise affixed to the building; and
  - (c) projects not more than 30mm from the building face.
- (2) The criteria prescribed for a hamper sign are—
  - (a) the advertising device must be compatible with the design of the building on which it is displayed; and
  - (b) the advertising device must not exceed 30mm in thickness<sup>1</sup>; and
  - (c) the advertising device must be contained within the actual or created outline of the building on which it is to be displayed; and
  - (d) the advertising device—
    - (i) may be illuminated internally; but
    - (ii) must not be externally illuminated.

### 13 Mobile sign



- (1) A *mobile sign* —
  - (a) is a temporary portable self supporting sign which is free-standing and may be mounted on wheels to facilitate movement; and
  - (b) includes an A-frame sign and a sandwich board; but

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<sup>1</sup> A hamper sign thicker than 30mm may satisfy the criteria for a wall sign.

- (c) does not include a free-standing sign or a real estate sign.
- (2) The criteria prescribed for a mobile sign are—
  - (a) the face area of the advertising device must not exceed 2.5m<sup>2</sup> on either side of the advertising device; and
  - (b) the display of mobile signs must not exceed 1 advertising device for each shop or business fronting a road; and
  - (c) where the advertising device advertises a particular shop or business, the advertising device must identify the shop or business; and
  - (d) the advertising device may only be placed on the premises of the shop or business it is advertising or promoting on a local government controlled area or a road if—
    - (i) no part of the advertising device protrudes more than 1m from the street front boundary of the premises; and
    - (ii) the advertising device is not a hazard to pedestrian or vehicular traffic; and
    - (iii) the advertiser takes out and maintains public liability insurance cover in an amount not less than \$10,000,000.00 against claims for personal injury and property damage resulting from the display of the advertising device; and
  - (e) the advertising device must be—
    - (i) placed so as to minimise visual clutter; and
    - (ii) kept erect and maintained in a good state of repair at all times; and
    - (iii) secured so as to prevent danger to pedestrian and vehicular traffic in windy conditions; and
  - (f) the number of face areas of the advertising device must not exceed 2; and
  - (g) the advertising device must not be illuminated.

## 14 Real estate sign



- (1) A *real estate sign* is a temporary, non-illuminated advertising device which promotes the sale, auction, lease or letting of premises.
- (2) The criteria prescribed for a real estate sign (other than a directional real estate sign) are—
  - (a) the advertising device must not—
    - (i) interfere with the safe and convenient passage of pedestrians; or
    - (ii) detract from the amenity of the area in which it is situated or unreasonably obstruct existing views; and
  - (b) the advertising device may be double sided; and
  - (c) the advertising device must not have a face area in excess of 0.6m<sup>2</sup>; and
  - (d) the number of real estate signs displayed at premises must not exceed 1 sign for each agent marketing the premises up to a maximum of 3 signs; and
  - (e) as an alternative to paragraphs (b) to (d) inclusive, an advertiser may display 1 sign having a maximum face area of 2.4m<sup>2</sup> at the premises; and
  - (f) the advertising device must not be displayed for—
    - (i) more than 14 days after the sale of the premises identified in the advertising device; or
    - (ii) more than 6 months in any 12 month period; and
  - (g) the advertising device must be kept erect and maintained in a good state of repair at all times; and
  - (h) if a high fence, foliage or the like obscures the advertising device, it must be located as close as practicable to the street front boundary of the premises.
- (3) The criteria prescribed for a directional real estate sign are—
  - (a) if the advertising device is displayed on land which is not a public place—
    - (i) a maximum of 3 advertising devices may be displayed; and
    - (ii) the face area of each advertising device must not exceed 0.6m<sup>2</sup>; and
    - (iii) the advertising device—
      - (A) must only be displayed on the day on which the premises offered for sale are open for public inspection or offered for sale by auction; and
      - (B) must be located in close proximity to the premises; and
  - (b) the advertising device must not be displayed on a road except subject to

approval of an authorised person.

## 15 Sign written non-building structure sign



- (1) A *sign written non-building structure sign* is an advertising device painted or affixed to any structure which is not a building.

*Example —*

A structure which is not a building includes a batching plant, conveyor housing, unroofed storage building or liquid or gas tank.

- (2) The criteria prescribed for a sign written non-building structure sign are—
  - (a) the advertising device must be contained within the height and width of the structure on which it is displayed; and
  - (b) the advertising device must not project in excess of 50mm from the face of the structure<sup>2</sup>.

## 16 Sign written roof sign



- (1) A *sign written roof sign* is an advertising device which is painted or otherwise affixed to the roof of a building and directed at, or visible from, a road.
- (2) The criteria prescribed for a sign written roof sign are—
  - (a) the advertising device must be contained within the existing or created

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<sup>2</sup> If the advertising device is thicker than 50mm, the advertising device may satisfy the criteria for a wall sign.

- outline of the building on which it is displayed; and
- (b) the advertising device must be of a size and scale which is consistent with the scale and character of the building on which it is displayed and, in any event, must not cover more than 25% of the roof of the building on which it is displayed; and
  - (c) the advertising device must not extend horizontally beyond the edge of the building roof; and
  - (d) the advertising device must be compatible with other sign written roof signs (if any) displayed on the building; and
  - (e) the advertising device must not be visible from any building used for residential purposes located adjacent to the building on which it is displayed; and
  - (f) the advertising device must not be illuminated.

## 17 Stall board sign



- (1) A ***stall board sign*** is an advertising device painted or otherwise affixed flat to the wall of a building used for purposes other than residential purposes below a ground floor window of the building.
- (2) The criteria prescribed for a stall board sign are—
  - (a) the face area of the advertising device must be limited to the stall board area below a ground floor window of the building on which it is displayed; and
  - (b) the advertising device must not protrude so as to cause injury to pedestrians; and
  - (c) the advertising device must not exceed a thickness of 30mm, and the corners of the advertising device must be arrised; and
  - (d) the advertising device—
    - (i) may be illuminated internally; but
    - (ii) must not be externally illuminated.



## 18 Statutory sign



- (1) A **statutory sign** is an advertising device exhibited pursuant to the authority or requirements of an Act.
- (2) The criterion prescribed for a statutory sign is that the advertising device must be exhibited in accordance with the requirements of the Act which requires the exhibition of the advertising device.

*Examples—*

The *Workplace Health and Safety Act 1995* requires the exhibition of signs regarding safety.

The *Sustainable Planning Act 2009* requires the exhibition of signs regarding town planning issues.

## 19 Trade sign



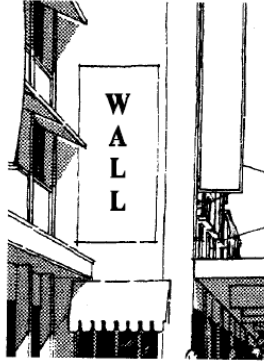
- (1) A **trade sign** is a temporary advertising device which displays a trade person's activity on premises, for example, the activities of a painter or a tiler.
- (2) The criteria prescribed for a trade sign are—
  - (a) a maximum of 1 trade sign may be displayed on any premises; and
  - (b) the face area of the advertising device must not exceed 0.6m<sup>2</sup>.

## 20 Vertical banner sign



- (1) A *vertical banner sign* is an advertising device of a non-rigid material normally supported at 2 or more locations from brackets extending from either a pole or a building.
- (2) The criteria prescribed for a vertical banner sign are that the advertising device must—
  - (a) not be illuminated; and
  - (b) not have a face area in excess of 2.4m<sup>2</sup>; and
  - (c) not have a width in excess of 750mm; and
  - (d) not have a height in excess of 5m above ground level directly adjacent to the advertising device; and
  - (e) be erected within the street front boundary of the premises on which it is displayed unless the advertising device is displayed above a fixed awning; and
  - (f) not be displayed less than 6m from another vertical banner sign; and
  - (g) not be displayed less than 3m from any boundary of the premises on which it is displayed; and
  - (h) not extend lower than 2.4m above ground level directly adjacent to the advertising device; and
  - (i) not have more than 2 face areas.

## 21 Wall sign



- (1) A **wall sign** is an advertising device painted or otherwise affixed flat to the wall of a building that does not protrude from the wall more than 100mm.
- (2) The criteria prescribed for a wall sign are—
  - (a) the advertising device must only be displayed on the wall of a building; and
  - (b) the advertising device must not project in excess of 100mm from the wall to which it is affixed; and
  - (c) the advertising device must not project beyond any edge of the wall unless this improves the appearance of the building or the premises on which it is painted or affixed<sup>3</sup>; and
  - (d) the advertising device must integrate, and be compatible, with the architecture of the building on which it is painted or affixed; and
  - (e) the dimensions of the advertising device must bear a reasonable relationship to the size of the wall on which it is painted or affixed; and
  - (f) the advertising device must be consistent, in colour and appearance, with buildings and natural features of the environment in which it is situated; and
  - (g) the advertising device—
    - (i) may be illuminated internally; but
    - (ii) must not be externally illuminated; and
  - (h) if illuminated—the illumination of the advertising device must not diminish the amenity of the locality; and
  - (i) the advertising device must be installed without “guide wires” or exposed supporting framework; and
  - (j) the face area of the advertising device must not cover more than 75% of the area of the wall on which it is painted or affixed.

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<sup>3</sup> If the advertising device extends above the top of a wall, the advertising device may satisfy the criteria for a roof/sky sign.

## 22 Window sign



- (1) A *window sign* —
  - (a) is an advertising device painted (illuminated or non-illuminated) or otherwise affixed to the glazed area of a window; and
  - (b) includes devices that are suspended from a window frame; but
  - (c) does not include products displayed in a window.
- (2) The criteria prescribed for a window sign are—
  - (a) the advertising device must be situated inside the window on which it is displayed except in the case of a window sign painted directly on the outside face of the window; and
  - (b) the advertising device must not cover more than 25% of the surface of the window on which it is displayed; and
  - (c) the advertising device—
    - (i) may be internally illuminated; but
    - (ii) must not be externally illuminated.

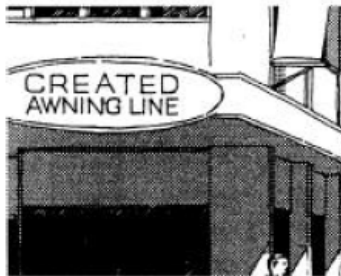
## 23 Above awning sign



- (1) An *above awning sign* is an advertising device located on top of an awning or verandah of a building used for purposes other than residential purposes, with no part of the advertising device projecting —

- (a) above the roof, parapet or ridge line of the building; or
  - (b) beyond the edge of the awning or verandah.
- (2) The criteria prescribed for an above awning sign are that the advertising device must—
- (a) not have a face area in excess of 2.5m<sup>2</sup> or more than 2 faces; and
  - (b) where the advertising device has 2 faces — be constructed such that the angle between each face is not more than 45 degrees; and
  - (c) not have a height in excess of 1.5m above the awning on which the advertising device is displayed; and
  - (d) not be displayed less than 3m from another above awning sign; and
  - (e) not be displayed less than 1.5m from each side boundary of the premises on which it is displayed; and
  - (f) have a face area length greater than the face area height of the advertising device; and
  - (g) if illuminated—not diminish the amenity of the locality; and
  - (h) be installed without “guide wires” or exposed supporting framework.

## 24 Created awning line sign



- (1) A ***created awning line sign*** is an advertising device positioned on the face of, or aligned with, the natural horizontal line of an awning of a building used for purposes other than residential purposes, which creates another awning line with its shape.
- (2) The criteria prescribed for a created awning line sign are that the advertising device must—
- (a) maintain a clearance from any road related area directly adjacent to the advertising device of not less than 2.4m; and
  - (b) not extend more than 600mm above an existing awning; and
  - (c) not extend above the height of the building on which the advertising is displayed; and
  - (d) not cover more than 30% of the overall face area of the awning on

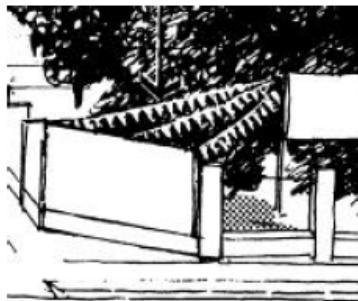
- which the advertising device is displayed; and
- (e) if illuminated—not diminish the amenity of the locality; and
  - (f) be installed without “guide wires” or expose supporting framework.

## 25 Display home sign



- (1) A *display home sign* is an advertising device which advertises a display home in conjunction with the sale, auction or leasing of a group of dwellings or building sites.
- (2) The criteria prescribed for a display home sign are that the advertising device must—
  - (a) not be displayed on any premises for a period in excess of 12 months; and
  - (b) not have a face area in excess of 2.4m<sup>2</sup>; and
  - (c) only be located on the premises of the display home advertised on the advertising device.

## 26 Estate sales sign



- (1) An *estate sales sign* is an advertising device displayed for the primary purpose of the promotion or sale of land within an industrial or residential estate or development.
- (2) The criteria prescribed for an estate sales sign are—
  - (a) if the advertising device is double sided — the advertising device must not have a face area in excess of 6m<sup>2</sup> on either side; and

- (b) if the advertising device is single sided — the advertising device must not have a face area in excess of 12m<sup>2</sup>; and
- (c) if the advertising device is displayed on premises in an area used for residential purposes — the premises must be vacant and in close proximity to the estate or development advertised on the advertising device; and
- (d) the advertising device must not face adjoining premises unless it is more than 3m from each boundary of the premises; and
- (e) the advertising device may only be displayed on premises for, whichever is the lesser of—
  - (i) 12 calendar months; and
  - (ii) 14 days after the last lot comprising part of the estate or development is sold.

## 27 Ground sign



- (1) A *ground sign* is an advertising device that sits on a low level wall or completely clad vertically oriented free-standing structure which sits on or rises out of the ground.
- (2) The criteria prescribed for a ground sign are—
  - (a) the advertising device must not have a face area in excess of 10m<sup>2</sup>; and
  - (b) the advertising device must not have a height in excess of 2.4m above ground level directly adjacent to the advertising device; and
  - (c) the advertising device must be consistent with the design of the built environment where it will be displayed; and
  - (d) where the advertising device has 2 faces, the advertising device must be constructed such that the angle between each face is not more than 45 degrees; and
  - (e) the advertising device must not be displayed less than 3m from each side boundary of the premises on which it is displayed; and
  - (f) not more than 1 ground sign may be displayed on any premises; and

- (g) if the ground sign is illuminated— illumination of the advertising device must not cause splashing or spilling of light from the face of the advertising device and internal illumination of the advertising device is preferred; and
- (h) the advertising device must be erected within a landscaped environment; and
- (i) the advertising device must not face adjoining premises unless it is more than 3m from each boundary of the premises; and
- (j) the advertising device must be installed without “guide wires” or exposed supporting framework.

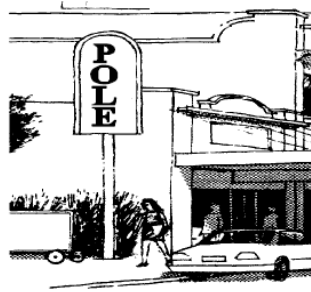
## 28 Inflatable sign



- (1) An *inflatable sign* is a fixed or captive balloon, including a tethered lighter than air device which is displayed in conjunction with a special event such as a fete, fair, circus, sales promotion or the like.
- (2) The criteria prescribed for an inflatable sign are—
  - (a) the advertising device must not be displayed for more than 14 days in any 90 day period; and
  - (b) the method of securing the advertising device must be certified as to standard by an accredited engineer prior to the display of the advertising device; and
  - (c) the location of the advertising device must be such that the display of the advertising device will not interfere with any power lines or other public services; and
  - (d) the advertiser must take out and maintain public liability insurance cover in an amount not less than \$10,000,000.00 against claims for personal injury and property damage resulting from the display of the advertising device; and
  - (e) the advertiser must produce to the local government on request evidence of the existence of the insurance specified in paragraph (d).

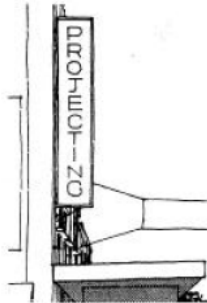


## 29 Pole sign



- (1) A *pole sign* —
  - (a) is an advertising device which is free-standing on 1 or more vertical supports which has a face area not in excess of  $2.4\text{m}^2$  on any side; and
  - (b) may have a face area consisting of separate slats, panels or components which are removable and replaceable.
- (2) The criteria prescribed for a pole sign are—
  - (a) the advertising device must not have a height in excess of 5m above ground level directly adjacent to the advertising device; and
  - (b) the advertising device must not face adjoining premises unless it is more than 3m from each boundary of the premises.

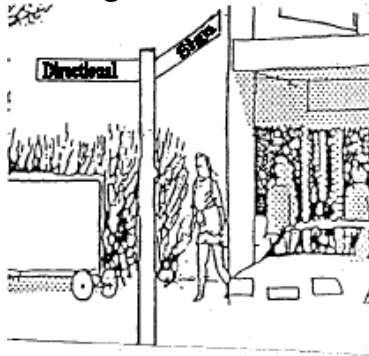
## 30 Projecting sign



- (1) A *projecting sign* is an advertising device which—
  - (a) is displayed on the wall of a building; and
  - (b) projects at right angles to the building more than 1.5m from the wall on which it is displayed; and
  - (c) does not project higher than the height of the building to which it is attached.
- (2) The criteria prescribed for a projecting sign are—
  - (a) the front elevation of the advertising device must not project beyond the outline of the wall to which it is attached; and
  - (b) the advertising device may only be placed on premises to promote or

- advertise an activity undertaken on the premises; and
- (c) the advertising device must be positioned and designed in a manner which is compatible with the architecture of the building to which it is attached; and
- (d) the advertising device must be situated so as to maintain a clearance of 2.4m from any road related area directly adjacent to the advertising device; and
- (e) the advertising device must be installed without “guide wires” or exposed supporting framework.

### 31 Public facility directional sign



- (1) A ***public facility directional sign*** is an advertising device erected by and for the purposes of a community service organisation.
- (2) The criteria prescribed for a public facility directional sign are that the advertising device—
  - (a) may inform motorists of services on a road ahead or on a side road; and
  - (b) must not create visual pollution; and
  - (c) in the case of an advertising device at a primary or secondary school — must advertise a school facility used by large numbers of people who are not students or staff at the school; and
  - (d) in the case of an advertising device for a tourist attraction or tourism establishment — must advertise an attraction or establishment which is located on a side road or would be sought by large numbers of people who are not familiar with the area; and
  - (e) in the case of an advertising device for a service (for example, a rest area, toilet or fire place) — must be in advance of the service so as to inform motorists of the service available to road users adjacent to the road or along a side road.<sup>4</sup>

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<sup>4</sup> Public facility directional signs are not intended for use for facilities of a commercial nature which can be seen well in advance by motorists.

- (f) if the advertising device is an official traffic sign—must be displayed in compliance with the requirements of the Manual of Uniform Traffic Control Devices<sup>5</sup>; and
- (g) must have white symbols and legend (where appropriate) on a blue background and may be fully reflectorised for use at night; and
- (h) must incorporate lettering not less than 120mm high; and
- (i) must be displayed so as not to obscure other public facility directional signs; and
- (j) must not obscure the visibility of approaching pedestrian or vehicular traffic, particularly at intersections; and
- (k) if the advertising device is intended to convey information during periods of darkness—must be either illuminated or constructed from reflective material so that the advertising device displays the same colours and shape by both day and night; and
- (l) a maximum of 4 signs (including any street name sign) should be erected on 1 post.

## 32 Roof/sky sign



- (1) A **roof/sky sign** is an advertising device fitted to the roof of a building.
- (2) The criteria prescribed for a roof/sky sign are—
  - (a) the advertising device must be contained within the existing or created outline of the building on which it is displayed; and
  - (b) if the advertising device creates a new outline for the building — the advertising device must be designed to appear as if it were part of the original building, or in some other way match or complement the architecture of the building; and
  - (c) the advertising device must not extend horizontally beyond the edge of the roof of the building on which it is displayed; and
  - (d) the advertising device must not be displayed less than 3m from any other roof/sky sign displayed on the building; and

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<sup>5</sup> See section 166 of the *Transport Operations (Road Use Management) Act 1995*.

- (e) if there is more than 1 advertising device on a building, the advertising devices must match, align or otherwise be compatible with each other; and
- (f) the source of illumination of the advertising device must be internal and not cause excessive light spill; and
- (g) if the advertising device has a face area greater than  $1.2\text{m}^2$ , the advertiser must obtain an engineer's certification for any structure dedicated for the support of the advertising device; and
- (h) the advertising device must be installed without "guide wires" or exposed supporting framework.

### 33 Sporting complex sign



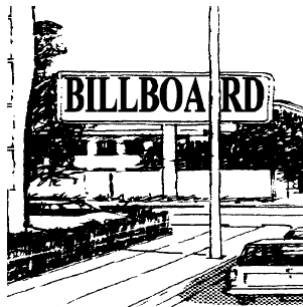
- (1) A *sporting complex sign* is an advertising device which is located in close proximity to and identifies a sporting complex, club or building.
- (2) The criteria prescribed for a sporting complex sign are—
  - (a) the advertising device must not have a face area in excess of  $12\text{m}^2$ ; and
  - (b) if requested by an authorised person, the advertiser must produce an engineer's certification for any structure dedicated for the support of the advertising device; and
  - (c) if the advertising device includes third party advertising, only 25% of the face area of the advertising device may display third party advertising.

### 34 Under awning sign



- (1) An *under awning sign* is an advertising device affixed underneath, or suspended from, an awning or verandah.
- (2) The criteria prescribed for an under awning sign are that the advertising device must—
  - (a) have a minimum clearance of 2.4m between its lowest point and any directly adjacent road related area; and
  - (b) not have a horizontal dimension greater than the width of the awning, a vertical dimension of more than 0.5m or a thickness of more than 0.3m; and
  - (c) be oriented at right angles to the front of the building on which it is displayed; and
  - (d) not be displayed less than 3m from another under awning sign; and
  - (e) not be displayed less than 1.5m from each side boundary of the premises on which it is displayed; and
  - (f) not project beyond the awning or verandah to which it is affixed.

### 35 Billboard/hoarding sign



- (1) A *billboard/hoarding sign* is an advertising device which —
  - (a) is free-standing; and
  - (b) has a face area greater than 2.4m<sup>2</sup>; and

- (c) has a face area width greater than its face area height; and
  - (d) is normally elevated from the ground and supported by 1 or more vertical columns, pylons or poles; and
  - (e) is an erected structure used primarily for the display of advertising matter.
- (2) The criteria prescribed for a billboard/hoarding sign are—
- (a) the advertising device must —
    - (i) not have a face area in excess of  $48\text{m}^2$ ; and
    - (ii) not have a height in excess of 15m; and
    - (iii) not face adjoining premises unless it is more than 3m from each boundary of the premises; and
    - (iv) not be located or constructed so as to expose an unsightly back view of the advertising device; and
    - (v) not have more than 2 faces; and
  - (b) if the advertising device has 2 faces — the angle between each face must not be more than 45 degrees unless the space between each face is filled or cladded; and
  - (c) only 1 double-sided billboard/hoarding sign may be displayed on premises except where the street front boundary of the premises exceeds 100m; and
  - (d) if the street front boundary of the premises exceeds 100m, more than 1 double-sided billboard/hoarding sign is permitted, however, each billboard/hoarding sign must be not less than 100m apart; and
  - (e) the advertising device must not be displayed less than 3m from any side boundary of the premises; and
  - (f) the advertising device must be installed without “guide wires” or exposed supporting framework.

### 36 Pylon sign



- (1) A *pylon sign* —
  - (a) is an advertising device which—
    - (i) is free-standing; and
    - (ii) has a face area greater than 2.4m<sup>2</sup>; and
    - (iii) has a face area height greater than its face area width; and
    - (iv) is normally elevated from the ground and supported by 1 or more vertical columns, pylons or poles; and
  - (b) may have a face area consisting of separate slats, panels or components which are removable and replaceable.
- (2) The criteria prescribed for a pylon sign are—
  - (a) where the advertising device has 2 faces, the advertising device must be constructed such that the angle between each face is not more than 45 degrees unless the space between each face is filled or cladded; and
  - (b) the advertising device must not have a face area in excess of 48m<sup>2</sup>; and
  - (c) the advertising device must not have a height in excess of 15m<sup>2</sup>; and
  - (d) only 1 double-sided advertising device is permitted on premises except where the street front boundary of the premises exceeds 100m; and
  - (e) if the street front boundary of the premises exceeds 100m, more than 1 double-sided advertising device is permitted, however, each advertising device must be not less than 100m apart; and
  - (f) the advertising device must not be located or constructed so as to expose an unsightly back view of the advertising device; and
  - (g) the advertising device must not face adjoining premises unless it is more than 3m from each boundary of the premises; and
  - (h) the advertising device must be installed without “guide wires” or exposed supporting framework.

### 37 Roadside directional sign



- (1) A *roadside directional sign* is an advertising device located on a road related area to advertise an open house day, estate, development or auction of premises which are difficult to locate.

- (2) The criteria prescribed for a roadside directional sign are—
- (a) the advertising device must—
    - (i) not have a face area in excess of 0.6m<sup>2</sup>; and
    - (ii) be located in the vicinity of the auction, estate, development or open-house advertised on the advertising device; and
    - (iii) not be displayed on a median strip, roundabout, traffic island, pole, post or any other structure on a road reserve except as approved by an authorised person; and
  - (b) not more than 5 roadside directional signs may be displayed by a licensed real estate agent; and
  - (c) the advertising device must at all times display a reference to the registered real estate office responsible for the display of the advertising device; and
  - (d) the advertising device must not cause a hazard to pedestrian or vehicular traffic; and
  - (e) the advertising device must not be displayed on a motorway or a limited access road; and
  - (f) the advertiser of the advertising device must take out and maintain public liability insurance cover in an amount not less than \$10,000,000.00 against claims for personal injury and property damage resulting from the display of the advertising device; and
  - (g) a roadside directional sign may only be placed on a road reserve between 6.00pm on Friday and 6.00pm on the following Sunday; and
  - (h) roadside directional signs must be used together, or in sequence, to direct people to premises which are the subject of an auction, estate, development or open-house and must be located within a reasonable distance of the premises.

### 38 Social and welfare sign



- (1) A *social and welfare sign* is an advertising device which identifies a charitable institution, non proprietary club, educational establishment,



incorporated association or the like.

- (2) This section specifies the criteria for a social and welfare sign.
- (3) If the content or information on an advertising device is such that the advertising device is classified as a social and welfare sign but the design, location or structure of the advertising device is such that the advertising device may be classified within another category of advertising device in this part (the *other category*), the advertising device must comply with the criteria (if any) prescribed for the other category.

*Example—*

If the location and structure of a social and welfare sign are such that the advertising device may also be classified as a wall sign, the advertising device must comply with the criteria prescribed for a wall sign.

- (4) A social and welfare sign must not have a face area in excess of 2.4m<sup>2</sup>.
- (5) A maximum of 1 social and welfare sign may be displayed on any premises.
- (6) However, 2 social and welfare signs may be displayed on premises if the premises have a street front boundary in excess of 100m.

### 39 Sporting field fence sign



- (1) A *sporting field fence sign* is an advertising device which is painted or otherwise affixed to a fence marking the boundaries of a sporting field.
- (2) The criteria prescribed for a sporting field fence sign are—
  - (a) the advertising device must acknowledge sponsors associated with the club which has the right to occupy the sporting field on which it is displayed; and
  - (b) the advertising device must be displayed on a fence surrounding the sporting field; and
  - (c) the advertising device must not be visible from any road, public place (other than the sporting field) or premises used for residential purposes; and
  - (d) the advertising device must be contained within the boundaries of the fence on which it is to be displayed; and
  - (e) the advertising device must not cause a danger to the public; and

- (f) if the advertiser is a sporting club or association, the advertiser must erect or display the advertising device immediately adjacent to the area allocated to the advertiser for conduct of the advertiser's sporting activity.

#### **40 Motor vehicle sign**

- (1) A *motor vehicle sign* is an advertising device affixed to, placed upon, or beside, a vehicle, caravan or trailer apparently stopped on rateable land for the primary purpose of displaying the advertising device.
- (2) The criteria prescribed for a motor vehicle sign are that the advertising device must —
  - (a) not have a face area in excess of 2.4m<sup>2</sup>; and
  - (b) not extend beyond the dimensions of, as the case may be, the vehicle, caravan or trailer; and
  - (c) not cause a hazard to pedestrian or vehicular traffic; and
  - (d) be static; and
  - (e) not be constructed from illuminated or reflective material.