

Community Response
Movable advertising device information pack

Contents

The Local Law	4
How does it work?.....	4
Does it affect me?	4
How do I apply for an approval?.....	4
Conditions that will normally be imposed on an approval	5
Requirements for all movable advertising devices	6
Free standing flag.....	7
Bunting and streamers.....	7
Banner sign	8
Event direction sign	9
Footway sign	9
Fete or charitable event sign.....	10
Real estate sign.....	11
Residential.....	11
Commercial	12
Industrial.....	12
Garage sale sign	13
Portable interchangeable letter sign.....	14
Site information sign	14
Footway dining furniture sign.....	15
Sandwich board sign	15
Glossary of terms	16
Appendix A	17

Movable advertising devices

Movable advertising devices on council and state-controlled areas are managed by the Sunshine Coast Council. Sunshine Coast Council is committed to providing a well-managed region that promotes and attracts visitors while ensuring a safe and healthy environment.

What does this pack include?

This information pack has been provided to outline the parameters in the local laws around movable advertising devices to help you best plan the placement of signs for your business or event.

This pack does not include:

Permanent signage

This information pack does not include information relating to permanent signage. For more information on permanent signage please contact council.

Election signage

This information pack does not include the parameters for election signage. For more information on election signage please contact council.

The Local Law

Schedule 8 of Subordinate Local Law No. 1 (Administration) 2011 provides businesses and events with clear parameters concerning the management of movable advertising devices. Schedule 8 was adopted by council at its ordinary meeting on 25 July 2013.

How does it work?

Schedule 8 of Subordinate Local Law No. 1 (Administration) 2011 defines a list of movable advertising devices which do not require approval from council provided they meet certain self-assessable parameters at all times.

Where someone wishes to use an exempt advertising device outside these parameters or wishes to use an advertising device not listed in this information pack an approval is required from council prior to displaying the device.

Does it affect me?

If you are a business, charity, school, real estate or anyone wishing to use a movable advertising device for the purpose of attracting people to an event (i.e. open home, garage sale, or fete etc.) or your business then Schedule 8 will have implications for you.

The majority of movable advertising devices are self-assessable if displayed in accordance with the prescribe parameters detailed in the subordinate local law and as outlined in this information pack.

Only a few types of movable advertising devices now require an approval (e.g. a road banner, inflatable advertising device and mobile motor vehicle where the primary use of the vehicle is for advertising).

How do I apply for an approval?

Before applying for an approval, check the parameters for the movable advertising device you wish to display. If your movable advertising device falls within these parameters no approval is required.

If you wish to operate outside of the prescribed parameters for the display of a movable advertising device then you will need to complete an application form available on council's website outlining the type of device and how you wish to use it. Council will then assess your application and provide you with an approval or refusal.

Conditions that will normally be imposed on an approval

The council has outlined a list of conditions that will normally be imposed on an approval for a movable advertising device which does not fall within the required parameters.

Note: Additional conditions may be imposed at the time of approval.

For all approvals within the Sunshine Coast local government area the approval holder must:

- comply with safety requirements specified in the approval
- comply with any structural standards or codes under law
- where relevant, comply with the current Standards Association of Australia's Wiring Rules
- provide to the local government any certificates specified in the approval, such as:
 - o a certificate of structural adequacy from a qualified engineer
 - o a certificate demonstrating no conflict with underground services
 - o proof that the approval holder has and maintains public liability insurance coverage covering any risk associated with the prescribed activity to the amount specified in the approval.

There are also three types of movable advertising devices listed in the local law which have additional conditions which will be imposed at the time of approval:

- An **inflatable device** any fixed or captive envelope, balloon, blimp or kite, whether a cold-air inflatable or lighter than air aerial device
- A **road banner** a device constructed of a flimsy or flexible material (including but not limited to paper, canvas, vinyl, plastic or cardboard) positioned across a roadway
- A **mobile motor vehicle sign** a sign displayed on a vehicle where such display is the primary use of the vehicle

Please see Appendix A for a list of these parameters.

For more information

Copies of council's local laws are available at:

- Council's website:
 - o Go to www.sunshinecoast.qld.gov.au
 - o Click 'Laws & Permits' and select 'Local Laws'
- Council libraries
- Council's Customer Service Centres

If you have further questions or concerns about placing movable advertising devices on public land after reviewing the information in this pack please contact council.

Sunshine Coast Council

www.sunshinecoast.qld.gov.au

mail@sunshinecoast.qld.gov.au

T 07 5475 7272 F 07 5475 7277

Locked Bag 72 Sunshine Coast Mail Centre Qld 4560

Requirements for all movable advertising devices

Local Law No. 1(Administration) 2011 allows for an exempt advertising device to be placed in a location without an approval providing it meets the following requirements:

- The device is listed in *Local Law No. 1(Administration) 2011* under *Schedule 8* and the form and placement of the movable advertising device is within the parameters prescribed for the relevant type of advertising device.

For your convenience the exempt advertising devices are described in this information pack with a list of the parameters for each advertising device.

- The placement of the advertising device is not likely to cause:
 - harm to human health and safety
 - property damage
 - a nuisance
 - obstruction of pedestrian or vehicular traffic
 - environmental harm
 - environmental nuisance
 - a detrimental impact on the amenity of the area
 - obstruction of a view or vista from any premises

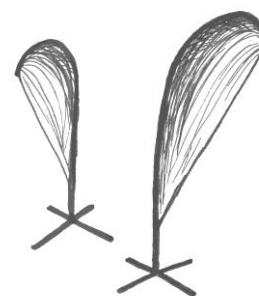
Free standing flag

Definition:

A free standing flag including any free standing flag-style advertising device, including a feather banner or tear drop

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed in a public area.



Parameters for a free standing flag

The free standing flag must meet all the below parameters to be self-assessable.

- The sign may have a maximum height of 2m (from the ground to the top of the sign)
- The sign may be displayed during the duration of the event to which the sign relates
- The sign shall be removed at close of business each day
- A maximum of 2 signs may be displayed for the business or event being advertised
- The sign shall be positioned at least 18cm from the kerb
- The sign shall be positioned to provide a clear pedestrian corridor of 1.8 metres

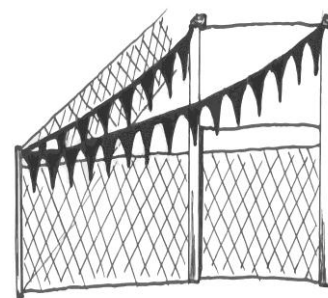
Bunting and streamers

Definition:

Bunting or streamers includes bunting, streamers, flags or similar flimsy materials attached to a rope or line stretched between two points.

Self-assessable parameters:

Devices that fall outside these parameters will require approval from council prior to being displayed.



Parameters for a bunting and streamers

The bunting and streamers must meet all the below parameters to be self-assessable.

- The bunting and streamers shall not be erected higher than 6 metres above the ground level of the site or no higher than the gutter line of any building on the site, whichever is the lesser
- The bunting and streamers shall not be placed on the roof of a building
- The bunting and streamers shall not be affixed to trees, lighting standards or power poles on a public place
- The bunting and streamers shall not extend over car parking areas
- The bunting and streamers shall be displayed only if constructed to withstand consequent wind or other loads
- The bunting and streamers may be displayed for a period of 7 days prior to, and on, the day or days of the event
- The bunting and streamers shall be removed within the course of, or immediately at the conclusion of, the event

Banner sign

Definition:

A banner sign includes a banner in fabric, vinyl or other material suspended or attached to a fixture

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for a banner sign

The banner sign must meet all the below parameters to be self-assessable.

- | |
|---|
| <input type="checkbox"/> The banner sign may only be attached to non-wooden light or power poles or poles specifically designed for banners |
| <input type="checkbox"/> The banner sign only be displayed on a road reserve where the speed limit does not exceed 80 kilometre/hour |
| <input type="checkbox"/> The banner sign shall be predominantly of a community nature or benefit |
| <input type="checkbox"/> The banner sign shall not be displayed on light poles located at signalised intersections, roundabouts or interchanges |
| <input type="checkbox"/> The banner sign shall not be placed within 30 metres of signalised intersections and roundabouts |
| <input type="checkbox"/> The banner sign shall not exceed a total face area of 2.5m ² and 0.9m in width |
| <input type="checkbox"/> The banner sign may be displayed for a maximum of 4 weeks |
| <input type="checkbox"/> The banner sign will be placed to have a minimum vertical clearance beneath the banner of 2.4 metres where the banner overhangs a footway and 5.4 metres over a traffic lane |
| <input type="checkbox"/> Where the banner sign is installed on Energex infrastructure, installation must be carried out by approved and licensed contractor |
| <input type="checkbox"/> The banner sign shall be secured to prevent flapping over roadways or other infrastructure |
| <input type="checkbox"/> The banner sign shall be securely attached |
| <input type="checkbox"/> The banner sign shall be made from durable waterproof material |
| <input type="checkbox"/> The banner sign shall incorporate appropriate secured reinforced eyelets |
| <input type="checkbox"/> The banner sign shall incorporate durable release mechanisms to withstand severe wind conditions |
| <input type="checkbox"/> The banner sign shall be limited to 1 sign per 10 metres of the street front boundary |

Event direction sign

Definition:

An event direction sign includes any sign intended to provide information about the location of facilities or features of an event site (for example, designating the entrance to a festival or directions to event parking).

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for an event direction sign

The event direction sign must meet all the below parameters to be self-assessable.

- The sign/s may be displayed for 7 days prior to, and on the day or days of the event
- The sign/s shall be removed within the course of, or immediately at the conclusion of the event
- A maximum of 20 signs may be displayed (unless otherwise listed on your event approval)
- Each sign may have a maximum face area of 0.6m²
- The sign/s shall be removed by the end of the day following the event
- The sign/s may not be placed on any part of the road including a footpath, median strip, traffic island or roundabout
- The sign/s will be constructed to withstand consequent wind or other loads

Footway sign

Definition:

A footway sign includes a sign placed on a footway or next to a road for the purposes of promoting home produce, fund raising or an event

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for a footway sign

The footway sign must meet all the below parameters to be self-assessable.

- The sign may have a maximum face area of 1.2m²
- One (1) sign may be displayed on the day of the activity
- The sign shall be fixed securely on the ground
- The sign shall be removed at the close of business each day
- The sign shall be constructed to withstand consequent wind or other loads
- The sign shall be placed to provide a clear pedestrian corridor of 1.8m

Fete or charitable event sign

Definition:

A fete or charitable event sign includes temporary non-illuminated sign advertising non-profit, short-term events such as a fete, fair, or festival for charitable, religious, education, child care, sporting organisations or the like.

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for a fete or charitable event sign on a private place

The sign on a private place must meet all the below parameters to be self-assessable.

- A banner type sign of non-rigid material suspended at both ends may have a maximum face area of 8m²
- A rigid type sign may have a maximum face area of 2.4m²
- A free standing flag may have a maximum face area of 2.4m²
- The sign/s shall be constructed to withstand consequent wind or other loads
- The signs may include bunting and streamers
- The sign/s may be exhibited on signs on each frontage of the site of a fete or the property of the organisation holding the activity
- The sign/s may be exhibited 2 weeks prior to the day of the event
- The signs shall be removed by the end of the day following the event.

Parameters for a fete or charitable event sign on a public place (i.e. a directional sign)

The direction sign must meet all the below parameters to be self-assessable.

- The sign/s may be displayed for 7 days prior to, and on the day or days of the event
- The sign/s shall be removed within the course of, or immediately at the conclusion of the event
- A maximum of 20 signs may be displayed (unless otherwise listed on your event approval)
- Each sign may have a maximum face area of 0.6m²
- The sign/s shall be removed by the end of the day following the event
- The sign/s may not be placed on any part of the road including a footpath, median strip, traffic island or roundabout
- The sign/s will be constructed to withstand consequent wind or other loads

Real estate sign

Residential

Definition:

A temporary advertisement to facilitate the sale, auction or rental of a residential property or properties

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for a real estate (residential) sign on a private place

The real estate (residential) sign must meet all the below parameters to be self-assessable.

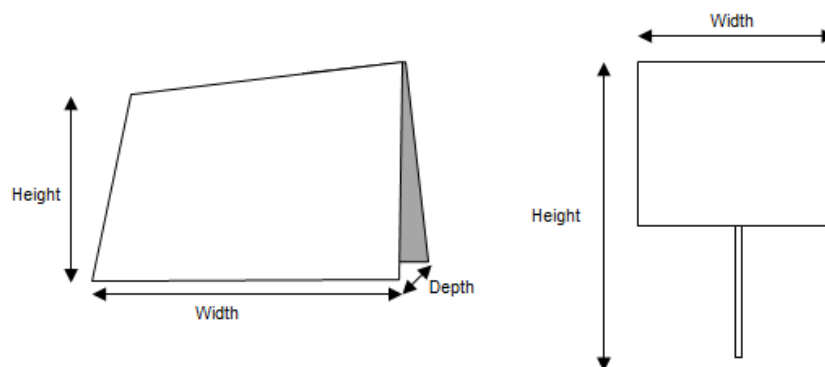
- The signs may have a total maximum face area of 2.16m²
- Each agency may display 1 sign until the property is sold/leased/auctioned or rented
- The sign shall be securely fixed to a wall/fence or placed securely on the ground adjacent to the premises

For example: If a property is being represented by Company A and Company B, both Company A and Company B may advertise using one sign each provided that together their signs do not exceed the face area of 2.16m².

Parameters for a real estate (residential) sign on a public place (i.e. directional signs)

The real estate (residential) sign must meet all the below parameters to be self-assessable.

- The sign may have a maximum height of 1m from the ground to the top of the sign
- The sign may have a maximum width of 0.6m
- The sign may have a maximum depth of 0.6m
- The sign shall be securely fixed on the ground
- The sign may be displayed only on the day when a premise is open for inspection, being auctioned, leased or open for rental
- The maximum number of signs shall not exceed 5 at the time of Open House/ Auction/Lessee or Rent



Commercial

Definition:

A temporary advertisement to facilitate the sale, auction or rental of a commercial or retail property or properties

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for a real estate (commercial) sign on a private place

The real estate (commercial) sign must meet all the below parameters to be self-assessable.

- A total face area of 5m² may be exhibited per street frontage of a property
- The signage shall be securely fixed to the premises
- The signage shall be removed from premises within fourteen (14) days of the property reaching settlement or being leased

Industrial

Definition:

A temporary advertisement to facilitate the sale, auction or rental of an industrial property or properties

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for a real estate (industrial) sign on a private place

The real estate (industrial) sign must meet all the below parameters to be self-assessable.

- A total face area of 5m² may be exhibited for each 50m of frontage or part thereof up to a maximum face area of 20m² per street frontage of a property
- Where the signage is exhibited on a window, it shall not exceed 2.16m² per street frontage of a property
- The signage shall be removed from premises within fourteen (14) days of the property reaching settlement or being leased

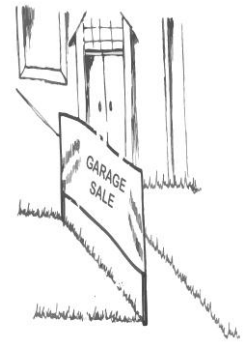
Garage sale sign

Definition:

A garage sale sign is a temporary advertisement for a household garage sale.

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for a garage sale sign on a private place

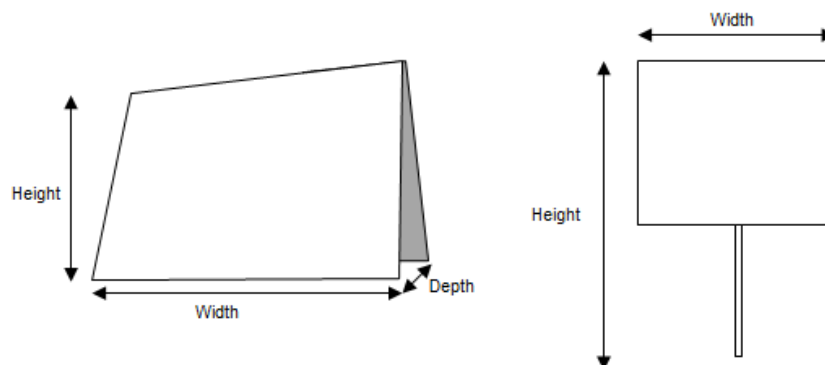
The garage sale sign must meet all the below parameters to be self-assessable.

- The sign may have a total maximum face area of 1.2m²
- 1 sign may be displayed on the property on the day of the event
- The sign shall be securely fixed to a wall/fence or placed securely on the ground adjacent to the premises
- The sign shall be removed within 24 hours after the event

Parameters for a garage sale sign on a public place (i.e. directional signs)

The garage sale sign must meet all the below parameters to be self-assessable.

- The sign may have a maximum height of 1 metre
- The sign may have a maximum width of 0.6 metres
- The sign may have a maximum depth of 0.6 metres
- A maximum of 1 sign may be displayed 3 days before the event
- A maximum of 5 signs may be displayed on the day of the event
- The sign shall be securely fixed on the ground
- The sign/s shall be removed within 24 hours after the event
- The sign shall not be placed on a tree, council-owned infrastructure or other vegetation



Portable interchangeable letter sign

Definition:

A portable interchangeable letter sign includes a portable (including through built-in wheels) self-supporting sign displaying interchangeable letters

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for a portable interchangeable letter sign

The sign must meet all the below parameters to be self-assessable.

- The sign may have a maximum face area of 2m²
- One (1) sign may be displayed per street frontage
- The sign is allowed in lieu of a Sandwich Board / A frame / Blackboard type sign
- The sign shall be constructed to withstand consequent wind or other loads
- The sign shall be placed to provide a clear pedestrian corridor of 1.8m and at least 180mm from the kerb
- The sign shall be removed at close of business each day

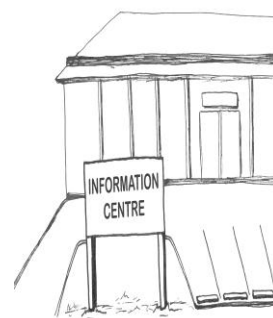
Site information sign

Definition:

A site information sign includes any sign providing information about the use of facilities or features of a site

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for a site information sign

The site information sign must meet all the below parameters to be self-assessable.

- The sign may have a maximum face area of 2m²
- The sign shall be constructed to withstand consequent wind or other loads
- The sign may display the name, logo, or slogan of an organisation having tenure of the property or control of the land on which the sign is exhibited
- The sign shall be placed on or as close to the property boundary as possible
- The sign shall be removed at the end of each day or at the end of the event

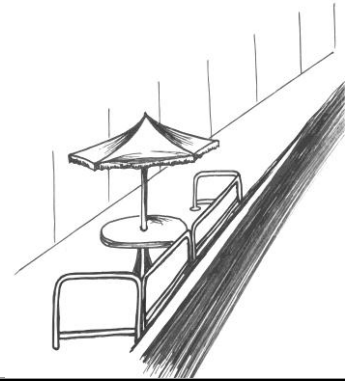
Footway dining furniture sign

Definition:

A footway dining furniture sign includes signage displayed on dining furniture, such as umbrellas and wind breaks on the footway

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for a footway dining furniture sign

The footway dining furniture sign must meet all the below parameters to be self-assessable.

- The sign shall be constructed to withstand consequent wind or other loads
- The sign shall be removed at the end of each day
- The sign shall allow for occupants of the footpath dining area to be visible from all public places in the vicinity

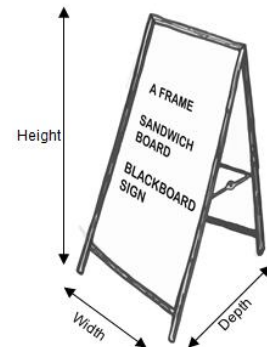
Sandwich board sign

Definition:

A sandwich board sign includes a portable, freestanding sign, normally supported by an 'A' or inverted 'T' frame, sometimes containing a blackboard surface and typically displayed on a footway.

Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



Parameters for a sandwich board sign

The sandwich board sign must meet all the below parameters to be self-assessable.

- The sign may have a maximum height of 0.9m from the ground to the top of the sign
- The sign may have a maximum width of 0.6m
- The sign may have a maximum depth of 0.6m
- The sign may comprise only 1 sign per business, or 2 signs per business if the business premises has 2 road frontages (except in the case of a home-based business, which shall have a maximum of 1 sign)
- The sign shall be displayed to withstand consequent wind or other loads
- The sign shall be positioned to provide a clear pedestrian corridor of 1.8m and be at least 18cm from the kerb
- The sign may not have moving, rotating or animated parts, such as a spinner sign
- The sign may be exhibited only during trading hours and may not be used for the display of merchandise
- The sign may be displayed in lieu of a Portable Interchangeable Letter sign

Glossary of terms

Election signage

As defined in *Local Law No.1 (Administration) 2011* an **election sign** means a device that is able, or is intended to influence a person about voting at an election or affect the result of an election.

Exempt advertising device

As defined in *Local Law no. 1 (Administration) 2011, schedule 8 (Placement of movable advertising devices)* and exempt advertising device is means:

A movable advertising device that satisfies all of the following requirements:

- (a) The movable advertising device is one of the types of advertising devices listed and defined in column 1 of table 1 of *schedule 8* (noted in this information pack) and
- (b) The form and placement of the advertising device is within the parameters prescribed for the relevant type of advertising device in column 2 of table 1 of *schedule 8* (noted in this information pack) and
- (c) The placement of the movable advertising device is not likely to cause: harm to human health and safety, property damage, a nuisance, obstruction of pedestrian or vehicular traffic, environmental harm, environmental nuisance, a detrimental impact

on the amenity of the area or obstruction of a view or vista from any premises.

Face area

The area of the sign facing the public for the purpose of communicating the advertising message.

Example 1 if your sign is 1m in height x 0.5m wide and only has advertising material printed on one side of the sign, the face area of the sign is $1\text{m} \times 0.5\text{m} = 0.5\text{m}^2$

Example 2 if your sign is 1.5m in height x 1m wide and has two sides displaying advertising material, the face area of your sign is $1.5\text{m} \times 1\text{m} \times 2 = 3\text{m}^2$

Movable advertising devices

As defined in *Local Law No.1 (Administration) 2011* a **movable advertising device** means an advertising device that is easily relocated or moved by a person, but does not include an election sign.

Self-assessable

For the purposes of this information pack self-assessable refers to parameters which you can use to determine if your movable advertising device requires an approval. Devices that meet all the self-assessable criteria for the specific type of device do not require an approval.

Appendix A

Conditions that will ordinarily be imposed on approvals for certain movable advertising devices

The following movable advertising devices require approval before being displayed. This appendix outlines the conditions that will ordinarily be imposed on an approval for these signs.

Note: Additional conditions may be imposed at the time of approval.

Inflatable device

Definition:

Inflatable device includes any fixed or captive envelope, balloon, blimp or kite, whether a cold-air inflatable or lighter than air aerial device.



Conditions that will normally be imposed on approvals:

Note: additional conditions may be imposed at the time of approval.

Conditions for an inflatable device	
Balloons	
<input type="checkbox"/>	must not exceed a maximum of 8 metres in height and 6 metres in diameter
<input type="checkbox"/>	shall be deployed by a qualified operator
<input type="checkbox"/>	may only be displayed if tethered by a minimum of 2 safety tested tether lines
<input type="checkbox"/>	may only be inflated with cold air or non-flammable, non-toxic gas (e.g. helium)
<input type="checkbox"/>	may not be displayed more than 20 metres above the ground
<input type="checkbox"/>	may be displayed for a maximum of 7 days in any 90 days
<input type="checkbox"/>	shall only be deployed following submission to the local government of a report from a qualified structural engineer certifying that the cables and other fixings are adequate for the purpose
Blimps	
<input type="checkbox"/>	may be a maximum of 8 metres in height 2 metres in diameter
<input type="checkbox"/>	shall be deployed by a qualified operator
<input type="checkbox"/>	may only be displayed if tethered by a minimum of 2 safety tested tether lines
<input type="checkbox"/>	may only be inflated with cold air or non-flammable, non-toxic gas (e.g. helium)
<input type="checkbox"/>	may not be displayed more than 20 metres above the ground
<input type="checkbox"/>	may be displayed for a maximum of 7 days in any 90 days
<input type="checkbox"/>	shall only be deployed following submission to the local government of a report from a qualified structural engineer certifying that the cables and other fixings are adequate for the purpose

Road banner

Definition:

A road banner includes a device constructed of a flimsy or flexible material (including but not limited to paper, canvas, vinyl, plastic or cardboard) positioned across a roadway.



Conditions that will normally be imposed on approvals:

Note: additional conditions may be imposed at the time of approval.

Conditions for a road banner

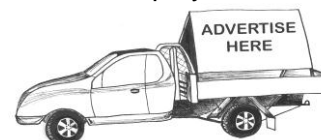
- the device is a maximum height of 5.7 metres above street level
- the device is fixed to supporting buildings
- the device is exhibited only for the period determined by the local government and specified in the approval
- the device is not displayed until the approval holder:
 - submits to the local government a report from a qualified engineer certifying that cables and fixings are adequate for the purpose
 - submits to the local government a drawing showing how the banner sign cables will be fixed to the supporting buildings or other structures
 - demonstrates that the clearances of the banner sign and associated fixtures are adequately positioned from any electricity reticulation cables to the satisfaction of the electrical provider
 - provides copies of permission to exhibit from all other interested agencies (for example, Queensland Police Service)

Mobile motor vehicle sign

Definition:

A mobile motor vehicle sign includes a sign displayed on a vehicle where such display is the primary use of the vehicle.

A motor vehicle includes all types of vehicles such as (but not limited to) trailers, caravans, trucks and scooters.



Conditions that will normally be imposed on approvals:

Note: additional conditions may be imposed at the time of approval.

Conditions for a mobile motor vehicle sign

- The device has a maximum length of 3.5 metres
- The device has a maximum height of 2 metres
- The device has a maximum area of 7 square metres
- The vehicle is parked for no longer than 5 minutes on any carriage way
- No more than one (1) sign is displayed under an approval