

9.4 Other development codes

9.4.1 Advertising devices code

9.4.1.1 Application

- (1) This code applies to assessing development for Advertising devices which are identified as development within section 1.8 Local government matters.

Note – Refer to the definition of Advertising devices contained in Schedule 1.2.

- (2) When using this code, reference should be made to Part 5.

9.4.1.2 Purpose

- (1) The purpose of the Advertising devices code is to regulate the siting, number and design of advertising devices to protect the visual character and amenity of the region while recognising the legitimate need for enterprise to advertise.
- (2) The purpose of the code will be achieved through the following overall outcomes:
 - (a) advertising devices are designed and sited so that they:
 - (i) maintain the safety and efficiency of the public realm;
 - (ii) do not detract from the character and amenity of the area;
 - (iii) are appropriate to the scale of surrounding buildings and structures and the locality;
 - (iv) do not dominate surrounding vegetation, landscaping or natural features;
 - (v) do not detract from the scenic amenity of the region;
 - (vi) are incorporated in the site design of a development or the architecture of a building complementing the building or the development.
 - (b) the number of advertising devices is limited to avoid the cumulative impact of signage throughout the region;
 - (c) the use of billboard signage is limited.

Note - Advertising on or attached to a building that is not a projecting sign, illuminated sign, billboard sign or pylon sign is regulated under Council's local laws.

Note - Building certification is likely to be required for all assessable advertising devices.

9.4.1.3 Criteria for assessment

Part A - Criteria for self-assessable and assessable development

Table 9.4.1.3.a – Advertising devices code – self-assessable and assessable development

Performance outcomes	Acceptable outcomes
For self-assessable and assessable development	
Operation	
<p>PO1 Advertising devices do not:</p> <ol style="list-style-type: none"> (a) provide a distraction for passing drivers, cyclists or pedestrians; (b) provide a physical obstruction or narrow circulation corridors on roads or pathways; (c) restrict sightlines or create a traffic hazard for vehicles, cyclists or pedestrians. 	<p>AO1.1 Advertising devices are located a minimum of 1 metre clear of, and do not encroach into pedestrian, cycle or vehicle movement paths or corridors.</p> <hr/> <p>AO1.2 Advertising devices do not contain parts that move or rotate, or lights that strobe or flash, or consist of video, LCD, LED, Plasma or similar screens.</p>

Performance outcomes	Acceptable outcomes
	<p>AO1.3 Advertising devices are attached or secured to a fixed object/s at all times.</p> <p>AO1.4 Advertising devices are located such that they do not obstruct sightlines or create traffic hazards.</p> <p>Note – Figure 9.4.1.3.a provides guidance to interpreting the acceptable outcome.</p>
<p>PO2 The advertising device is located and designed to maintain the character and amenity of the surrounding built form, streetscape or landscape setting by:</p> <ul style="list-style-type: none"> (a) maintaining consistency with the style, scale, building and roof alignments, colours, patterns and other architectural qualities of the building or premises; (b) not cause a nuisance or contribute to visual clutter; (c) maintaining views to: <ul style="list-style-type: none"> (i) natural landscape features and areas of high and medium landscape value; (ii) places of significance. (d) not dominating the streetscape or landscape; (e) not overshadow any adjoining premises; (f) maintain the safety and efficiency of the public realm; (g) be of appropriate size and shape for the locality in which it is located; (h) be durable, robust and easily maintained. 	<p>AO2.1 Advertising devices do not impede existing views to landscape features, or places of historical significance.</p> <p>AO2.2 For a pylon sign:</p> <ul style="list-style-type: none"> (a) is the only pylon sign on site; (b) is mounted as a freestanding structure; (c) has a maximum height above ground level of 8 metres; (d) has an outer most projection that is setback a minimum of 2 metres from all property boundaries; (e) is not located within 100 metres of an existing pylon sign; (f) is not located within a Residential zone, or a conservation or environmental management zone; (g) is not located within a scenic route buffer area or an area identified as high landscape values area on the Landscape values overlay maps contained in Schedule 2; (h) does not contain parts that move or rotate, or lights that strobe or flash, or consist of video, LCD, LED, Plasma or similar screens. <p>Note – Figure 9.4.1.3.b provides an example of a pylon sign and its dimensions.</p> <p>Note – Refer to the definition of Residential zones contained in Schedule 1.2.</p> <p>AO2.3 For a projecting sign:</p> <ul style="list-style-type: none"> (a) no more than 2 projecting signs are mounted per site, including only one projecting sign attached to the face of a building and only one projecting sign attached to the roof; (b) is not located within 10 horizontal metres of another projecting sign; (c) is not located within a Residential zone, conservation or environmental management zone; (d) does not contain parts that move or rotate, or lights that strobe or flash, or consist of video, LCD, LED, Plasma or similar screens; (b) if roof mounted: <ul style="list-style-type: none"> (i) has a maximum horizontal dimension of 2 metres;

Performance outcomes	Acceptable outcomes
	<ul style="list-style-type: none"> (ii) has a maximum vertical dimension of 1 metre; (iii) is mounted no more than 0.5m above the roof line. <p>(c) if wall mounted:</p> <ul style="list-style-type: none"> (i) (has a maximum horizontal dimension of 1.0 metre; (ii) has a maximum vertical dimension of 2.0 metres; (iii) is mounted no more than 0.2 metres from the wall line. <p>Note – For the purposes of determining the number and location of projecting signs a ‘site’ includes an individual tenancy within a building containing multiple tenancies.</p> <p>Note – Figure 9.4.1.3.c provides an example of a projecting signs, their dimensions and acceptable outcomes.</p> <p>Note – Refer to the definition of Residential zones contained in Schedule 1.2.</p> <p>AO2.4 For an illuminated sign:</p> <ul style="list-style-type: none"> (a) does not contain parts that move or rotate, or lights that strobe or flash, or consist of video, LCD, LED, Plasma or similar screens. <p>AO2.5 For a billboard sign:</p> <ul style="list-style-type: none"> (a) is located within an Industry zone and located adjacent to a state controlled road and is not located within 500 horizontal metres of a Residential zone, or a Conservation or Environmental management zone; (b) is the only billboard sign on site; (c) is mounted as a freestanding structure; (d) has a maximum height above ground level of 12 metres; (e) has an outer most projection that is setback a minimum of 2 metres from all property boundaries; (f) is not located within 500 horizontal metres of another billboard sign; (g) is not located within a scenic route buffer area or an area identified as high landscape values area on the Landscape values overlay maps contained in Schedule 2; (h) does not contain parts that move or rotate, or lights that strobe or flash, or consist of video, LCD, LED, Plasma or similar screens. <p>Note – Figure 9.4.1.3.d provides an example of a billboard sign and its dimensions.</p> <p>Note – Refer to the definition of Residential zones and Industry zone contained in Schedule 1.2.</p>
<p>PO3 Where an advertising device is located on a site of historical significance it does not cover or hide the architectural features of a building.</p>	<p>AO3.1 No acceptable outcomes are provided.</p>

Performance outcomes	Acceptable outcomes
<p>PO4 Advertising devices are designed, sited and constructed to ensure that public safety is not compromised.</p>	<p>AO4.1 Advertising devices are:</p> <ul style="list-style-type: none"> (a) appropriately secured and supported so as to cause no injury or damage to persons or property; (b) not displayed on or attached to a tree, telegraph and /or electricity poles, traffic sign or safety signs; (c) not result in a significant visual distraction or physical obstruction to vehicular and pedestrian traffic and sight-lines; (d) a minimum of 2.4 metres in clearance above a pedestrian footpath.

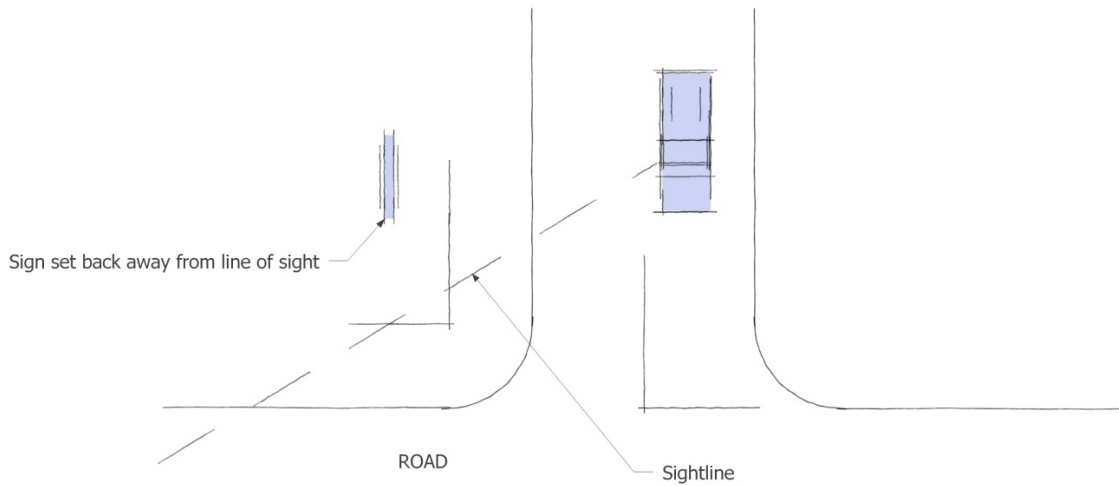


Figure 9.4.1.3.a – Sightlines for Advertising devices

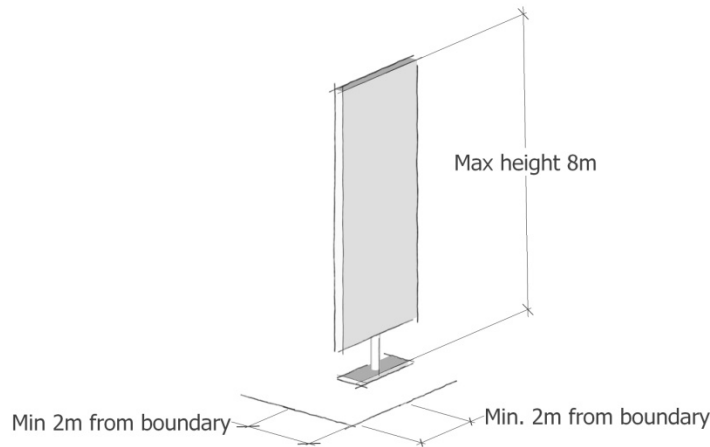


Figure 9.4.1.3.b – Pylon sign example and dimensions

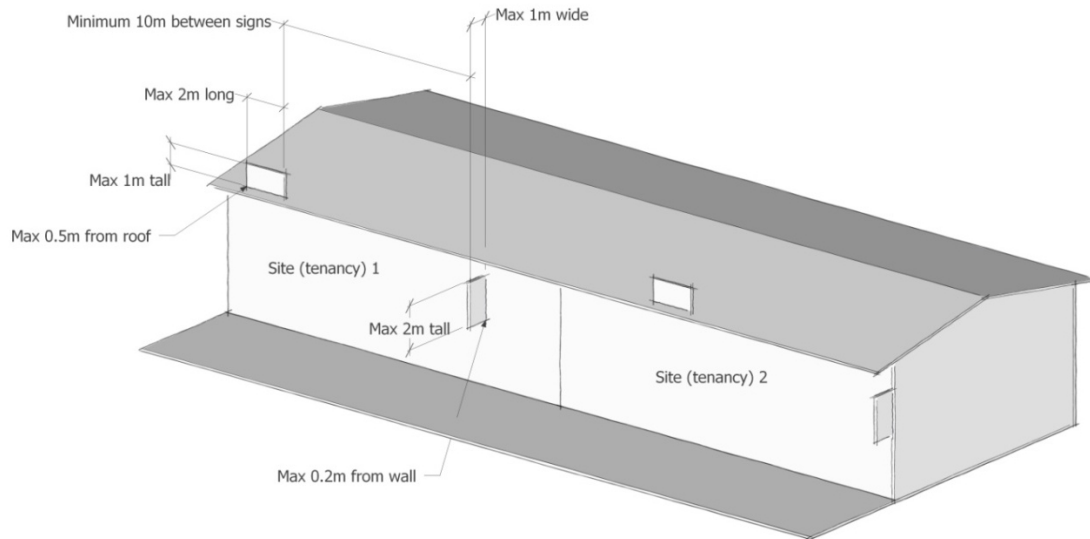


Figure 9.4.1.3.c – Projecting signs, dimensions and locations

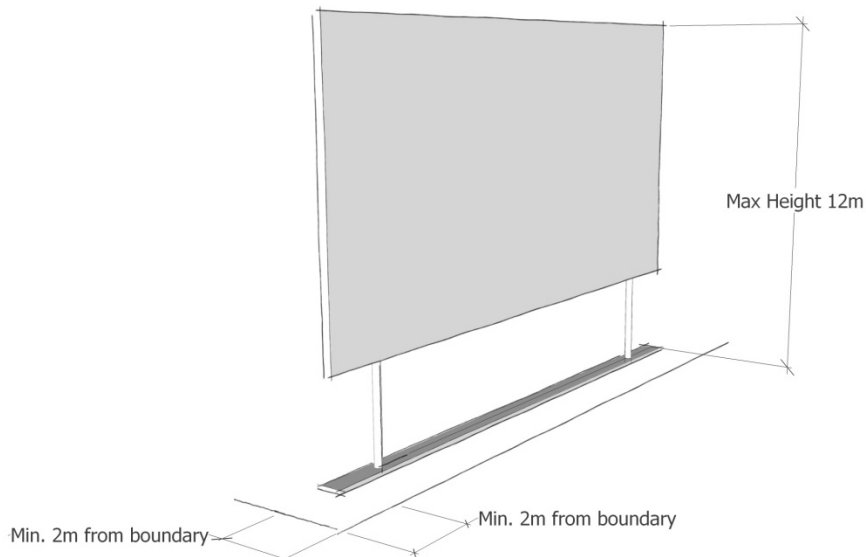


Figure 9.4.1.3.d – Billboard sign example and dimensions