

Advertising devices

What are advertising devices?

An advertising device is any structure, device or sign that is intended for advertising purposes.

Advertising devices within the Cairns local government area are regulated by a combination of Local Laws and the CairnsPlan 2016.

It is the signage / land owners' responsibility to comply with Council requirements. Penalties or enforcement action may apply for displaying signs or advertisements that do not comply.

What types of advertising devices are regulated by the CairnsPlan 2016?

The CairnsPlan 2016 only regulates advertising devices that are considered to be development for Operational Works and are located within the Places of significance overlay under the CairnsPlan 2016 Planning Scheme.

There are two categories of advertising devices regulated under the CairnsPlan 2016, being 'Signage' and 'Impact assessable signage'. Schedule 1 of the CairnsPlan 2016 includes definitions for these categories of advertising devices.

Do I need to make an application for a development permit?

Advertising devices regulated under the CairnsPlan 2016 require a Development Permit for Operational Works in addition to any permit required under Council's *Local Law No. 4 (Advertising Devices) 2019*.

The level of assessment for advertising devices depends upon the category of signage proposed and the zone within which it is proposed. Part 5 of the CairnsPlan 2016 identifies the level of assessment and applicable assessment criteria for proposed signage.

Some types of signage may also require a development permit for Building works.

How do I make a development application?

Lodge your development application:

- In person at Council's Administration Building at 119-145 Spence Street, Cairns
- Online at <http://www.cairns.qld.gov.au/payments/da-online>
- By mail to:
Attention: Manager, Strategic Planning & Approvals
Cairns Regional Council
PO Box 359
Cairns Qld 4870

If you need assistance with your development application, a consultant town planner can assist in preparing and lodging the development application for you.

What are the application fees?

There are fees to lodge an application for a Development Permit for Operational Works for signage. Refer to Council's Fees and Charges Schedule for a full list of the fees and charges.

What types of advertising devices are regulated by Local Laws?

All advertising devices are regulated by *Local Law No. 4 (Advertising Devices) 2019*. Advertising devices regulated by this local law may require a permit. Refer to *Local Law No. 4 (Advertising Devices) 2019* for more information.

For more information

Phone: 1300 692 247

Visit: www.cairns.qld.gov.au

Email: townplanner@cairns.qld.gov.au

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