

Council Policy Direction for Digital Advertising (August 2018)

1.1 Advertising definitions

Provision type	Proposed outcome
'Digital advertising' definition	A permanent sign for the purposes of advertising which is: <ul style="list-style-type: none"> • Illuminated by LED, LCD, plasma or similar display; • A hologram; or • Electronically projected onto a surface.
'Off-site digital advertising' definition	Digital advertising which is used to show anything other than only: <ul style="list-style-type: none"> • The name or logo of a business located on the site which accommodates the advertising device; or • A non-brand specific product or service available for purchase on the site which accommodates the advertising device. <p><i>Note: An advertised product which displays a clearly identifiable brand is considered off-site digital advertising.</i></p>
'On-site digital advertising' definition	Digital advertising which is used to show only: <ul style="list-style-type: none"> • The name or logo of a business located on the site which accommodates the advertising device; or • A non-brand specific product or service available for purchase on the site which accommodates the advertising device. <p><i>Note: An advertising product which displays a clearly identifiable brand is not considered on-site digital advertising.</i></p>

1.2 On-site digital advertising

The following policy is for on-site digital advertising.

Provision type	Proposed provision
Levels of assessment	Code assessment OR Impact assessment if: <ul style="list-style-type: none"> • not compliant with the below criteria; or • on or adjacent a place of significance.
Restriction areas	On-site digital advertisement is not encouraged within the following areas and zones: <ul style="list-style-type: none"> • Babinda; • Gordonvale; • Palm Cove; • Edge Hill; • Freshwater; • Stratford; • Roadways and sites fronting esplanades and foreshores (except the Cairns CBD esplanade); • Residential areas;

	<ul style="list-style-type: none"> • Conservation & Environmental management zone; • Community facilities, Sport & recreation (where proximate to sensitive land uses) & Open space zone; and • Rural & Rural residential zone. <p>On-site digital advertising on the Cairns CBD esplanade may be permitted, however it will be impact assessable and will require a thorough assessment of the impacts on visual amenity to ensure appropriate outcomes are achieved.</p>
Locations near sensitive uses	<p>On-site digital advertising must not project illuminance towards a sensitive land use or a zone for sensitive uses within 100 metres of the proposed location of the device.</p> <p><i>A zone primarily for a sensitive land use includes the following zones:</i></p> <ul style="list-style-type: none"> • Community facilities zone; • <i>Emerging community zone; and</i> • <i>Residential zones & Rural residential zone.</i> <p><i>Note: An example of a sensitive land use is a dwelling house.</i></p>
Maximum number	<p>No more than <u>one</u> digital advertising device can be located on a site. If a site has more than one road frontage than a device on each road frontage is permitted.</p> <p><i>Note: A site may have multiple tenancies and they will be expected to share a single on-site digital advertising device.</i></p>
Hours of operation	<p>On-site digital advertising must be switched off between 10:00pm and 6:00am unless located within:</p> <ul style="list-style-type: none"> • An industrial area (except in the low impact industry zone); or • The Principal centre zone.
Projecting signage	<p>On-site digital advertising must not be projecting signage (e.g. cannot project out of a roof or out of the top of an awning)</p>
Under awning	<p>On-site digital advertising located under awnings:</p> <ul style="list-style-type: none"> • Must maintain a clearance above the ground of 2.5 metres; and • Must not drop below the awning soffit greater than 1.5 metres.
Freestanding signage	<p>Freestanding on-site digital advertising may only be located on pylon signage.</p>
Awning Fascia signage	<p>On-site advertising on an awning fascia must not be augmented to accommodate on-site digital advertising. The on-site digital advertising attached to an existing awning fascia must:</p> <ul style="list-style-type: none"> • Be attached flat to the fascia; • Not extend beyond the fascia outline; • Be wider than it is tall; and • Have a maximum height of 600mm.
Places of significance or neighbourhood character areas	<p>On-site advertising located on places of significance or within neighbourhood character areas must only be appropriate for the building and the significance of the building. These devices will be impact assessable to ensure appropriate outcomes are achieved.</p>
Signage area	<p>The area of on-site digital signage must not exceed 3m².</p> <p><i>Note: Where exceeding 3m², assessment will be impact assessable.</i></p>
Placement on buildings	<p>On-site digital advertising attached to buildings must be positioned on flat surfaces and must not obstruct views to or be located over architectural features or fenestration of buildings.</p>

	<p>Where the building has a street front awning, the on-site digital advertising device must not be located above the height of the awning.</p> <p>Buildings cannot be modified to accommodate the on-site digital advertising device.</p> <p><i>Note: Architectural features are parts of the building which are added to create visual interest and include but are not limited to elements such as windows, doors, awnings, cornices, parapets, columns and the like.</i></p>
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1.3 General Operating Provisions for On-Site and Off-Site advertising

The General Operating Provisions apply to both On-Site and Off-Site digital advertising and have been informed by the Outdoor Media Association’s Digital Signage Policy and the Department of Transport and Main Roads Roadside Advertising Manual Edition 2, October 2017.

Maximum brightness	Digital advertising devices must be fitted with sensors which control brightness of the device relative to the ambient light level. Brightness will have the following maximums:		
	Ambient light level (lux)	CairnsPlan 2016 zone	Maximum luminance output (candelas per m²)
	Greater than 2000 (day time)	All	7,000cd/m ²
	Between 2000 – 400 (dawn and dusk)	All	1,000cd/m ²
	Less than 400 (night time)	Industry zones Centre zones Other zones	500cd/m ² 400cd/m ² 300cd/m ²
	<p><i>Note: Some of the maximum luminance outputs listed above will significantly exceed the maximum allowable by the Cairns Airport for lights within the operational airspace of the airport. Where devices are located within the Airport Environs Overlay – Light Intensity, the device must not emit light that will exceed the maximum light intensity specified for the area for safety reasons.</i></p> <p><i>Council officers will need to consult with the Cairns Airport to determine their requirements.</i></p> <p><i>Conditions of approval to allow Council the ability to reduce brightness on a case by case basis.</i></p>		
Image dwell time	<p>Minimum image dwell time depends on the speed limit of road environments:</p> <ul style="list-style-type: none"> • 10 seconds in road environments under 80km/h • 25 seconds in road environments over 80km/h <p>In all other locations digital advertising devices must have a minimum image dwell time of 30 seconds.</p>		
Image transition time	Image transition of digital advertising must be instantaneous and cannot exceed 0.1 seconds.		
Dangerous locations	<p>Digital advertising must not be installed within a location which impacts on the safety of motorists or pedestrians.</p> <p>The policy will outline that applications will be forwarded to DTMR for advice. <i>Note: DTMR identifies restriction areas, the policy will align with the restriction areas.</i> <i>Note: Digital advertising visible from a state transport corridor or a declared motorway will be</i></p>		

	<i>referred to DTMR for comment.</i>
Removal of other signage on the site	Where digital advertising is being proposed, the proposal must demonstrate how the device does not contribute to proliferation of advertising devices or clutter. <i>Note: This may be achieved by removing some existing signage. Existing poor quality projecting signage will be targeted for removal.</i>
Hours of operation	Digital advertising must be switched off between 10:00pm and 6:00am unless located within: <ul style="list-style-type: none"> • An industrial area (except the low impact industry zone); or • The Principal Centre zone.
Sequential messages	Digital advertising must not include sequential messages which require more than one screen to convey a message.
Single message display	Digital advertising must not be used to display multiple advertisements at any one time. <i>Note: The display screen must not split or display multiple advertisements during a single dwell time.</i>
No animation	Digital advertising must not include images which are animated, move, strobe or the like.
Image quality	Digital advertising must have a minimum pixel pitch of 10mm. This applies only to impact assessable or large scale digital advertising devices.
Community advertising	Digital advertising can be used for Community advertising. <i>Note: Community advertising includes police and emergency matters.</i>
Limitation of approval	Digital advertising will be conditioned to have an approval period of 5 years.
Operational plans	An operational plan is required to be submitted to Council prior to the commencement of the device. This applies only to impact assessable or large scale digital advertising devices.
Monitoring requirements	Digital advertising devices must record or log data of operational characteristics for up to 3 months and must be provided to Council upon request. This applies only to impact assessable or large scale digital advertising devices.
Sign malfunction	Digital advertising devices must default the display to a blank screen in the event of a display or light sensor malfunction.

1.4 Off-site digital advertising

The following policy is for off-site digital advertising.

Provision type	Proposed provision
Level of assessment	Impact assessment in all circumstances.

<p>Preferred locations</p>	<p>Off-site digital advertising occurs on large sites, and where located on a higher order road. E.g Mulgrave Road and Sheridan Street.</p> <ul style="list-style-type: none"> •
<p>Restriction areas</p>	<p>Off-site digital advertising is not encouraged within certain locations and zones, including:</p> <ul style="list-style-type: none"> • Rural & Rural residential zones; • Conservation & Environmental management zone; • Community facilities, Sport & recreation (with the exception of those listed above) & Open Space zone; • Low impact industry zone; • Township zone; • Residential zones; • Babinda; • Gordonvale; • Edge Hill; • Palm Cove; • Freshwater; • Stratford; • Roadways and sites fronting esplanades and foreshores; • The Esplanade; • Neighbourhood character precincts; and • Places of significance.
<p>Separation</p>	<p>Off-site digital advertising must not be located where another lawfully established/approved off-site digital advertising device is visible, when viewed from a public space.</p> <p><i>Note: This only applies if the face of the advertising device is visible i.e. if only the rear of a device is visible there will be no conflict with this outcome.</i></p> <p><i>Note: A double sided off-site digital advertising billboard is considered a single sign.</i></p> <p>AND</p> <p>Where off-site digital advertising is located on a long street and direct views between the devices is not obstructed, the off-site digital advertising must be separated by at least 500 metres.</p> <p><i>Note: Street trees and other potentially temporary obstructions, such as civic art will not be considered view obstructions.</i></p> <p><i>Note: In circumstances where a proposed sign which conflicts with this policy direction a visual impact assessment will be required.</i></p>
<p>Locations near sensitive uses</p>	<p>Off-site digital advertising must be located more than 100 metres from a zone primarily for a sensitive land use.</p> <p>AND</p> <p>Signage must not project illuminance towards a sensitive land use.</p> <p><i>A zone primarily for a sensitive land use includes the following zones:</i></p> <ul style="list-style-type: none"> • <i>Community facilities zone;</i> • <i>Emerging community zone;</i> • <i>Rural residential zone;</i> • <i>Low density residential zone;</i> • <i>Low-medium density residential zone;</i> • <i>Medium density residential zone;</i> • <i>Tourist accommodation zone; and</i>

	<ul style="list-style-type: none"> • <i>Township zone.</i> <p><i>Note: An example of a sensitive land use is a dwelling house</i></p>
Signage area	<p>Off-site digital advertising attached to a building:</p> <ul style="list-style-type: none"> • The size off-site digital advertising will not be restricted. • The size off-site digital advertising will be determined by the building it is attached to. • The size of off-site digital advertising must have an appropriate relationship to the building, and the building must remain the dominant built feature. • The off-site digital advertising must be contained within the existing building façade. • Buildings must not be modified to accommodate off-site digital advertising, only building work which changes the GFA of a building can support the signage. <p>Freestanding off-site digital advertising:</p> <p>Freestanding off-site digital advertising must only be located on existing billboards and therefore can only be created by converting existing lawfully established billboards.</p> <p><i>Note: This only applies to existing billboards which are lawfully established billboards at the date of commencement of this amendment to the Planning scheme.</i></p> <p><i>Note: Not all billboards will be suitable for off-site digital advertising because of their location (e.g. rural zone or proximity to sensitive land uses).</i></p> <p><i>Note: There is an expectation that there is a small number of these and they are appropriately separated.</i></p>
Maximum number	<p>No more than <u>one</u> digital advertising device can be located on a site.</p> <p>If a site has more than one road frontage than a device on each road frontage may be permitted.</p>
Placement on buildings	<p>Off-site digital advertising attached to buildings must be positioned on flat surfaces and must not obstruct views to or be located over architectural features or fenestration of buildings. The device cannot project out of the roof or an awning.</p> <p>Off-site digital advertising must not exceed 50% of the height or width of the building it is located on and must be “framed” equally on all four sides by the building.</p> <p><i>Note: Architectural features are parts of the building which are added to create visual interest and include but are not limited to elements such as windows, doors, awnings, cornices, parapets, columns and the like.</i></p>
Height of devices on tall buildings	<p>Off-site digital advertising must be positioned below 11.5m when attached to a building.</p> <p><i>Note: The Cairns Airport have restrictions on light emissions within the operational airspace of the airport. Given their brightness and size, the airport will likely have an interest in devices at certain heights on buildings within the CBD given the flight path. They may require limitations on the height of devices and/or the brightness of devices at certain heights.</i></p> <p><i>Council officers will need to consult with the Cairns Airport to determine their requirements.</i></p>

1.5 Other policy considerations

Local Laws Review – Reduce existing signage clutter	<p>In review of the Local Laws as a result of this amendment. Consideration must be given to provisions to improve the quality of existing (non-digital) signage and the capacity to require the removal of signage that is not well maintained.</p>
Clean Up Cairns-Campaign	<p>The amended to the Local Law should be complemented by a positive and proactive campaign to clean up the shop fronts and signage standards in the Cairns CBD.</p>

