

9.4 Other development codes

9.4.1 Advertising devices code

9.4.1.1 Application

This code applies to accepted development subject to requirements and assessable development identified as requiring assessment against the Advertising devices code by the tables of assessment in **Part 5 (Tables of assessment)**.


Editor's note—advertising devices controlled under the Council's local laws are not regulated by the planning scheme.

9.4.1.2 Purpose and overall outcomes




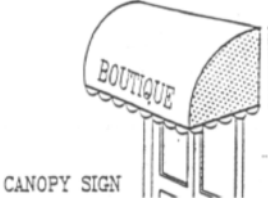


- (1) The purpose of the Advertising devices code is to ensure that advertising devices are established in a manner which is consistent with the desired character and amenity of the Fraser Coast.
- (2) The purpose of the Advertising devices code will be achieved through the following overall outcomes:-
 - (a) an advertising device complements and does not detract from the desirable characteristics of the natural and built environment in which the advertising device is exhibited;
 - (b) an advertising device is designed and integrated into the built form so as to minimise visual clutter;
 - (c) an advertising device does not adversely impact on the visual amenity of a heritage or neighbourhood character area or public open space;
 - (d) an advertising device does not adversely impact on the amenity of rural, rural residential or residential areas;
 - (e) an advertising device does not pose a hazard for pedestrians, cyclists or drivers of motor vehicles;
 - (f) an advertising device accommodates the legitimate need to provide directions and business identification in a manner that is consistent with achieving overall outcomes (a) to (e) above.

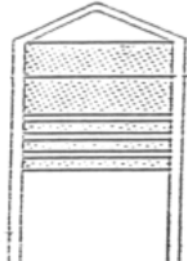





9.4.1.3 Description of advertising devices⁸

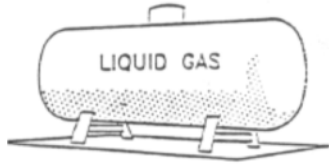




Table 9.4.1.3.1 Description of advertising device types

Advertising device type	Written description	Pictorial description
Above awning sign	An advertising device located on top of and attached to an awning or verandah.	

⁸ Editor's note—other terms used in the advertising devices code are defined in **Schedule 1 (Definitions)**.

Advertising device type	Written description	Pictorial description
Awning fascia or return fascia sign	An advertising device painted on or attached to the end or front face of an awning.	
Blind sign	An advertising device painted or otherwise affixed to a solid or flexible material suspended from an awning, verandah or wall.	
Business name plate	An advertising device displaying the name, occupation and contact details for the business occupant and which may also include the hours of operation of the business.	
Canopy sign	An advertising device painted on a canopy structure.	
Created awning sign	An advertising device positioned on the face, or aligned with the face of an awning where the shape interrupts the natural line of the awning.	
Flush wall sign	An advertising device painted or otherwise affixed upon and confined within the limits of a wall.	

Advertising device type	Written description	Pictorial description
Freestanding sign	An advertising device that is independent of a building and is supported by one or more columns, poles or pylons. The term includes a billboard on which the advertising may not directly relate to the business, activity or occupation carried on, in or upon the site on which the structure is located.	
Ground sign	An advertising device that is independent of a building and that is normally erected at a driveway entrance to identify the business or points of entry.	
Hamper sign	An advertising device painted or otherwise affixed above the door head or its equivalent height and below the awning level or verandah of a building.	
Projecting sign	An advertising device attached and mounted at a right angle to the façade of a building.	
Sky sign	An advertising device placed at or near the top of a building and projecting above the building.	
Stallboard sign	An advertising device located below the ground storey window of a building.	

Advertising device type	Written description	Pictorial description
Structure sign	An advertising device painted or otherwise affixed to any structure which is not a building.	
Sign written roof sign	An advertising device painted or otherwise affixed to the roof cladding of a building.	
Three dimensional replica object or shape sign	An advertising device that replicates a real world object or shape. The replica may be enlarged, miniaturised or equal in scale and be freestanding or form part of another advertising device.	
Under awning sign	An advertising device attached or suspended under an awning or verandah.	
Window sign	An advertising device painted or otherwise affixed to the exterior or on the inner surface of a glazed area of any window. It includes any devices that are suspended from the window frame. The term does not include product displays or showcases for viewing by pedestrians.	

9.4.1.4 Assessment benchmarks and requirements

Table 9.4.1.4.1 Assessment benchmarks for assessable development and requirements for accepted development

Performance outcomes		Acceptable outcomes	
<i>Assessment benchmarks and requirements for all advertising device types</i>			
<i>General</i>			
PO1	<p>All advertising devices:-</p> <ul style="list-style-type: none"> (a) are compatible with the existing and future planned character of the locality in which they are erected; (b) are compatible with the scale, proportion, bulk and other characteristics of buildings, structures, landscaping and other advertising devices on the site; (c) are of a scale, proportion and form that is appropriate to the streetscape or other setting in which they are located; (d) are sited and designed to be compatible with the nature and extent of development and advertising devices on adjoining sites and do not interfere with the reasonable enjoyment of those sites or unreasonably obstruct lawfully established advertising devices; (e) are sited and designed to:- <ul style="list-style-type: none"> (i) not unduly dominate the visual landscape; (ii) maintain views or vistas of public value; and (iii) protect the visual amenity of scenic routes and lookouts; (f) are designed to achieve high standards of architectural and urban design or least not detract from the architectural or urban design standards of a locality (including any streetscape improvement programs implemented by the Council); and (g) are designed, sited and integrated so as not to contribute to the proliferation of visual clutter. 	AO1	<p><u>Accepted subject to requirements</u></p> <p>For accepted development subject to requirements, the advertising device complies with the specific acceptable outcomes of this code relevant to the advertising device proposed to be erected.</p> <p><u>Assessable development</u></p> <p>For assessable development, no acceptable outcome provided.</p>
<i>Movement and illumination</i>			
PO2	<p>An advertising device does not incorporate elements that move (except where a freestanding sign in the form of a billboard) and only incorporates illumination and lighting where it:-</p> <ul style="list-style-type: none"> (a) is appropriate to its setting and is compatible with the amenity of the local area; (b) does not cause nuisance or distraction; (c) does not create glare, reflecting or flaring of colours; and (d) will not create a potential safety hazard, including a traffic safety hazard. 	<p>AO2.1</p> <p>AO2.2</p> <p>AO2.3</p>	<p>Except where specified in AO2.2, AO2.3 and AO2.4 below, the advertising device does not flash, revolve, move or contain mechanisms that give the impression of movement.</p> <p>A freestanding sign, where in the form of a billboard, may incorporate multiple moving faces (e.g. tri-vision sign) where contained within the sign framework.</p> <p>The advertising device is only illuminated where it is:-</p> <ul style="list-style-type: none"> (a) located in a Centre zone, Industry zone or Specialised centre zone; or (b) associated with a business that operates at night.

Performance outcomes		Acceptable outcomes	
		AO2.4	Where the advertising device is illuminated, it:- (a) it has a maximum luminance of 350 candelas per m ² ; and (b) does not incorporate flashing lights.
Maximum site based signface area			
PO3	The maximum signface area of an advertising device does not unduly detract from a building or location where the device is positioned, including:- (a) visually dominating the appearance of a building; or (b) being visually intrusive in the streetscape or natural landscape setting.	AO3	The total signface area of all advertising devices on a site does not exceed that provided for using one or other of the two methods (whichever is the greater) described below:- <u>Method 1 (Streetfront boundary length)</u> (a) 0.75m ² of signface area per linear metre of streetfront boundary length. <u>Method 2 (Street facing building width)</u> (a) for a single storey building – 0.75m ² of signface area per linear metre of street facing building width; (b) for a two storey building – 1.0m ² of signface area per linear metre of street facing building width; (c) for a building exceeding two storeys - as for a two storey building plus 0.15m ² of signface area for each additional storey up to a maximum of 6 storeys, provided that this additional signface area is not utilised for signage on the first two storeys or for any free standing sign.
Construction and maintenance standards			
PO4	An advertising device is constructed to an appropriate and safe standard.	AO4	No support, fixing or other system required for the proper installation of an advertising device is exposed or protrudes in a manner that would create a potential safety hazard.
PO5	An advertising device is maintained to ensure the structural integrity of the device and maintain a high standard of visual amenity.	AO5	No acceptable outcome provided.
Advertising devices in Residential zones			
PO6	Advertising devices in Residential zones are compatible with, and do not compromise, the character and amenity of surrounding residential land uses.	AO6.1	Unless associated with a lawfully established business on the same site, the following sign types are not established in a Residential zone:- (a) Awning fascia sign; (b) Blind sign; (c) Canopy sign; (d) Created awning sign; (e) Ground sign; (f) Hamper sign; (g) Projecting sign; (h) Stallboard sign; (i) Under awning sign; and (j) Window sign.
		AO6.2	The following signs are not located in a Residential zone:- (a) Flush wall sign; (b) Freestanding sign; (c) Sky sign; (d) Structure sign; (e) Sign written roof sign; and (f) Three dimensional replica object or shape sign.

Performance outcomes		Acceptable outcomes	
Assessment benchmarks and requirements for particular sign types			
Above awning signs			
PO7	An above awning sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code and has structural integrity.	AO7	No acceptable outcome provided.
Awning fascia or return fascia signs			
PO8	An awning fascia or return fascia sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO8	An awning fascia or return fascia sign:- (a) does not project above or below the awning line by more than 20% of the vertical depth of the awning face; (b) does not project out from either face of the awning; (c) does not exceed a depth of 100mm; and (d) has a minimum clearance of 2.4m between the footway pavement and the lowest part of the sign.
Blind signs			
PO9	A blind sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO9	A blind sign:- (a) has a signface area that does not exceed 50% of the blind; (b) if fixed to an awning above a footpath, has a minimum clearance of:- (i) 2.1m between the footpath pavement and any flexible part of the blind; (ii) 2.4m between the footpath pavement and rigid part of the blind; and (c) is not illuminated.
Business name plate signs			
PO10	A business name plate sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO10	A business name plate sign:- (a) is limited to one sign per business entry point; (b) has a maximum sign face area of 1.0m ² .
Canopy signs			
PO11	A canopy sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO11	A canopy sign:- (a) does not project out from the surface of the canopy; (b) does not exceed a height of 600mm; (c) does not project above or below the canopy on which it is displayed; (d) has a minimum clearance of:- (i) 2.1m between the footpath pavement and any flexible part of the canopy; (ii) 2.4m between the footway pavement and rigid part of the canopy; and (e) is not illuminated.
Created awning signs			
PO12	A created awning sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO12	A created awning sign:- (a) does not project out from either face of the awning; (b) has a 'created' signface area not exceeding 25% of the existing awning face area; (c) does not extend more than 600mm above the fascia to which it is attached; and (d) has a minimum clearance of 2.1m between the footway pavement and the

Performance outcomes		Acceptable outcomes	
			lowest flexible part of the sign.
Flush wall signs			
PO13	A flush wall sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO13	A flush wall sign:- (a) does not project more than 300mm from the wall on which it is affixed; (b) does not project beyond the property boundary, except as an authorised encroachment onto a road reserve; (c) does not obscure any window or architectural feature of the building on which it is located; (d) has a maximum display area the lesser of:- (i) 30m ² ; or (ii) 20% of the area of the wall.
Freestanding signs			
PO14	A freestanding sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO14.1	<u>Freestanding sign other than where a billboard</u> A freestanding sign, other than where a billboard, is erected only on land included in the following zones:- (a) a centre zone; (b) an industry zone; (c) a recreation zone; (d) the Community facilities zone; (e) the Mixed use zone; and (f) the Specialised centre zone.
		AO14.2	A freestanding sign, other than where a billboard:- (a) has a maximum signface area of 4.5m ² per side for a maximum of two sides; and (b) has a maximum height of 9m. <u>Freestanding sign in the form of a billboard</u>
		AO14.3	A freestanding sign where in the form of a billboard is:- (a) located within a billboard acceptable area identified on Figure 9.4.1A and Figure 9.4.1B (Billboard acceptable areas) ; and (b) erected only on land not included in a residential zone or a rural residential zone.
		AO14.4	A freestanding sign in the form of a billboard has:- (a) a maximum signface area of 18m ² per side for a maximum of two sides; (b) a maximum height of 6m. <u>All freestanding signs</u>
		AO14.5	The minimum spacing between any freestanding sign on a site is:- (a) 300m if erected on land in the Rural zone; or (b) not less than the combined height of all freestanding signs on the site multiplied by 4 if erected on land in another zone.
		AO14.6	The total number of all freestanding signs on a site does not exceed:-

Performance outcomes		Acceptable outcomes	
		AO14.7	<p>(a) one sign where the streetfront boundary length of the site is 30m or less; or</p> <p>(b) two signs where the total streetfront boundary length of the site is more than 30m.</p> <p>Note—the maximum number of freestanding signs excludes any freestanding sign that:-</p> <p>(a) identifies access to a site;</p> <p>(b) has a maximum height of 2m; and</p> <p>(c) has a maximum signface area of 2m² per side.</p> <p>Any freestanding sign:-</p> <p>(a) is situated at least 3m from any adjoining site boundary; and</p> <p>(b) does not project beyond the front alignment of the site;</p> <p>(c) is mounted as a freestanding structure in a landscape environment; and</p> <p>(d) is designed and treated in such a way that the supporting framework, supports and back of the signface area blend with the surrounding streetscape or field of view.</p>
Ground signs			
PO15	A ground sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO15	<p>A ground sign:-</p> <p>(a) is displayed within a landscaped environment;</p> <p>(b) has a maximum sign face area of 4m² per side for a maximum of two sides;</p> <p>(c) has a maximum height of 1.5m; and</p> <p>(d) is separated from another ground sign by a minimum of 100m of streetfront boundary length.</p>
Hamper signs			
PO16	A hamper sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO16	<p>A hamper sign:-</p> <p>(a) projects no more than 300mm from the wall to which it is attached;</p> <p>(b) does not extend below the door head of the main entrance;</p> <p>(c) has a maximum signface area limited to that area between the door head and the underside of the verandah or awning roof; and</p> <p>(d) does not extend beyond the length of the building wall above the door head.</p>
Projecting signs			
PO17	A projecting sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO17.1	<p>A projecting sign:-</p> <p>(a) has a minimum of clearance of 2.4m between the footpath pavement and the lowest part of the sign;</p> <p>(b) is situated at least 2.0m from any site boundary;</p> <p>(c) if a vertical projecting sign, has a maximum signface area of 2m² ;</p> <p>(d) if a horizontal projecting sign, has a maximum signface area of 1m²;</p> <p>(e) does not project higher than the gutter line of the building on which it is erected.</p>
		AO17.2	Not more than one projecting sign is erected for the premises.
Sky signs			
PO18	A sky sign is designed and sited to	AO18.1	A sky sign is erected only on land included

Performance outcomes		Acceptable outcomes	
	comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.		in the following zones:- (a) a centre zone; (b) an industry zone; (c) the Mixed use zone; and (d) the Specialised centre zone.
		AO18.2	A sky sign has a maximum height of 2.5m measured from the top of the roof, provided that this height does not exceed the maximum height specified for the site in the applicable zone code.
		AO18.3	Not more than one sky sign is erected on any building.
Stallboard signs			
PO19	A stallboard sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO19	A stallboard sign:- (a) has a maximum signface area limited to the stallboard area below a streetfront window; (b) are designed such that the signface is recessed inside the stallboard facing; and (c) do not project beyond the property boundary, except as an authorised encroachment onto a road reserve.
Structure signs			
PO20	A structure sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO20.1	A structure sign is erected only on land included in the following zones:- (a) a centre zone; (b) an industry zone; (c) the Mixed use zone; and (d) the Specialised centre zone.
		AO20.2	A structure sign:- (a) has a maximum sign face area of 4m ² ; and (b) does not project beyond the surface of the structure.
Sign written roof signs			
PO21	A sign written roof sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO21.1	A sign written roof sign is erected only on land included in the following zones:- (a) a centre zone; (b) an industry zone; (c) the Mixed use zone; (d) the Rural zone; and (e) the Specialised centre zone.
		AO21.2	A sign written roof sign has a maximum sign face area of 10m ² or 50% of the area of the roof, whichever is the lesser.
		AO21.3	Not more than one sign written roof sign is painted or erected on any site.
Three dimensional replica object or shape sign			
PO22	A three dimensional replica object or shape sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO22.1	A three dimensional replica object or shape sign is erected only on land included in the following zones:- (a) a centre zone; (b) an industry zone; (c) the Mixed use zone; (d) the Specialised centre zone.
		AO22.2	A three dimensional replica object or shape sign:- (a) complies with the acceptable outcomes relating to wall or façade signs, awning

Performance outcomes		Acceptable outcomes	
			<p>signs, roof signs and freestanding signs as applicable depending on the proposed location of the three dimensional replica object or shape sign on the site; and</p> <p>(b) has a signface area which is measured as having two sides.</p>
Under awning signs			
PO23	An under awning sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	<p>AO23.1</p> <p>An under awning sign is erected only on land included in the following zones:-</p> <p>(a) a centre zone;</p> <p>(b) an industry zone;</p> <p>(c) the Mixed use zone;</p> <p>(d) the Specialised centre zone.</p> <p>AO23.2</p> <p>An under awning sign:-</p> <p>(a) is oriented at right angles to the building frontage;</p> <p>(b) is no longer than the width of the awning or verandah to which it is attached;</p> <p>(c) has a maximum height of 600mm and maximum depth of 300mm;</p> <p>(d) has a maximum signface area of 1.4m²;</p> <p>(e) has a minimum clearance of 2.4m from the footway pavement to any part of the sign;</p> <p>(f) is centrally located along the frontage of each shop or tenancy, provided that one additional sign may also be erected at the entrance of an arcade; and</p> <p>(g) is rigidly fixed and not constructed from materials that are potentially dangerous (e.g. glass) to pedestrians.</p>	
Window signs			
PO24	A window sign is designed and sited to comply with the general amenity outcomes sought by Performance Outcome PO1 of this code.	AO24	<p>A window sign:-</p> <p>(a) is only located on the premises the advertisement relates to;</p> <p>(b) are located on ground storey windows only; and</p> <p>(c) do not contain running lights (giving the illusion of movement) if illuminated.</p>

Figure 9.4.1A **Billboard acceptable areas**



Legend

Bill-Board Acceptable Areas



Roads

- State
- Council

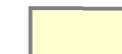
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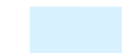
Fraser Coast Regional Council Boundary



Other Local Government Boundaries



Ocean

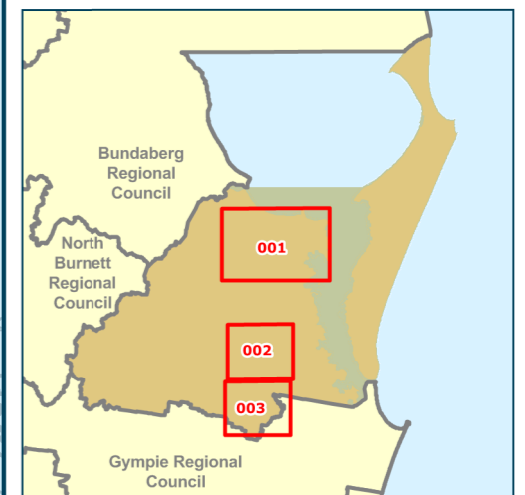


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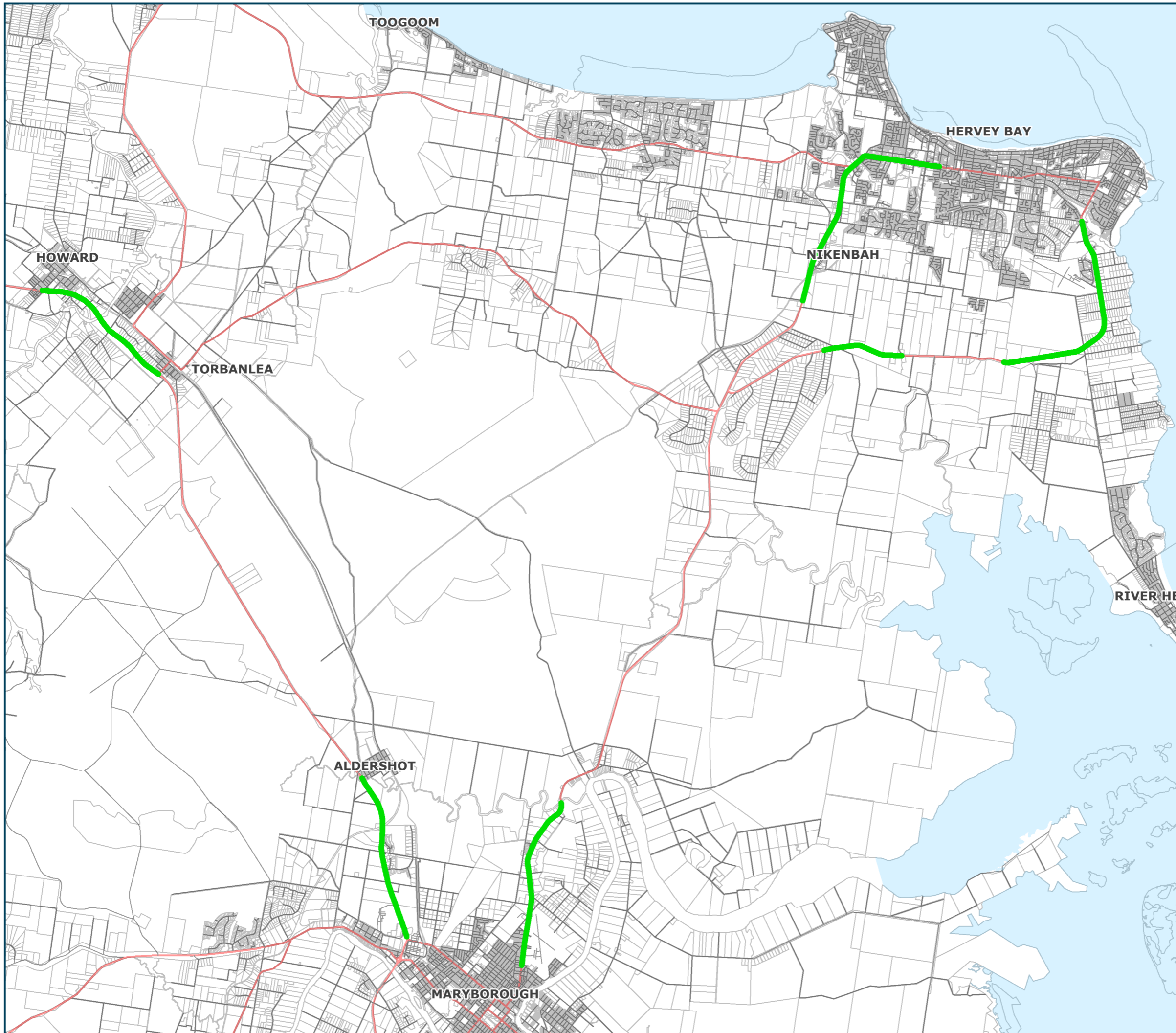


Figure 9.4.1B

Billboard acceptable areas



Legend

Bill-Board Acceptable Areas



Roads

- State
- Council

DCDB



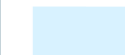
Fraser Coast Regional Council Boundary



Other Local Government Boundaries



Ocean



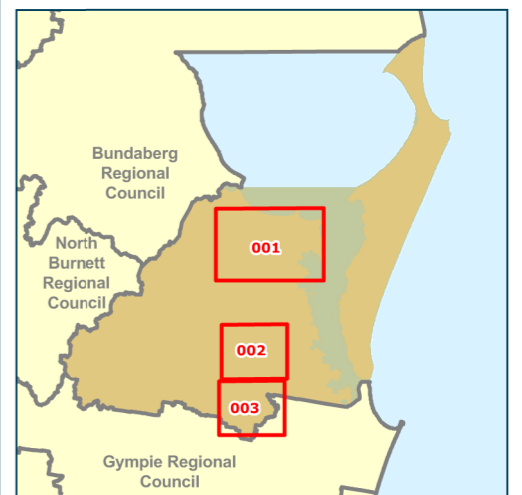
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South - 003

