

Advertising Devices Design and Assessment Rule

Made under section 57 of the *Advertising Devices Local Law 2021*



Dedicated to a better Brisbane

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Part 1: Introduction

1 Object

The Advertising Devices Design and Assessment Rule (the rule) is made under section 57 of the *Advertising Devices Local Law 2021* (the Local Law) and supports the implementation of the Local Law.

2 Definitions

The dictionary in Part 6 defines particular words used in this rule. Other relevant terms are defined in the Local Law.

Part 2: Categorisation of advertising devices

1 Types of advertising devices

Types of advertising devices are illustrated and defined in Part 3.

2 City environments

Brisbane comprises localities of diverse character which, for the purpose of this rule, are grouped into the following City environments:

- 1) City centre environment
- 2) Business centre environment
- 3) Industry environment
- 4) Residential environment
- 5) Green space environment.

3 Effect of City environment on categorisation

- 1) The category of assessment applying to an advertising device under this rule depends on:
 - (a) subject to subsections (2) and (3), the City environment in which it is to be installed, erected or displayed; and
 - (b) whether it is to be installed, erected or displayed in or on a heritage place.
- 2) If an advertising device is to be installed, erected or displayed on a property in an area located in the Community facilities zone, Emerging community zone or Special purpose zone in the City Plan, Council may, at its discretion, categorise the advertising device as if it were to be installed, erected or displayed in the City environment most closely resembling the characteristics of the existing or proposed development on that property.
- 3) If an advertising device is to be installed, erected or displayed on a property in a Residential or Green space environment, where the use is an existing lawful use within the meaning of the *Planning Act 2016* (Qld), Council may, at its discretion, categorise the advertising device as if it were to be installed, erected or displayed in the City environment most closely resembling the characteristics of development of a similar nature and scale.

4 Categorisation of advertising devices requiring approval

- 1) Advertising devices that require Council approval are categorised as either standard assessment or as generally inappropriate assessment.
- 2) The category of assessment is prescribed in Part 4.
- 3) An advertising device not illustrated in Part 3 or listed in Part 4 may be categorised at Council's discretion as either standard assessment or as generally inappropriate assessment.
- 4) An advertising device that would normally be categorised as standard assessment for the City environment in which it is situated but that cannot satisfy the usual requirements in Part 3 or Part 5 may be categorised as generally inappropriate assessment.
- 5) Subsection 4 does not apply to advertising devices categorised as requiring a standard assessment marked with an asterisk (*) in Part 4¹.



¹ Advertising devices categorised as standard assessment marked with an asterisk (*) reflect advertising devices that have been designated as permitted in certain circumstances by public notice.

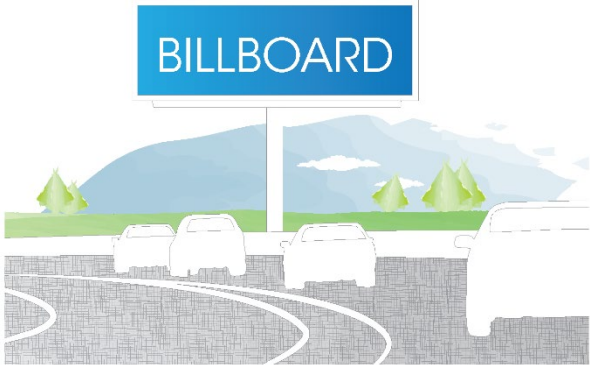
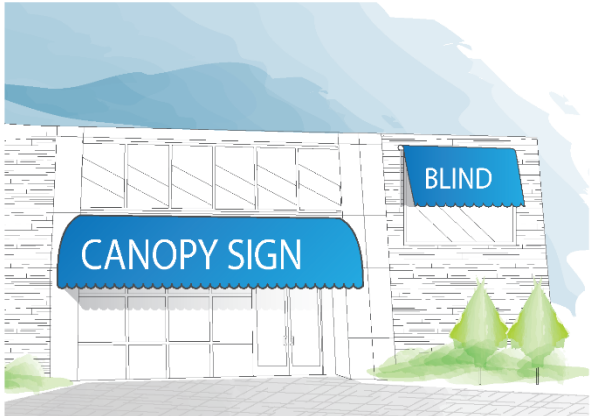
5 Assessing applications

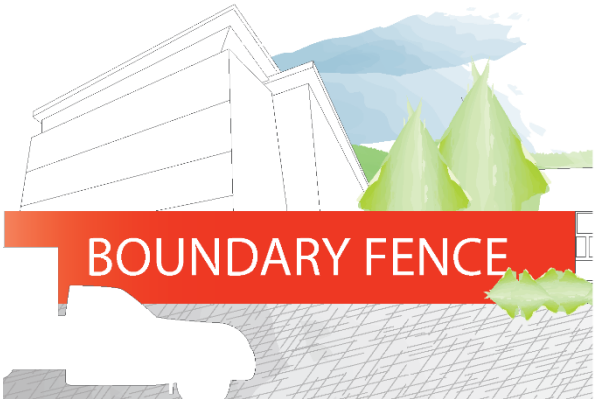

Council must consider:

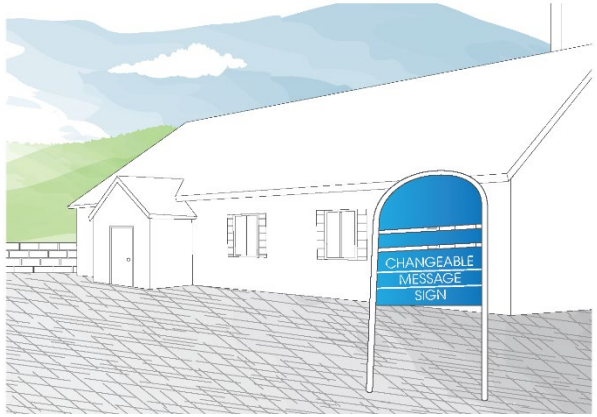


- 1) the requirements in Part 3 that are applicable to that type of advertising device
- 2) requirements in Part 5.

Part 3: Types of advertising devices and applicable requirements


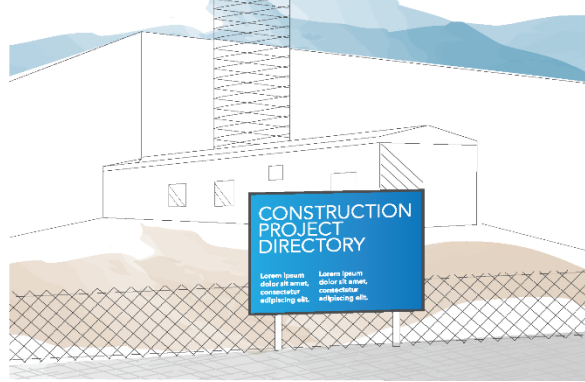
Sign type and description	Sign type illustration	Requirements
<p>Above-awning sign</p> <p>An above-awning sign is an advertising device above an awning, verandah, roof or similar.</p>		<ol style="list-style-type: none"> 1) An above-awning sign must be contained within an existing or created outline of a building. A structure creating a new outline must be designed to appear as if it were part of the original building, or otherwise match or complement its architecture. Utilitarian framed structures must not be exposed to view from a public place. 2) The size and form of an above-awning sign must be appropriate to the scale and character of both the building on which it is installed, erected or displayed and other development within the locality. 3) The total area of an above-awning sign must not exceed 5 m². 4) An above-awning sign must not extend horizontally beyond the edge of the roof of the building. 5) Where there are several above-awning signs on a building for a number of different tenancies, such as at a shopping centre, those signs must match, align or otherwise be compatible with each other. 6) The light source for an above-awning sign must be internal, neon or directed to avoid excessive spill.
<p>Awning fascia sign</p> <p>An awning fascia sign is an advertising device painted on or otherwise affixed to the fascia of an awning or verandah.</p>		<p>An awning fascia sign must be contained within the outline of a fascia and must not exceed 600 mm in height.</p>



Sign type and description	Sign type illustration	Requirements
<p>Billboard sign</p> <p>A billboard sign is a freestanding display surface that may be positioned on the ground or mounted on one or many vertical supports.</p>		<ol style="list-style-type: none"> 1) The area of a billboard sign must not exceed a maximum of 48 m² per side, including any electronic display component, for a maximum of two sides. 2) The maximum height of any part of a billboard sign above the ground is 12 m. 3) A billboard sign must not project beyond the front alignment of a property. 4) A billboard sign must be a minimum of 3 m from the boundary of an adjoining property unless the owner of the adjoining property consents to the sign being a lesser distance from the boundary. 5) A billboard sign must not expose an unsightly back view to a road or other public place. 6) A billboard sign must not be erected on a street frontage of a single property where another billboard sign or a pylon sign is visible, unless those signs are at least 60 m apart, or 200 m apart if both signs contain electronic display components.
<p>Blind or canopy sign</p> <p>A blind or canopy sign is an advertising device painted on or otherwise affixed to solid or flexible material suspended from the edge of an awning, verandah or wall.</p>		<ol style="list-style-type: none"> 1) A blind or canopy sign must be compatible with the blind/canopy and building on which it is installed, erected or displayed. 2) A blind or canopy sign must have a minimum clearance of: <ol style="list-style-type: none"> a) 2.4 m between any rigid part of the blind and a footway surface b) 2.1 m between any flexible part of the blind and a footway surface.

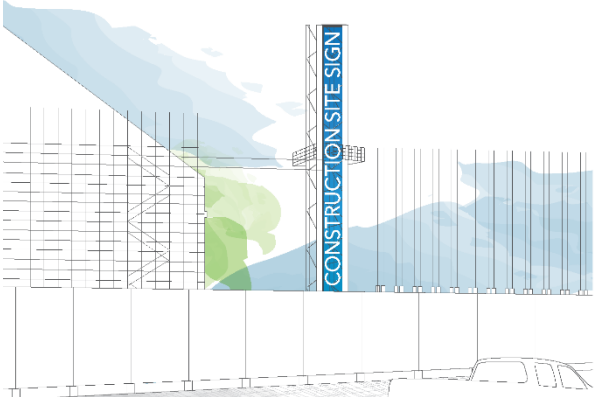
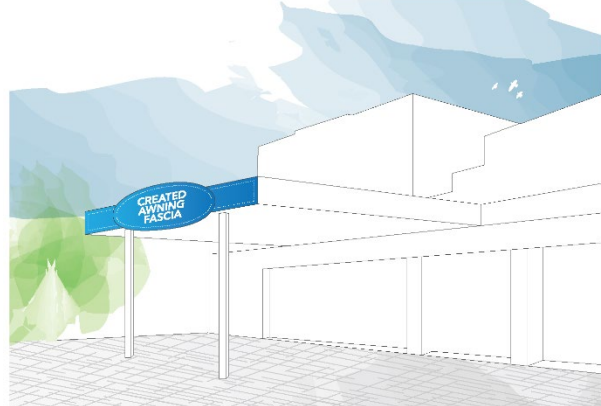

Sign type and description	Sign type illustration	Requirements
<p>Boundary fence sign</p> <p>A boundary fence sign is an advertising device painted or otherwise affixed to a fence along the boundary of a site.</p>		<ol style="list-style-type: none"> 1) A boundary fence sign must be contained entirely within the outline of the fence on which it is installed, erected or displayed. 2) A boundary fence sign must not project more than 50 mm from the fence.
<p>Business promotion sign</p> <p>A business promotion sign is a temporary advertising device advertising an auction, retail sale, business promotion or similar.</p>		<ol style="list-style-type: none"> 1) The maximum area of a business promotion sign is 4 m². 2) A business promotion sign may be installed, erected or displayed only on the premises on which the advertised activity is taking place. 3) No more than one business promotion sign may be installed, erected or displayed per street frontage of a property. 4) A business promotion sign must not use electronic display components. 5) A business promotion sign may only be installed, erected or displayed for a maximum of 14 calendar days within any 90-day period.


Sign type and description	Sign type illustration	Requirements
<p>Changeable message sign</p> <p>A changeable message sign is an advertising device that allows content to be changed manually or mechanically.</p>	 <p>The illustration shows a white building with a blue arched sign on its facade. The sign has the text 'CHANGEABLE MESSAGE SIGN' written on it. The background features a landscape with green hills and blue mountains under a sky with clouds.</p>	<p>No more than one double-faced changeable message sign, with a maximum area of 4 m² per face, may be installed, erected or displayed per street frontage of a property.</p>
<p>Commercial flag</p> <p>A commercial flag is a cloth or similar non-rigid fabric hung from a pole to advertise or identify a commercial establishment.</p>	 <p>The illustration shows a red flag with the text 'COMMERCIAL FLAG' written on it, flying from a tall metal pole. The background shows a building and a landscape with green hills and blue mountains.</p>	<p>A commercial flag must:</p> <ol style="list-style-type: none"> 1) have an area no greater than 5 m² 2) not be installed, erected or displayed so that it is more than 6.5 m above the ground.
<p>Community event sign</p> <p>A community event sign (including a directional community event sign) is a temporary non-illuminated advertising device that advertises a short-term event such as a fete, fair or festival for charitable,</p>	 <p>The illustration shows a blue banner with the text 'COMMUNITY EVENT' hanging from two poles. In the foreground, there are people walking, a bench, and a stone wall. The background features a landscape with green hills and blue mountains.</p>	<p>Community event sign on a site</p> <ol style="list-style-type: none"> 1) Community event signs must be located on the site of the event or the property of the organisation holding the event and may include: <ol style="list-style-type: none"> a) a banner-type sign of non-rigid material suspended at both ends and with a maximum area of 8 m² b) a rigid-type sign that would otherwise be a pole sign, wall sign, boundary fence sign or ground sign with a maximum area of 2.4 m² c) a vertical banner building sign or vertical banner freestanding sign with a maximum area of 2.4 m² d) bunting and streamers.

Sign type and description	Sign type illustration	Requirements
religious, educational, childcare, sporting organisations or similar.		<p>2) No more than one of either a banner or rigid-type community event sign may be installed, erected or displayed for each frontage of a site.</p> <p>3) A community event sign must not be illuminated.</p> <p>4) A community event sign on the site of an event may be installed, erected or displayed no more than 14 calendar days before the event advertised and must be removed by the end of the day following the event.</p> <p>Directional community event signs</p> <p>1) A maximum of 20 directional community event signs, each with a maximum area of 0.6 m², may be installed, erected or displayed for 14 calendar days before the event advertised, plus the day of the event.</p> <p>2) Directional community event signs must be removed by the end of the day following the event.</p> <p>3) Directional community event signs must not be placed on any part of a road including a footway, median strip, traffic island and roundabout.</p> <p>Community event banner</p> <p>1) A community event banner may be installed, erected or displayed on designated land other than where the event takes place. The banner must be of non-rigid material suspended at both ends and with a maximum area of 8 m².</p> <p>2) A community event banner may be installed, erected or displayed for 14 calendar days before the event advertised, plus the day of the event.</p> <p>3) A community event banner must be removed by the end of the day following the event.</p>

Sign type and description	Sign type illustration	Requirements
<p>Community infrastructure sign</p> <p>A community infrastructure sign is an advertising device that is installed, erected or displayed in collaboration with Council to facilitate the provision of desirable community facilities and infrastructure such as street furniture.</p>		<ol style="list-style-type: none"> 1) No more than one community infrastructure sign with a maximum height of 5 m and a maximum area of 10 m² to any side may be installed, erected or displayed per street frontage of a property. More than one community infrastructure sign may be installed, erected, or displayed per street frontage of a property if those signs are located at least 100 m apart. 2) A community infrastructure sign may be installed, erected or displayed along a site frontage in addition to any billboard or pylon sign. 3) By separate agreement or conditions, the advertiser must agree to help provide community infrastructure relating to the site where the sign is situated. 4) A community infrastructure sign must be positioned so that there is a pedestrian corridor with a minimum unobstructed width of 2 m.
<p>Construction project directory sign</p> <p>A construction project directory sign displays a brief description of the construction project, including information about the developer, builder, project manager, construction manager, architect, engineering and other consultants, and contact details of relevant parties.</p>		<p>The maximum area of a construction project directory sign is 20 m² per street frontage of a property.</p>

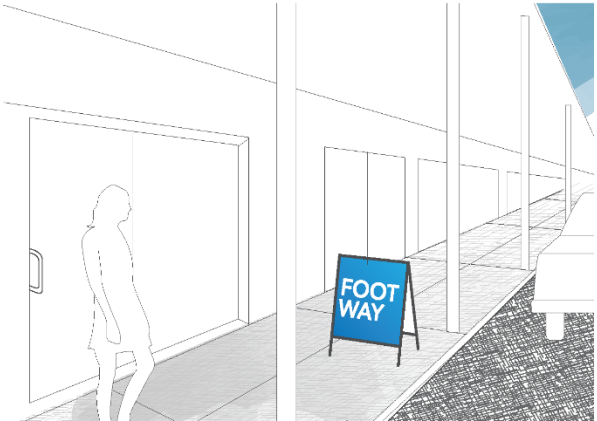
Sign type and description	Sign type illustration	Requirements
<p>Construction site building wrap</p> <p>A construction site building wrap provides high-quality graphic images on large banners mounted on the scaffolding of construction sites to improve the visual amenity and festive atmosphere of the City.</p>		<ol style="list-style-type: none"> 1) Full structural and safety certification from a qualified structural engineer is required, particularly regarding high-wind loading and potential collapse onto public footway and roadway areas. 2) These certifications must include appropriate endorsement of any machinery and scaffolding approvals by the appropriate authority. 3) The height of advertising content on the construction site building wrap must be no greater than 12 m above ground level. 4) The banner must contain no more than 10% advertising content, with remaining content being aesthetically pleasing, high-quality graphic images. 5) The advertiser must affect and maintain a public liability insurance policy for a minimum of \$20 million.
<p>Construction site fence sign</p> <p>A construction site fence sign is an advertising device painted or otherwise affixed flat on a temporary safety fence of a construction site.</p>		<ol style="list-style-type: none"> 1) A construction site fence sign must display only information related to the project under construction, for example, the project developer, construction company, proposed uses or completion date. 2) The maximum area for a construction site fence sign is 1 m² for each metre of the length of the fence to which it is affixed. 3) The area of a construction site fence sign excludes the area of any: <ol style="list-style-type: none"> a) poster panel that may have been designated by Council for posting fly poster signs; and b) artworks on the fence, such as murals.

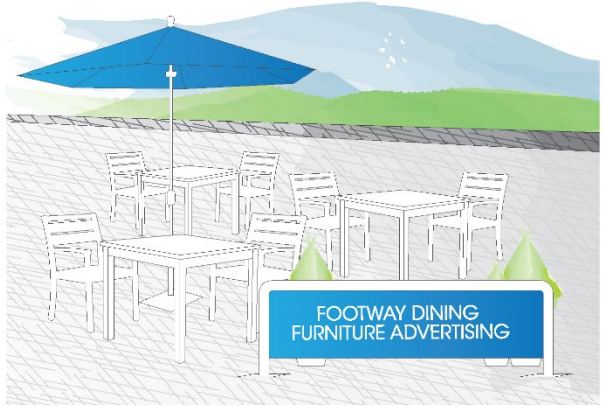
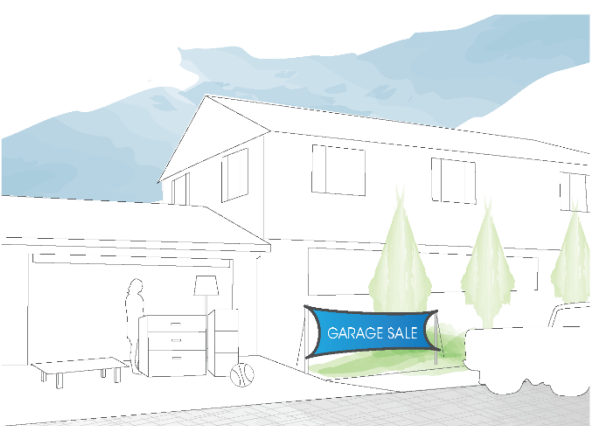

Sign type and description	Sign type illustration	Requirements
<p>Construction site sign</p> <p>A construction site sign is an advertising device affixed to a structure or building under construction or to on-site construction equipment, such as a crane.</p>		<p>A construction site sign must:</p> <ol style="list-style-type: none"> 1) have a maximum area of 20 m²; and 2) display only the name or logo of the owner or developer of the construction project or construction company.
<p>Created awning fascia sign</p> <p>A created awning fascia sign is an advertising device attached to and extending beyond a fascia of an awning or similar.</p>		<ol style="list-style-type: none"> 1) A created awning fascia sign must not extend more than 50% of the height of the fascia. 2) The created area of the awning, i.e. the area of the sign extending beyond the fascia, must not exceed 25% of the area of the fascia. 3) There must be a minimum clearance of 2.4 m between the lowest part of the sign and the footway surface.
<p>Display home and estate sales sign</p> <p>A display home and estate sales sign is an advertising device to facilitate the sale, auction or leasing of a group of dwellings or building sites.</p>		<ol style="list-style-type: none"> 1) Subject to requirement 2, no more than one display home and estate sales sign with a maximum area of 3 m² may be installed, erected or displayed per builder or developer whose product is on display in the group of dwellings or site. 2) A double-sided sign with a maximum area of 6 m² per face, or a single-sided sign with a maximum area of 12 m², may be erected where a number of contiguous dwellings are being marketed concurrently. No more than one such sign may be installed, erected or displayed per 100 m of street frontage.

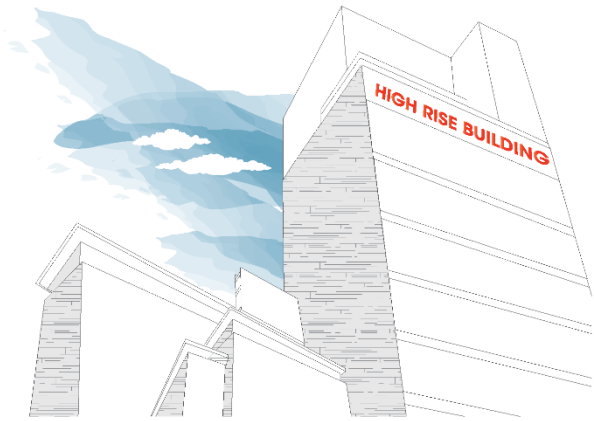
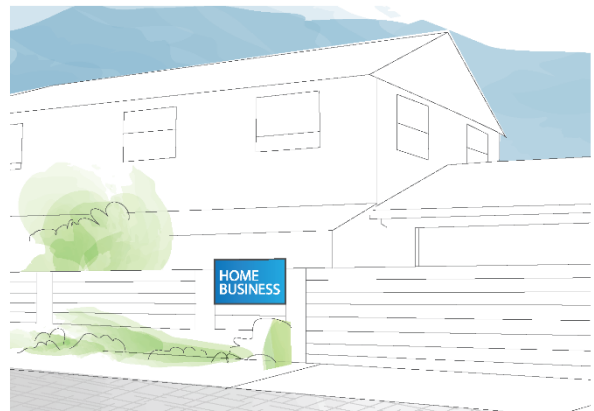
Sign type and description	Sign type illustration	Requirements
<p>Election sign, referendum sign or plebiscite sign</p> <p>An election sign is a temporary advertising device advocating for or against the election of a candidate or candidates or a registered political party in:</p> <ol style="list-style-type: none"> 1) a Commonwealth Government election campaign 2) a Queensland Government election campaign 3) a Brisbane City Council election campaign. <p>A referendum sign is a temporary advertising device advocating for or against a Bill of the Queensland Government or the Commonwealth Government or a question the subject of a writ that affects the Constitution of the Commonwealth or the Constitution of Queensland.</p>		<p>Election signs, referendum signs and plebiscite signs generally</p> <p>Except to the extent specified elsewhere in this rule:</p> <ol style="list-style-type: none"> 1) no face of an election sign, referendum sign or plebiscite sign may be greater than 0.6 m² in area 2) an election sign, referendum sign or plebiscite sign, whether static or handheld, must not be installed, erected or displayed on a median strip or a roundabout 3) an election sign, referendum sign or plebiscite sign, whether static or handheld, must not in the opinion of an authorised person <ol style="list-style-type: none"> a) obstruct pedestrian and other traffic b) constitute a safety hazard c) interfere with public infrastructure. <p>Election signs, referendum signs or plebiscite signs in or on a mall</p> <p>Election signs, referendum signs or plebiscite signs must not be installed, erected or displayed in or on a mall established under the <i>City of Brisbane Act 2010</i>.</p> <p>Election signs on private property</p> <p>In addition to the general requirements above, an election sign, referendum sign or plebiscite sign installed, erected or displayed on private property:</p> <ol style="list-style-type: none"> 1) may be double-faced. A double-faced sign is counted as two signs. 2) must be installed, erected or displayed in a location that is not a road or other public place 3) may be installed, erected or displayed no earlier than: <ol style="list-style-type: none"> a) the day after the writ for election is issued under the <i>Commonwealth Electoral Act 1918</i> (Cth) b) the day after the writ for a referendum is issued under the <i>Referendum (Machinery Provisions) Act 1984</i> (Cth) c) the day after the Australian Electoral Commission provides notice of a plebiscite in accordance with any agreement made with the Australian Electoral Commission for the holding of a fee-for-service election d) the day after the writ for election is issued under the <i>Electoral Act 1992</i> e) the day after the writ for a referendum is issued under the

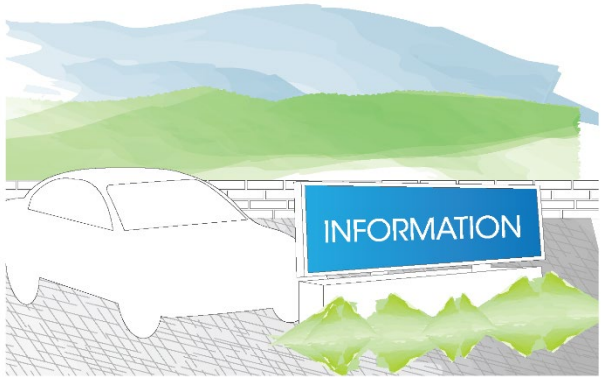
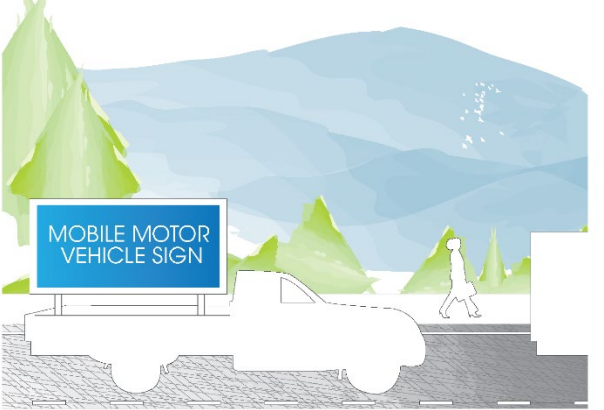
Sign type and description	Sign type illustration	Requirements
<p>A plebiscite sign is a temporary advertising device advocating for or against an issue that does not affect the Constitution of the Commonwealth or the Constitution of Queensland.</p> <p>Election signs, referendum signs and plebiscite signs include those with an electronic display component and mobile vehicle election signs, referendum signs and plebiscite signs.</p>		<p><i>Referendums Act 1997</i></p> <p>f) the day after the returning officer publishes notice of an election under the <i>Local Government Electoral Act 2011</i></p> <p>4) must be removed no later than seven calendar days after the election date.</p> <p>The maximum number of election signs, referendum signs or plebiscite signs that may be installed, erected or displayed on private property is four.</p> <p>Election signs, referendum signs and plebiscite signs on footpaths and green spaces</p> <p>Election signs, referendum signs and plebiscite signs on footpaths and within green spaces may be installed, erected or displayed at any time in an election display provided that:</p> <ol style="list-style-type: none"> 1) the election display includes no more than four signs 2) when calculating the number of signs allowed for the election display, double-sided signs are counted as two signs 3) other signs or approved displays advocating for a particular cause or issue require written approval from the custodian of the election display to include them as part of their maximum entitlement 4) the custodian of the election signs, referendum signs or plebiscite signs in the election display must never be more than 6 m from any sign in the election display. <p>Continuous signage devices</p> <ol style="list-style-type: none"> 1) Before the election date, no continuous signage devices may be installed, erected or displayed. 2) Subject to paragraph 3, on the election date, continuous signage devices may be installed, erected or displayed at a polling place if the continuous signage devices: <ol style="list-style-type: none"> a) do not constitute a safety hazard b) do not obstruct pedestrian or other traffic c) are not attached or affixed to any Council infrastructure or asset d) are not made from single-use plastic material. 3) No continuous signage devices may be installed, erected or displayed on the election date of a local government election.

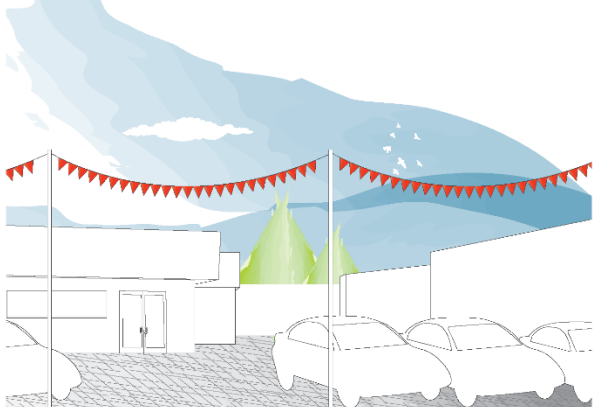

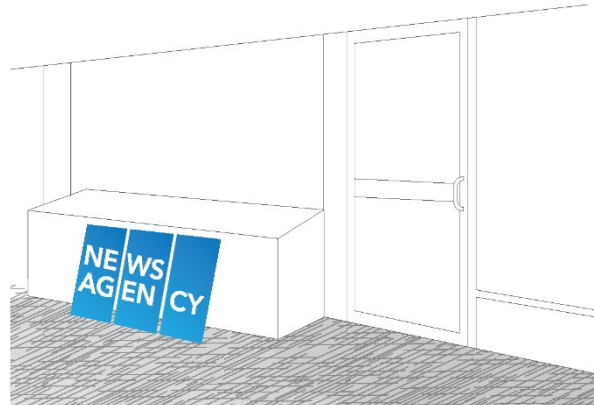
Sign type and description	Sign type illustration	Requirements
		<p>Election date election signs, referendum signs or plebiscite signs at polling places other than City Hall</p> <p>On the election date, election signs, referendum signs or plebiscite signs may be installed, erected or displayed on a footpath outside a polling place.</p> <p>Election signs, referendum signs and plebiscite signs in King George Square</p> <p>Election signs, referendum signs and plebiscite signs may be installed, erected or displayed in King George Square for the period that pre-polling occurs at City Hall, provided that:</p> <ol style="list-style-type: none"> 1) each registered political party or independent candidate may have no more than four election displays in King George Square 2) other signs and approved displays advocating for a particular cause or issue require approval from the custodian of an election display to include them as part of their maximum entitlement 3) an election display may include no more than four signs 4) for the election display, double-sided signs are counted as two signs 5) no election displays are allowed within 6 m of the entrance to City Hall 6) the custodian must always be in a position to visibly supervise the election sign and remain within King George Square. <p>Mobile vehicle election sign, referendum sign or plebiscite sign</p> <p>During the permitted exhibition period, written approval for the display of a mobile vehicle election sign, referendum sign or plebiscite sign on a vehicle is not required if:</p> <ol style="list-style-type: none"> 1) the vehicle displaying the mobile vehicle election sign, referendum sign or plebiscite sign is lawfully parked 2) the maximum length of a mobile vehicle election sign, referendum sign or plebiscite sign is 3.5 m 3) the maximum height of a mobile vehicle election sign, referendum sign or plebiscite sign is 2 m; and 4) the maximum area of a mobile vehicle election sign, referendum

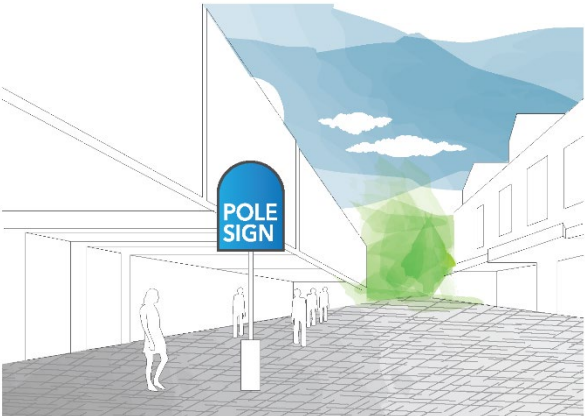
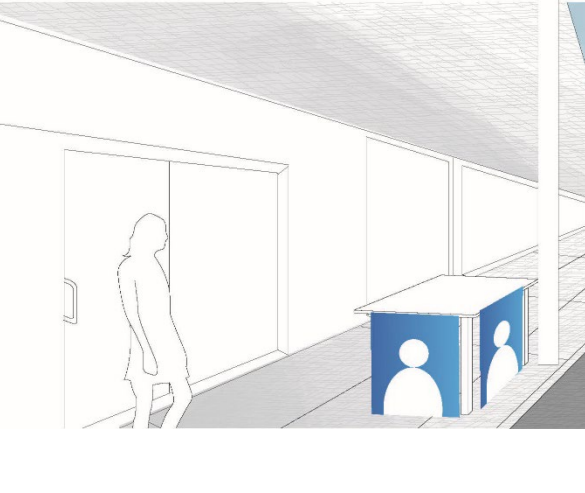
Sign type and description	Sign type illustration	Requirements
		<p>sign or plebiscite sign is 7 m².</p> <p>Election signs, referendum signs or plebiscite signs with an electronic display component</p> <p>If any of the election signs, referendum signs or plebiscite signs specified in this rule contains an electronic display component, then:</p> <ol style="list-style-type: none"> 1) the sign must only use static images; and 2) if the sign is displayed on a motor vehicle, it must not change <ol style="list-style-type: none"> a) while that vehicle is in motion; or b) while the vehicle is stationary, at less than eight-second intervals.
<p>Footway sign</p> <p>A footway sign is a portable, freestanding advertising device, normally supported by an 'A' or inverted 'T' frame and typically displayed on a footway.</p>		<ol style="list-style-type: none"> 1) No more than two footway signs with a maximum height of 1 m, maximum width of 0.6 m and maximum depth of 0.6 m are permitted per shop. 2) A footway sign on a footway must be positioned: <ol style="list-style-type: none"> a) on the kerb side of the footpath b) at least 450 mm from the kerb c) so that there is a pedestrian corridor with a minimum unobstructed width of 2 m between the property boundary and the sign; and d) no greater than 4 m from the allotment boundary of the premises that are responsible for the sign. 3) No footway sign may be positioned so as to obstruct, clutter or detract from street landscaping, furniture or artwork. 4) A footway sign must not have moving, rotating or animated parts, as in a spinner sign. 5) A footway sign may be installed, erected or displayed only during trading hours and must not be used to display merchandise.

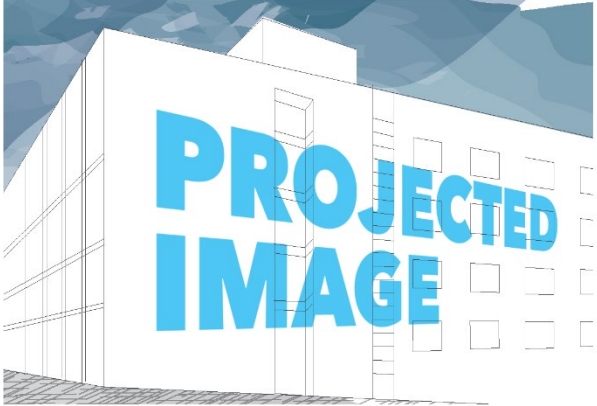
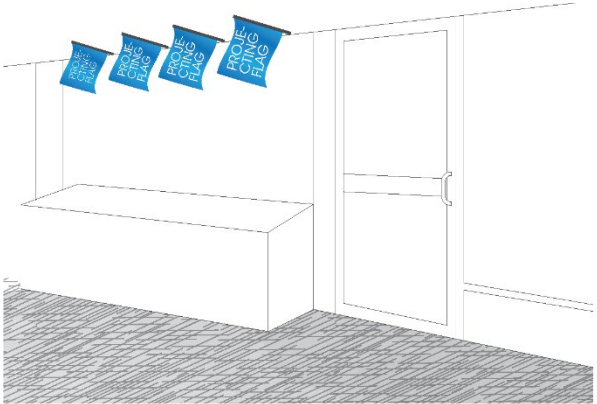
Sign type and description	Sign type illustration	Requirements
<p>Furniture advertising sign</p> <p>Furniture advertising is the signage displayed on dining furniture, such as umbrellas and windbreaks at outdoor dining facilities.</p>		<ol style="list-style-type: none"> 1) Furniture advertising must be contained entirely within the outline of the furniture on which it is installed, erected or displayed. 2) Furniture advertising may be installed, erected or displayed on a footway where it is associated with, and contained entirely within the approved area of, a current footpath dining permit.
<p>Garage sale sign</p> <p>A garage sale sign is a temporary advertising device for a household garage sale.</p>		<ol style="list-style-type: none"> 1) The total area of garage sale signs on a site must not exceed 1.2 m². 2) One additional footway sign, complying with the provisions for a footway sign, may be installed, erected or displayed on a footway in front of the property holding the garage sale. 3) No other garage sale signs may be installed, erected or displayed on public land. 4) A garage sale sign must not be able to be illuminated. 5) Garage sale signs must be installed, erected or displayed only on the day of the garage sale.
<p>Ground sign</p> <p>A ground sign is a monolithic advertising device that, in effect, sits on or rises out of the ground</p>		<ol style="list-style-type: none"> 1) A ground sign may be installed, erected or displayed within a developed landscaped environment. 2) A ground sign must not have a height greater than 1.8 m or an area greater than 12 m². 3) No ground sign is to face an adjoining site unless it is 3 m or more from the boundary of that site. 4) A ground sign must not be displayed in a manner that results in an unsightly view of the back of the sign from a road or other public place. 5) A ground sign must complement the design of the building or place to which it relates.

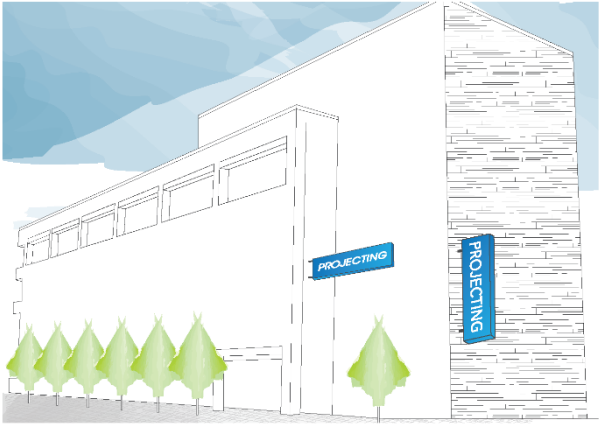
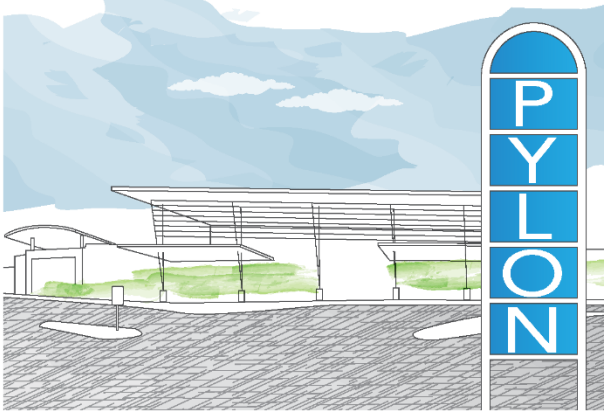
Sign type and description	Sign type illustration	Requirements
		<p>6) No more than one ground sign may be installed, erected or displayed on a site, unless the street frontage exceeds 100 m and those signs are at least 60 m apart.</p>
<p>High-rise building sign</p> <p>A high-rise building sign is an advertising device naming or identifying a high-rise building by using a logo or similar.</p>		<ol style="list-style-type: none"> 1) A high-rise building sign must be 10 m or more above the ground and contained within the actual or created outline of the building to which it is attached. 2) A structure creating a new outline must be designed to appear as if it were part of the original building, or otherwise matches or complements its architecture. 3) Every face of a high-rise building sign must match, align, or otherwise be compatible with each other. 4) A high-rise building sign may show only: <ol style="list-style-type: none"> a) the name of the building, b) the name of the owner of the naming rights, or c) the names of the major occupants of the building.
<p>Home business sign</p> <p>A home business sign is a small advertising device identifying the name and/or trade, business or calling of the occupants of a home business premises.</p>		<ol style="list-style-type: none"> 1) A home business sign must not be illuminated. 2) A home business sign must be painted, affixed to a wall or fence, or freestanding. 3) The area of a home business sign must not exceed 0.6 m². 4) A home business sign must satisfy all self-assessable planning scheme code requirements.


Sign type and description	Sign type illustration	Requirements
<p>Information sign</p> <p>An information sign is an advertising device providing information for the use of facilities or features of a site (such as an 'entrance' or 'parking' sign, or a menu board for a drive-through), and for which no commercial benefit is provided or derived.</p>		<ol style="list-style-type: none"> 1) The maximum area of an information sign is 2 m². 2) An information sign must contain no commercial or corporate advertising other than the name, logo, or slogan of an organisation having tenure of the property or control of the land on which the sign is installed, erected or displayed. 3) The name or logo must comprise no more than one-third of the area of an information sign. 4) The number of information signs on a site will be limited to those Council considers necessary to communicate the information.
<p>Mobile motor vehicle sign</p> <p>A mobile motor vehicle sign is an advertising device displayed on a motor vehicle where the advertising display is the primary use of the vehicle, but does not include a mobile vehicle election sign.</p>		<ol style="list-style-type: none"> 1) The maximum length of a mobile motor vehicle sign is 3.5 m. 2) The maximum height of a mobile motor vehicle sign is 2 m. 3) The maximum area of a mobile motor vehicle sign is 7 m². 4) The mobile motor vehicle sign must not remain stationary so as to be visible from a road or public place for greater than five minutes, or for more than is necessary due to traffic conditions.

Sign type and description	Sign type illustration	Requirements
<p>Motor vehicle sales bunting</p> <p>Motor vehicle sales bunting refers to a series of small flags or pennants suspended from a rope or cable and used to decorate a motor vehicle saleyard.</p>		<ol style="list-style-type: none"> 1) The maximum amount of bunting to be displayed on a motor vehicle saleyard is 10 linear metres of bunting per metre of road frontage for the first 50 m of road frontage. 2) Motor vehicle sales bunting may not be displayed more than 6.5 m above the ground. 3) Bunting must be maintained in a clean and tidy condition.
<p>New estate sales sign</p> <p>A new estate sales sign is an advertising device that directs attention to the sale of residential properties in newly subdivided parts of the City where the streets are not shown in street directories.</p>		<ol style="list-style-type: none"> 1) The maximum area of a new estate sales sign is 6 m². 2) A new estate sales sign should contain no more information about an estate or its sale than necessary for identification or direction. 3) A new estate sales sign will only be permitted as part of an approved advertising package for the estate. 4) These signs must be located only at sufficient places on major roads leading to the estate to identify and give direction to the development.
<p>Newsagency sign</p> <p>A newsagency sign is a small, non-illuminated, temporary, movable advertising device at the side of a footway advertising newspapers or periodicals for sale in a newsagency.</p>		<ol style="list-style-type: none"> 1) The area of a newsagency sign must not exceed 0.6 m². 2) A newsagency sign must be attached to or placed against the front of the premises where the newspapers or periodicals are for sale. 3) A newsagency sign must not be illuminated.

Sign type and description	Sign type illustration	Requirements
<p>Pole sign</p> <p>A pole sign is a freestanding advertising device on one or more vertical supports.</p>		<ol style="list-style-type: none"> 1) No more than one pole sign, with a maximum height of 5 m and a maximum area of 4 m² to any side, may be installed, erected or displayed per street frontage of a property. 2) A pole sign may be installed, erected or displayed along a site frontage in addition to any billboard or pylon sign.
<p>Pop-up information booth</p> <p>A pop-up information booth is a temporary display or stall used by a sitting member of a federal, state or local government for informal public consultation. The display may or may not include a table and chairs.</p>		<ol style="list-style-type: none"> 1) The pop-up information booth must not in the opinion of an authorised person: <ol style="list-style-type: none"> a) obstruct pedestrian and other traffic b) constitute a safety hazard c) interfere with public infrastructure. 2) No pop-up information booth may be installed, erected or displayed on a median strip or the centre of a roundabout. 3) The custodian of the pop-up information booth must never be more than 6 m from the pop-up information booth . 4) No face of a sign within a pop-up information booth may be greater than 0.6 m² in area. 5) The pop-up information booth may include no more than four signs. 6) When calculating the number of signs allowed for a pop-up information booth, double-sided signs are counted as two signs.


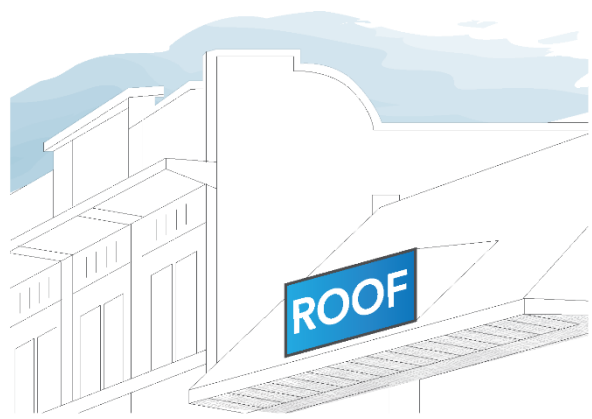
Sign type and description	Sign type illustration	Requirements
<p>Projected image sign</p> <p>A projected image sign is an illuminated sign projected onto a display surface as a static or moving image.</p>	 <p>The illustration shows a white building facade with a large, blue, 3D-style sign that reads 'PROJECTED IMAGE'. The sign is projected onto the building's surface, appearing to float in front of it. The building has several windows and a dark roof.</p>	<p>A projected image sign must not be installed, erected or displayed in a location where it is likely to distract motorists or cyclists.</p>
<p>Projecting flag sign</p> <p>A projecting flag sign is a wall-mounted corporate flag.</p>	 <p>The illustration shows a white wall with a door and a bench. Four blue flags are mounted on the wall, each with the text 'PROJECTING FLAG' written on it. The flags are attached to a horizontal bar and are shown in a slightly curved, projecting position.</p>	<ol style="list-style-type: none"> 1) A projecting flag sign must have a maximum area of 0.3 m² per face. 2) No more than four such advertising devices may be installed, erected or displayed per site, and the advertising devices must be no closer than 2 m to each other. 3) A projecting flag sign must have a minimum clearance of: <ol style="list-style-type: none"> a) 2.4 m between any rigid part of the flag and a footway surface and b) 2.1 m between any flexible part of the flag and a footway surface.

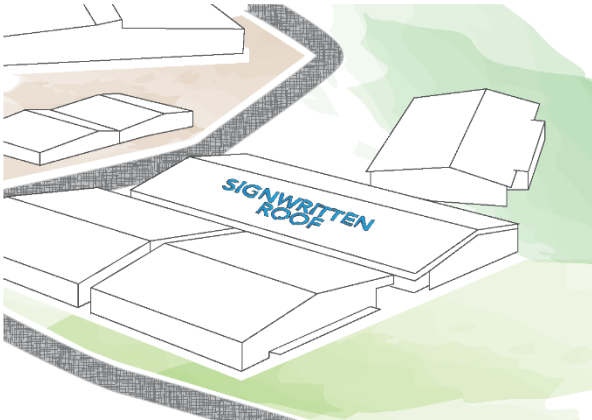
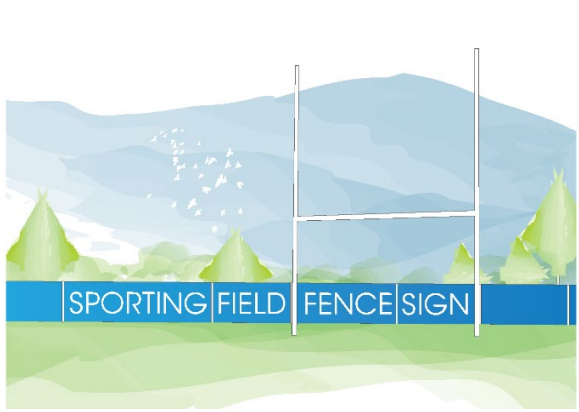
Sign type and description	Sign type illustration	Requirements
<p>Projecting sign</p> <p>A projecting sign is a double-faced advertising device projecting at right angles to a wall.</p>		<ol style="list-style-type: none"> 1) When mounted vertically to a building, a projecting sign must not project more than 750 mm or have a vertical dimension of more than 7.5 m. 2) When mounted horizontally to a building, a projecting sign must not project more than 1.5 m or have a vertical dimension of more than 0.5 m or a width of more than 0.3 m. 3) There must be a minimum 2.4 m clearance between the lowest part of a projecting sign and the footway surface. 4) Such a sign must not extend more than 10 m above the ground, or extend above the wall to which it is attached. 5) A projecting sign must be positioned and designed in a manner that is compatible with the architecture of the building to which it is attached.
<p>Pylon sign</p> <p>A pylon sign is a display surface whose height is greater than its width and that may be positioned on the ground or mounted on one or more vertical supports.</p>		<ol style="list-style-type: none"> 1) The area of a pylon sign may not exceed 36 m² per side, for a maximum of two sides. 2) The maximum height of a pylon sign above the ground is 12 m. 3) A pylon sign must be mounted as a freestanding structure within a landscaped environment. 4) A pylon sign must not project beyond the front alignment of a property. 5) No pylon sign may face an adjoining property unless it is a minimum of 3 m from the boundary of that site, unless the owner of the adjoining property consents to the sign being a lesser distance from the boundary. 6) No pylon sign may be erected to expose an unsightly back view of the sign to a road or other public place. 7) A pylon sign must not be erected on a street frontage of a property where another pylon sign or a billboard sign is located, unless those signs are at least 60 m apart.

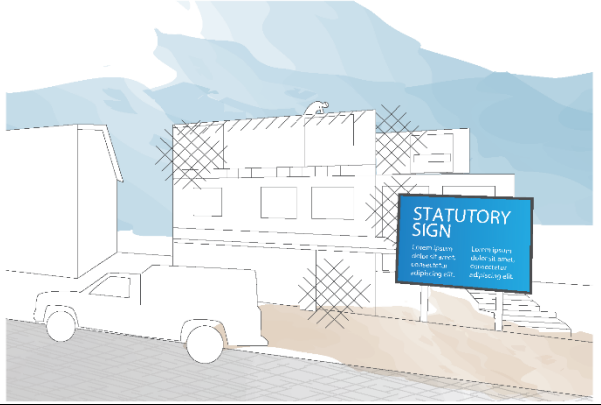
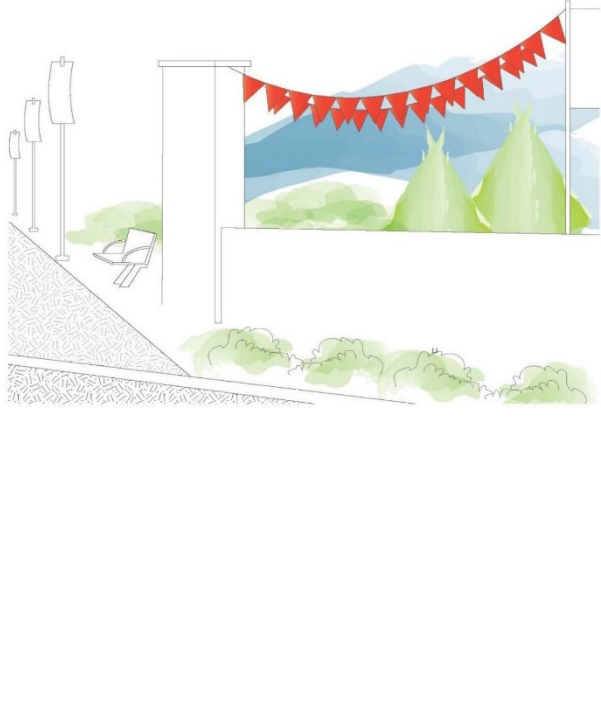
Sign type and description	Sign type illustration	Requirements
<p>Real estate sign</p> <p>A real estate sign is a temporary advertising device to facilitate the sale, auction or rental of a property or properties.</p>	 <p>The illustration shows a two-story house with a driveway and a red sign on a post in the front yard. The sign has the words 'REAL ESTATE' written vertically in white. The background features green hills and blue mountains under a light sky.</p>	<p>Real estate sign</p> <ol style="list-style-type: none"> 1) A real estate sign may be double-faced. 2) No real estate sign may remain on display more than 14 calendar days after the settlement date of the property or properties being advertised for sale. 3) No real estate sign, other than as set out in these conditions, may be installed, erected or displayed on a road reserve. 4) No real estate sign may interfere with the safe and convenient passage of pedestrians. 5) A real estate sign must be placed so as not to interfere with any underground services in a footway. 6) The advertiser must affect and maintain a public liability insurance policy for a minimum of \$20 million. 7) A real estate sign must not contain any illumination if it is situated in Residential or Green space environments. <p>Residential real estate sales sign</p> <ol style="list-style-type: none"> 1) No more than one residential real estate sales sign, with a maximum area of 2.4 m², may be installed, erected or displayed per agent or agency per property. 2) Where more than one agency is handling a property, the maximum total area of residential real estate sales signs per property must not exceed 2.4m². 3) A residential real estate sign may be located on the side of a footway next to and parallel to the property alignment, if a fence, planting or similar would obscure the view of the sign on the property. <p>Residential real estate sales footway sign</p> <ol style="list-style-type: none"> 1) The maximum height of a residential real estate sales footway sign is 1 m. 2) The maximum width of a residential real estate sales footway sign is 0.6 m. 3) The maximum depth of a residential real estate sales footway sign is 0.6 m. 4) A residential real estate sales footway sign on a footway must be positioned—

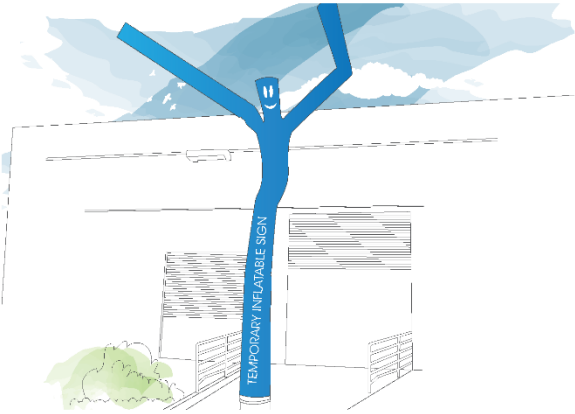
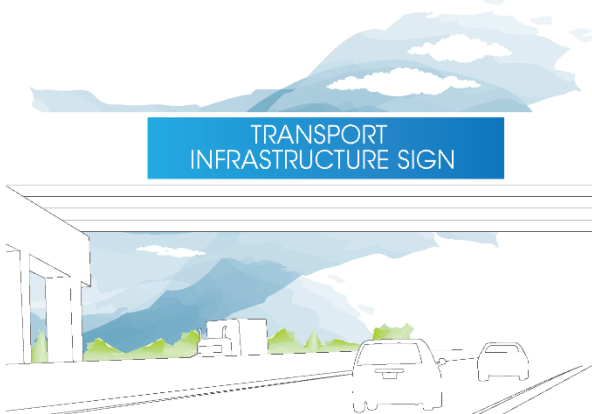
Sign type and description	Sign type illustration	Requirements
		<p>a) at least 450 mm from the kerb; and</p> <p>b) so that there is a pedestrian corridor of a minimum unobstructed width of 2 m between the property boundary and the sign; and</p> <p>c) no greater than 4 m from the allotment boundary of the premises that is responsible for the sign</p> <p>(5) No residential real estate sales footway sign may be positioned so as to obstruct, clutter or detract from street landscaping, furniture or artwork.</p> <p>(6) A residential real estate sales footway sign must not have moving, rotating or animated parts, such as a spinner sign.</p> <p>(7) Only one residential real estate sales footway sign is allowed while an open house or auction event is occurring.</p> <p>Residential real estate rental sign</p> <p>1) No more than one residential real estate rental sign, with a maximum area of 0.6 m², may be installed, erected or displayed per property.</p> <p>2) A residential real estate rental sign may be located on the side of a footway next to and parallel to the property alignment where a fence, planting or similar would obscure the view of the sign on the property.</p> <p>Small new estate sales sign</p> <p>1) A small new estate sales sign may only direct attention to the sale of residential properties in newly subdivided parts of the City, where the streets are not shown in recent street directories.</p> <p>2) The maximum area of a small new estate sales sign is 2.0 m².</p> <p>Non-residential real estate (commercial and/or retail) sign on a larger site</p> <p>In the sale or lease of a commercial and/or retail property with a frontage greater than 40 m:</p> <p>1) a maximum of two non-residential real estate (commercial and/or retail) signs with a total area of 5 m² may be installed, erected or displayed per street frontage of a property</p> <p>2) one above-awning non-residential real estate (commercial and/or retail) sign advertising the sale, renting or lease of premises, may</p>



Sign type and description	Sign type illustration	Requirements
		<p>be installed, erected or displayed per street frontage of a property where Council is satisfied that no other suitable location is available and the area of the sign does not exceed 2.4 m²</p> <p>3) the area of non-residential real estate (commercial and/or retail) signs installed, erected or displayed on a window must be the lesser of</p> <ol style="list-style-type: none"> a) two signs b) 2.4 m² or c) 25% of the total window area per street frontage of a property. <p>Non-residential real estate (industrial) sign</p> <ol style="list-style-type: none"> 1) A maximum of 5 m² of non-residential real estate (industrial) signs may be installed, erected or displayed for each 50 m of frontage or part thereof up to a maximum of 20 m² per street frontage of a property. 2) In a group title subdivision under the <i>Body Corporate and Community Management Act 1997</i>, the frontage of the overall title must be used to calculate the maximum area of sign that may be installed, erected or displayed. 3) One above-awning non-residential real estate (industrial) sign advertising the sale, renting or leasing of premises, may be installed, erected or displayed per street frontage of a property if Council is satisfied that no other suitable location is available and the area of the sign does not exceed 2.4 m². 4) The area of non-residential real estate (industrial) signs installed, erected or displayed on a window must not exceed 2.4 m² per street frontage of a property.

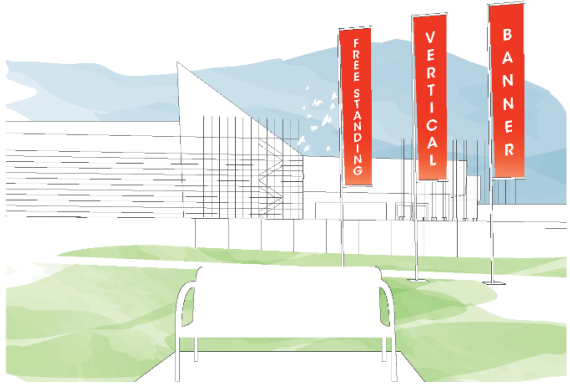
Sign type and description	Sign type illustration	Requirements
<p>Road banner sign</p> <p>A road banner sign is a non-rigid advertising device suspended across a road.</p>	 <p>The illustration shows a perspective view of a city street. A blue banner with the words 'ROAD BANNER' in white capital letters is suspended across the road. The banner is supported by thin cables that are attached to the upper parts of buildings on both sides of the street. In the background, there are more buildings and a blue sky with light clouds. The street has several cars driving away from the viewer.</p>	<ol style="list-style-type: none"> 1) Sites for road banner signs (currently in the Central Business District and Fortitude Valley) have been approved by Council. 2) The following provisions apply where a road banner sign is to be installed, erected or displayed in another location. <ol style="list-style-type: none"> a) A road banner sign may be installed, erected or displayed for a period determined by Council. b) The minimum height of a road banner sign is 5.7 m above street level. c) A drawing showing how the road banner sign cables will be fixed to the supporting buildings or other structures must be submitted to Council, together with a report from a qualified engineer certifying that the cables and other fixings are adequate for the purpose. d) The clearances of the road banner sign and associated fixtures from any electricity reticulation cables must be to the satisfaction of Energex. e) Permission to exhibit the road banner sign is obtained from the Queensland Police Service. f) The advertiser must affect and maintain a public liability insurance policy for a minimum of \$20 million.
<p>Roof sign</p> <p>A roof sign is an advertising device positioned on the roof of the building and includes sky signs.</p>	 <p>The illustration shows a side view of a multi-story building. A blue rectangular sign with the word 'ROOF' in white capital letters is mounted on the roof of the building. The sign is tilted slightly upwards. The building has several windows and a classic architectural style. In the background, there are more buildings and a blue sky with light clouds.</p>	<ol style="list-style-type: none"> 1) A roof sign must be contained within an existing or created outline of a building. A structure creating a new outline must be designed to appear as if it were part of the original building, or otherwise matches or complements its architecture. Utilitarian framed structures must not be exposed to view from a public place. 2) The size and form of a roof sign must be appropriate to the scale and character of both the building on which it is installed, erected or displayed and other development within the locality. 3) The total area of a roof sign must not exceed 5 m². 4) A roof sign must not extend horizontally beyond the edge of the roof of the building. 5) Where there are several roof signs on a building for a number of different tenancies, such as at a shopping centre, those signs must match, align, or otherwise be compatible with each other. 6) The light source for an illuminated roof sign must be internal, neon or directed to avoid excessive spill.

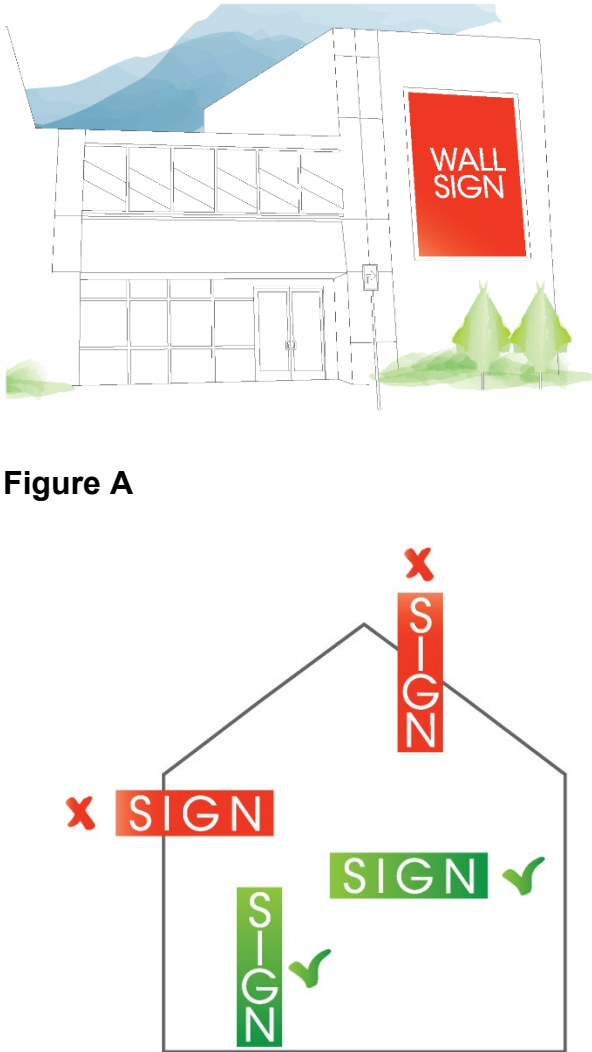
Sign type and description	Sign type illustration	Requirements
<p>Sign-written roof sign</p> <p>A sign-written roof sign is an advertising device painted on a roof.</p>	 <p>The illustration shows a 3D perspective of a building with a white roof. The words 'SIGNWRITTEN ROOF' are painted in blue on the roof surface. The building is set against a green landscape background.</p>	<p>The area of a sign-written roof sign may not exceed the lesser of:</p> <ol style="list-style-type: none"> 1) 50 m² 2) 50% of the area of the roof on which it is painted, as seen from any horizontal direction.
<p>Sporting field fence sign</p> <p>A sporting field fence sign is an advertising device painted or otherwise affixed to the inward side of a fence around a sporting field.</p>	 <p>The illustration shows a fence with a blue horizontal band. The words 'SPORTING FIELD FENCE SIGN' are written in white on the blue band. The fence is set against a background of green trees and blue mountains.</p>	<p>A sporting field fence sign or a similar advertising device in a sports club, arena, stadium or similar must be inward-facing and primarily directed at the users of the facility.</p>

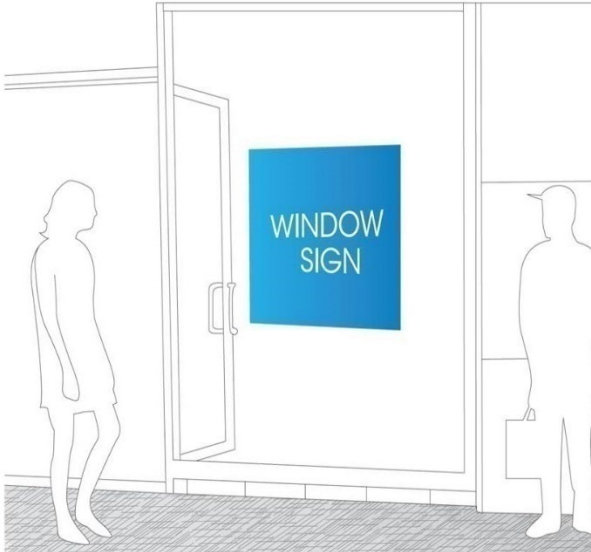
Sign type and description	Sign type illustration	Requirements
<p>Statutory sign</p> <p>A statutory sign is an advertising device displayed under the authority or requirements of an act of Parliament of the State or Commonwealth, or a local law.</p>	 <p>The illustration shows a blue rectangular sign with the words 'STATUTORY SIGN' in white capital letters. Below the title, there are two columns of illegible text. The sign is mounted on a building facade. In the background, there is a white van parked on a street, and a mountain range under a blue sky.</p>	<p>A statutory sign must be installed, erected or displayed according to the provisions of the legislation under which the sign is required.</p>
<p>Temporary bunting and streamers</p> <p>Temporary bunting and streamers refers to the short-term use of bunting and streamers for an event such as a fete, fair, festival or other special event, not including an election campaign.</p> <p>Bunting is a series of small flags or pennants suspended from a rope or a cable, and streamers are long suspended ribbons of cloth or similar non-rigid material.</p>	 <p>The illustration shows a string of red triangular pennants (bunting) suspended across a scene. Below the bunting, there are green streamers. In the background, there are green trees and a mountain range under a blue sky. To the left, there are some utility poles and a bench.</p>	<ol style="list-style-type: none"> 1) Temporary bunting and streamers may be displayed for no more than 14 calendar days before, and on the day or days of the event. 2) Temporary bunting and streamers must be removed by the end of the day on which the event finishes.

Sign type and description	Sign type illustration	Requirements
<p>Temporary inflatable sign</p> <p>A temporary inflatable sign includes any inflatable device.</p>		<ol style="list-style-type: none"> 1) A balloon must not exceed 8 m in height and 6 m in diameter. 2) A blimp must not exceed 8 m in length and 2 m in diameter. 3) An inflatable device must only be inflated with cold air or non-flammable, non-toxic gas, for example helium. 4) An inflatable device must not be tethered to rise higher than 45 m above the ground and must have a minimum of two safety-tested tether lines. 5) An inflatable device may be deployed only by a qualified operator. 6) The licence number must be clearly displayed and visible from ground level when the inflatable device is installed. 7) The advertiser must affect and maintain a public liability insurance policy for a minimum of \$20 million. 8) An inflatable device must <ol style="list-style-type: none"> a) have electrical safety certification for any lighting, cold air blower, or other electrical equipment; and b) be capable of rapid deflation and rapid storage (in balloon/blimp trailer). 9) The term of an approval for a temporary inflatable sign in a particular location is a maximum of 21 calendar days within any 26-week period.
<p>Transport infrastructure sign</p> <p>A transport infrastructure sign is an advertising sign painted or otherwise affixed to a transport structure, such as the abutments, piers or spans of an overbridge.</p>		<ol style="list-style-type: none"> 1) A transport infrastructure sign must be visually compatible with the structure on which the sign is placed. 2) A transport infrastructure sign must not extend below the soffit of the structure to which it is attached, unless the vertical clearance to the base of the advertising device from the roadway is at least 5.7 m.

Sign type and description	Sign type illustration	Requirements
<p>Under-awning sign</p> <p>An under-awning sign is an advertising device suspended under an awning or verandah.</p>		<ol style="list-style-type: none"> 1) An under-awning sign must be oriented at right angles to the building frontage. 2) An under-awning sign must be no greater than 2.5 m long, 0.5 m high and 0.3 m deep. 3) The length of an under-awning sign must not exceed 75% of the width of the awning or verandah to which it is attached and must not project beyond the outer edge of the awning or verandah. 4) An under-awning sign must have a minimum clearance of 2.4 m between its lowest part and the footway surface. 5) An under-awning sign must be centrally located along the frontage of the shop or tenancy it advertises. In the case of a shopping arcade, one additional such sign may be installed, erected or displayed at the arcade entrance. 6) An under-awning sign must be no closer than: <ol style="list-style-type: none"> a) 3 m to another under-awning sign; and b) 1.5 m to a side boundary of a property or tenancy.
<p>Vertical banner building sign</p> <p>A vertical banner building sign is an advertising device of non-rigid material normally fixed at the top and bottom to brackets projecting from a building.</p>		<ol style="list-style-type: none"> 1) The maximum area of each face of a vertical banner building sign is 2.5 m². 2) The maximum width of such a sign is 750 mm, and the topmost support must not be more than 10 m above the ground. 3) There must be a minimum 2.4 m clearance between the lowest part of a vertical banner building sign (including its supporting brackets) and the footway surface. 4) Such signs must be no less than 6 m apart and no closer than 3 m to a side or rear boundary.

Sign type and description	Sign type illustration	Requirements
<p>Vertical banner freestanding sign</p> <p>A vertical banner freestanding sign is an advertising device of non-rigid material normally fixed at the top and bottom to brackets extending from a freestanding pole or pole attached to a relocatable base.</p>		<ol style="list-style-type: none"> 1) The maximum area of each face of a vertical banner freestanding sign is 2.5 m². 2) The maximum width of such a sign is 750 mm, and the topmost support must not be more than 5 m above the ground. 3) A vertical banner freestanding sign must be erected only within the boundaries of a site. 4) Such signs must be no less than 6 m apart and no closer than 3 m to a side or rear boundary.

Sign type and description	Sign type illustration	Requirements
<p>Wall sign</p> <p>A wall sign is an advertising device painted on or otherwise affixed flat to a wall of a building or to another structure such as a fuel storage tank.</p>	 <p>Figure A</p>	<ol style="list-style-type: none"> 1) A wall sign must not project more than 300 mm from the wall or structure to which it is affixed. 2) The area of a wall sign must not exceed 48 m². 3) A wall sign must not extend beyond a height of 12 m above the ground. 4) A wall sign must not project beyond the edges of a wall or structure. 5) A wall sign must integrate and be compatible with the design of the building or structure on which it is painted or affixed. <p>Figure A indicates how the above provisions apply to wall signs.</p>

Sign type and description	Sign type illustration	Requirements
<p>Window sign</p> <p>A window sign is an advertising device displayed on or through a display window.</p>	 <p>The illustration shows a storefront window with a blue square sign in the center that reads 'WINDOW SIGN' in white capital letters. To the left of the window, a silhouette of a woman stands looking towards the sign. To the right, a silhouette of a man with a briefcase stands looking towards the sign. The window frame and floor are also depicted.</p>	<p>A window sign must not:</p> <ol style="list-style-type: none"> 1) exceed 25% of the area of the glass panel or panels on which it is installed, erected or displayed and 2) be larger than 2 m².

Part 4: Advertising devices in City environments

Type of advertising device	City centre environment	Business centre environment	Industry environment	Residential environment	Green space environment
Above-awning sign	I	I	I	I	I
Awning fascia sign	S*	S*	S*	I	I
Billboard sign	I	S	S	I	I
Blind or canopy sign	S*	S*	S*	I	I
Boundary fence sign	I	S*	S*	I	I
Business promotion sign	S*	S*	S*	I	I
Changeable message sign	S	S*	S*	I	I
Commercial flag sign	S*	S*	S*	I	I
Community event sign	S*	S*	S*	S*	S*
Community infrastructure sign	S	S	S	S	S
Construction project directory sign	S*	S*	S*	S*	S*
Construction site sign	S*	S*	S*	S*	S*
Construction site building wrap	S	S	S	I	I
Construction site fence sign	S*	S*	S*	S*	S*
Created awning fascia sign	S	S	S	I	S
Display home and estate sales sign	S*	S*	S*	S*	S*
Election sign	S*	S*	S*	S*	S*
Footway sign	I	S*	S*	I	I
Furniture advertising	S*	S*	S*	I	I
Garage sale sign	I	S*	S*	S*	S*
Ground sign	S	S	S	S	S
High-rise building sign	S	S	S	I	I
Home business sign	S*	S*	S*	S*	S*
Information sign	S*	S*	S*	S*	S*
Mobile motor vehicle sign	S	S	S	S	S
Motor vehicle sales	I	S*	S*	I	I

Type of advertising device	City centre environment	Business centre environment	Industry environment	Residential environment	Green space environment
bunting					
New estate sales sign	I	S	S	S	S
Newsagency sign	S*	S*	S*	S*	S*
Pole sign	S	S	S	I	I
Pop-up information booth	S*	S*	S*	S*	S*
Projected image sign	S	S	S	I	I
Projecting flag sign	S*	S*	S*	S*	S*
Projecting sign	S	S	S	I	I
Pylon sign	I	S	S	I	I
Real estate sign	S*	S*	S*	S*	S*
Road banner sign	S	S	S	I	I
Roof sign	S	S	S	I	I
Sign-written roof sign	I	I	S	I	I
Sporting field fence sign	I	S*	S*	S*	S*
Statutory sign	S*	S*	S*	S*	S*
Temporary bunting and streamers	S*	S*	S*	S*	S*
Temporary inflatable sign	S	S	S	I	I
Transport infrastructure sign	S	S	S	S	S
Under-awning sign	S*	S*	S*	I	S*
Vertical banner building sign	S	S	S	I	I
Vertical banner freestanding sign	S*	S*	S*	S*	S*
Wall sign	S	S	S	I	I
Window sign	S*	S*	S*	I	I

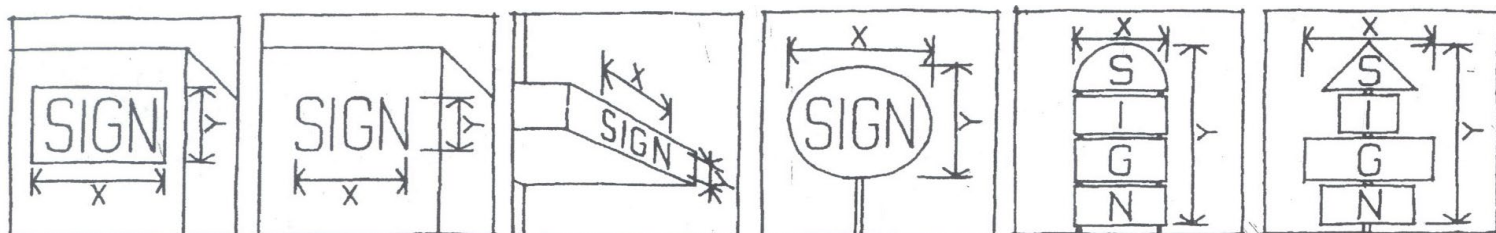
S = standard assessment; I = generally inappropriate assessment. Refer to Part 2, sections 4 and 5 for further information.

* Refer to Part 2, section 5 for further information.

Part 5: Requirements applying to all types of advertising devices

1. Maximum area of advertising devices

- a) For a single advertising device, the lesser of:
 - (i) 48m²; and
 - (ii) the maximum area, if any specified, for that type of advertising device in Part 3.
- b) The area of an advertising device is calculated by:
 - (i) including the whole area of a rectangle within which an integrated sign is completely contained, as illustrated below



- (ii) excluding those parts of a wall, fascia or similar that are in the colours of a corporation or product but that do not immediately surround the text, illustrations or symbols of an advertising device in the manner of a border or panel for the advertising device; and
 - (iii) including any company logo or company name, including the name or logo of the advertising agency, in the calculation of area of the advertising device in Part 5, Item 1(a).
- c) For a site in a Residential environment, and Green space environment where no maximum area is specified for that type of advertising device in Part 3, the maximum area as determined by Council.
 - d) This section does not apply to construction site building wraps, which may exceed 48 m².

2. Traffic safety, illumination and electronic display components

- a) An advertising device must not obstruct the passage of pedestrians or vehicles.
- b) An advertising device must not obstruct a pedestrian's view of traffic, or a motorist's or cyclist's view of pedestrians, other traffic, or the road ahead.
- c) An advertising device must not be distracting to drivers or cyclists.
- d) An advertising device must satisfy all other requirements in the *Advertising Devices Technical Standards*.

3. Structural systems

- a) An advertising device must not be affixed to a structure (including a fence) unless the structure is constructed to withstand the wind and structural loads caused by the advertising device.
- b) The supporting structure of an advertising device must also comply with structural standards or codes under applicable laws in other respects.
- c) A certificate of structural adequacy from a qualified structural engineer must be produced if required by Council.
- d) No support, fixing, suspension or other system required for the proper installation, erection or display of an advertising device may be exposed, unless designed and constructed in a simple, neat and tidy manner or as an integral feature of an advertising device.

Note: The *Building Regulation 2006* (Qld) prescribes that some signs require a development approval from a building certifier before they can be installed, erected or displayed.

4. Electrical systems

- a) All electrical services and systems must comply with the current Standards Australia Wiring Rules and the requirements of the supply authority.

- b) All conduits, wiring, switches or other electrical apparatus installed on an advertising device must be concealed from general view.
- c) No electrical equipment may be mounted on an exposed surface.

5. Heritage places

- a) An advertising device on a heritage place must be designed in accordance with a 'facade-grid' analysis. This analysis must:
 - (i) identify the grid established by the elements of a facade, such as windows, doors, awnings, cornices, parapets, columns etc. and
 - (ii) indicate the most appropriate positions in which an advertising device may be located.
- b) An advertising device must generally align with the grid and be positioned within a flat surface such as a spandrel, parapet or panel between openings.
- c) An advertising device must not be located on a column or other projecting 'elevational' feature.
- d) Any brackets or other visible fixing systems used to support an advertising device on a heritage place must be compatible with that place.
- e) More favourable consideration may be given to an advertising device that keeps with the original character and period of the heritage place.

6. Views, vistas and visual amenity

- a) Advertising devices must not block or compromise a view or vista of high scenic amenity.
- b) Advertising devices should respect the amenity of other property owners and not obscure, dominate or overcrowd the views of existing or prospective development on neighbouring properties.
- c) High scenic amenity in subsection (a) means views that most people would regard as of high quality, as characterised by landscape elements, townscape elements, or both.

7. Compatibility with sites and buildings

- a) Local environment
 - (i) The size, location and medium of the advertising device must be in keeping with the character of the local environment.
- b) Sites and buildings
 - (i) Advertising must be considered in relation to the scale, proportion and other characteristics of structures, landscaping and other advertising on a site. This is particularly relevant in large developments such as shopping centres, where it is desirable to coordinate the signs of a number of different tenancies.
 - (ii) Advertising proposals may improve the appearance of sites by increasing landscaping, screening unsightliness or rationalising the amount of advertising devices to reduce clutter. It is generally preferable that the advertising for a shopping centre be combined on a single large pylon sign, rather than individual tenancies exhibiting their own dispersed advertising.
 - (iii) The cumulative effect of a proposed advertising device upon existing signage on a site should not result in over-signage. For example:
 - (a) If a proposed advertising device were approved on a site with a single frontage in the City centre environment, Business centre environment and Industry environment, and signage, calculated by including the area of each face of every advertising device on the site, would occupy 6% of the area of the site — the cumulative effect would be unacceptable over-signage.
 - (b) If a similar advertising device were proposed on a site where the advertising devices were displayed over two frontages, the cumulative signage effect could be reduced to an acceptable level.
- c) Facades
 - (i) An advertising device, including its supporting structure, fixing devices and services, should not detract from the appearance of a building facade.

- (ii) An advertising device should be considered as another design element to be incorporated in the existing elevational treatment of a building, in a manner that respects the style, scale, alignments, patterns and other architectural qualities of the building.
- (iii) Advertising devices should generally be confined to flat surfaces, such as plain walls, spandrels or parapets and should not be positioned across windows, columns or other design features.

- d) Containment within building outline
 - (i) An advertising device should not normally extend above or beyond a building to which it is affixed. In considering such an extension, Council will consider matters such as whether
 - (a) the advertising device would then be more compatible with the building or its surroundings than it would otherwise be
 - (b) the supporting structure for the advertising device would be more effectively screened
 - (c) the advertising device and its supporting structure are designed to appear as a compatible addition to the building
 - (d) the advertising device and its supporting structure are a desirable design feature in their own right
 - (e) the advertising device screens an unsightly view
 - (f) the advertising device improves the outline of a building or group of buildings.

8. Advertising package

- a) Council will consider the combined effect of all advertising devices proposed to be installed, erected or displayed on, or in relation to, a large development.
- b) An advertising package should clearly depict, or otherwise identify, all of the following:
 - (i) the shapes and sizes of proposed advertising devices
 - (ii) the location of all proposed advertising devices in relation to the site or sites, buildings and other development and the scale relationships of the signs to the buildings, spaces and landscaping
 - (iii) the materials, construction and means of attachment of proposed advertising devices
 - (iv) the colour, reflectivity and means of illumination of proposed advertising devices.
- c) An advertising package submitted for a new residential estate should identify the locations of all off-site advertising devices such as a new estate sales sign. Such signs should only be located at a limited number of places on major roads leading to the estate sufficient to identify the development and give directions to it.

9. Generally inappropriate advertising devices

- a) An application for approval of an advertising device categorised as generally inappropriate assessment in Part 4 must demonstrate that special circumstances exist that justify the approval of the advertising device on a particular site.
- b) 'Special circumstances' may include but are not limited to the following.
 - (i) The site does not exhibit the usual valued characteristics of the City environment in which it is situated.
 - (ii) The site has characteristics similar to another City environment in which the advertising device is not categorised as generally inappropriate assessment as permitted or able to be approved.
 - (iii) The type of the proposed advertising device is particularly appropriate to the City environment in which it is to be situated or
 - (iv) there is an element of public safety or community benefit advertising proposed for the advertising device that contributes to its appropriateness on the proposed site.

Part 6: Dictionary

advertising device means a temporary or permanent sign, structure or other device used for advertising including a structure, or part of a building, the primary purpose of which is to support the sign, structure or device but does not include—

- (a) an umbrella, marquee or portable shade structure that displays advertising where the umbrella, marquee or portable shade structure is used for the purpose it was designed and manufactured for
- (b) advertising displayed on a vehicle or vessel used where the advertising is not the primary use of the transportation; or
- (c) skywriting or sign-writing by an aircraft; or
- (d) official traffic signs installed in accordance with the *Transport Operations (Road Use Management) Act 1995*.

advertising package means all advertising devices proposed to be installed, erected or displayed on, or in relation to, a large development, including a shopping centre, motor vehicle saleyard or new residential estate.

Business centre environment means land located in the following zones or zone precincts in the City Plan:

- Principal centre zone (Regional centre zone precinct)
- Major centre zone
- Neighbourhood centre zone
- District centre zone
- Mixed use zone
- Specialised centre zone
- Township zone.

candidate in respect of an election sign:

- (a) means a person who has become a candidate under section 93(3) of the *Electoral Act 1992* (Qld)
- (b) includes an elected member or other person who has announced or otherwise indicated an intention to be a candidate in an election.

City means the area comprised in the City of Brisbane under the *City of Brisbane Act 2010*.

City centre environment means land located in the Principal centre zone (City Centre zone precinct) in the City Plan.

City Plan means *Brisbane City Plan 2014*, as amended from time to time, and any replacement of that planning scheme and associated planning scheme policies for the City of Brisbane.

continuous signage devices include bunting, streamers or continuous plastic sheeting. An example of continuous plastic sheeting is a continuous sheet of plastic approximately 600 mm wide on which a series of election signs is printed.

Council means, for the purposes of this local law, Brisbane City Council in its capacity as the regulator and enforcer of this local law.

custodian in respect of:

- (a) an election display means a person responsible for the election signs, referendum signs or plebiscite signs in an election display
- (b) a pop-up information booth means a person responsible for the signs at a pop-up information booth.

designated land means public lands designated by Council as suitable for displaying advertising devices for community events and not-for-profit purposes.

display means a sign or group of signs.

election date means the specified pre-polling or polling day for an election, referendum or plebiscite.

election display means an area of a footpath (or other area on which election signs, referendum signs or plebiscite signs are permitted) occupied by an election sign, referendum sign or plebiscite sign or group of signs under the supervision of a custodian and includes any tables and chairs in that area.

election sign includes a placard being held by a person.

electronic display component means part or the whole of an advertising device that uses an image projector, bulbs, LEDs, LCDs or similar devices that are used to present content on the advertising device.

footway means the part of a road that is designated for, or has as one of its main uses, use by pedestrians.

Green space environment means land located in the following zones in the City Plan:

- Conservation zone
- Environmental management zone
- Open space zone
- Sport and recreation zone
- Rural zone.

heritage place means a local heritage place or a Queensland heritage place as defined in the *Queensland Heritage Act 1992*.

Note -

Local heritage places and Queensland heritage places are also identified in the Heritage overlay map in the City Plan.

illumination does not include reflective letters or strips.

Industry environment means land located in the following zones in the City Plan:

- Low impact industry zone
- Extractive industry zone
- Industry zone
- Special industry zone
- Industry investigation zone.

large development means a development where the impact of advertising is intensified because of the scale of individual signs or the exhibition of multiple types of sign, both on and off a site. Examples include shopping centres, motor vehicle saleyards and new residential estates.

Local Law means the *Advertising Devices Local Law 2021*.

mechanically, for a changeable message sign, does not include electronically.

mobile vehicle election sign, referendum sign or plebiscite sign means an election sign, referendum sign or plebiscite sign displayed on a vehicle (including a bicycle) where the display of the election sign is the primary use of the vehicle.

moving image screen means the electronic display component of a sign that is capable of displaying animated images similar to a television or movie. It does not include a static image/automatically changing display screen or a scrolling screen.

party includes:

- (a) a registered political party
- (b) a candidate who is not a member of a political party.

permitted exhibition period means:

- (a) for fixed-term elections, referendums or plebiscites, the period beginning 35 days before the polling date and ending on the date that is seven days after the relevant election date
- (b) for non-fixed term elections, the period beginning on the date on which the writ of election is issued and ending on the date that is seven days after the relevant election date.

polling place means a location where voting on an election date takes place.

registered political party means a political party registered under the *Commonwealth Electoral Act 1918*, the *Electoral Act 1992* or the *Local Government Electoral Act 2011*.

Residential environment means land located in the following zones in the City Plan:

- Tourist accommodation zone
- High density residential zone
- Medium density residential zone
- Low-medium density residential zone
- Character residential zone
- Low density residential zone
- Rural residential zone.

scrolling means the continuous movement of any part of a sign (image or text) across the display face in any direction.

vehicle means any type of transport that moves on wheels and a hovercraft.

window must be comprised of transparent or translucent material and includes a glass facade or wall that will be regarded as a single window regardless of the number of individual glass panels of which it is composed.