

LOCAL LAW POLICY NO.11 (CONTROL OF SIGNS)

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**REDLAND SHIRE COUNCIL
LOCAL LAW POLICY NO. 11 (CONTROL OF SIGNS)
[CONSOLIDATED COPY AMENDED AS AT 5/9/2003]**

PART 1 - PRELIMINARY

This Local Law Policy is to read with Local law No. 7 (Control of Signs). *Made by Council resolution on 9 June 1999.*

Citation

1. This local law policy may be cited as the Redland Shire Council Local Law Policy No. 11 (Control of Signs).

Vision for signage in Redland Shire

2. Redland Shire is characterised by large areas of natural bushland of high environmental and visual quality, scenic non urban lands, and residential development with a number of distinct small town centres. The Vision 2005 process revealed what the community of Redland desires for the future development of the area. The design of signage is to complement this community vision for Redland Shire.

According to Vision 2005 bushland areas should be conserved in their natural state and that development be limited on the bay islands in order to preserve their unique environmental characteristics. Signage in these areas is to be minimal and discreet and shall preserve the dominant environmental, landscape and visual features. In particular, skylines, ridges, peaks, coastal escarpments, forested backdrops and views to Moreton Bay are to be retained free of intrusion from development.

Encouraging tourism is a strong focus in the shire. Maintaining a good shire image, including a rural and bushland character, is essential to promoting tourist interest in the area. Minimal and good quality signage is necessary to maintain a rural and bushland image for the shire and to enhance its tourist potential. In particular, local views and vistas of the open and lightly settled character shall be retained.

The community of Redland favours the development of home based businesses where the business is clean and noise-free. Signage in appropriate areas shall focus on providing for the needs of home occupation businesses while maintaining the character of the residential built form and preserving the amenity of the locality.

Finally, there is strong community support for maintaining and enhancing the existing character of business centres in the shire including the Regional Business Centre of Capalaba and the Major District Centre of Cleveland. Signage in town centres must complement the existing character in these areas and retain the vernacular character of the existing built form while fulfilling the respective images envisioned for these centres as set out in their respective Development Control Plans.

Objects

3. The objects of this local law policy are to ensure that signs and associated structures:-
 - (a) are constructed and maintained to essential standards of public safety;
 - (b) complement the desirable characteristics of the built and natural environment in which the signs are exhibited; and
 - (c) are of high quality and are innovatively designed (so as to effectively communicate the information contained).

Signs on or adjacent to State Controlled Roads

4. Any sign on a State Controlled Road (see Figure 1 on rear cover) requires Queensland Department of Main Roads approval. Written approval from the Department of Main Roads is also required to be obtained where an advertising sign is beyond the boundaries of, but visible from, a Motorway and where that device would be reasonably likely to create a traffic hazard for Motorway traffic.

Queensland Department of Main Roads is not bound by this policy.

However, Queensland Department of Main Roads will consult with the local government regarding signs on State Controlled Roads. Any local government endorsement of a sign on a State Controlled Road may attract normal local government fees and charges.

In addition, The local government must obtain the written approval of Queensland Department of Main Roads where it is proposed to erect a sign that would be:-

- (a) visible from a motorway; and
- (b) beyond the boundaries of the motorway; and
- (c) reasonably likely to create a traffic hazard for the motorway.

Definitions

5. In this local law policy:-

“Above awning sign” - means any sign located on top of an awning or verandah with no part of the sign projecting above the roof, parapet, or ridge-line, or beyond the awning edge (Figure 2 provides an example of this type of sign).

“Advertising Hoarding” - means any structure with any one face area exceeding ten (10) square metres erected or used primarily for the display of advertising matter. The term includes any framework, signboard, notice board and the like, and any wall, fence or other structure or erection (not being a wall or a roof of a building) used or intended, designed or adapted for use or, in the opinion of the local government, apparently intended to be used for the display of advertising matter thereon or thereby whether or not such display is illuminated: The term does not include a structure erected or used for the advertising or display of information in relation to a use on the site on which

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such structure is erected.

“Awning face sign” – means a sign painted on or otherwise affixed to the fascia of an awning or verandah.

“Awning return sign” – means a sign painted or otherwise affixed to the return of an awning or verandah.

“Balloon, blimp, kite or cold air inflatable sign” – means any fixed or captive envelope, balloon, blimp, or kite, whether a cold air inflatable or lighter than air device.”

“Banner Sign” - means a temporary sign intended to be suspended from any structure or pole with or without supporting framework and displaying an advertisement applied or painted to fabric or similar material of any kind.

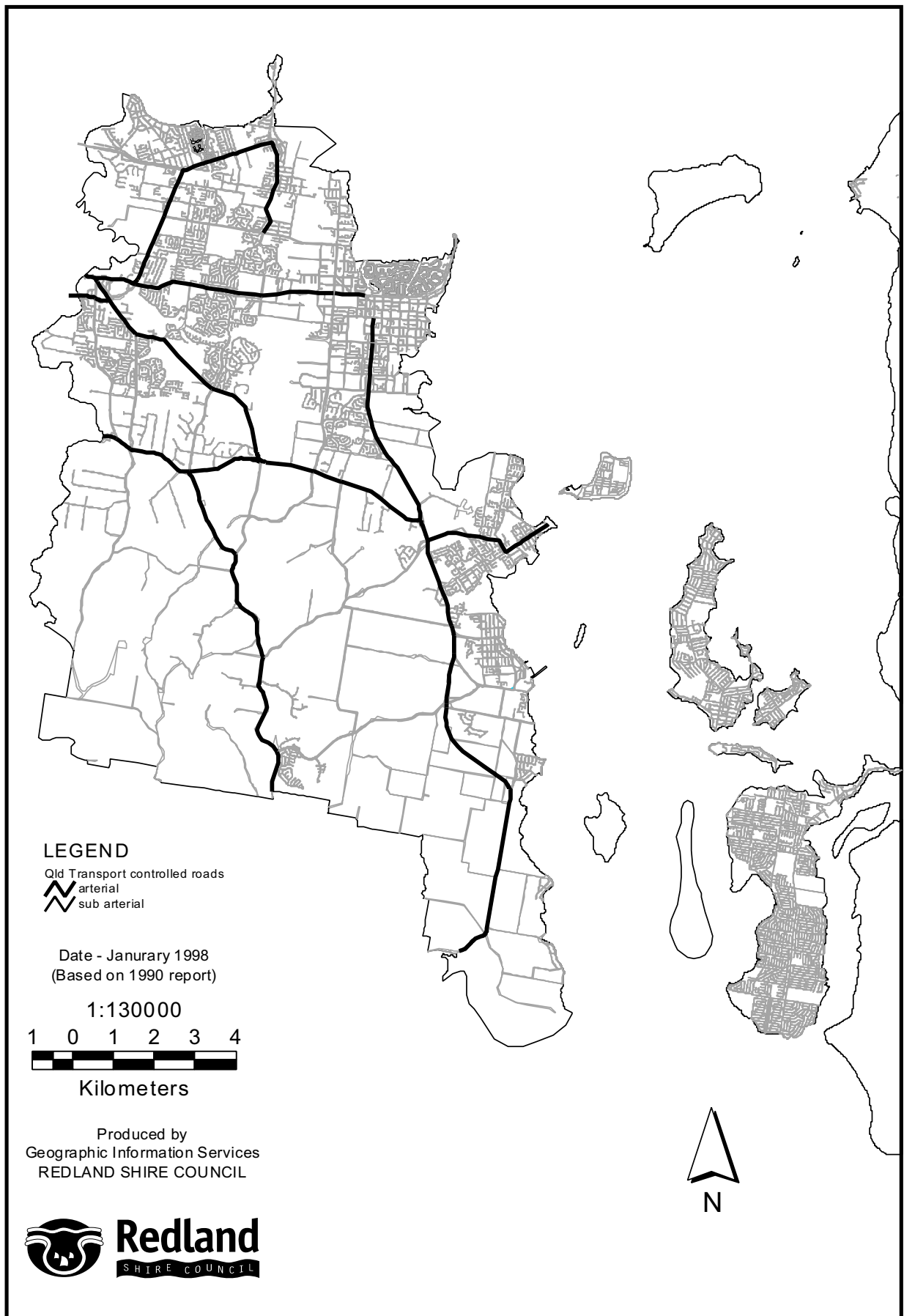
“Business name plate sign” - means a sign intended to display the name and/or occupation of the business occupants or occupant. A business name plate has a maximum sign face area of half a square metre and may be painted or otherwise affixed to a building wall or a fence, or it may be freestanding.

“Business/organisation advertising sign” - means a sign designed for the purpose of advertising a business on the premises upon which the sign is constructed (Figure 2 provides an example of this type of sign).

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Figure 1. State Controlled Roads
(reference the Transport Infrastructure Act 1994 and Department of Main Roads)



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“Campaign Office” - means the premises from which a candidate for an election operates the administration of their election campaign.

“Canopy sign” - means a sign painted or otherwise affixed to a canopy structure.

“Construction project sign” – means a sign which conveys information relating to the nature of the development project proposed for the site as well as the name and contact details of the developer and their principal consultants.

“Construction site fence sign” - means a sign painted or otherwise affixed parallel with and confined within the limits of a temporary safety fence erected around a construction site for the purpose of identifying the construction site.

“Created awning line sign” - means a manufactured sign positioned on the face, or aligned with the face of an awning. The shape interrupts the natural horizontal line of the awning, ie. the device creates another awning line with its shape (Figure 4 provides an example of this type of sign).

“Created parapet line sign” - means a manufactured sign positioned on the roof, facade, or wall of a building, which changes the natural horizontal or angular lines of the roof

“Double sided sign”¹ is a sign that:

- (a) has both sides with the same text or message; and
- (b) has a maximum area of 1.3m² per side².

“Election day sign” – means an election sign exhibited on election day at a polling place.

“Election sign” –

- (a) is a sign which conveys information –
 - i) during an election campaign at a Commonwealth, State or Local government election; or
 - ii) in relation to a referendum; and
- (b) may include a double sided sign.

“Election sign notification form” is a form –

- (a) required to be submitted with the local government prior to the erection of an election sign; and
- (b) which specifies for the election sign it relates to, the contents of the election sign and the location the election sign is to be exhibited on.

“Entrance gate” – means an official designated entrance to a polling place that is open and in use on election day.

“Environmental Protection Policy” - means an environmental protection policy

¹ Freestanding signs, including A-Frame or T-Frame signs, are not double sided signs.

² The area of a double sided sign is the area of a single side of the sign.

under the Environmental Protection Act 1994.

“Facade sign” - includes any sign painted or otherwise affixed parallel with and not projecting more than 0.3 metres from the facade of the building (Figure 2 provides an example of this type of sign).

“Fascia sign” – means a sign painted or otherwise affixed to the upper part of the ground floor shop front.

“Fixed blind sign” – means a non-illuminated sign painted on or otherwise affixed to solid or flexible material suspended from the edge of an awning, verandah, or wall.

“Flag sign” - means any sign in the form of a flag, which is flown from a masthead, fixed either to or in front of a building, or suspended from any structure or pole (Figure 5 provides an example of this type of sign).

“Footway sign” – means a portable, freestanding sign, normally supported by an ‘A’ or inverted ‘T’ frame, and typically displayed on a footway.

“Freestanding sign” - means a sign which is self-supporting and not affixed to a building or other structure, not including structures which form the frame for the sign.

“Garage sale sign” - means a sign intended to promote a household ‘garage sale’ on the premises upon which the sign occurs.

“Government purposes sign” – means a sign being erected on behalf of Redland Shire Council, the Queensland State Government, or the Federal Government of Australia.

“Hamper sign” - means any sign located above the door head or its equivalent height and below the awning level or verandah of a building. It may be painted or otherwise affixed parallel upon and projecting not more than 0.3 metres from the building face (Figure 2 provides an example of this type of sign).

“Illuminated sign” - means a sign which is illuminated or designed to be illuminated by any means of artificial illumination whether the means of illumination form an integral part of the sign or is otherwise attached to, added to, or associated with, the sign. Where such means of illumination is capable of being disabled or disassociated from or detached from an illuminated sign, the device shall nevertheless be deemed to be an illuminated sign unless the means of illumination is physically removed from the vicinity of the device. Types of illuminated signs include:

“Neon signs” (which are illuminated signs which consist of a sealed low-pressure tube containing neon. This term does not include Flashing Signs which consist of a sealed low-pressure tube containing neon).

“Flashing signs” (which are signs which are alternatively illuminated and then not illuminated as a whole or as individual parts. This term includes Flashing Signs which consist of a sealed low-pressure tube containing neon).

“Internally illuminated signs” (which are illuminated signs where the source of light is behind the sign face. This term includes but is not limited

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to box lighting).

“Externally illuminated signs” (which are illuminated signs where the source of light is in front of the sign face and directed so that it illuminates the sign face).

“Lantern sign” – means a translucent, three-dimensional lighting fixture displaying the name and/or trade, business or calling of the occupant of a business premises.

“Mobile sign” – means a portable freestanding light weight sign or a sign mounted on wheels, which is not an A-frame sign, to facilitate easy movement about a site.

“Motor vehicle sign” - means any sign fitted to, placed upon, or beside a motor vehicle, motorbike, bicycle, boat, caravan or trailer apparently stopped on a public street or private property for the primary purpose of displaying such a sign. The term does not apply to any sign that is painted or otherwise affixed to any pantehnicon, delivery truck, bus, taxi or commercial vehicle which is operating in the normal course of business.

“Moving sign” - means rotating, tri-vision, carousel, animated, computer controlled, moving display or message signs with a single or variable message.

“On-site advertisements for goods and services signs” - means a sign designed for the purpose of promoting goods and/or services which are provided by businesses and other organisations present on the premises upon which the sign is constructed (Figure 3.3 provides an example of this type of sign).

“Pillar sign” - means a sign of no greater than one metre in height, mounted on posts or a low wall which is detached from any associated buildings (Figure 6 provides an example of this type of sign).

“Planning approval” - means an approval, permission, consent or authorisation granted pursuant to the Local Government (Planning and Environment) Act.

“Plastic sheet sign” – means a length of plastic sheeting used as an election sign.

“Pole sign” - means a freestanding sign on one or more vertical supports. (Figure 5 provides an example of a pole sign).

“Polling booth” – means the building within which a ballot box is located.

“Polling place” – means the premises of the polling booth.

“Pre-election day sign” – means an election sign exhibited during an election campaign.

“Prescribed fee” - means the relevant fee in accordance with the scale of fees adopted by the local government from time to time by resolution for the purposes of the local law or this policy.

“Primary street frontage” – means the frontage that abuts the most major road where a site has two or more frontages abutting roads. An authorised person may allow another street frontage to be a primary frontage when he or she is of the opinion that the other frontage is to a street having a commercial or industrial

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character and, in particular, is not to a residential street or part of a street which is residential.

“Projected image sign” – means an illuminated sign projected onto a display surface as a static or moving image.

“Projecting sign” – means a double faced sign projecting at right angles to a wall but does not include an under awning sign as otherwise defined in this local law policy.

“Pylon sign” - means a freestanding sign the height of which is greater than its width and whose display area may consist of separate slats, panels, or components which are removable and replaceable. A pylon sign is elevated from the ground and is supported by one or more columns, pylons or poles. The term does not include replica object or shape signs as defined in this section

“Real estate sign” – includes

“Real estate (for sale or residential leasing) sign” - which is a sign erected upon premises indicating that the premises is available for letting or for sale (other than by auction) and containing the names and addresses of the vendor or its agent and other particulars relevant to the lease of the premises.

“Real estate (auction or tender) sign” - which is a sign erected upon premises indicating that the premises is available for sale by auction or tender containing the names and addresses of the vendor or its agent and the date, time, and place of the auction and other particulars relevant to the auction of the property or the date and time of the closing of tender, lodgement location of the tender submission, and other particulars relevant to the tender on the property.

“Real estate (commercial leasing) sign” - which is a sign erected upon premises (other than residential premises) indicating that the premises are available for letting or lease and containing the names and addresses of the lessor or its agent.

“Real estate (promotional) sign” - means a sign indicating that premises forming part of a co-ordinated and planned development are available for letting or for sale (including sale by auction or by tender) and containing the names and addresses of the lessor or vendor or its agent and, where applicable, the date, time and place of the auction.

“Real estate (directional) sign” - means a third party orientation sign erected in a road reserve for the purpose of directing persons to residential real estate being offered for sale or open for display.

“Replica object or shape sign” - means a sign which is designed to replicate or copy a real world object or shape. The replica may be enlarged, miniaturised or equal in scale, or may be attached to or constructed as part of a building. The replica may be freestanding or form part of a freestanding sign, such as a pylon sign.

“Roof sign” - means a sign positioned at the top of a building where the roof of that building would normally form the predominant backdrop to the sign when it is

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viewed from the ground. (Figure 5 provides an example of this type of sign).

“Secondary street frontage” – means any frontage which is not a primary street frontage.

“Sign area” – means the whole area of a rectangle within which the sign can be completely contained and is calculated by the height and width parameters. Where a sign has two faces at a right angle to the building or street, the area of one face shall determine the area of the sign and provided that:

- i) the sign is of no greater than 300mm thickness between sign faces, and
- ii) a common text and message exists on both faces of the sign.

“Signwritten non-building structure sign” - means a sign painted or otherwise affixed to any structure which is not a building. The structure includes batching plants, conveyor housings, storage or liquid or gas tanks.

“Sky sign” - means a sign which is fixed to premises where part of the sign is higher than the roof ridge line of those premises.

“Social and welfare sign” - means a sign which the local government has by resolution declared to be of a natural, charitable, religious, community or similar public nature which complies with the specifications, if any, that the local government has from time to time determined by resolution in respect of such signs in order that they may qualify for exemption pursuant to the local law of this local law policy.

“Sporting field fence sign” - means a sign painted or otherwise affixed parallel to a fence boundary of a playing field and the display face of the sign is inward facing to the playing field area only.

“Stallboard sign” - means a sign painted or otherwise affixed parallel to the wall of a building facade and below the ground floor window (Figure 5 provides an example of this type of sign).

“Temporary sign” - means a sign the sole or dominant purpose of which is to convey information in relation to special occasions or events of a temporary or annual nature. The term does not include real estate signs or election signs as defined in this section.

“Third-party” - any person shown or indicated by the device to be or whom it may reasonably be inferred from the device is or may be interested in or benefited by or capable of being interested in or benefited by the erection of the sign or the conveyance to any person of information conveyed by the device, who is not the owner of the premises, lessee of the premises, or occupier of the premises upon which the sign is erected but is the owner, lessee, or occupier of another premises to which the sign relates.

“Third-party advertising sign” - means a sign designed to promote goods and/or services which are provided by a third-party. (Figure 3 provides an example of this type of sign).

“Third-party orientation sign” - means a sign designed to direct persons to the location of a third-party (Figure 3 provides an example of this type of sign).

“Third-party sponsorship sign” - means a sign erected on the premises of an

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organisation, which the local government has by resolution declared to be a social and welfare organisation, by a third-party who is sponsoring the social and welfare organisation.

“Tourist sign” - means a sign which advertises a use which is a tourist attraction or a use related to hospitality.

“Traffic control sign” - means a sign designed solely for the purpose of directing traffic on public land.

“Unclassified/special cases sign” - means a sign which does not fall within any of the other sign definitions listed in this section.

“Under awning sign” - means a sign attached from underneath, or suspended from an awning or verandah (Figure 4 provides an example of this type of sign).

“Upper level sign” - sign affixed to the second storey or higher of a structure or a minimum of three (3) metres above natural ground level.

“Wall sign” - means any sign painted or otherwise affixed upon or parallel with and confined within the limits and projecting not more than 0.3 metres from the wall of a building. A wall sign does not project above the eaves or parapet of a building (Figure 4 provides an example of this type of sign).

“Window sign” - means a sign painted or otherwise affixed to the exterior or on the inner surface of the glazed area of any window. The term includes devices that are suspended from the window frame and may also be illuminated. The term does not include project displays or showcases to be viewed by pedestrians.

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Figure 2 - Sign Design

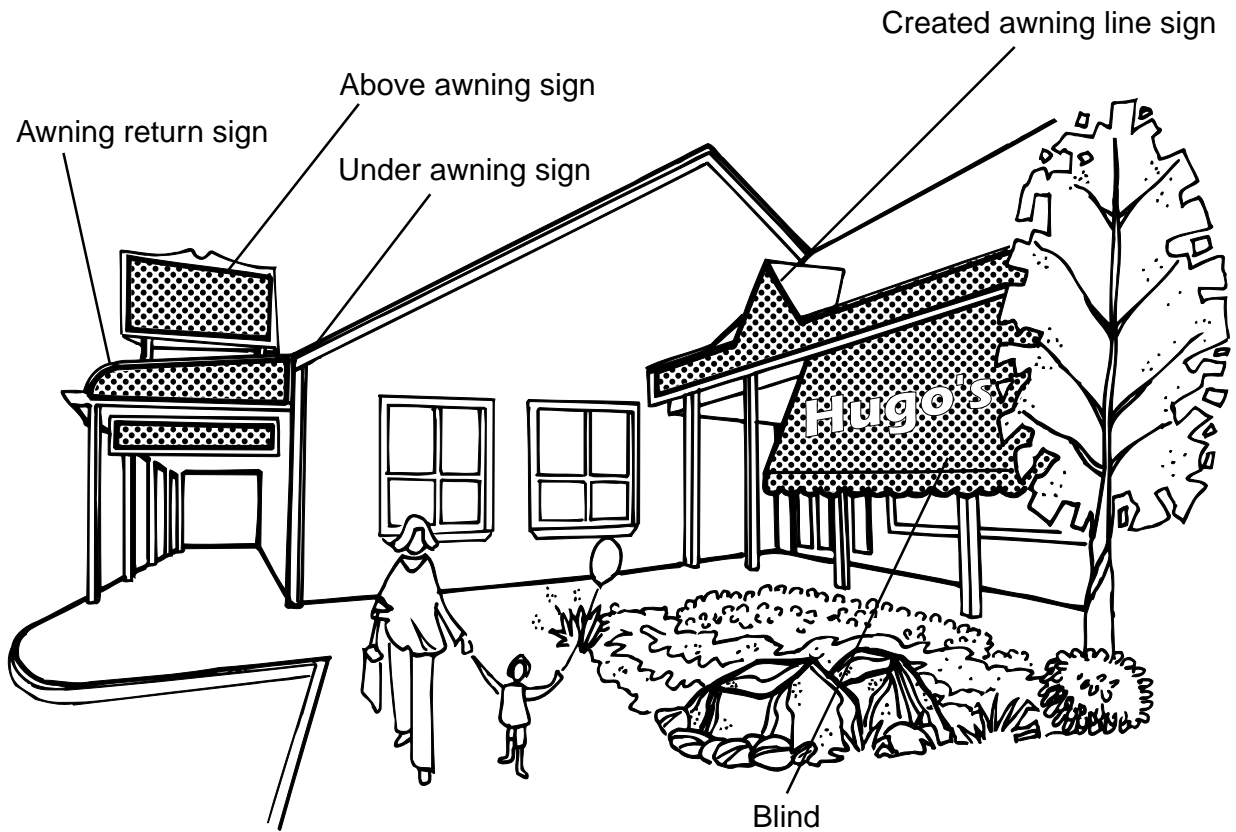
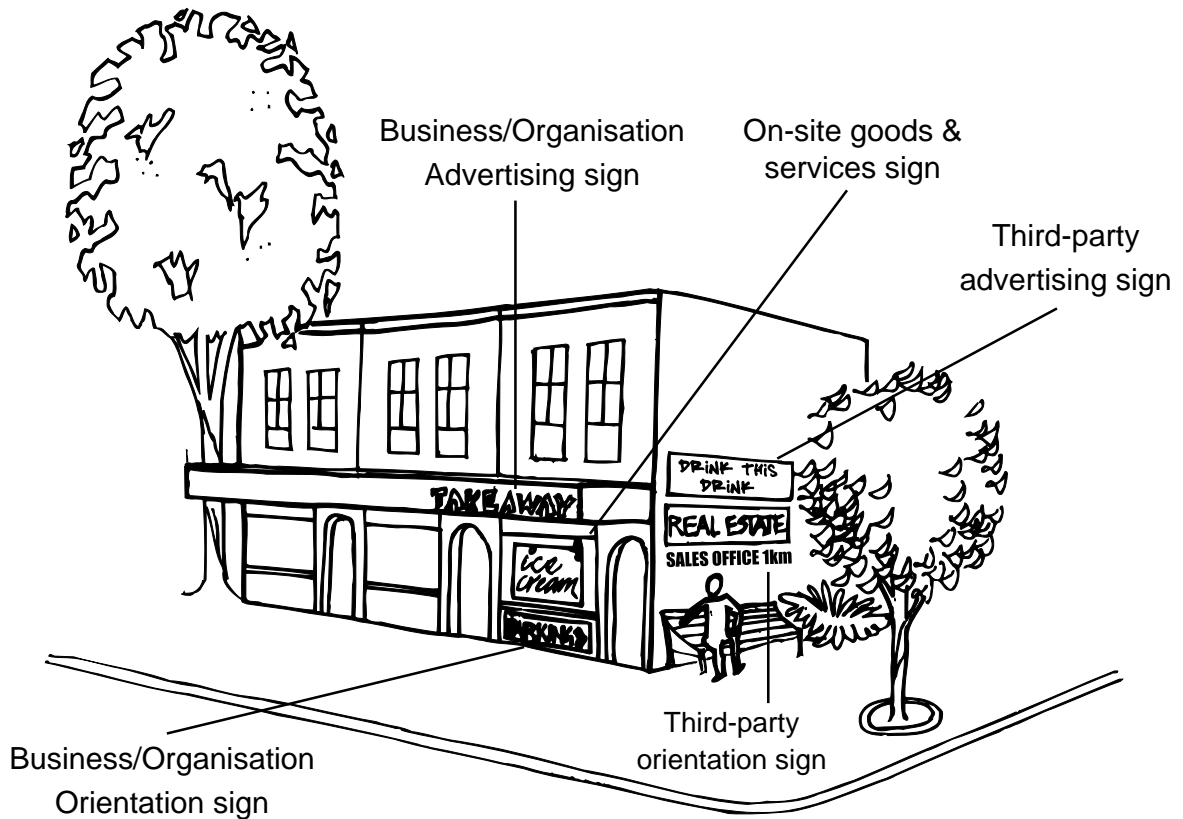


Figure 3



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Figure 4

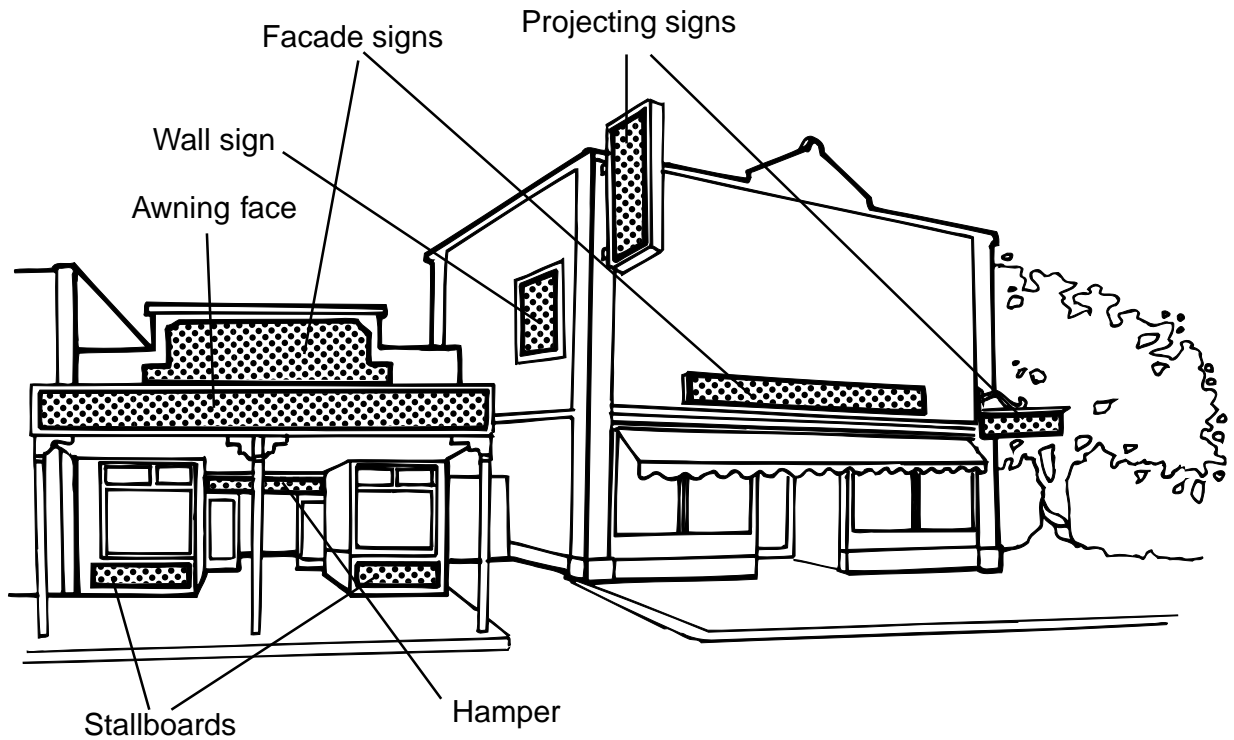
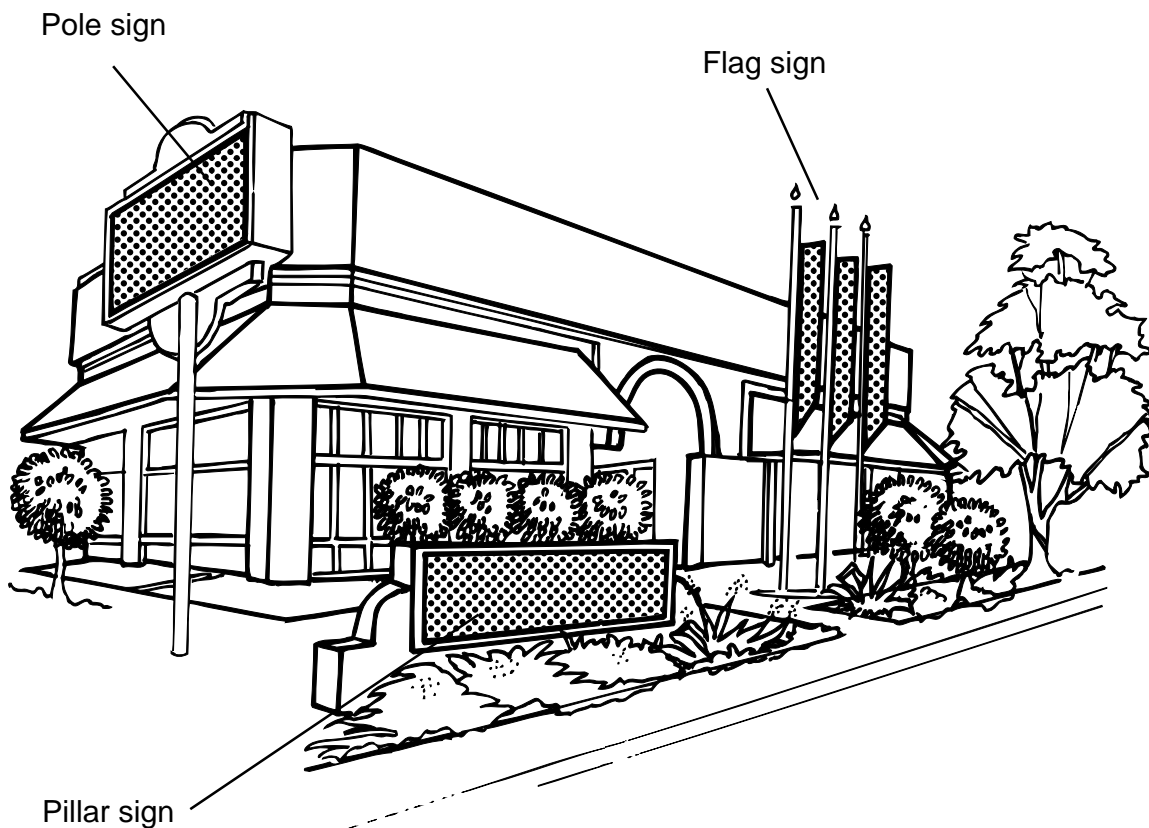
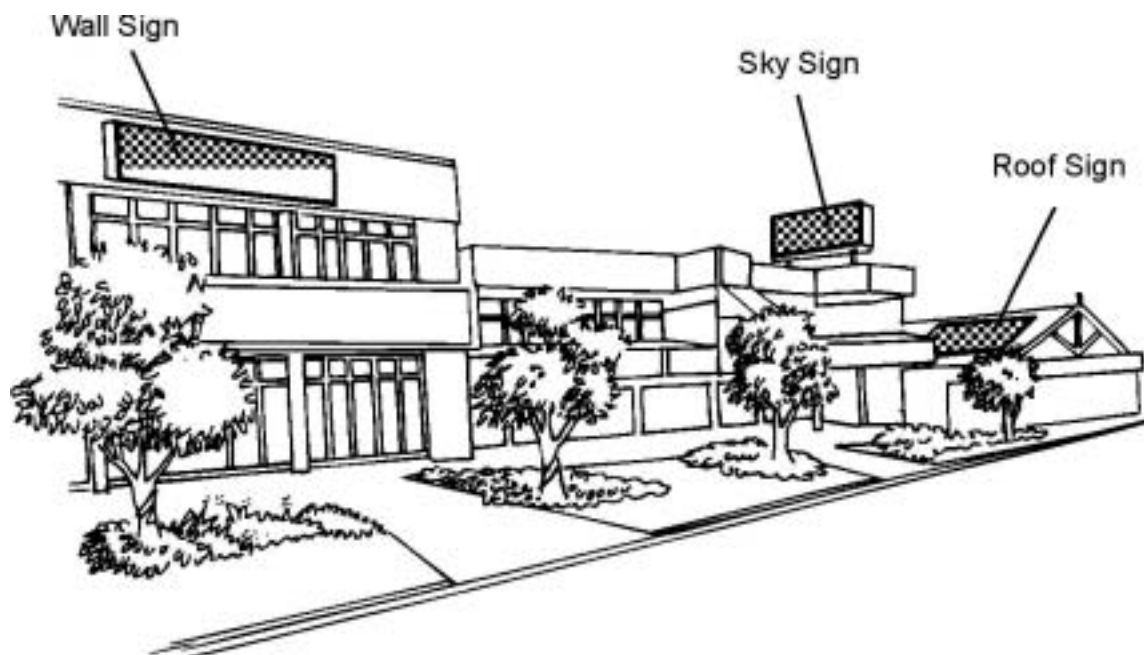


Figure 5



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Figure 6 – Sign Design



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PART 2 – CLASSIFICATION OF SIGNS

Classification of exempt signs (see section 6 (1) of the local law)

6. The following signs are, subject to them being exhibited in compliance with section 3 of this policy, exempt:-
- (a) business name plate signs;
 - (b) real estate (for sale or residential leasing) signs;
 - (c) real estate (auction or tender) signs;
 - (d) real estate (commercial leasing) signs;
 - (e) real estate (directional) signs;
 - (f) a sign required by law to be erected for any purpose relating to the giving of public notice of an application required under federal, state or local government statutory provisions;
 - (g) election signs;
 - (h) a sign which is contained wholly within a building and no substantial part of which is visible from any outdoor public space;
 - (i) a business/organisation advertising sign which is erected upon, and is wholly contained within, the fascia of an awning lawfully erected above a footway at the front of such awning or a fascia sign where such sign does not exceed 0.5m in height from the base of the sign, where these signs are not illuminated signs;
 - (j) a sign painted on a vehicle for the sole purpose of identifying the business in which the vehicle is used and which is displayed only as a consequence of the vehicle being used in the ordinary course of that business.
 - (k) garage sale sign.
 - (l) construction project sign.
 - (m) flag signs where erected for the sole purpose of displaying an internationally recognised national, state or indigenous flag.
 - (n) footway signs where erected in Commercial Areas as defined in Schedule 1, Table 1 - "Sign Character Areas".
 - (o)
 - Awning Face or Awning Return Sign
 - Created Awning Sign
 - Facade Signs
 - Fascia Sign
 - Hamper or Stallboards
 - Under Awning Sign
 - Wall Sign
 - Window Sign

Where erected in Commercial Areas as defined in Schedule 1, Table 1. "Signage Character Areas", where the function of the sign is a Business/Organisation Sign, a Business/Organisation Advertising Sign or on site goods and services sign and whether or not illuminated.

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Conditions on which particular signs are classified as exempt signs (see section 6(3) of the local law)

7. The signs listed in Part 1 of this policy are exempt only if they are exhibited in compliance with the following conditions:-

(a) Business Name Plate Signs

As per definition.

(b) Real Estate (for sale or residential leasing) Signs

- (i) Only one sign may be erected on the premises unless the premises has more than one street frontage in which case one sign may be erected on each street frontage of the premises.
- (ii) The sign must not project beyond the street alignment of the premises.
- (iii) On land less than 2 ha in area, the sign must not exceed 0.8 m² in area or if the sign is a v-sign or a double sided sign must not exceed 0.4m² in area per side. Withstanding (i) and (ii) above, where more than one agent is promoting the sale of the premises each agent involved may erect one sign a maximum of 0.4m² in area, with an overall maximum of 3 signs to be erected on the subject site at any one time.
- (iv) On land greater than or equal to 2 hectares in area, the sign must not exceed 1.5 m² in area, or if the sign is a v-sign or a double sided sign, must not exceed 0.75m² in area per side.
- (v) The sign must be removed not later than 7 days after:- the settlement of a contract for the sale of the premises; or the acceptance of an offer for lease of the premises.

(c) Real estate (auction or tender) signs

- (i) The real estate (auction or tender) sign must be the only real estate sign on the premises advertising the auction or tender of the premises unless the premises has more than one street frontage in which case one sign may be erected on each street frontage of the premises.
- (ii) The sign must not project beyond the street alignment of the premises.
- (iii) The sign must not exceed 1.5m² in area, or if a v-sign or double sided sign, must not exceed 0.75m² in area per side.
- (iv) The sign must be erected not sooner than one month prior to the date (as disclosed on the sign) of auction or close of tender submissions and must be removed 7 days after the settlement of a contract for the sale of the property.
- (v) If the premises to which the sign relates fails to be sold on the day of the auction then the real estate (auction or tender) sign must be either:
 - removed within 7 days of the date of the auction; or
 - converted to a permitted sign in accordance with Part 3 of this local law policy

(d) Real Estate (commercial leasing) sign

- (i) Only one sign may be erected on the premises unless the premises have more than one street frontage in which case one sign may be

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erected on each street frontage of the premises.

- (ii) The sign must not project beyond the street alignment of the premises.
- (iii) The sign must not exceed 2.5m² in area or, if the sign is a v-sign or a double sided sign, must not exceed 1.25m² in area per side.
- (iv) The sign must be removed not later than 7 days after sealing an agreement for leasing of the premises.

(e) Real estate (directional) signs

- (i) A maximum of only 4 directional signs may be erected for each display home or home open for inspection.
- (ii) In relation to real estate (directional) signs associated with display homes as identified in (i) above, each sign must have painted or printed in a conspicuous place at the bottom right hand corner thereof the consent application number for the display home to which the sign relates.
- (iii) In relation to the (i) above, 2 of the signs shall have a maximum area of 0.4m² and the remaining 2 signs shall have a maximum area of 0.25m².
- (iv) Real estate (directional) signs must only be erected by agencies licensed with the Auctioneers and Agents Section of Consumer Affairs or builders licensed with the Queensland Building Services Authority.
- (v) Real estate (directional) signs must only be erected on Saturdays, Sundays and Public Holidays in relation to residential premises that are being offered for sale or display on those days.
- (vi) Real estate (directional) signs must only be erected on the morning of the day upon which the relevant residential premises are offered for sale or display and must be removed the same evening. If, however, the residential premises in question are open for sale or display on 2 or more consecutive days (ie weekend and public holidays), the real estate (directional) signs are to be removed on the evening of the last day upon which the residential premises in question are open for sale or display.
- (vii) Real estate (directional) signs are not, under any circumstances, to be erected in the following locations:
 - within and adjacent to intersections as depicted on figure 8;
 - within median strips, traffic islands and roundabouts;
 - upon trees, shrubs, poles or traffic sign supports;
 - upon trailers or vehicles;
 - within 10m of a traffic warning or direction sign;
 - where the placement of the sign would obscure any traffic control device;
 - where the placement of the sign would interfere with pedestrian movement;
 - within 3m from the bitumen edge of a street (where no kerb and

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channel exists);

- outside the footpath area of a street (where kerb and channel exists); and
- where the placement of a sign presents a potential safety hazard to the public.

(viii) If the real estate (directional) sign is not attached to a stake, the sign must not exceed 0.6m² in face area, must not exceed 1m in height and must be designed to be stable and self supporting.

(ix) The advertiser must have in place a public liability insurance policy providing for cover of at least \$5,000,000.00 to cover any potential injury to person or property arising out of the placement of the sign within a road reserve.

(f) A sign required by law to be erected for any purpose relating to the giving of public notice of an application required under federal, state or local government statutory provisions.

No conditions

(g) Election signs

General criteria for election signs

(i) The maximum sign area for an election sign, other than a motor vehicle sign, is 1.3m² per side.

(ii) No election sign is to be exhibited before:

- the election or referendum is officially announced by public notice; and
- an election sign notification form is submitted with the local government³

(iii) An election sign may only be exhibited on public land if the election sign is one A-Frame sign that is:

- approved as part of a campaign office located in a non-residential zone; or
- exhibited on election day, as permitted under this local law policy, on public land adjoining a polling place.

Example of public land adjoining a polling place -

A footpath surrounding a school that is a polling place.

³ It is recommended that a candidate lodge a single election sign notification form for all election signs intended to be exhibited within the local government's area.

- (iv) An election sign must include:
- the name and address of the person who has authorised the election sign; and
 - the name and address of the person or company that has printed the election sign.
- (v) The content of an election sign is limited to:
- in the case of an election:
 - the name of the candidate; and
 - photographs or pictures of the candidate; and
 - any slogan or message; and
 - a logo or text identifying the candidate's relevant political party; and
 - the candidate's contact details; or
 - in the case of a referendum:
 - photographs or pictures; and
 - any slogan or message; and
 - logos; and
 - contact details.
- (vi) An election sign is not to include commercial sponsorship or third party advertising.
- (vii) At the conclusion of the election or referendum:
- all election day signs are to be removed on the day of the election; and
 - all other election signs are to be removed within 2 days of the election.

Additional criteria for pre-election day signs erected prior to the election day

- (viii) A pre-election day sign:
- is to be located within the division or electorate to which the candidate is running; and

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- is to be fixed to a designated site as identified in a relevant election sign notification form submitted with the local government; and
 - must not be moved between different sites during an election.
- (ix) The maximum number of pre-election day signs to be exhibited by an individual candidate is:
- 6 for a Divisional Councillor candidate in Divisions 2 and 5; or
 - 4 for a Divisional Councillor candidate in Divisions 4 and 6; or
 - 3 for all other Divisional Councillor Candidates; or
 - 15 for a Mayoral candidate; or
 - 10 for a State candidate; or
 - 15 for a Federal candidate.

Additional criteria for pre-election day signs for pre-election day information booths

- (x) A pre-election day information booth must only display 1 pre-election day sign with a maximum area of 1.3m² per side.

Additional criteria for pre-election day signs at campaign offices

- (xi) The exhibition of pre-election day signs at a campaign office is limited to:
- if the campaign office is located in a local government planning scheme's residential zone - 1 pre-election day sign with a maximum area of 1.3m² per side; or
 - if the campaign office sign is located in a local government planning scheme's non-residential zone - election signs that are consistent with the criteria of the local government planning scheme code dealing with advertising devices.

Additional criteria for election day signs on election day

- (xii) Election day signs must not:
- interfere with public access to the polling place or compromise pedestrian movement and safety on the footpath adjoining a polling place; and
 - if attached to the perimeter fence of a polling place - be located further than 30 metres from an entrance gate.
- (xiii) A maximum of 2 election day signs per candidate are permitted at each entrance gate to the grounds of a polling place on election day.

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- (xiv) An election day sign that is a plastic sheet sign is not permitted to be erected at a polling place.

Additional criteria for election signs on Motor vehicles

- (xv) An election sign that is exhibited on a motor vehicle:
- is to be limited to:
 - 1 vehicle for a Divisional Councillor candidate; or
 - maximum of 2 vehicles for a Mayoral, State or Federal candidate; and
 - is to be limited to 2 election signs affixed to any single vehicle, with the area of each sign not to exceed 1.3m² per side; and
 - must be:
 - wholly contained within the interior of the vehicle; or
 - externally mounted on vehicle doors; or
 - if the vehicle is a utility or like vehicle – externally mounted in the vehicle tray; and
 - must not be attached to the roof of a vehicle or displayed in a vehicle trailer⁴.

Security bond and enforcement

- (xvi) Prior to the exhibition of any election sign, an election sign notification form must be submitted with the local government together with a cash security bond of \$300.00.
- (xvii) If a candidate -
- exhibits an election sign that is not in compliance with the conditions specified in this local law policy⁵; or
 - fails to comply with a notice issued by an authorised person or the local government under the local law⁶,
- the candidate's security deposit will not be refunded by the local government⁷.

⁴ A person may also be required to obtain a permit under sections 126 or 126B of the *Traffic Regulation 1962*.

⁵ It is an offence against section 7 of the local law to exhibit an exempt sign that does not comply with a condition on which the sign is classified as an exempt sign. An infringement notice for this offence may be issued to the advertiser.

⁶ Part 5 of the local law creates offences for failing to complying with notices issued under that Part. An infringement notice for these offences may be issued to the advertiser.

⁷ Under Part 5 of the local law, the local government or an authorised person may remove signs, or may require the advertiser to remove signs in certain circumstances.

(h) A sign which is contained wholly within a building and no substantial part of which is visible from any public outdoor space

No conditions

(i) A business/organisation advertising sign which is erected upon, or which forms part of, the fascia of an awning lawfully erected above a footway at the front of such awning.

No conditions

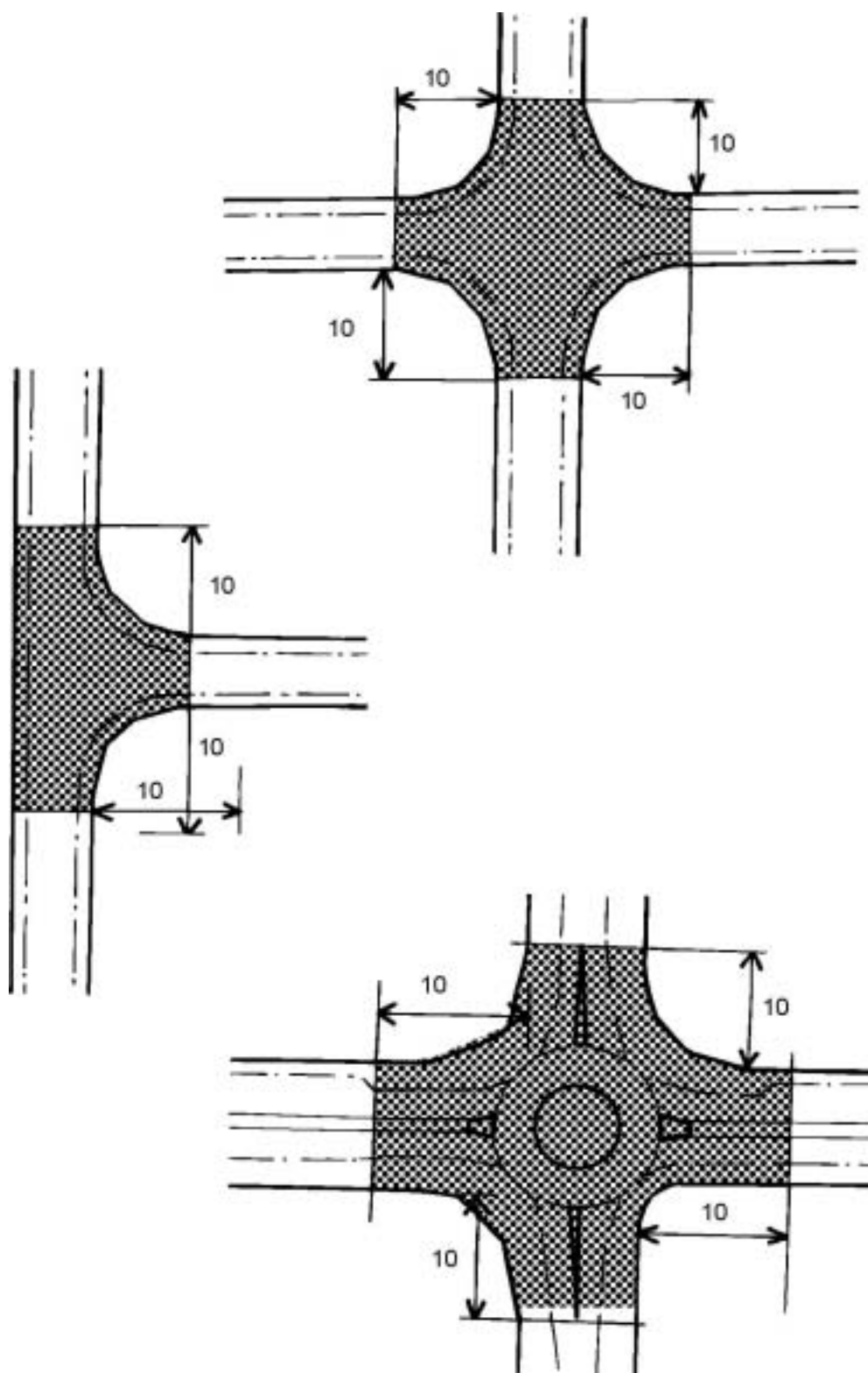
(j) A sign painted on a vehicle for the sole purpose of identifying the business in which the vehicle is used and which is displayed only as a consequence of the vehicle being used in the ordinary course of that business.

No conditions

(k) Garage sale sign

- (i) A garage sale sign shall not be illuminated.
- (ii) A garage sale sign shall have a maximum sign face area of 0.8m².
- (iii) A garage sale sign shall be erected no more than 2 days prior to the day of the garage sale and must be removed not more than 1 day following the day of the garage sale.

Figure 8 – Signs not to be placed in shaded area



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(l) Construction project sign

- (i) In Commercial, Non Urban and Showroom and Industry Areas as defined in Schedule 1, Table 1 "Sign Character Areas". This sign shall meet the following criteria:

$$\text{m}^2 \text{ area of Sign} = \frac{F}{4}$$

F = Single/Principal frontage of premises and/or property upon which the sign specifically relates ('On Premises' signage only).

and of the basis of an allowable minimum of 2.7m² and an allowable maximum 12m².

- (ii) In all other areas as defined in Schedule 1, Table 1, "Sign Character Areas", the sign shall meet the following criteria:

$$\text{m}^2 \text{ area of Sign} = \frac{F}{7}$$

F = Single/Principal frontage of premises and/or property upon which the sign specifically relates ('On Premises' signage only).

and of the basis of an allowable minimum of 2.7m² and an allowable maximum 12m².

(m) Flag signs where erected for the sole purpose of displaying an internationally recognised national, state or indigenous flag.

No conditions

(n) Footway signs where erected in Commercial Areas as defined in Schedule 1, Table 1 - "Sign Character Areas".

- (i) The number of footway signs permitted to be erected shall be the lesser of one sign per shop frontage or one sign per 6 metres of linear street frontage of a shop frontage.
- (ii) Such a footway sign shall have a maximum length and width of 0.5 metres and a maximum height of 1 metre.
- (iii) A footway sign on a footway shall be positioned near the kerb (but not closer than 250mm) so as to leave clear passage for pedestrians along the footway, particularly for the visually disadvantaged who rely on clear passage along the frontage of shops.
- (iv) No footway sign shall be positioned so as to obstruct, clutter or detract from street landscaping, furniture or artwork.
- (v) A footway sign shall not have moving, rotating or animated parts, such as a spinner sign.
- (vi) A footway sign shall be displayed only during trading hours and shall not be used for the display of merchandise.
- (vii) A footway sign shall be secured through its weight of design or temporary tiedown to ensure it will not be dislodged by wind or the like.
- (viii) public liability insurance policy providing for cover of at least

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\$5,000,000 to cover any potential injury to persons or property arising out of the placement of the sign within a road reserve.

(o) The following type of signs where erected in Commercial Areas as defined in Schedule 1, Table 1 - “Character of Areas” and the sign function is a Business/Organisation Advertising Sign, Business/Organisation Orientation Sign or on site goods and services sign.

- Awning Face or Awning Return Sign
 - i) An awning return sign shall be contained within the outline of the awning return and is not to exceed 80mm in height at any point. A sign affixed to an awning return is to have a maximum thickness of 10mm.
 - ii) Where not directly abutting residential premises.
- Created Awning Line Sign
 - i) Where the erection of such a sign shall complement or enhance the building upon which it is to be erected and the streetscape within which it is to be erected.
 - ii) A created awning line sign is not to extend more than 600mm above the fascia to which it is attached.
 - iii) The ‘Created’ area of the awning, ie the area of the sign extending beyond the fascia shall not exceed 25% of the area of the fascia.
 - iv) A minimum clearance of 2.4 metres between the lowest part of the sign and the footway pavement.
- Facade Sign
 - i) A facade sign shall not project more than 300mm from the wall to which it is affixed.
 - ii) A facade sign shall not be greater than 20m² or 30% of the facade area (calculated using the facade of the building storey upon which it is to be constructed, exclusive of architectural features) whichever is the lessor, nor extend above a height of 9 metres above the ground.
 - iii) A facade sign shall not project beyond the edges of a wall. (A facade sign which extends above a wall shall be considered as a created roof line sign).
 - iv) A facade sign shall be integrated and be compatible with the architecture of the building on which it is painted and affixed.
- Fascia Sign
 - i) A facade sign shall be contained within the outline of a fascia and is not to exceed 600mm in height. A sign affixed to a fascia is to have a maximum thickness of 100mm.

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- Hamper or Stallboard
 - i) A hamper or stallboard sign shall not project more than 300mm from the face of a wall and is to be compatible with a building's design and shall not extend beyond the door head and facade window extremity, respectively.

- Under Awning Sign
 - i) An under awning sign shall be orientated at right angles to the building frontage.
 - ii) An under awning sign shall be no greater than 2.5 metres long, 0.5 high and 0.3 metres deep. The length of an under awning sign is not be exceed 75% of the width of the awning or verandah to which it is attached and shall not project beyond the outer edge of the awning or verandah.
 - iii) An under awning sign shall have a minimum clearance of 2.4 metres between its lowest part and the footway pavement.
 - iv) An under awning sign shall usually be centrally located along the frontage of the shop or tenancy it promotes and, in the case of a shopping arcade, one additional such sign may be displayed at the arcade entrance.
 - v) An under awning sign shall not be closer than 3 metres to another under awning sign, nor closer than 1.5 metres to a side boundary or a property or tenancy.

- Wall Sign
 - i) A wall sign shall not project more than 300mm from the wall to which it is affixed.
 - ii) A wall sign shall not have an area greater than 20m² or 30% of the wall area (calculated using the wall of the building storey upon which it is to be constructed, exclusive of architectural features) whichever is the lessor nor extend above a height of 9 metres above the ground.
 - iii) A wall sign shall not project beyond the edges of a wall. (A wall sign which extends above a wall will be considered as a created roof line sign).
 - iv) A wall sign shall integrate and be compatible with the architecture of the building on which it is painted or affixed.

- Window Sign
 - i) A window sign shall not exceed 25% of the area of the glass panel or panels on which it is displayed.

- **All signs above whether internally or externally illuminated shall satisfy the following conditions:**
 - i) the luminance of an illuminated sign shall not exceed 500 candelas per square metre.
 - ii) illuminated signs are not to cause nuisance to occupiers of nearby premises. Where an illuminated sign is directed towards a residential site and is within 100m of that site the maximum illuminance is to be 300 candelas per square metre and illumination for the sign is to be switched off between 11.00pm and sunrise on the following day.
 - iii) No flashing lighting.

- (p) The following type of signs where erected in Showroom & Industrial Areas as defined in Schedule 1, Table 1 - “Character of Areas” and the sign function is a Business/Organisation Advertising Sign, Business/ Organisation Orientation Sign or on site goods and services sign.**
 - **Awning Face or Awning Return Sign**
 - i) An awning return sign shall be contained within the outline of the awning return and is not to exceed 800mm in height at any point. A sign affixed to an awning return is to have a maximum thickness of 100mm.
 - ii) Where not directly abutting residential premises.

 - **Created Awning Line Sign**
 - i) Where the erection of such a sign shall complement or enhance the building upon which it is to be erected and the streetscape within which it is to be erected.
 - ii) A created awning line sign is not to extend more than 600mm above the fascia to which it is attached.
 - iii) The ‘Created’ area of the awning, ie the area of the sign extending beyond the fascia shall not exceed 25% of the area of the fascia.
 - iv) A minimum clearance of 2.4 metres between the lowest part of the sign and the footway pavement.

 - **Facade Sign**
 - i) A facade sign shall not project more than 300mm from the wall to which it is affixed.
 - ii) A facade sign shall not be greater than 20m² or 30% of the facade area (calculated using the facade of the building storey upon which it is to be constructed, exclusive of architectural features) whichever is the lessor, nor extend above a height of 9 metres above the ground.
 - iii) A facade sign shall not project beyond the edges of a wall. (A facade sign which extends above a wall shall be considered as

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- iv) a created roof line sign).
A facade sign shall be integrated and be compatible with the architecture of the building on which it is painted and affixed.
- Fascia Sign
 - i) A facade sign shall be contained within the outline of a fascia and is not to exceed 600mm in height. A sign affixed to a fascia is to have a maximum thickness of 100mm.
- Hamper or Stallboard
 - i) A hamper sign shall not project more than 300mm from the face of a wall and is to be compatible with a building's design.
- Under Awning Sign
 - i) An under awning sign shall be orientated at right angles to the building frontage.
 - ii) An under awning sign shall be no greater than 2.5 metres long, 0.5 high and 0.3 metres deep. The length of an under awning sign is not to exceed 75% of the width of the awning or verandah to which it is attached and shall not project beyond the outer edge of the awning or verandah.
 - iii) An under awning sign shall have a minimum clearance of 2.4 metres between its lowest part and the footway pavement.
 - iv) An under awning sign shall usually be centrally located along the frontage of the shop or tenancy it promotes and, in the case of a shopping arcade, one additional such sign may be displayed at the arcade entrance.
 - v) An under awning sign shall not be closer than 3 metres to another under awning sign, nor closer than 1.5 metres to a side boundary or a property or tenancy.
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 - i) A wall sign shall not project more than 300mm from the wall to which it is affixed.
 - ii) A wall sign shall not have an area greater than 20m² or 30% of the wall area (calculated using the wall of the building storey upon which it is to be constructed, exclusive of architectural features) whichever is the lessor nor extend above a height of 9 metres above the ground.
 - iii) A wall sign shall not project beyond the edges of a wall. (A wall sign which extends above a wall will be considered as a created roof line sign).
 - iv) A wall sign shall integrate and be compatible with the architecture of the building on which it is painted or affixed.

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- Window Sign
 - i) A window sign shall not exceed 25% of the area of the glass panel or panels on which it is displayed.

- **All signs above whether internally or externally illuminated shall satisfy the following conditions:**
 - i) the luminance of an illuminated sign shall not exceed 500 candelas per square metre.
 - ii) illuminated signs are not to cause nuisance to occupiers of nearby premises. Where an illuminated sign is directed towards a residential site and is within 100m of that site the maximum illuminance is to be 300 candelas per square metre and illumination for the sign is to be switched off between 11.00pm and sunrise on the following day.
 - iii) No flashing lighting.

PART 3 – CONTROL OF SIGNS

Information to accompany an application for licence (see section 9(1)(d) of the local law)

8. The following information is required to be submitted with an application to erect a proposed sign

(a) All signs

- (i) Every application for a licence must be accompanied by:-
- the written agreement of the owner of the premises to the making of the application and, if the licence is granted, the establishment of the sign on the premises the subject of the application.
 - the written acknowledgment of the owner of the premises that the owner is aware of the responsibilities and obligations which may be placed on the owner by virtue of the provisions of the local law.
 - where the sign is to be exhibited on premises that are not controlled by the owner or advertiser, the written agreement of the occupier of those premises to the making of the application, and, if the licence is granted, the establishment of the sign on the premises the subject of the application.
- (ii) The application shall be accompanied by a site plan depicting the position of the sign:-
- with accurate measurements from property alignments, driveways or building alignments, outside awning alignments and/or clearances above construction footpath levels;
 - in relation to any other signage erected on the premises;
 - in relation to location of essential services including overhead power lines.
- (iii) The scale adopted for the site plan should be not less than 1:200 in the area of the sign's location. However, if a partial site plan is required due to the overall size of the premises, then a complementary overall plan will be required at a scale of not less than 1:500.
- (iv) The application shall be accompanied by a detailed construction and design plan depicting:-
- full dimensions and type of materials to be used in the frame construction, bracing and foundations and type of advertising surface materials including method of fixing;
 - the number of sign faces and the wording and colours proposed to be used in the sign;

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- if the sign is to be artificially illuminated, the method of such illumination;
 - the maximum height of the sign above the finished ground level at its base or above an awning or roof structure; and
 - if the sign is to be erected with ground level foundations, the
- (v) The detailed construction and design plans shall be prepared to metric dimensions, be legible in print and scaled at not less than 1:100.
- (vi) If the sign is to be attached to a roof or is greater than two metres in height from ground level, the application is to be accompanied by an appropriate building application and a certificate from an appropriately qualified engineer that the building or structure upon which it is proposed to be erected is capable of sustaining the load resulting from the erection of the sign.
- (vii) The application must specify whether the sign is intended to be a permanent sign or a temporary sign.
- (viii) The application (including the site plan and the construction and design plan) shall be lodged with the local government in triplicate. One set of these documents will be retained by the local government.

The remaining two sets of these documents will, if the application for licence is approved, be returned to the applicant. The applicant must thereafter retain one set of these documents on the premises the subject of the licence during the entire course of construction of the sign.

(b) Illuminated signs

In addition to the requirements specified in section 5, an application for a licence for an illuminated sign must be accompanied by a certificate from an appropriately qualified engineer that the sign accords with the Australian Standards in relation to:-

- (i) the method of illumination;
- (ii) source of electrical or other power;
- (iii) proposed electrical or other power;
- (iv) proposed electrical wiring or other power connection; and
- (v) such other information as the local government may require in the particular case in order to be satisfied that the illumination of, and power connection to, the sign accords with prescribed or recognised standards for those matters.

(c) Vehicle signs

In addition to the requirements specified in section (a), an

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application for a licence for a vehicle sign must be accompanied by:-

- (i) the location where the vehicle will be parked or allowed to stand; and
- (ii) the times when the vehicle will be parked or allowed to stand.
- (iii) Queensland Department of Main Roads obtained in accordance with the Traffic Act 1994.

(d) Social and welfare signs

In addition to the requirements specified in section 5, an application for licensing of social and welfare signs must be accompanied by:-

- (iv) details of the nature and date of the event;
- (v) the number of signs required to be licensed (in this regard, the Local Government is unlikely to licence more than 12 signs unless exceptional circumstances are shown by the applicant).

Criteria which the local government will have regard to when deciding whether to approve the exhibition of a sign (see section 9(1)(f) and section 9(2) of the local law)

9. See Schedule 1 to this local law policy.

Conditions which must be imposed when granting a licence (see section 11(3)(a) of the local law)

10. A licence in addition to any other conditions specified in the licence, is issued subject to the following conditions:-
 - (a) the sign must be erected in a proper, secure and professional manner in the locality and at the position shown in the licence issued and its accompanying plans;
 - (b) the sign must be erected in strict conformity with the approved drawings associated with the licence and building approval (if any) issued in relation to the sign;
 - (c) the sign must, at the completion of its erection and at all times thereafter, have painted or printed in a conspicuous place at the bottom right hand corner thereof the name of the manufacturer of the sign, the month and year of erection of the sign and the licence number of the sign;
 - (d) the advertiser must maintain the sign and all things appertaining thereto in a clean, tidy and structurally sound condition, free from any accumulation of dust or other unsightly matter;
 - (e) the advertiser must repair, repaint or renovate the sign whenever required by the local government by written notice, in accordance with the requirements of, and within the time specified by, that notice.
 - (f) where the sign the subject of the licence is to be erected in a road reserve, the advertiser must have in place a public liability insurance policy providing for cover of at least \$5,000,000.00 to cover any potential injury to person or property arising out of the

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- placement of the sign within a road reserve.
- (g) where the sign the subject of the licence is a temporary sign, the sign must be manufactured, constructed and/or erected so as to be easily removable without causing substantial damage to the premises upon which the sign is erected or to which the sign is affixed.
 - (h) where the sign the subject of the licence is a temporary sign, the sign must not be erected 14 days prior to the event to which it relates.
 - (i) where the sign the subject of the licence is a temporary sign, the licence will expire on the date of expiry stated in the licence.

Schedule 1

Criteria which the local government will have regard to when deciding whether to approve the exhibition of a sign.

The following guidelines have been established to aid sign designers and local government in the design and assessment of signs respectively. These guidelines have been developed to facilitate signs which are compatible with the future vision for signage in Redland Shire.

1.0 Signage Character Areas

Within the Shire of Redland there are a number of character areas distinguished by the varying demands on the provision of signage generated by different land uses. For the purpose of these guidelines similar land use zones have been grouped into the following Character Areas to facilitate the provision of signage which meets the objects of this Local Law Policy. (Outlined in Table 1)

Table 1 - Sign Character Areas

CHARACTER AREA	ZONES
Commercial Areas	<ol style="list-style-type: none"> 1. Shopping 2. Commercial 3. Tourist Business and Residential
Non Urban Areas	<ol style="list-style-type: none"> 4. Special Rural 5. Rural Non Urban 6. Park Residential
Showroom & Industry Areas	<ol style="list-style-type: none"> 7. Industry A 8. Industry B 9. Industry C 10. Crown Industrial Estate
Residential Areas	<ol style="list-style-type: none"> 11. Residential B 12. Residential A 13. Residential Low Density
Environmental / Recreational Areas	<ol style="list-style-type: none"> 14. Public Open Space 15. Restricted Open Space 16. Drainage Problem 17. Rural - Habitat Protection and Water Supply Catchment
Signs in these zones shall be designed and assessed in accordance with the guidelines set out in the Character Area identified as appropriate by the local authority.	<ol style="list-style-type: none"> 18. Comprehensive Development 19. Special Facilities 20. Public Purposes

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2.0 Sign Category Tables

Within each Character Area signs vary in terms of how well they complement the environment of that Character Area. The suitability of a sign within a Character Area depends on the function and design of the sign. Accordingly, this Local Law Policy defines signs according to their design and function.

Sign function refers to the purpose for which the sign is erected and includes those signs listed in Table 2:

Sign design refers to the physical design of the sign and incorporates a broad range of sign designs as indicated in Table 3.

For the purpose of this Local Law Policy each sign shall be defined as having one sign function (identified in Table 2) and one sign design (identified in Table 3).

In order to clarify Council's policy position with regard to different sign proposals the following classifications have been developed:

- ✓ 'preferred' – application for a license is likely to be favourably considered.
- 'considered on its merits' – application for a license will be assessed with respect to the intent and the assessment criteria for the relevant Character Area as outlined in 4.0.
- ✗ 'not preferred' – application for a license is not likely to be favourably considered.

3.0 Decision Rules

The assessment process for determining the desirability of a sign shall be undertaken as follows:

1. Determine the desirability of the sign according to its function using Table 2 Sign Function.
2. Determine the desirability of the sign according to its design using Table 3 Sign Design.
3. Combine the results of (1) and (2) using Table 4 - Decision Rule. Table 4 - Decision Rule also indicates when and where further assessment is required for either sign function, sign design, or both.

Table 2 - Sign Function

Sign Function	Commercial	Non Urban	Showroom & Industry	Residential	Environmental & Recreational
Business / Organisation Advertising Sign	✓	✓	✓	✓	✓
Business / Organisation Orientation Sign	✓	✓	✓	✗	✓
Construction Project Sign*	✗	✗	✗	✗	✗
Government Purposes	✓	✓	✓	✓	✓
Election Signs*	•	✗	✗	✗	✗
On-site Goods & Services Sign	✓	✗	✓	✗	✗
Real Estate Sign*	•	•	•	•	•
Social & Welfare Sign	✓	✓	✓	✓	✓
Third-party Advertising Sign	✗	✗	✗	✗	✗
Third-party Orientation Sign	✗	✗	✗	✗	✗
Third-party Sponsorship Sign	•	•	•	•	•

* other than exempt signs as defined in Part 2, 5 of his local law

Table 3 – Sign Design

Sign Function	Commercial	Non Urban	Showroom & Industry	Residential	Environmental & Recreational
Above Awning Sign	X	X	X	X	X
Awning Face Sign*	✓	✓	✓	X	✓
Awning Return Sign	•	X	•	X	X
Balloon, Blimp, Kite or Cold Air Inflatable Sign	•	X	•	X	•
Banner Sign	•	X	•	X	•
Blind Sign	•	X	•	X	•
Bunting	X	X	X	X	X
Business Name Plate Sign*	✓	✓	✓	✓	✓
Canopy Sign	•	X	•	X	•
Constructed Site Fence Sign	•	•	•	•	•
Created Awning Line Sign	•	X	•	X	•
Created Parapet Line Sign	•	X	•	X	•
Façade Sign	•	X	•	X	•
Fascia Sign*	•	X	•	X	•
Flag Sign*	•	X	•	X	X
Footway Sign*	•	X	•	X	X
Hamper Sign	•	X	•	X	X
Lantern Sign	•	X	•	X	X
Mobile Sign	•	X	•	X	X
Motor Vehicle Sign	X	X	X	X	X
Pillar Sign	•	•	•	X	X
Pole Sign	•	X	•	X	•
Projecting Sign	•	X	•	X	X
Projecting Image Sign	•	X	•	X	X

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2. Please be aware that in some parts of this document the numbering is not in sequence.

Sign Function	Commercial	Non Urban	Showroom & Industry	Residential	Environmental & Recreational
Pylon Sign	•	X	•	X	X
Replica Object or Shape Sign	•	X	•	X	•
Roof Sign	•	•	•	X	•
Sky Sign	X	X	X	X	X
Signwritten Non-Building Structure Sign	•	•	•	X	•
Sporting Field Fence Sign	•	•	•	•	•
Stallboard Sign	•	X	•	X	X
Unclassified / Special Case Sign	•	•	•	•	•
Under Awning Sign	•	X	•	X	X
Wall Sign	•	X	•	X	•
Window Sign	•	X	•	X	X

* other than exempt signs as defined in Part 2, 5 of his local law

Table 4 - Decision Rule

	Sign Design		
Sign Function	✓	●	✗
✓	✓	● refer to (b) below	✗
	● refer to (a) below	● refer to (c) below	✗
✗	✗	✗	✗

- (a) Assess sign function - Sign design is preferred, however, refer to the Assessment Guidelines of the relevant Character Area and evaluate the sign function.
- (b) Assess sign design - Sign function is preferred, however, refer to the Assessment Guidelines of the relevant Character Area and evaluate the proposed sign design.
- (c) Assess sign function and design - Refer to the Assessment Guidelines of the relevant Character Area and evaluate both the proposed function and sign design.

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4.0 Assessment Guidelines for Character Areas

Assessment Guidelines consist of an intent and assessment criteria for each Character Area defined in Section 3.0. The intent for each Character Area outlines the typical forms of development expected to occur within each Character Area and the signage appropriate to complement that image. The assessment criteria consist of specific controls relating to sign function and design which seek to encourage signage consistent with the intent described.

4.1 Assessment Guidelines for Commercial Areas

(a) Intent

Redland Shire has a number of distinct urban centres which provide a range of business, administrative, retail, entertainment, cultural and educational facilities. In these areas there is a high level of demand to advertise for financial, medical, professional, and miscellaneous retailing and food premises with a correspondingly high level of competition to use signage to promote businesses.

The majority of buildings are under three (3) storeys in height. They are generally arranged as strip shopping streets, but some centres contain groups of shops, offices or public buildings set back from the traditional street alignment to facilitate carparking and landscaping. Signage in shopping streets should complement the character of the street and adjacent premises while providing variety and interest. Signage relating to buildings set back from the traditional street alignment should seek to minimise the quantity of signs and provide an integrated design which incorporates signage for all businesses on the premises.

Other commercial areas consist of self-contained shopping complexes with large blank exterior wall spaces, extensive carparking areas, and a corporate management structure. Integrated sign strategies which create interest and complement the architecture of the structure without resulting in excessive signage should be developed for these large complexes.

On occasion shops and offices are scattered throughout residential areas. These require careful consideration of signage to maintain the residential integrity of their surrounding area. Signs in this area should be minimal in both size and number.

Overall, it is intended that signage in Commercial Areas should be innovative in design and enhance the streetscape and built form to which it relates. Signs in these areas should be integrated with the building facade, the streetscape and the tenancy to which it relates, both inside and out. Particularly in regard to tenancies addressing the streetscape, it is desirable that a consistent and integrated theme be adopted (where this theme is compatible with the streetscape) throughout the tenancy, both inside and out to facilitate pro-active incorporation of signage into building design and/or fit-out.

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Innovative and creative signage should take into consideration design principles including form, colour, balance, symmetry, vitality, robustness, scale, and dominance.

(b) Assessment Criteria

Assessment of an application for a licence for a sign within a Commercial Area shall consider the following features of the proposal:

Sign Function

- (i) The number of business/organisation orientation signs permitted on a site shall be determined by the need to indicate entrances and exits to buildings or other structures.
- (ii) Real estate signs, especially those advertising estates, should incorporate a pictorial representation of the subject site and include information regarding the size of the relevant land and other appropriate particulars relating to the subject site. Where such signs are intended to refer to a single premises the size of the sign shall be limited to one (1) square metre.
- (iii) A real estate (directional) sign shall not be displayed for more than one year.
- (iv) A third-party sponsorship sign may only be erected for the period during which sponsorship is being provided. Only one such sign may be erected per premises unless the design of the sign is a sporting field fence sign. Individual signs may incorporate the advertising of multiple sponsors

Sign Design

General provisions

- (i) Those provisions set out in 5.0 General Assessment Guidelines of this Schedule;
- (ii) The proposed sign is to complement the expression of the character of the local centre, commercial and entertainment environment, creating a lively daytime and evening atmosphere. Special consideration is to be given to signs above the awning level due to their potential impact on streetscape. Such signs are to take the following into consideration:
 - Sign proposals are to align with signs on adjacent buildings, creating visual themes and making signs more easily read by placing them in similar locations on adjacent buildings.
 - Proposed signs are not to project beyond fascia lines or be constructed such that they obscure views of landforms, vegetation, or buildings which provide local environmental character except where a sign may improve visual interest by modifying monotonous parapet lines using decorative and possibly thematic sign silhouettes; or
 - Proposed signs may be used as false fascias on buildings where the fascia design varies to that of surrounding buildings in order to better integrate the fascia with the surrounding built form.

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Integrating landscaping and signage

- (iii) Signage is to be integrated with landscaping to provide adequate visibility while enhancing the amenity of the area. Figure 9 indicates possible locations for signage with regard to landscaping. When integrating signage with landscaping consideration shall be given to:
- the maturity of vegetation;
 - the selection of plant species; and
 - compatibility of sign colour.

The selection of trees with clear trunks and spreading, open canopies and shrubs to 1m may enhance the relationship between signs and landscaping.

Signs Adjacent to Residential Areas

- (iv) Signs shall not adversely affect the amenity of adjoining residential (or other) land uses. In general, physical buffers resulting from topography, road configuration, tree or shrub planting or isolation from a residential area by a road, railway or park shall be taken to influence the degree of effect of signs on the residential character of an adjacent area and shall be considered. Where there is a direct interface signs shall not be permitted to face residences (Figure 11).

Maximum Sign Area

- (v) The maximum area for all advertisements is to be:
- for a primary street frontage, equal to the length of the frontage plus 10 metres, divided by two, square metres.

$$\text{ie. } \left(\frac{F+10}{2} \right) \text{ m}^2$$

- for a secondary street frontage, equal to the length of the frontage plus 10 metres, divided by eight, square metres.

$$\text{ie. } \frac{(F+10) \text{ m}^2}{8}$$

The area of each face of every sign, except signs exempt in accordance with Part 2, 5 of this local law policy, is to be included in determining the total area of advertisements on a site.

Illuminated Signs

- (vi) The luminance of an illuminated sign shall not exceed 500 candelas per square metre. The luminance of an illuminated sign may exceed these levels where it can be shown that it would not create a traffic

hazard or cause an inappropriate loss of amenity.

- (vii) Illuminated signs are not to cause nuisance to occupiers of nearby premises. Where an illuminated sign is directed towards a residential site and is within 100m of that site the maximum illuminance is to be 300 candelas per square metre and illumination for the sign is to be switched off between 11.00pm and sunrise on the following day.

Multiple Occupancy Developments

- (viii) Where multiple occupancy occurs on sites a coordinated approach to signage is to be implemented using a cooperative signage strategy. Signs for each unit should be of a uniform shape, size, and general presentation and, as a rule, should be situated on the premises in the location as close as possible to the occupancy to which it applies. Such a signage strategy should incorporate an integrated sign which identifies the street number for the premises and the main business and organisations on the site all within one sign (Figure 16).

Provisions in relation to specific signs

Balloon, blimp, kite or cold air inflatable sign

- (ix) A balloon, blimp, kite or cold air inflatable sign is not to be displayed for more than 10 days in any 90 day period.

A balloon, blimp, kite or cold air inflatable sign is to fit within a three-dimensional space having rectangular sides, where the sum of the height, width and depth of that space is not to exceed 20 metres.

A balloon, blimp, kite or cold air inflatable sign is to be covered by a dedicated public liability insurance policy of not less than \$5,000,000 providing indemnity for the Council.

Banner sign

- (x) The maximum area of a banner sign is 2.4m². The maximum width of such a sign is 750mm, and the top most support is not to be more than 5 metres above the ground. There is to be a minimum 2.4 metre clearance between the lowest part of the sign (including its supporting brackets) and the footway pavement.

The banner sign is to be erected only within the boundaries of a site. Such signs are to be not less than 6.0 metres apart nor closer than 3.0 metres to a boundary.

The banner sign is not to be illuminated.

Where more than one banner sign is to be erected an integrated strategy shall be established using banner signs which enhance the streetscape and are of similar design and location so as to form a consistent pattern and character.

Canopy Sign

- (xi) A canopy sign is to be compatible with the canopy and building on which it is displayed.

A canopy sign is not to be illuminated unless the nature of the illumination and/ or materials are such as to prevent combustion.

Construction Site Fence Sign

- (xii) A construction site fence sign having an area greater than 1.2m² is not to be affixed to a fence unless the fence is constructed to withstand the consequent wind loads.

The maximum area for a construction site fence sign is 0.1m² for each metre of the length of the fence to which it is affixed.

Created Parapet Line Sign

- (xiii) A created parapet line sign shall only be favoured where the erection of such a sign shall complement or enhance the building upon which it is to be erected and the streetscape within which it is to be erected. A created parapet line sign is not to extend more than 1 metre above the roofline to which it is attached. The 'created' area of the parapet line, ie the area of the sign extending beyond the parapet line is not to exceed 25% of the area of the sign. These controls may be relaxed where the extension of the sign above the parapet line would increase consistency in architectural features between the premises upon which the sign is erected and surrounding premises.

Fixed Blind Sign

- (xiv) A blind sign is to be compatible with the blind and building on which it is displayed. A blind sign is to have a minimum clearance of 2.4 metres between any rigid part of the sign and a footway pavement and 2.1 metres clearance between any flexible part of the sign and a footway pavement.

Flag Sign

- (xv) A flag sign attached to the side of a building is to have a maximum area of 0.3m² per face. Not more than 4 such signs are to be displayed per site and the signs are to be positioned no closer than 2 metres to each other. There is to be a minimum clearance of 2.4 metres between the lowest part of a flag sign and the ground.

A flag sign erected on a pole is to have a maximum area not greater than 2.4m² and is not to be displayed so that it is more than 6.5 metres above the ground.

Where more than one flag sign is to be erected an integrated strategy shall be established using flag signs which enhance the streetscape and are of similar design and location so as to form a consistent pattern and character.

Lantern sign

- (xvi) A lantern sign is to fit into a cube having maximum edge dimensions of 0.5 x 0.5 x 0.5 metres. It may be fixed to a wall or pole at a height not exceeding 5 metres.

The illumination source is not to be brighter than a standard 100 watt incandescent bulb.

Mobile Sign

- (xvii) The face area of a mobile sign is not be exceed 1.5m². A mobile sign is only to be displayed within a private property.

Pillar Sign

- (xviii) A pillar sign is to be generally displayed within a developed landscaped environment.

No pillar sign is to have a face height greater than 1.2 metres above ground level or an area greater than 5m². No pillar sign is to face an adjoining site unless it is 3 metres or more from the boundary of that site. A pillar sign is not to be displayed in a manner that results in an unsightly back view of the sign from a road or other public place.

A pillar sign is to be complementary to the design of the building to which it relates.

Not more than one pillar sign is to be displayed on a site unless the street frontage exceeds 100 metres and any such signs are not located closer than 60 metres to each other.

Pole Sign

- (xix) Not more than one pole sign having a maximum height of 10 metres and a maximum area of 2.4m² to any side, is to be displayed per street frontage of a site.

The number of pole signs shall be limited to one per 25 metres of frontage of a premises (or part thereof where the premises is less than 25 metres in length). Where there are a number of narrow-fronted premises set back from the dominant building/street alignment, adjoining owners and tenants should be encouraged to share advertising space on one pylon sign designed to carry more than one message on a sign with replaceable panels.

Pole signs may be used in lieu of projecting signs where building setbacks from property lines permit. Such signs shall be unified by standard setbacks, height and clearance determined by similar signs in the streetscape.

Projecting Image Sign

- (xx) A projected image sign may be acceptable in larger commercial areas, particularly centres of entertainment and nightlife, provided the impacts of their display are assessed as acceptable.

Projecting Sign

- (xxi) A projecting vertical sign is not to be wider than 750mm or have a vertical dimension of more than 2.5 metres.

There is to be a minimum 2.4 metre clearance between the lowest part of a projecting sign and the footway pavement. Such a sign is not to extend more than 8.5 metres above the ground, or extend above the wall to which it is attached, whichever is lower.

A projecting sign is to be positioned and designed in a manner that is compatible with the architecture of the building to which it is attached.

The number of projecting signs shall be limited to one per business in the case of small, individual premises and one per three metres of premises frontage for premises with a frontage greater than six metres. The aim of limiting projecting signs is to ensure visibility of individual signs.

Pylon Sign

- (xxii) The area of a pylon sign is to be a maximum of 36m² per side, for a maximum of two sides.

The maximum height of a pylon sign above the ground is to be the greater of 6.5 metres or the height of a building in close proximity, but is not to exceed 10 metres. The height of a building is defined as the height of the uppermost part of the building above ground level. These provisions may be varied for major developments where it can be clearly shown that a larger sign shall facilitate better integration of signage on the site resulting in a reduction in the total sign area displayed on the site overall.

A pylon sign is to be mounted as a free-standing structure within a landscaped environment.

A pylon sign is not to project beyond the front alignment of a site. No pylon sign is to face an adjoining site unless it is a minimum of 3 metres from the boundary of that site, unless the owner of the adjoining site consents to the sign being a lesser distance from the boundary. No pylon sign is to be erected to expose an unsightly back view of the sign from a road or other public place.

A pylon sign is not to be located along a street frontage of a site, along which is located another pylon sign, unless the street frontage exceeds 100 metres and such signs are not located closer than 60 metres to each other.

Where a number of pylon signs occur within a streetscape such signs shall be located so as to be unified with other similar signs in the streetscape through standard setbacks, height and clearance.

Roof Sign

- (xxiii) A roof sign is to be contained within an existing or created outline of a building. A structure creating a new outline is to be designed to appear as if it were part of the original building, or otherwise matches or complements its architecture. Utilitarian framed structures are not to be exposed.

The maximum area of such a sign is to be the lesser of 36m² or 50% of the area of the roof on which it is painted as seen from any horizontal direction. The size and form of a roof sign are to be appropriate to the scale and character of both the building on which it is displayed and other development within the locality.

A roof sign is not to extend horizontally beyond the edge of the roof of the building.

Sky Sign

- (xxiv) A sky sign is considered inappropriate within the Shire and contrary to the objectives of this local law policy.

Signwritten Non-Building Structure Sign

- (xxv) Such a sign is to be contained within the height and width of the structure on which it is displayed and shall be appropriate to the scale and character of both the structure on which it is displayed and other development within the locality.

The sign shall be affixed to the structure unless the structure is constructed to withstand the consequent wind or other loads.

Where the sign is painted or otherwise affixed to the inward side of a rear or side fence along the boundary of a site the sign shall have a maximum area of 1.2m².

Sporting Field Fence Sign

- (xxvi) A sporting field fence sign shall be erected so as not to be readily discernible from a road or other public place. If the sign is readily discernible from a road or other public place, it shall be treated as a sign-written non-building structure sign.

Replica Object or Shape Sign

- (xxvii) A replica object or shape sign is to fit within a three-dimensional space having rectangular sides, where the sum of the height, width and depth of that space is not to exceed 20 metres. The object or shape which forms the sign shall be of clear and direct relevance to the premises upon which the sign is erected.

The sign shall be appropriate to the scale and character of both the structure or building on which it is displayed and other development within the locality.

Vehicle Sign

(xxviii) A motor vehicle sign is considered inappropriate within the Shire and contrary to the objectives of this local law policy.

Regulation 126 of the Traffic Act, 1994, makes it an offence to use a vehicle, whether moving or stationary, for the primary purpose of displaying an advertising device, unless a permit has been obtained from the Queensland Department of Main Roads.

The control of motor vehicle signs is the responsibility of the Queensland Police Service.

4.2 Assessment Guidelines for Non-Urban Areas

(a) Intent

Non-Urban areas generally have varied landscapes which reflect the natural characteristics of the region as well as the other non-urban uses made of the land. It is intended that signage in Non-Urban Areas preserve the integrity of the locality within which the sign is to be displayed. Signs which are to be displayed should be in character with the existing and likely future amenity of the Non Urban locality.

To maintain Non Urban amenity the visual impact of signs should be minimised by eliminating the proliferation of signs. Protection of the visual character of non-urban areas and presentation of roadside land is of increasing importance to the image and identity of the Shire for both the local community and visitors to the Shire.

(b) Assessment Criteria

Assessment of an application for a licence for a sign within a Non Urban Area shall consider the following:

Sign Function

- (i) The number of business/organisation orientation signs permitted on a site shall be determined by the need to indicate entrances and exits to buildings or other structures.
- (ii) Real estate signs, especially those advertising estates, should incorporate a pictorial representation of the subject site and include information regarding the size of the relevant land and other appropriate particulars relating to the subject site. Where such signs are intended to refer to a single premises the size of the sign shall be limited to one (1) square metre.
- (iii) A real estate (directional) sign shall not be displayed for more than one year.

Sign Design

General Provisions

- i) Those provisions set out in 5.0 General Assessment Guidelines of this Schedule;
- ii) Signs shall be low key in appearance.
- iii) Site specific signage strategies may be required by the local government from time to time to ensure that larger tourist operations do not detract from the character of the Non Urban Area and its broader environment.
- iv) A third-party sponsorship sign may only be erected for the period during which sponsorship is being provided. Only one such sign

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may be erected per premises unless the design of the sign is a sporting field fence sign. Individual signs may incorporate the advertising of multiple sponsors.

Number of signs per site

- (iv) In most cases signs shall be limited to two signs per site: one (double-sided) freestanding sign and/or one sign located on a relevant building in an architecturally compatible manner (Figure 13).

Size of signs

- v) Size of the sign shall be determined, in part, by the long distance visibility of the sign due to the fast movement of traffic.
- Signs designed to be visible by motorists in vehicles travelling at 60 km/hr must be clearly visible from 220 metres away from the sign; and
 - Signs designed to be visible by motorists in vehicles travelling at 80 km/hr must be clearly visible from 280 metres away from the sign.

Colour of signs

- vi) Colours shall be restrained and compatible with the Non Urban environment.

Illuminated signs

- vii) Illuminated signs shall only be permitted to operate during those times which the business is open for trading. Illuminated signs may, in many areas, be incompatible with the landscape values of the countryside and in such cases, application for a licence is likely to be refused.

Tourist signs

- viii) Where possible displays of signs relating to tourism destinations shall be coordinated in roadside information bays, as the grouping of such signs minimises any adverse visual impact (Figure 14).

Illuminated signs

- ix) The luminance of an illuminated sign shall not exceed 300 candelas per square metre except where it can be shown that luminance exceeding this level would not create a traffic hazard or cause an inappropriate loss of amenity.
- x) Illuminated signs are not to cause nuisance to occupiers of nearby premises. Where an illuminated sign is directed towards a residential site and is within 100m of that site the maximum illuminance is to be 300 candelas per square metre and illumination for the sign is to be switched off between 11.00pm and sunrise on the following day.

Provisions in relation to specific signs

Construction Site Fence Sign

- xi) A construction site fence sign having an area greater than 1.2m² is not to be affixed to a fence unless the fence is constructed to withstand the consequent wind loads.

The maximum area for a construction site fence sign is 0.5m² for each metre of the length of the fence to which it is affixed.

Pillar Sign

- xii) A pillar sign is to be generally displayed within a developed landscaped environment.

No pillar sign is to have a face height greater than 1.8 metres or an area greater than 12m². No pillar sign is to face an adjoining site unless it is 3 metres or more from the boundary of that site. A pillar sign is not to be displayed in a manner that results in an unsightly back view of the sign from a road or other public place.

A pillar sign is to be complementary to the design of the building to which it relates.

Not more than one pillar sign is to be displayed on a site unless the street frontage exceeds 100 metres and any such signs are not located closer than 60 metres to each other.

Signwritten Non-Building Structure Sign

- xiii) Such a sign is to be contained within the height and width of the structure on which it is displayed and shall be appropriate to the scale and character of both the structure on which it is displayed and other development within the locality.

The sign shall to be affixed to the structure unless the structure is constructed to withstand the consequent wind or other loads.

Where the sign is painted or otherwise affixed to a fence along the boundary of a site the sign shall have a maximum area of 1.2m².

Sporting Field Fence Sign

- xiv) A sporting field fence sign shall be erected so as not to be readily discernible from a road or other public place. If the sign is readily discernible from a road or other public place, it shall be treated as a sign-written non-building structure sign.

4.3 Assessment Guidelines for Showroom and Industry Areas

(a) Intent

Industrial areas vary greatly in architectural expression, scale of buildings, siting of buildings, landscaping and mix of uses.

They are familiar in forms as diverse as:

- industrial-commercial display highway strips,
- industrial estates developed on small sites with buildings constructed to side property boundaries without a design theme;
- uniformly designed industrial and warehousing estates;
- large scale industry dominating its environment;
- technology parks which have been architecturally designed and landscaped to project a desirable, well-managed working environment.

Signs in Showroom and Industry Areas shall provide adequate display of information concerning the identification of premises (including the street number), the name of the occupier and the activity conducted for the benefit of observers trying to identify a particular premises rather than passing traffic.

Signs in Showroom and Industry Areas are generally larger than in shopping areas and may be located at higher positions where necessary to avoid obstruction over a distance and to allow for large heavy vehicle movement. They are to be aimed at traffic in areas where speed limits vary but may exceed 60 km/hr.

(b) Assessment Criteria

Assessment of an application for a licence for a sign within a Showroom and Industry Area shall consider the following features of the proposal:

Sign Function

- (i) The number of business/organisation orientation signs permitted on a site shall be determined by the need to indicate entrances and exits to buildings or other structures.
- (ii) Real estate signs, especially those advertising estates, should incorporate a pictorial representation of the subject site and include information regarding the size of the relevant land and other appropriate particulars relating to the subject site. Where such signs are intended to refer to a single premises the size of the sign shall be limited to one (1) square metre.
- (iii) A real estate (directional) sign shall not be displayed for more than one year.
- (iv) A third-party sponsorship sign may only be erected for the period during which sponsorship is being provided. Only one such sign may be erected per premises unless the design of the sign is a sporting field fence sign. Individual signs may incorporate the advertising of multiple sponsors.

Sign Design

General provisions

- (i) Those provisions set out in 5.0 General Assessment Guidelines of this Schedule.

Landscaping and signage

- (vii) Signage is to be integrated with landscaping to provide adequate visibility while enhancing the amenity of the area. Figure 17 indicates possible locations for signage with regard to landscaping. When integrating signage with landscaping consideration shall be given to:
- the maturity of vegetation;
 - the selection of plant species; and
 - compatibility of sign colour.

The selection of trees with clear trunks and spreading, open canopies and shrubs to 1m may enhance the relationship between signs and landscaping.

Number of signs

- (iii) Where the local government deems it necessary to have more than one sign to advertise business on a multiple occupancy site, the number of pylon /pole signs should be limited to one per 40 metres of frontage and be designed to carry one or more messages with individually replaceable panels. The separation distance is influenced by the width of the trading frontage and traffic speed. The greater the traffic speed the greater the preferred separation distance.

Electronic price display

- (iv) Electronic price display screens on pylon /pole signs are encouraged as a means of achieving clear, simple signs which allow frequently changing prices to be effectively displayed.

Signs for ancillary uses to Showroom and Industry Areas

- (v) In relation to small shops and other uses serving the daily needs of the industrial area, the objectives and standards outlined in Commercial Areas are relevant to the determination of whether licences for signs for such uses will be approved.

Maximum Sign Area

- (vi) The maximum area for all advertisements is to be:
- for a primary street frontage, equal to the length of the frontage plus 10 metres, divided by two, square metres.

ie.
$$\frac{(F+10)}{2} \text{ m}^2$$

- for a secondary street frontage, equal to the length of the frontage plus 10 metres, divided by eight, square metres.

ie.
$$\frac{(F+10)}{8} \text{ m}^2$$

The area of each face of every sign, except signs exempt in accordance with Part 2, 5 of this local law policy, is to be included in determining the total area of advertisements on a site.

Illuminated Signs

- (vii) The luminance of an illuminated sign shall not exceed 350 candelas per square metre except where it can be shown that luminance exceeding this level would not create a traffic hazard or cause an inappropriate loss of amenity.

- (viii) Illuminated signs are not to cause nuisance to occupiers of nearby premises. Where an illuminated sign is directed towards a residential site and is within 100m of that site the maximum illuminance is to be 300 candelas per square metre and illumination for the sign is to be switched off between 11.00pm and sunrise on the following day.

Multiple Occupancy Developments

- (ix) Where multiple occupancy occurs on sites a coordinated approach to signage is to be implemented using a cooperative signage strategy. Signs for each unit should be of a uniform shape, size, and general presentation and, as a rule, should be situated on the premises in the location as close as possible to the occupancy to which it applies. Such a signage strategy should incorporate an integrated sign which identifies the street number for the premises and the main business and organisations on the site all within one sign (Figure 16).

Provisions in relation to specific signs

Balloon, blimp, kite or cold air inflatable sign

- (x) A balloon, blimp, kite or cold air inflatable sign is not to be displayed for more than 10 days in any 90 day period.

A balloon, blimp, kite or cold air inflatable sign is to fit within a three-dimensional space having rectangular sides, where the sum of the height, width and depth of that space is not to exceed 20 metres.

A balloon, blimp, kite or cold air inflatable sign is to be covered by a

dedicated public liability insurance policy of not less than \$5,000,000 providing indemnity for the Council.

Banner sign

- (xi) The maximum area of a banner sign is 2.4m². The maximum width of such a sign is 750mm, and the top most support is not to be more than 5 metres above the ground. There is to be a minimum 2.4 metre clearance between the lowest part of the sign (including its supporting brackets) and the footway pavement.

The banner sign is to be erected only within the boundaries of a site. Such signs are to be not less than 6.0 metres apart nor closer than 3.0 metres to a boundary.

The banner sign is not to be illuminated.

Where more than one banner sign is to be erected an integrated strategy shall be established using banner signs which enhance the streetscape and are of similar design and location so as to form a consistent pattern and character.

Canopy Sign

- (xii) A canopy sign is to be compatible with the canopy and building on which it is displayed.

A canopy sign is not to be illuminated unless the nature of the illumination and/ or materials are such as to prevent combustion.

Construction Site Fence Sign

- (xiii) A construction site fence sign having an area greater than 1.2m² is not to be affixed to a fence unless the fence is constructed to withstand the consequent wind loads.

The maximum area for a construction site fence sign is 0.1m² for each metre of the length of the fence to which it is affixed.

Created Parapet Line Sign

- (xiv) A created parapet line sign shall only be favoured where the erection of such a sign shall complement or enhance the building upon which it is to be erected and the streetscape within which it is to be erected. A created parapet line sign is not to extend more than 1 metre above the roofline to which it is attached. The 'created' area of the parapet line, ie the area of the sign extending beyond the parapet line is not to exceed 25% of the area of the sign. These controls may be relaxed where the extension of the sign above the parapet line would increase consistency in architectural features between the premises upon which the sign is erected and surrounding premises.

Fixed Blind Sign

- (xv) A blind sign is to be compatible with the blind and building on which it is displayed. A blind sign is to have a minimum clearance of 2.4 metres between any rigid part of the sign and a footway pavement and 2.1 metres clearance between any flexible part of the sign and a footway pavement.

Flag Sign

- (xvi) A flag sign attached to the side of a building is to have a maximum area of 0.3m² per face. Not more than 4 such signs are to be displayed per site and the signs are to be positioned no closer than 2 metres to each other. There is to be a minimum clearance of 2.4 metres between the lowest part of a flag sign and the ground.

A flag sign erected on a pole is to have a maximum area not greater than 2.4m² and is not to be displayed so that it is more than 6.5 metres above the ground.

Where more than one flag sign is to be erected an integrated strategy shall be established using flag signs which enhance the streetscape and are of similar design and location so as to form a consistent pattern and character.

Footway

- (xvii) Not more than one footway sign having a maximum length and width of 0.5 metres and a maximum height of 1 metre shall be permitted per shop front.

A footway sign on a footway is to be positioned near the kerb (but not closer than 250mm) so as to leave clear passage for pedestrians along the footway, particularly the visually disadvantaged who rely on clear passage along the frontage of shops.

No footway sign is to be positioned so as to obstruct, clutter or detract from street landscaping, furniture or artwork.

A footway sign is not to have moving, rotating or animated parts, such as a spinner sign.

A footway sign is to be displayed only during trading hours and is not to be used for the display of merchandise.

An application for a footway sign shall not be favourably considered where there are opportunities for simple clear signs to be placed on or within buildings. One easy-to-read sign, together with a shop layout which allows the goods or services to advertise themselves, should be adequate.

Lantern sign

- (xviii) A lantern sign is to fit into a cube having maximum edge dimensions of 0.5 x 0.5 x 0.5 metres. It may be fixed to a wall or pole at a height not exceeding 5 metres.

The illumination source is not to be brighter than a standard 100 watt incandescent bulb.

Mobile Sign

- (xix) The face area of a mobile sign is not to be exceeded 1.5m². A mobile sign is only to be displayed within a private property.

Pillar Sign

- (xx) A pillar sign is to be generally displayed within a developed landscaped environment.

No pillar sign is to have a face height greater than 1.2 metres above ground level or an area greater than 5m². No pillar sign is to face an adjoining site unless it is 3 metres or more from the boundary of that site. A pillar sign is not to be displayed in a manner that results in an unsightly back view of the sign from a road or other public place.

A pillar sign is to be complementary to the design of the building to which it relates.

Not more than one pillar sign is to be displayed on a site unless the street frontage exceeds 100 metres and any such signs are not located closer than 60 metres to each other.

Pole Sign

- (xxi) Not more than one pole sign having a maximum height of 10 metres and a maximum area of 2.4m² to any side, is to be displayed per street frontage of a site.

The number of pole signs shall be limited to one per 25 metres of frontage of a premises (or part thereof where the premises is less than 25 metres in length). Where there are a number of narrow-fronted premises set back from the dominant building/street alignment, adjoining owners and tenants should be encouraged to share advertising space on one pylon sign designed to carry more than one message on a sign with replaceable panels.

Pole signs may be used in lieu of projecting signs where building setbacks from property lines permit. Such signs shall be unified by standard setbacks, height and clearance determined by similar signs in the streetscape.

Projecting Image Sign

- (xxii) A projected image sign may be acceptable in larger commercial areas, particularly centres of entertainment and nightlife, provided the impacts of their display are assessed as acceptable.

Projecting Sign

- (xxiii) A projecting vertical sign is not to be wider than 750mm or have a vertical dimension of more than 2.5 metres.

There is to be a minimum 2.4 metre clearance between the lowest part of a projecting sign and the footway pavement. Such a sign is not to extend more than 8.5 metres above the ground, or extend above the wall to which it is attached, whichever is lower.

A projecting sign is to be positioned and designed in a manner that is compatible with the architecture of the building to which it is attached.

The number of projecting signs shall be limited to one per business

in the case of small, individual premises and one per three metres of premises front for premises with a frontage greater than six metres. The aim of limiting projecting signs is to ensure visibility of individual signs.

Pylon Sign

- (xxiv) The area of a pylon sign is to be a maximum of 36m² per side, for a maximum of two sides.

The maximum height of a pylon sign above the ground is to be the greater of 6.5 metres or the height of a building in close proximity, but is not to exceed 10 metres. The height of a building is defined as the height of the uppermost part of the building above ground level. These provisions may be varied for major developments where it can be clearly shown that a larger sign shall facilitate better integration of signage on the site resulting in a reduction in the total sign area displayed on the site overall.

A pylon sign is to be mounted as a free-standing structure within a landscaped environment.

A pylon sign is not to project beyond the front alignment of a site. No pylon sign is to face an adjoining site unless it is a minimum of 3 metres from the boundary of that site, unless the owner of the adjoining site consents to the sign being a lesser distance from the boundary. No pylon sign is to be erected to expose an unsightly back view of the sign from a road or other public place.

A pylon sign is not to be located along a street frontage of a site, along which is located another pylon sign, unless the street frontage exceeds 100 metres and such signs are not located closer than 60 metres to each other.

Where a number of pylon signs occur within a streetscape such signs shall be located so as to be unified with other similar signs in the streetscape through standard setbacks, height and clearance.

Roof Sign

- (xxv) A roof sign is to be contained within an existing or created outline of a building. A structure creating a new outline is to be designed to appear as if it were part of the original building, or otherwise matches or complements its architecture. Utilitarian framed structures are not to be exposed.

The size and form of a roof sign are to be appropriate to the scale and character of both the building on which it is displayed and other development within the locality.

A roof sign is not to extend horizontally beyond the edge of the roof of the building.

Signwritten Non-Building Structure Sign

- (xxvi) Such a sign is to be contained within the height and width of the structure on which it is displayed and shall be appropriate to the

scale and character of both the structure on which it is displayed and other development within the locality.

The sign shall be affixed to the structure unless the structure is constructed to withstand the consequent wind or other loads.

Where the sign is painted or otherwise affixed to the inward side of a rear or side fence along the boundary of a site the sign shall have a maximum area of 1.2m².

Sporting Field Fence Sign

(xxvii) A sporting field fence sign shall be erected so as not to be readily discernible from a road or other public place. If the sign is readily discernible from a road or other public place, it shall be treated as a sign-written non-building structure sign.

Replica Object or Shape Sign

(xxviii) A replica object or shape sign is to fit within a three-dimensional space having rectangular sides, where the sum of the height, width and depth of that space is not to exceed 20 metres. The object or shape which forms the sign shall be of clear and direct relevance to the premises upon which the sign is erected.

The sign shall be appropriate to the scale and character of both the structure or building on which it is displayed and other development within the locality.

4.4 Assessment Guidelines for Residential Areas

(a) Intent

Residential areas are dominated by housing of varying densities, from rural-residential and single-storey dwellings to medium density and multi-storey developments. The expectation is for a high level of amenity - privacy, solar access, low noise level and no visual intrusion from advertising signs or bright lights.

Traditionally, in these areas there are also home occupations, home industries, professional services (for instance, medical and veterinary practices) and corner shops. Also, small pocket or isolated sites of commercial and light industry use enjoy existing-use right.

Generally, business activity is minor and advertising is not part of the overall character of such areas. However, where signs do occur they are intended to be discreet, unobtrusive, and small scale .

(b) Assessment Criteria

Assessment of an application for a licence for a sign within a residential area shall consider the following features of the proposal:

Sign Function

- (i) The number of business/organisation orientation signs permitted on a site shall be determined by the need to indicate entrances and exits to buildings or other structures.
- (ii) Real estate signs, especially those advertising estates, should incorporate a pictorial representation of the subject site and include information regarding the size of the relevant land and other appropriate particulars relating to the subject site. Where such signs are intended to refer to a single premises the size of the sign shall be limited to one (1) square metre.
- (iii) A real estate (directional) sign shall not be displayed for more than one year.

Sign Design

General provisions

- (i) Those provisions set out in 5.0 General Assessment Guidelines of this Schedule.
- (ii) The sign proposal shall preserve the residential amenity of the locality (Figure 21).
- (iii) Signs shall be discreet and carefully designed, so as to blend with the residential character and not attract undue attention.
- (iv) A third-party sponsorship sign may only be erected for the period during which sponsorship is being provided. Only one such sign may be erected per premises unless the design of the sign is a sporting field fence sign. Individual signs may incorporate the advertising of multiple sponsors.

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Signs for local shops and lawful non-conforming uses

- (iv) Signs relating to local shops (such as a General Store and the like), professional services or lawfully established non-conforming uses shall be considered on their merit having regard to the scale of development to which it relates and to the character of development in the vicinity. Such advertising should:
- be restricted to signs relating to the premises on which the sign is erected;
 - not be permitted on walls facing adjoining residences;
 - be below the roof eaves line or parapet line; and
 - notwithstanding the above, be as indicated in Commercial Areas.

Illuminated Signs

- (v) Illuminated signs shall not be permitted except where it can be shown that luminance would not create a traffic hazard or cause an inappropriate loss of amenity. The luminance of any sign shall not exceed 300 candelas per square metre.

Provisions in relation to specific signs

Construction Site Fence Sign

- (vi) A construction site fence sign having an area greater than 1.2m² is not to be affixed to a fence unless the fence is constructed to withstand the consequent wind loads.

The maximum area for a construction site fence sign is 0.1m² for each metre of the length of the fence to which it is affixed.

Sporting Field Fence Sign

- (vii) A sporting field fence sign shall be erected so as not to be readily discernible from a road or other public place. If the sign is readily discernible from a road or other public place, it shall be treated as a sign-written non-building structure sign.

4.5 Assessment Guidelines for Environmental Areas

(a) Intent

Environmental and open space areas are characterised by the natural environment and recreation functions and require very little signage. Signage which enhances these values shall be encouraged.

It is intended that the proliferation of signs in these areas be eliminated and that the presentation of roadside land be considered in terms of its value to tourism-related activity as well as its importance to the general community of the Shire. To achieve this tourism signs should be coordinated.

The visual impact of signage is to be minimised through signs designed to blend with the area by being discreet and unobtrusive and tourism signs should be coordinated to create design themes compatible with the landscape and premises to which they relate.

(b) Assessment Criteria

Assessment of an application for a licence for a sign within an Environmental Area shall consider the following features of the proposal:

Sign Function

- (i) The number of business/organisation orientation signs permitted on a site shall be determined by the need to indicate entrances and exits to buildings or other structures.
- (ii) Real estate signs, especially those advertising estates, should incorporate a pictorial representation of the subject site and include information regarding the size of the relevant land and other appropriate particulars relating to the subject site. Where such signs are intended to refer to a single premises the size of the sign shall be limited to one (1) square metre.
- (iii) A real estate (directional) sign shall not be displayed for more than one year.

Sign Design

General provisions

- (i) Those provisions set out in 5.0 General Assessment Guidelines of this Schedule;
- (ii) Signs shall be low key in appearance with consideration to their shape, colour, medium and construction.
- (iii) A third-party sponsorship sign may only be erected for the period during which sponsorship is being provided. Only one such sign may be erected per premises unless the design of the sign is a sporting field fence sign. Individual signs may incorporate the advertising of multiple sponsors.

Amusement areas

- (iii) Amusement areas for holiday makers require site-specific guidelines

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for signage to develop a concept without detracting from the character of environmental and open space zones.

Number and location of signs

- (iv) Signs should be limited to two per site: one freestanding sign clearly visible from the road and/or one sign located on a relevant building in an architecturally compatible manner (Figure 26).

Illuminated Signs

- (v) Illuminated signs shall not be permitted except where it can be shown that luminance would not create a traffic hazard or cause an inappropriate loss of amenity. The luminance of any sign shall not exceed 300 candelas per square metre.

Botanic Gardens & Environmental Parks

- (vi) With regard to signs in or upon the perimeter of botanic gardens or environmental parks, no signs shall be permitted aside from social & welfare signs or government purposes signs.

Provisions in relation to specific signs

Banner sign

- (vii) The maximum area of a banner sign is 2.4m². The maximum width of such a sign is 750mm, and the top most support is not to be more than 5 metres above the ground. There is to be a minimum 2.4 metre clearance between the lowest part of the sign (including its supporting brackets) and the footway pavement.

Balloon, blimp, kite or cold air inflatable sign

- (viii) A balloon, blimp, kite or cold air inflatable sign is not to be displayed for more than 10 days in any 90 day period.

A balloon, blimp, kite or cold air inflatable sign is to fit within a three-dimensional space having rectangular sides, where the sum of the height, width and depth of that space is not to exceed 20 metres.

A balloon, blimp, kite or cold air inflatable sign is to be covered by a dedicated public liability insurance policy of not less than \$5,000,000 providing indemnity for the Council.

Canopy Sign

- (x) A canopy sign is to be compatible with the canopy and building on which it is displayed.

A canopy sign is not to be illuminated unless the nature of the illumination and/ or materials are such as to prevent combustion.

Construction Site Fence Sign

- (xi) A construction site fence sign having an area greater than 1.2m² is not to be affixed to a fence unless the fence is constructed to withstand the consequent wind loads.

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The maximum area for a construction site fence sign is 0.1m² for each metre of the length of the fence to which it is affixed.

Created Awning Line Sign

- (xii) A created awning line sign shall only be favoured where the erection of such a sign shall complement or enhance the building upon which it is to be erected and the streetscape within which it is to be erected. A created awning line sign is not to extend more than 600mm above the fascia to which it is attached. The 'created' area of the awning, ie the area of the sign extending beyond the fascia is not to exceed 25% of the area of the fascia. These controls may be relaxed where the extension of the sign above the fascia would increase consistency in design between the awning involved and surrounding awning designs. There is to be a minimum clearance of 2.4 metres between the lowest part of the sign and the footway pavement.

Created Parapet Line Sign

- (xiii) A created parapet line sign shall only be favoured where the erection of such a sign shall complement or enhance the building upon which it is to be erected and the streetscape within which it is to be erected. A created parapet line sign is not to extend more than 1 metre above the roofline to which it is attached. The 'created' area of the parapet line, ie the area of the sign extending beyond the parapet line is not to exceed 25% of the area of the sign. These controls may be relaxed where the extension of the sign above the parapet line would increase consistency in architectural features between the premises upon which the sign is erected and surrounding premises.

Façade

- (xiv) A façade sign is not to project more than 300mm from the wall to which it is affixed.

A façade sign is not to have an area of greater than 20m² or 30% of the façade area (calculated using the façade of the building storey upon which it is to be constructed, exclusive of architectural features) whichever is the lessor, nor, in general, extend above a height of 9 metres above the ground.

A façade sign is not to project beyond the edges of a wall unless this improves the appearance of a building or its site. A façade sign which extends above a wall shall be considered as a created roof line sign.

A façade sign is to integrate and be compatible with the architecture of the building on which it is painted or affixed.

Fascia Sign

- (xv) A fascia sign is to be contained within the outline of a fascia and is not to exceed 600mm in height. A sign affixed to a fascia is to have a maximum thickness of 100 mm.

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Fixed Blind Sign

- (ix) A blind sign is to be compatible with the blind and building on which it is displayed. A blind sign is to have a minimum clearance of 2.4 metres between any rigid part of the sign and a footway pavement and 2.1 metres clearance between any flexible part of the sign and a footway pavement.

Pole Sign

- (xvi) Not more than one pole sign having a maximum height of 10 metres and a maximum area of 2.4m² to any side, is to be displayed per street frontage of a site.

The number of pole signs shall be limited to one per 25 metres of frontage of a premises (or part thereof where the premises is less than 25 metres in length). Where there are a number of narrow-fronted premises set back from the dominant building/street alignment, adjoining owners and tenants should be encouraged to share advertising space on one pylon sign designed to carry more than one message on a sign with replaceable panels.

Pole signs may be used in lieu of projecting signs where building setbacks from property lines permit. Such signs shall be unified by standard setbacks, height and clearance determined by similar signs in the streetscape.

Replica Object or Shape Sign

- (xvii) A replica object or shape sign is to fit within a three-dimensional space having rectangular sides, where the sum of the height, width and depth of that space is not to exceed 20 metres. The object or shape which forms the sign shall be of clear and direct relevance to the premises upon which the sign is erected.

The sign shall be appropriate to the scale and character of both the structure or building on which it is displayed and other development within the locality.

Roof Sign

- (xviii) A roof sign is to be contained within an existing or created outline of a building. A structure creating a new outline is to be designed to appear as if it were part of the original building, or otherwise matches or complements its architecture. Utilitarian framed structures are not to be exposed.

The maximum area of such a sign is to be the lesser of 36m² or 50% of the area of the roof on which it is painted as seen from any horizontal direction. The size and form of a roof sign are to be appropriate to the scale and character of both the building on which it is displayed and other development within the locality.

A roof sign is not to extend horizontally beyond the edge of the roof of the building.

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Sign-written Non-Building Structure Sign

- (xix) Such a sign is to be contained within the height and width of the structure on which it is displayed and shall be appropriate to the scale and character of both the structure on which it is displayed and other development within the locality.

The sign shall to be affixed to the structure unless the structure is constructed to withstand the consequent wind or other loads.

Where the sign is painted or otherwise affixed to the inward side of a rear or side fence along the boundary of a site the sign shall have a maximum area of 1.2m².

Sporting Field Fence Sign

- (xx) A sporting field fence sign shall be erected so as not to be readily discernible from a road or other public place. If the sign is readily discernible from a road or other public place, it shall be treated as a sign-written non-building structure sign.

Wall Sign

- (xxi) A wall sign is not to project more than 300mm from the wall to which it is affixed.

A wall sign is not to have an area of greater than 20m² or 30% of the wall area (calculated using the wall of the building storey upon which it is to be constructed, exclusive of architectural features) whichever is the lesser nor, in general, extend above a height of 9 metres above the ground.

A wall sign is not to project beyond the edges of a wall unless this improves the appearance of a building or its site. A wall sign which extends above a wall may be considered as a created roof line sign.

A wall sign is to integrate and be compatible with the architecture of the building on which it is painted or affixed. A sign is not to obstruct a pedestrian's view of traffic, or a motorist's or cyclist's view of pedestrians, other traffic, or the road ahead.

5.0 General Assessment Guidelines

Size of Signs

- (i) No sign is to have an area greater than 45m².

Sign Number

- (ii) The number and nature of signs shall be compatible with the character of the area in which it is to be located.

Streetscape

- (iii) The scale, proportions and form of signs is to be appropriate for the streetscape or other setting created by existing development, landscaping or signage. A sign proposal may improve a streetscape and reduce clutter by rationalising and simplifying existing signage, by screening unsightliness, by in-filling to align facades, by better defining the edges of streets or other public places, or by supplementing the landscaping.

Civic Improvement

- (iv) Signs are not to detract from the expenditure and efforts of the public and private sectors to improve the quality of urban environments.

Skyline

- (v) Signs which would appear on the skyline, particularly the night-time skyline, are to be simple and elegant.

Views & Vistas

- (vi) Signs are not to block or compromise a view or vista of value.

Visual Rights

- (vii) Signs should respect the visual rights of other property owners to ensure equal access to advertising space and not obscure, dominate or overcrowd the view of existing or prospective development or signs on neighbouring properties.

Visual Interest

- (viii) An exceptionally well designed or creative sign may be considered an attractive feature or spectacle in its own right, and justify approval, despite non-compliance with the provisions, conditions, criteria or other considerations of this local law policy.

All signs shall be designed, constructed and finished to a professional standard.

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Visibility

- (ix) A sign shall, as far as practicable, face the observer as he or she approaches and shall ensure the prominent display of street numbers where appropriate. A sign shall be of an appropriate size, style and location so as to enable observers to understand the message in time to respond. Appropriate sign size and height shall be established according to the following principles:
- Ground floor and under awning signs are to be designed for pedestrians and read at a distance of 15 metres.
 - First and second floor wall signs, pylon signs and pole signs are to be designed to be read up to 220 metres away, aimed at both pedestrians and slow moving vehicles.
 - High wall signs are to be designed to be read up to 280 metres away, for the long distance viewer, aimed at vehicles moving 80 kilometres per hour and faster.

Heritage

- (x) Where a sign is to be located on a heritage place, more favourable consideration will normally be given to a sign which is in keeping with the original character and period of the heritage place, notwithstanding of the other provisions of this local law policy.

Where a sign is proposed to be located on a place that is listed in accordance with the Queensland Heritage Act or the Australian Heritage Commission Act sign applicants are advised to contact the Queensland Heritage Council or the Australian Heritage Commission respectively.

Government Owned Land

- (xi) This local law policy shall apply to all signs erected on government owned land however the owner of the land has the right to further restrict the amount and design of signs erected on that land.

Generally signs on or within the perimeter of government owned land are to be restricted to the name of the organisation in use of the land, the type of activity carried out on the land, and contact names and numbers for the organisation.

With regard to sporting field fence signs:

- Signs are to be erected on a seasonal basis only for the period of the sponsorship deal with the advertiser and the organisation using the oval.
- Signs are to be erected on the inside of the boundary fence and to face toward the oval.

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- Signs are to be erected in a manner to prevent any injury or damage to any person or thing. The sign is to be covered by a dedicated public liability insurance policy of not less than \$5,000,000 providing indemnity for the government.
- Approval of an application for a licence to erect a sign may be terminated or varied by Council at any time at the discretion of Council.

Sites & Buildings

- (xii) Signs located in new developments shall be incorporated in the architecture of the buildings or site planning and layout of uses on the premises so as to complement the scale, architecture and character of the premises to which it relates. A sign strategy shall be established to enable the integration of sign proposals for all businesses located on the subject premises.

Individual signs in existing developments are to be considered in relation to the scale, proportion and other characteristics of structures, landscaping and other signs on a site. (This is of particular relevance in large developments, such as shopping centres, where it is desirable to co-ordinate the signs of a number of different tenancies.)

Sign proposals may improve the appearance of sites by increasing landscaping, screening unsightliness or rationalising the amount of signs so as to reduce clutter.

Containment within Building Outline

- (xiii) A sign should not normally extend above or beyond a building to which it is affixed. However, such an extension may be considered appropriate in certain circumstances, for example where:
- The advertisement would be more compatible with the building or its surroundings than it would otherwise be
 - The supporting structure for the sign would be more effectively screened
 - The sign and its supporting structure is designed to appear as a compatible addition to the building
 - The sign and its supporting structure are a desirable design feature in themselves
 - The sign screens an unsightly view
 - The sign improves the outline of a building or group of buildings

Facades

- (xiv) A sign, including its supporting structure, fixing devices and services, should not detract from the appearance of a building façade.

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A sign should be considered as another design element to be incorporated in the existing elevational treatment of a building, in a manner which respects the style, scale, alignments, patterns and other architectural qualities of the building as well as the surrounding streetscape.

Signs 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.

Façade Grid Analysis

(xv) The following is a step-by-step outline of how to perform the process of Façade Grid Analysis for the purposes of successfully integrating sign design into the streetscape.

Step 1. To identify sign opportunities the facade must be subdivided using the main design lines to form a series of panels. An example is shown in Figure 28.

Step 2 To identify possible sign panels the rectangles of the grid may be used separately to be joined together to form horizontal or vertical panels. Figure 20 shows examples of such panels.

The scale of advertising signs should be compatible with the buildings they are on, as well as with nearby buildings, street widths and other existing signs. In most cases, appropriate dimensions are achieved by restricting signs to grid locations or panels. This ensures that the original architectural character (set by the lines of awnings, window and door openings, parapet lines and setbacks) remains dominant.

On buildings with decorative facades, signs should not be placed on the decorative forms or mouldings. Instead, they should appear on the undecorated wall surfaces, unless architecturally-designed sign panels are provided.

Figure 20 also shows that a building may be given a horizontal or vertical appearance simply by the way in which the sign panels are arranged across or down a building.

Step 3. Applying the technique to a series of buildings shows the possible panels for the streetscape and provides the basis for developing patterns and themes. Figure 29 shows how the technique produces a uniform and clean series of sign possibilities instead of a haphazard array.

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Figure 30, on the following page, shows that sign panels do not have to be rectilinear in design or contained in a perimeter margin unless these impose an architectural formality or introduce a continuity with the surrounding area which is presently lacking in the building.

Figure 31 shows how a variation of the technique can be used to help correct discontinuities in streetscape. The lines of adjacent buildings may be projected across the facade of the building, thereby defining horizontal panels in which signs may be located. This will achieve visual continuity with neighbouring buildings.

Not every panel identified using this technique should be used to display a sign. Identifying which panels and the number of panels to be used is determined by:

- location of existing signs; and
- character and quality of the streetscape.

Traffic Safety

(xvi) A sign is not to obstruct the passage of pedestrians or vehicles.

A sign is not to obstruct a pedestrian's view of traffic, or a motorist's or cyclist's view of pedestrians, other traffic, or the road ahead.

A sign is not to be distracting to drivers in close proximity to intersections, traffic signals, railway crossings and vehicle merging and weaving situations. Illuminated and moving signs cause the most distraction, particularly where they produce glare or dazzle.

No sign is to be designed so as it could be confused with a traffic control device. An illuminated sign or moving sign is not to be located beside or behind a set of traffic signals.

A sign is not to resemble a traffic sign or contain a facsimile of a traffic sign.

Any sign containing glass or brittle acrylic shall be so constructed or enclosed so that if it is broken any piece of glass or brittle acrylic material shall not fall to a footway.

Roadside signs shall not be permitted in the following locations:

- Within and adjacent to intersections as described in Figure 8.
- In medians, traffic islands or roundabouts
- Within thirty (30) metres of a traffic warning or directional sign
- Closer than three (3) metres from the bitumen edge where no kerb and channel exists or outside the footpath area where kerb and channel exists

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Clearances

- (xvii) All signs (other than a blind sign or a canopy sign) displayed over a footway, path, cycleway or the like are to have a minimum clearance of 2.4 metres between the lowest part of the sign and the pavement. Such signs shall also be located at a height which avoids impact from footway maintenance vehicles and discourages vandalism.

All signs displayed over a road or other place where vehicles are able to pass are to have a minimum clearance of 5.7 metres from the surface of the road or other place.

No sign with moving parts is to be located in or adjoining a footway or other pedestrian place, unless it is so designed or positioned that the moving parts are out of the read of pedestrians.

Supporting Structures

- (xviii) The supporting structure of a sign is to be structurally sound. This condition is satisfied if the structural elements have been approved in accordance with the Building Act 1975.

No support, fixing, suspension or other system required for the proper installation of a sign is to be exposed, unless designed and constructed in a simple, neat and tidy manner or as an integral feature of the sign.

Electrical Systems

- (xix) All electrical services and systems are to comply with the current Standards Association of Australia Wiring Rules and the requirements of the supply authority.

All conduits, wiring, switches or other electrical apparatus installed on a sign are to be concealed from general view. No electrical equipment is to be mounted on an exposed surface.

All illuminated signage is to be designed to make the best possible use of the most energy efficient equipment and light sources available.

Maintenance

- (xx) Both the display and the supporting structure of an advertisement is to be properly maintained at all times.

All advertisements are to be constructed and installed so as to facilitate regular maintenance.

An illuminated sign will be permitted only when it is demonstrated that provision has been made for regular maintenance.

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Content of Signs – Code of Ethics

- (xxi) The Council considers the content or message of a sign is NOT a matter for its jurisdiction, except in so far as it determines the function of the sign listed in Table 1 of this local law policy.

Concerns or complaints about the content of signs should be directed to the Advertising Standards Board at the following address:

Suite 2, Level 5
99 Elizabeth Street
SYDNEY NSW 2000
Telephone: (02) 9954 9781
Fax: (02) 9233 8868

Figure 9 - Integrating landscaping and signs

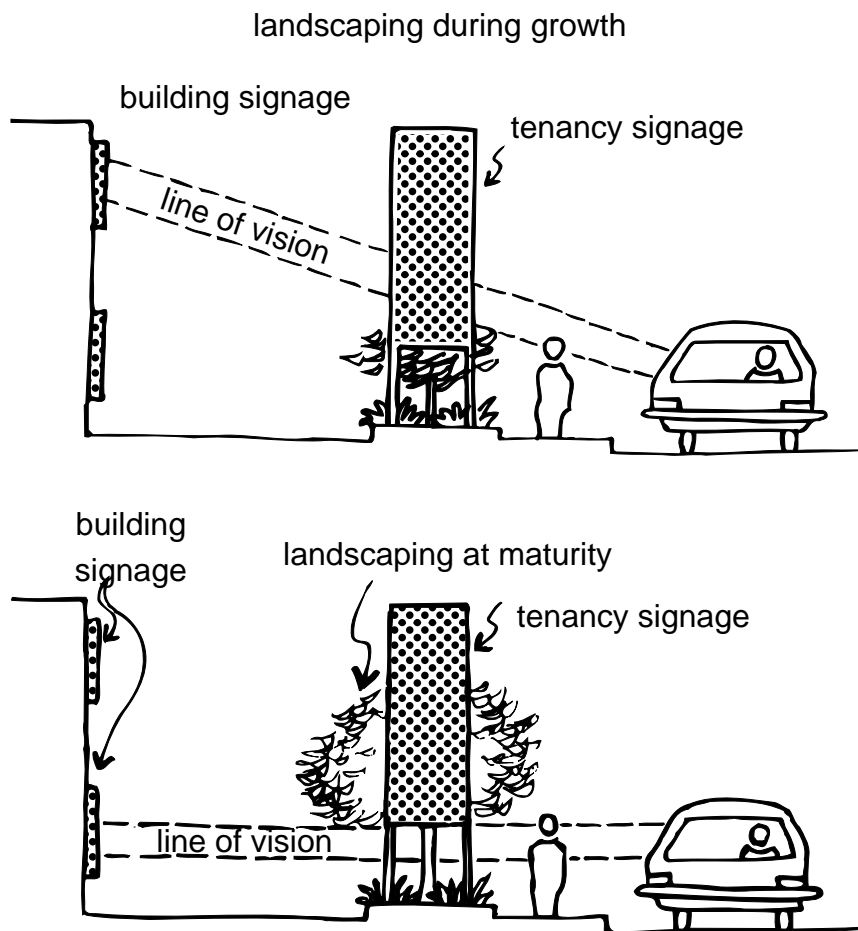
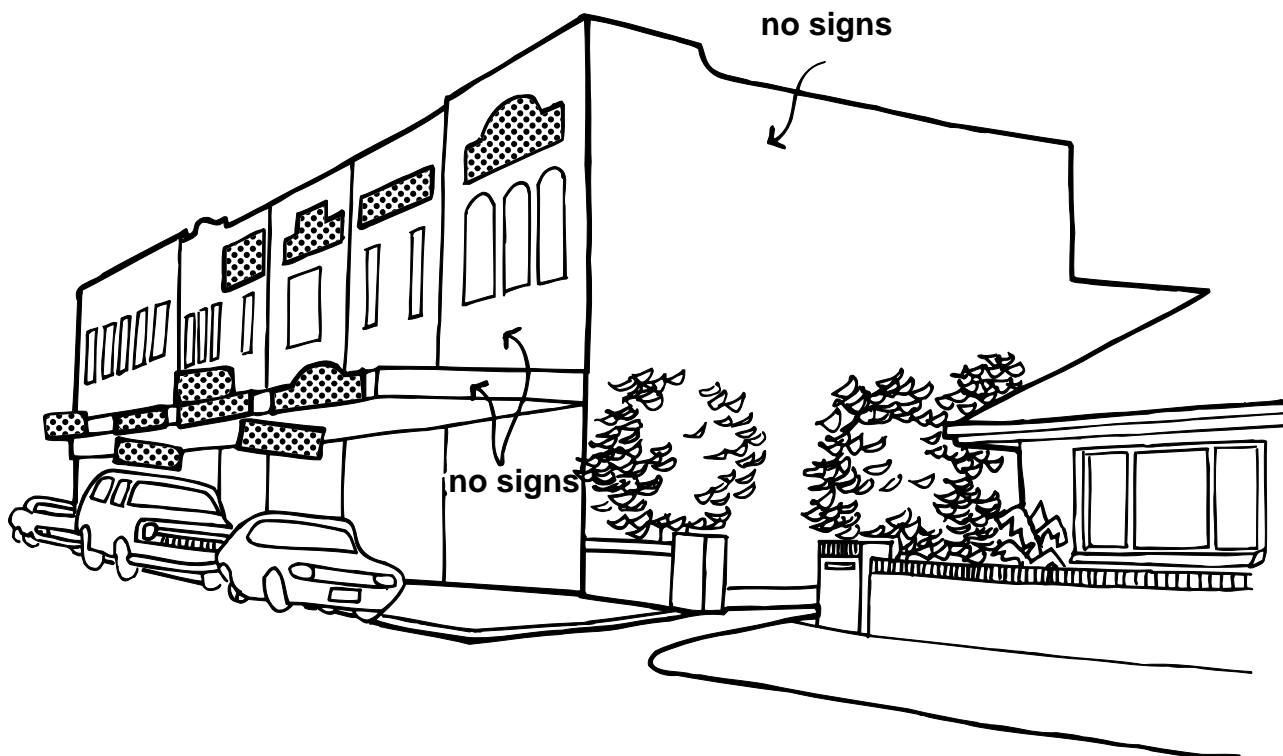


Figure 10 - Protecting residential amenity



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Figure 11 - Free standing pylon signs

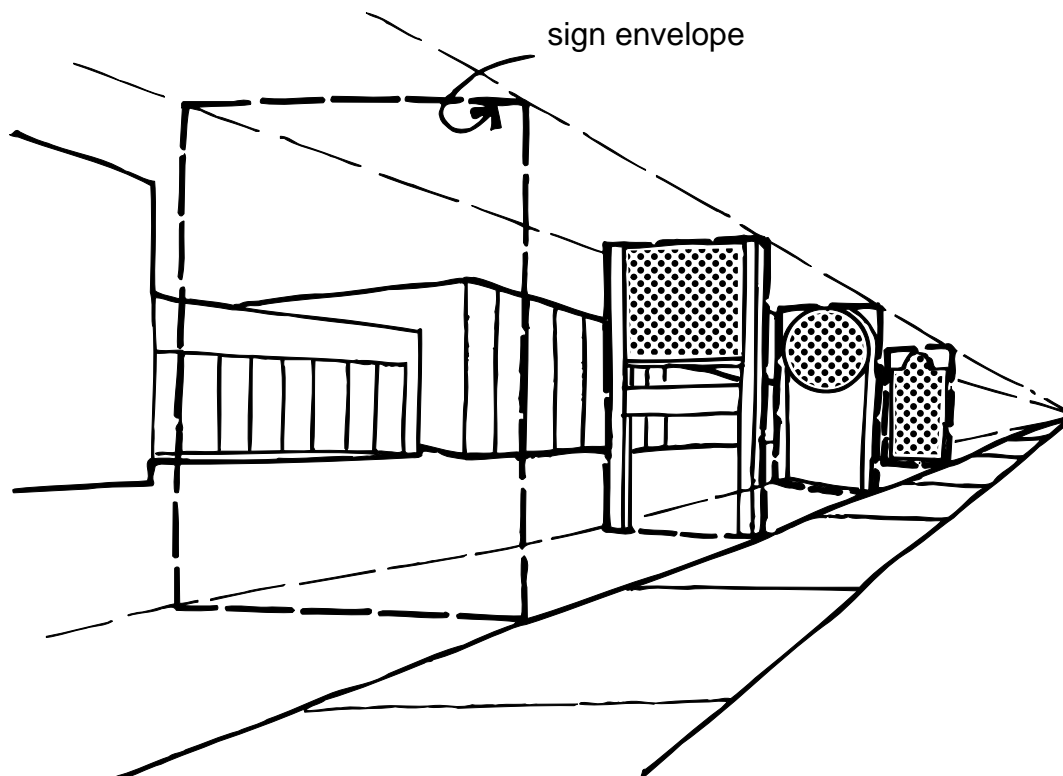
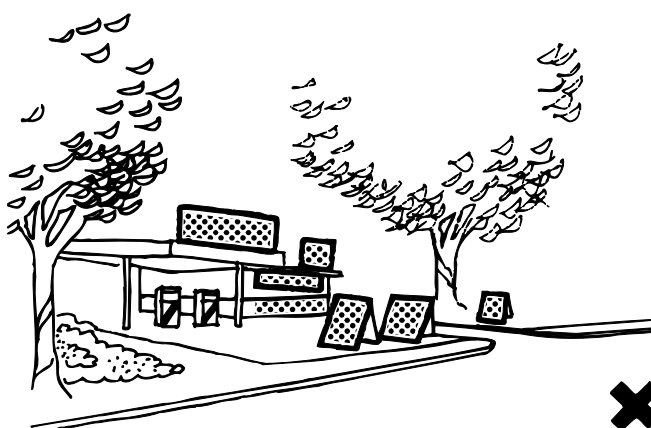
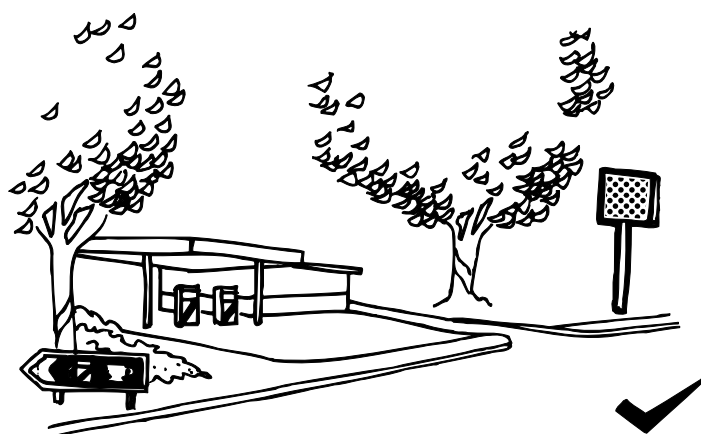


Figure 12 - Limiting sign numbers



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Figure 13 - Tourism destinations coordinated in roadside information bays

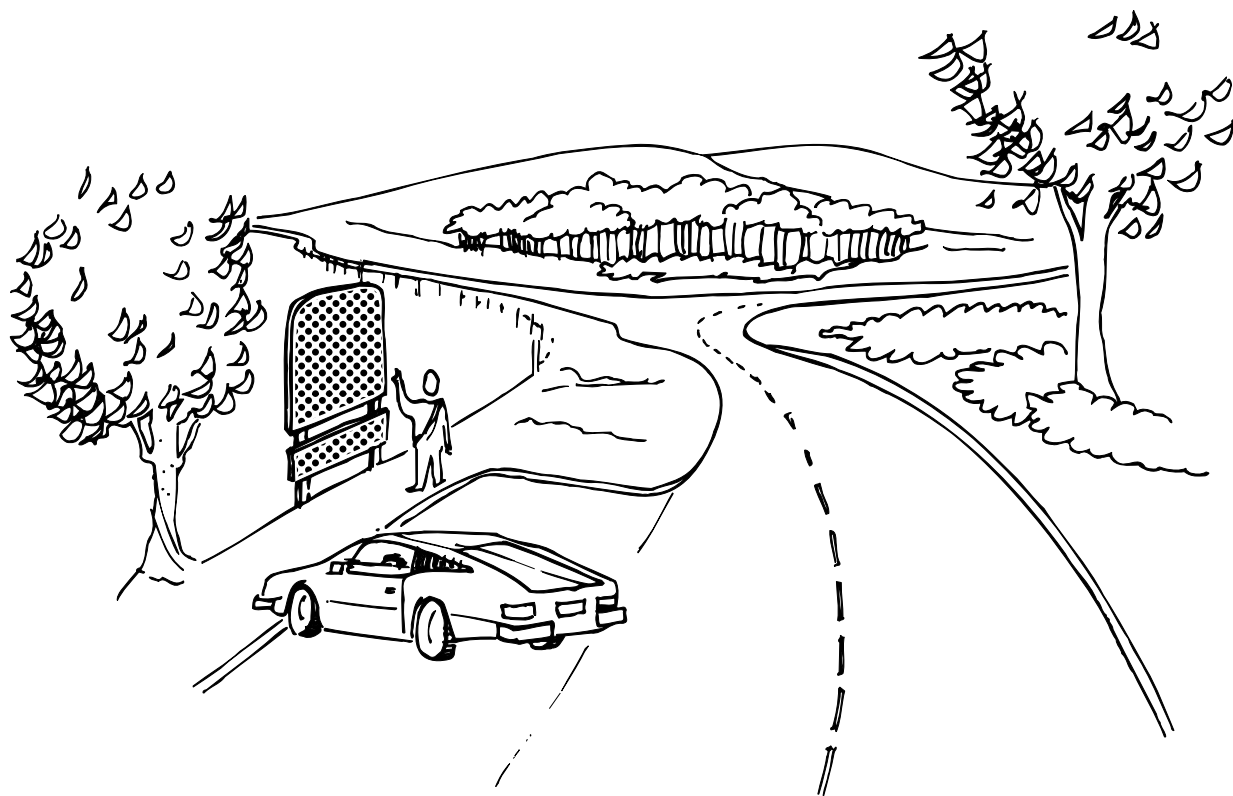
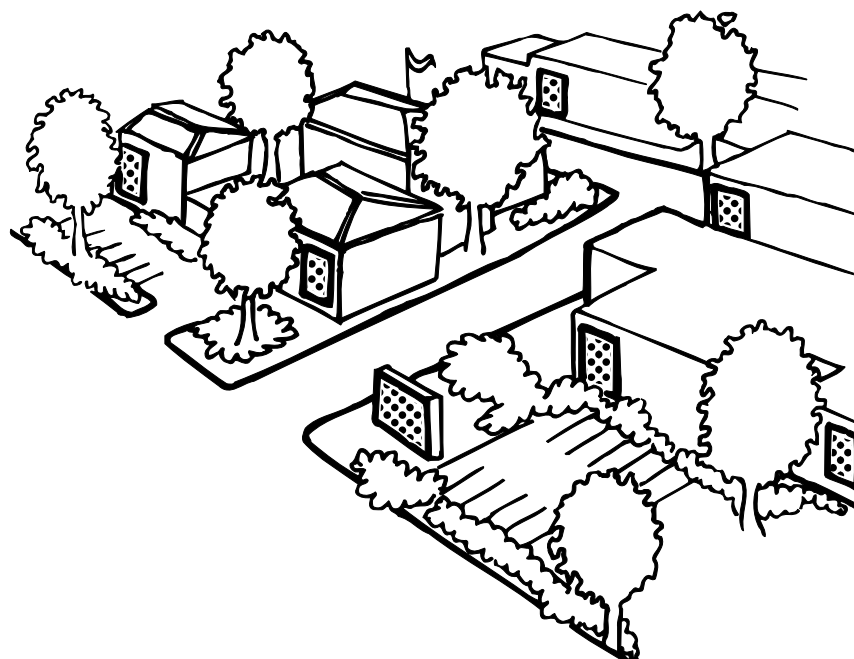


Figure 14 - Multiple occupancy



1. Please note that this is not a legally binding document. You should refer to the original Local Law Policy and the Amendment Local Law Policy for legal proceedings.
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Figure 15 - Integrating landscaping and signs

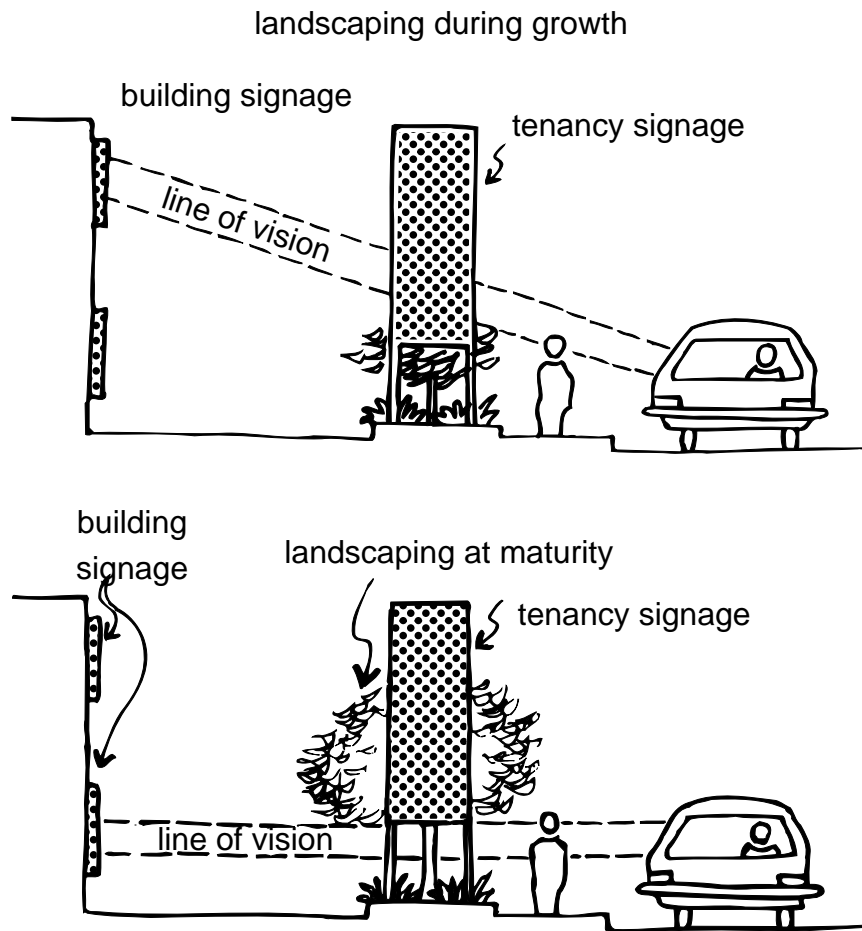
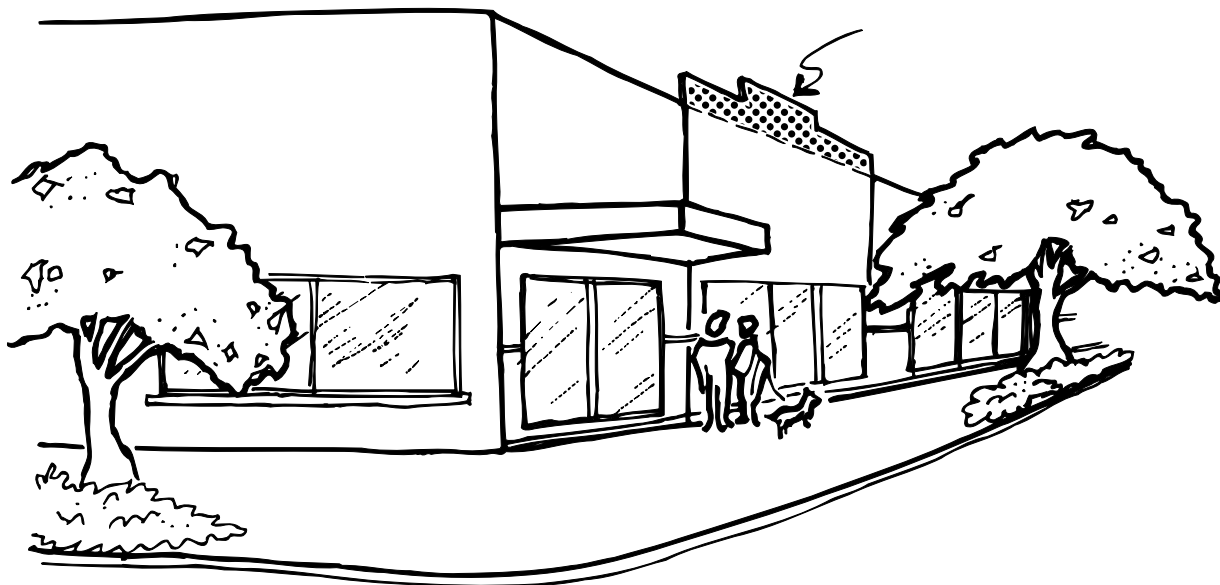


Figure 16 - Created parapet line sign with architectural presentation and an interesting skyline



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Figure 17 - Free standing pylon signs

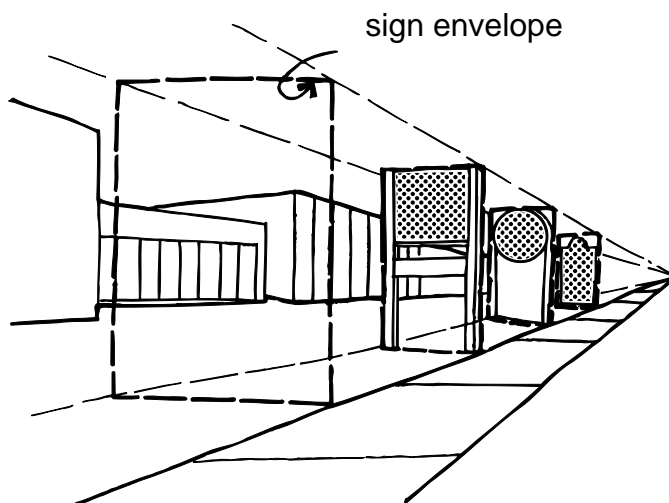


Figure 18 - Pillar sign

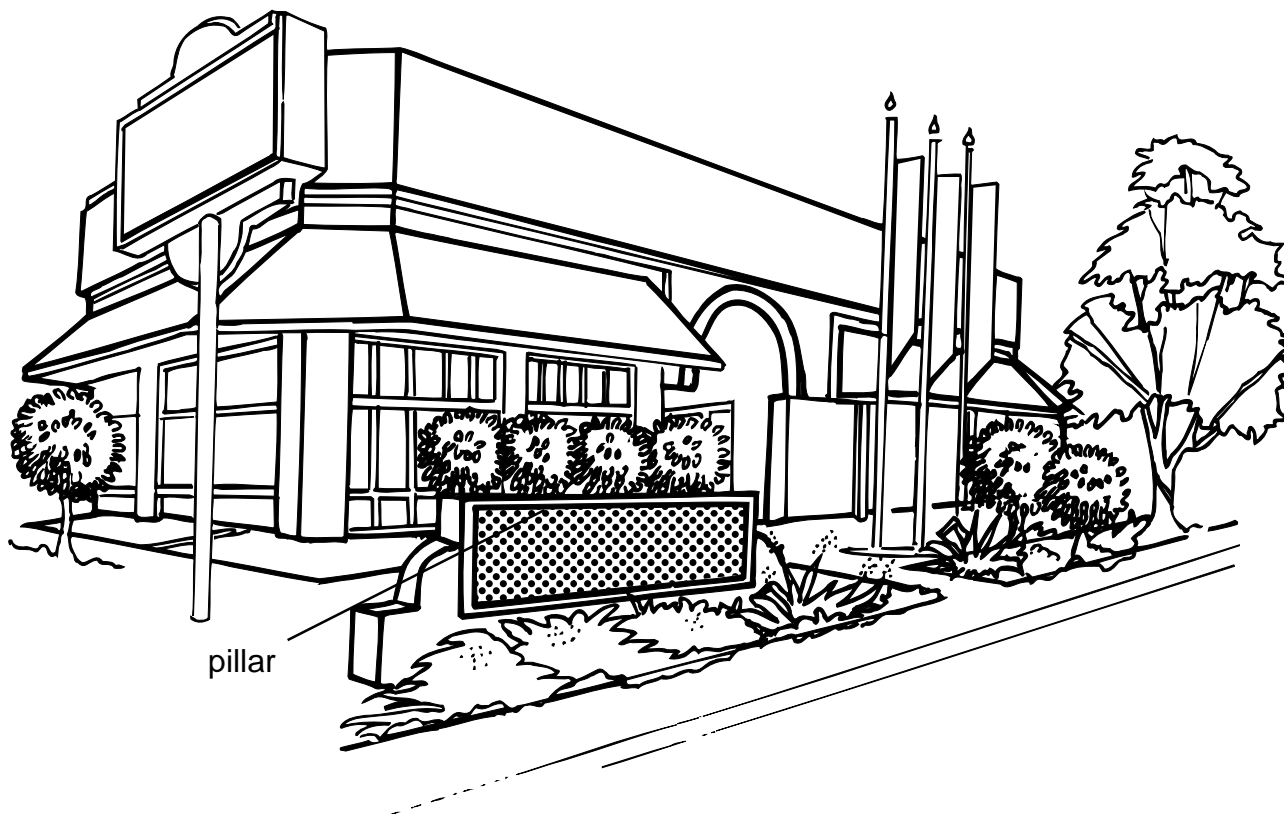


Figure 19 -Protecting residential amenity

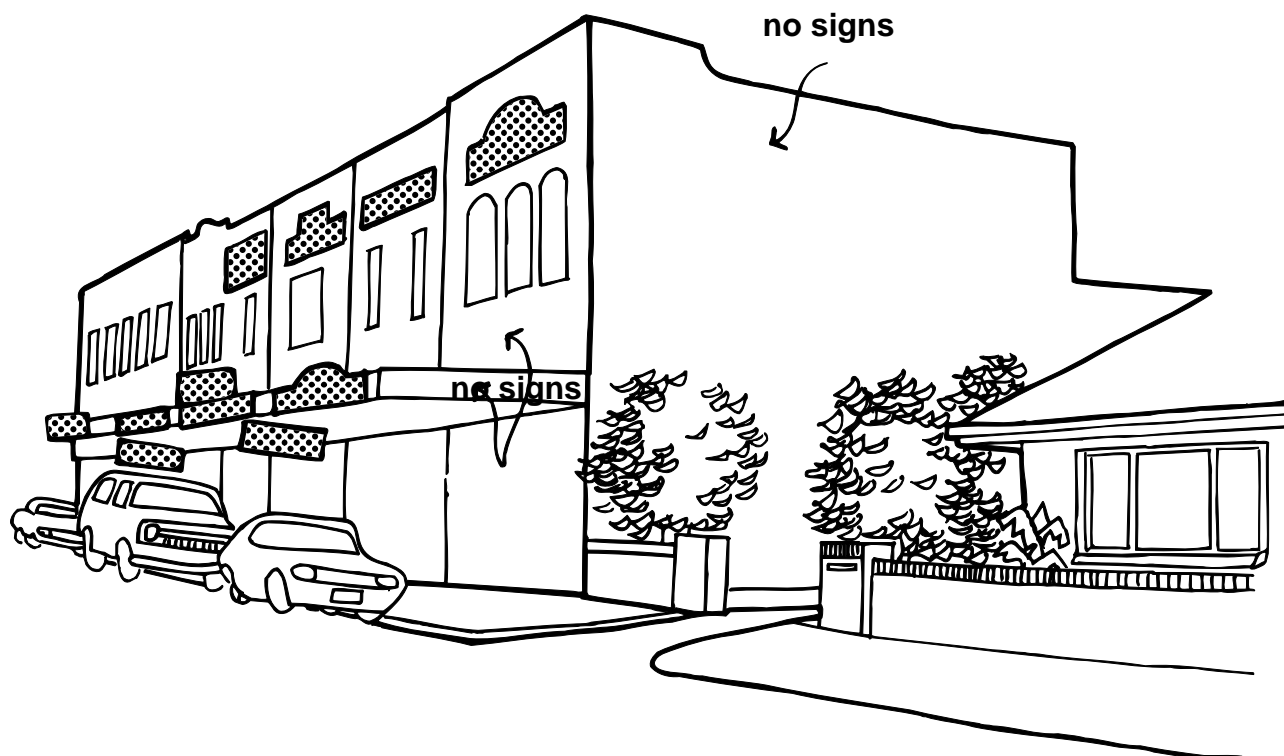


Figure 20 - Tourist directional sign

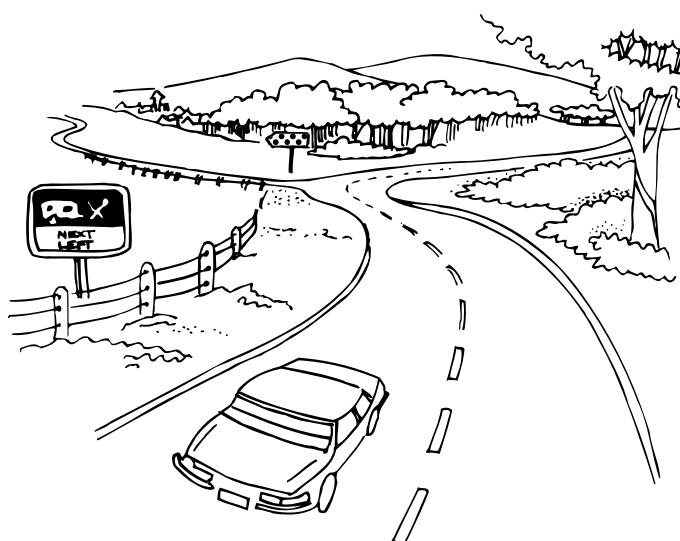


Figure 21 - Names of properties

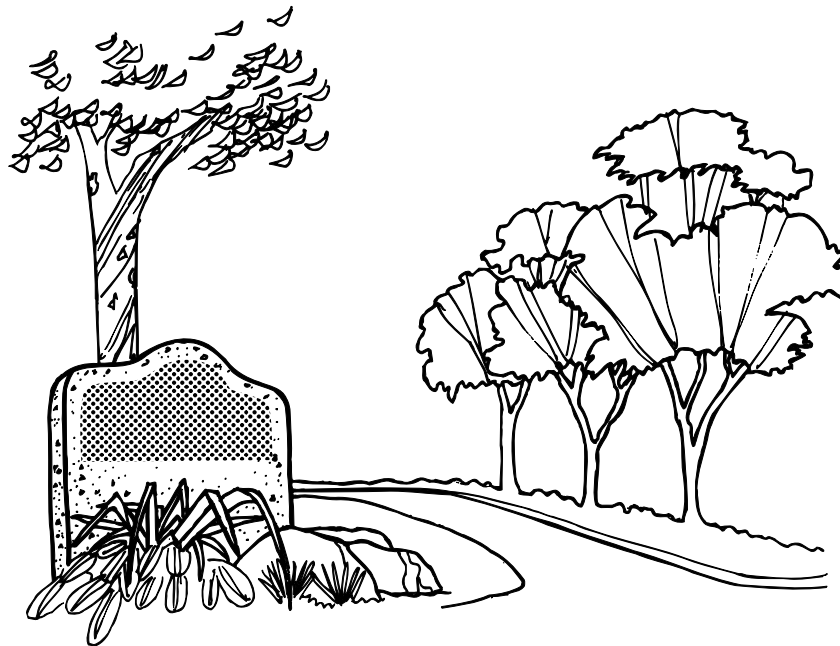
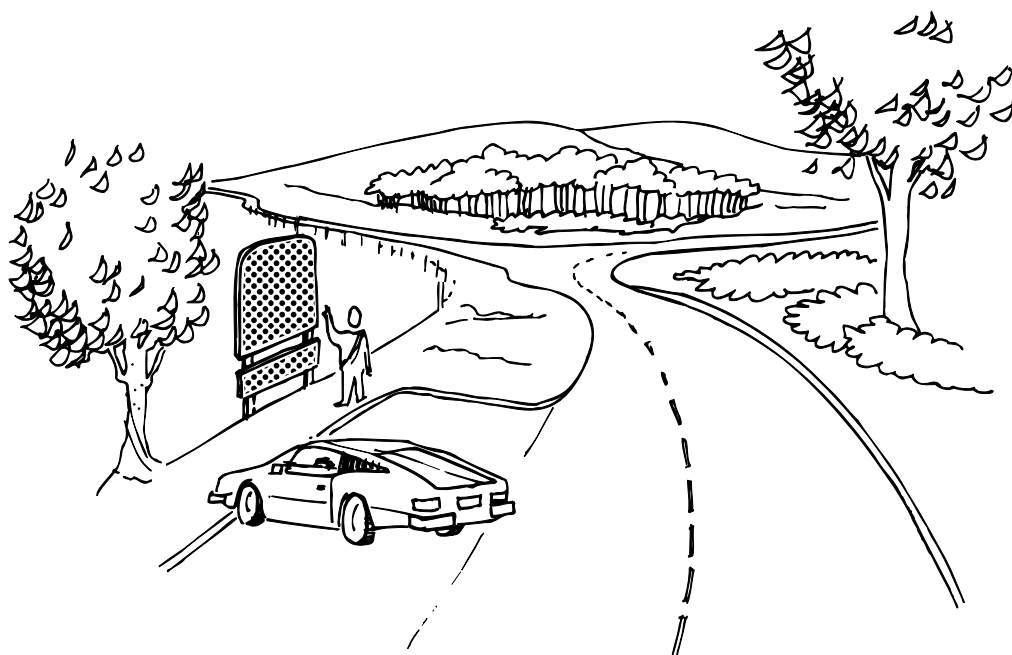


Figure 22 - Tourism destinations coordinated in roadside information bays



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Figure 23 - Limiting sign numbers

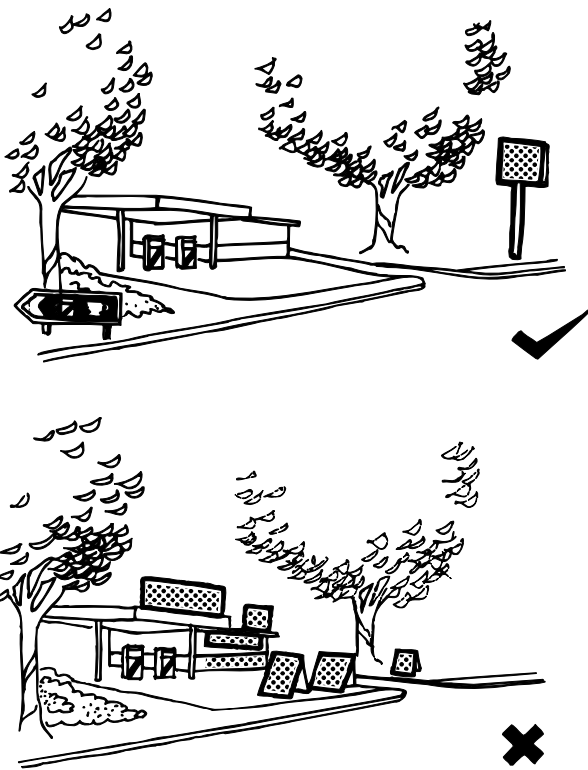
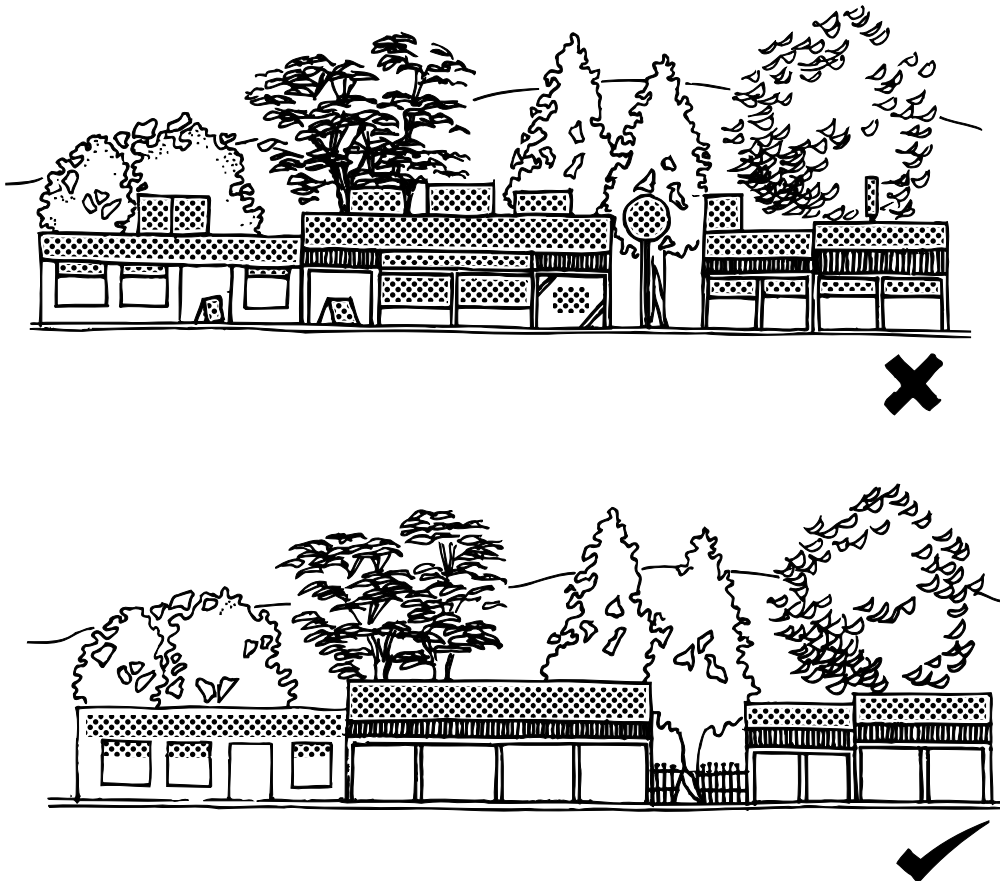


Figure 24 - Complementing the scale, architecture and character of the premises, streetscape and landscape



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Figure 25 - Establishing the facade grid

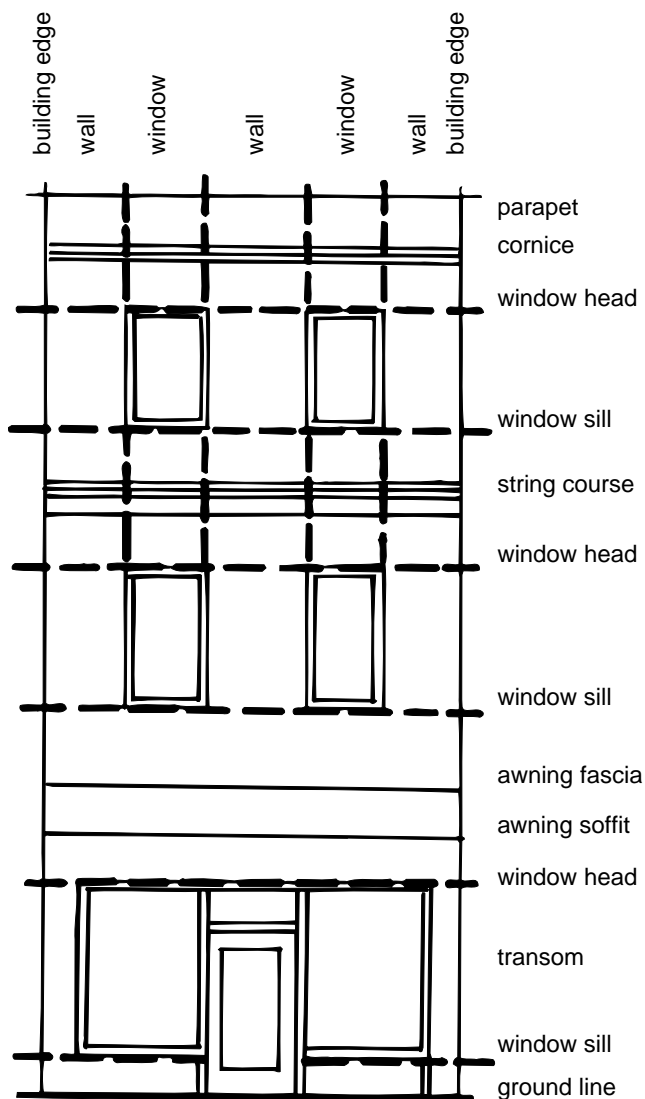
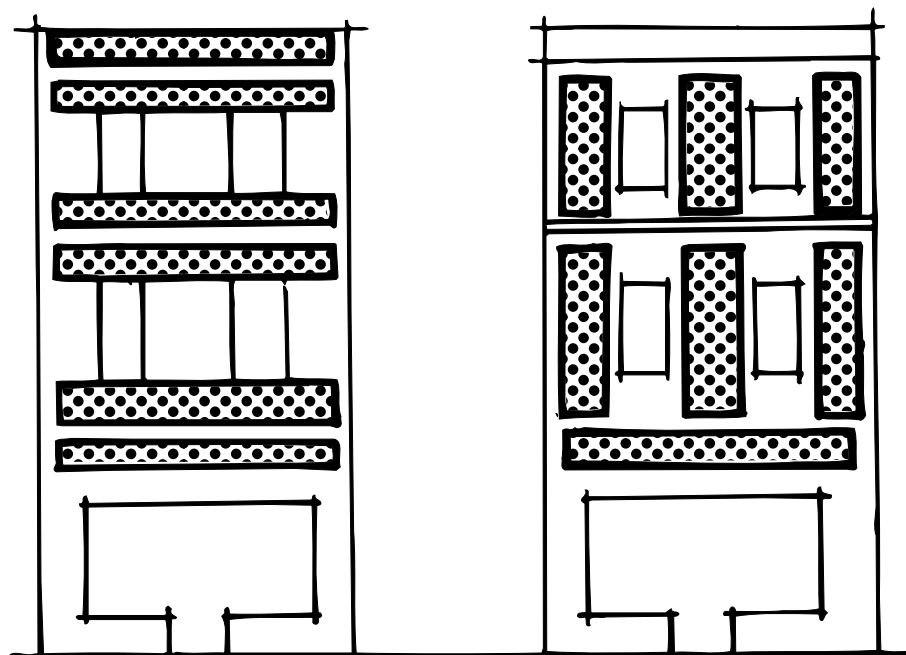


Figure 26 - Horizontal and vertical panels



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Figure 27 - Improving discontinuities in streetscapes

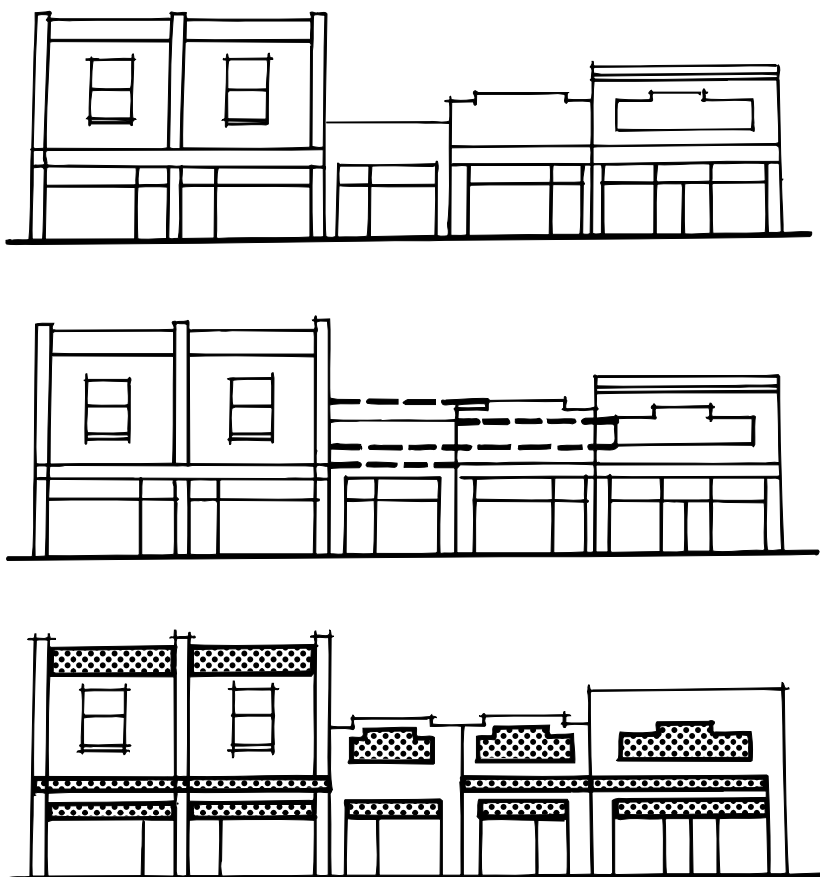
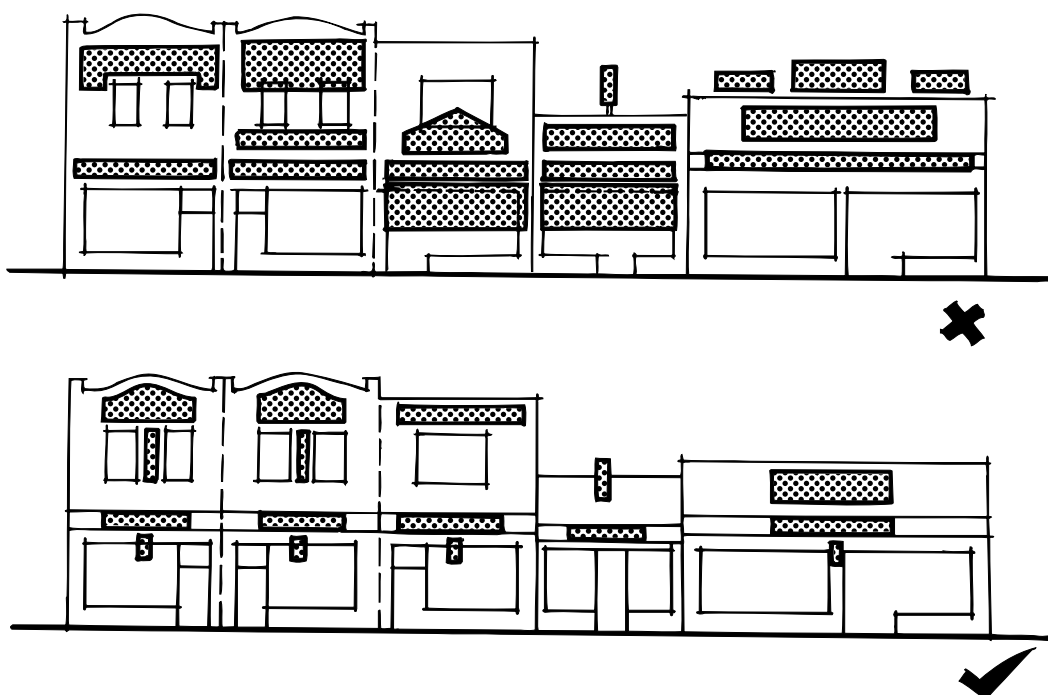


Figure 28 - Developing patterns and themes



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Figure 29 - Visibility zones

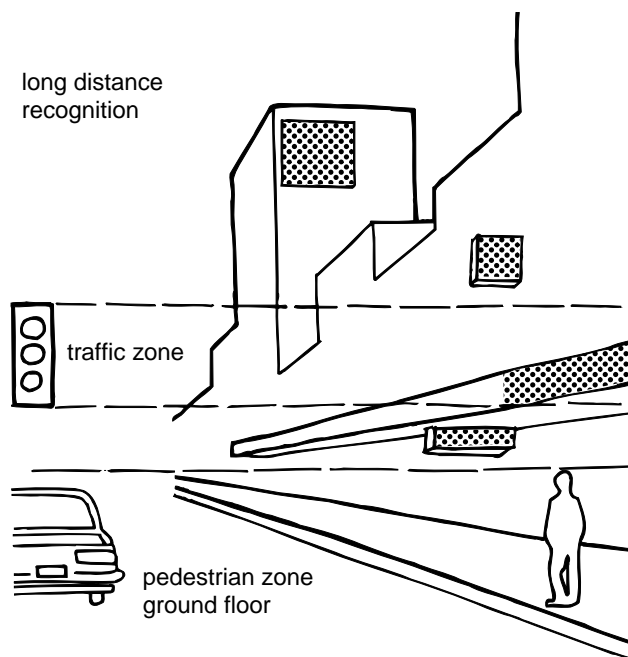


Figure 30 - Clear visibility for pedestrians and motorists

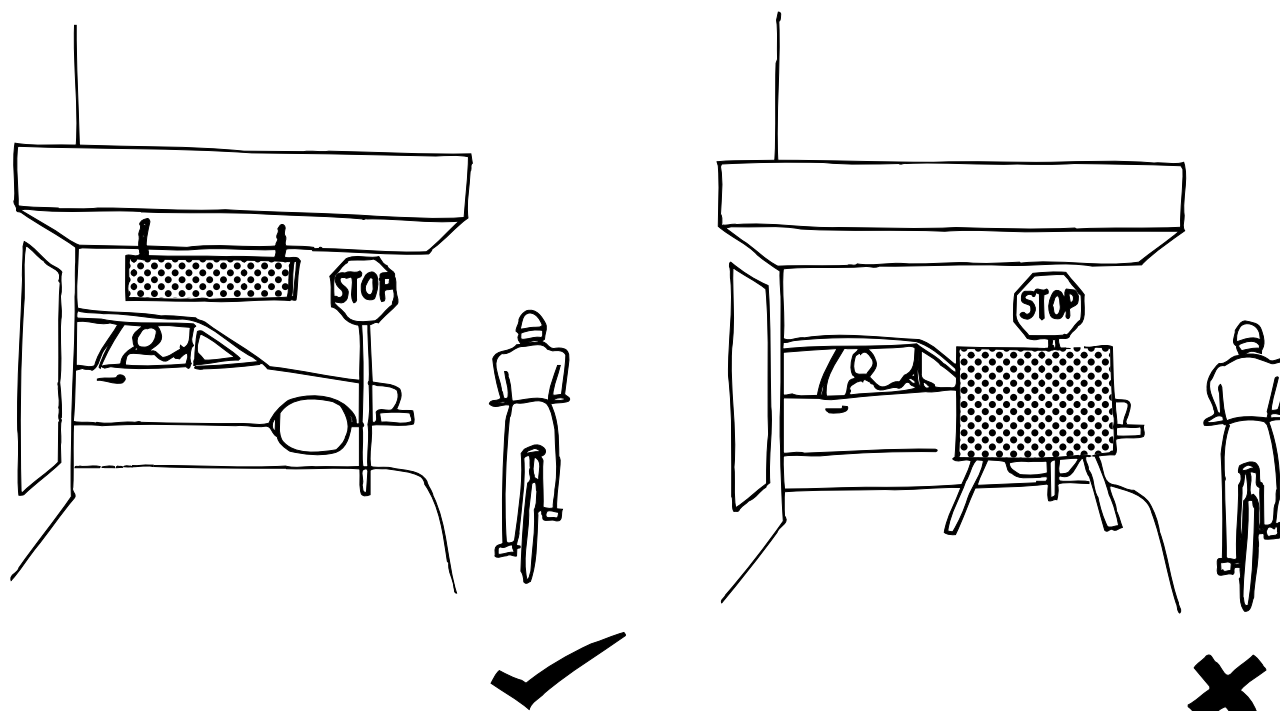
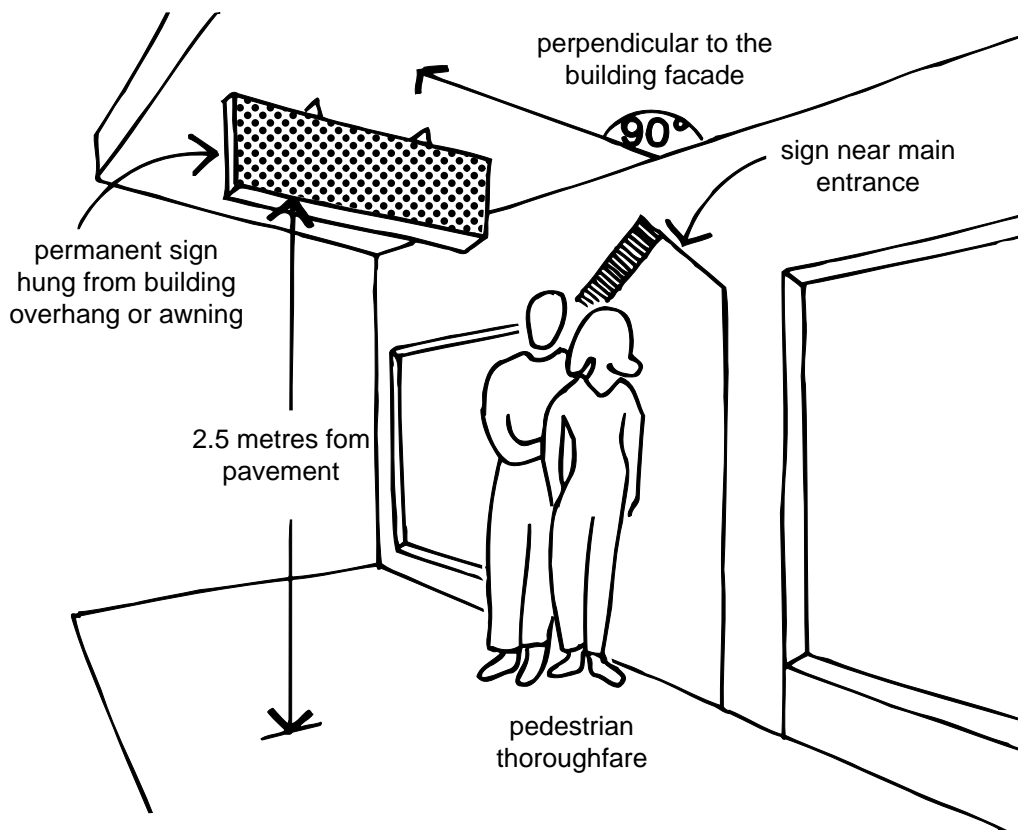


Figure 31 - Under awning sign clearance



This and the preceding seventy-one (71) pages bearing my initials is a certified copy of Amendment Local Law Policy (Control of Signs) 1999 made, in accordance with the provisions of the Local Government Act 1993, by the Redland Shire Council by resolution dated 1 December 1999.

.....
Chief Executive Officer
10/12/99