



GENERAL

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4.6 General Codes

4.6.1 Design and Siting of Advertising Devices Code

Purpose

The purpose of this Code is to:

- ensure that Advertising Devices do not adversely impact on the streetscape or detract from the amenity of the locality;
- ensure that Advertising Devices are appropriate to the scale of surrounding Buildings and the locality;
- ensure that any Advertising Devices which are incorporated in the Site design of a development or the architecture of a Building, complement the Building or development;
- limit the number of Advertising Devices to avoid excessive signage throughout the Shire; and
- ensure that Advertising Devices do not dominate the surrounding vegetation, Landscaping or natural features of the environment and scenic amenity values of the Shire.

Applicability

This Code applies to assessable development for:

- Material Change of Use:

Except for the following Uses in all Localities:

- Caretaker's Residence
 - Educational Establishment
 - Home Industry
 - House
 - Outstation/Seasonal Camp
 - Primary Industry
 - Private Forestry
 - Public Utilities and Facilities
 - Special Residential Use
- Operational Work – Placing an Advertising Device on Premises not associated with a Material Change of Use.



Elements of the Code

Signage Type

PERFORMANCE CRITERIA	ACCEPTABLE SOLUTIONS
<p>P1 Advertising Devices are subservient in scale to the primary use of the Site and relate to the use/s carried out on the Site.</p>	<p>A1.1 Where a Balloon, Blimp, Kite, Bunting, Flag, Banner or similar:</p> <ul style="list-style-type: none"> • safely tethered to the ground, Building or structure; • maximum one per business; • displayed for one calendar month; • not located over or attached to the ground of a Council controlled Road or a State-Controlled Road (SCR). <p>A1.2 Where a Below Awning Sign:</p> <ul style="list-style-type: none"> • maximum one per business, or one per Frontage; • maximum Height of 0.6 metres • ground clearance not less than 2.6 metres • maximum width of 0.3 metres; • maximum length of 2.5 metres and does not project beyond the awning.

	<p>A1.3 Where a Chalk Board or A Frame Sign:</p> <ul style="list-style-type: none"> • maximum of one Chalk Board or A Frame Sign per business, or Frontage; • maximum Height of 1 metre; • maximum width of 0.6 metre; • able to be readily relocatable on a daily basis, if located within a Road reserve; • do not rotate or spin in the wind; • only allowable within a State-controlled Road reserve where the speed limit is 60 km/hr or less; • if located within the Road reserve, located a minimum of 1 metre from the kerb; <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> • where no kerb, a minimum of 10 metres from the edge of the Road carriageway. <p>A1.4 Where a Directional Sign:</p> <ul style="list-style-type: none"> • if attached to a street sign, has the same dimensions as the street sign, unilluminated and advertising the name and distance/direction to the business; • maximum of one directional sign per business attached to any street sign; • if attached to a property boundary fence or gate, maximum area of 0.3 m², unilluminated and advertising only the name and distance/direction to the business which is carried out on the property; • maximum of one directional sign to any property boundary fence or gate for each Road Frontage.
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	<p>A1.5 Where a Fascia Sign located on the fascia of an awning:</p> <ul style="list-style-type: none">• maximum of one fascia sign per business or one per Frontage;• maximum Height above Ground Level of 2.5 metres;• does not project above or below the fascia of the Building;• does not project within 0.45 metre Setback from the face of the kerb or where no kerb exists, 0.30 metre from the fascia. <p>A1.6 Where a Home Activity or Home Based Business Sign:</p> <ul style="list-style-type: none">• maximum of one sign per business;• maximum area of 0.3 m²;• located on the same premises as the Home Activity/ Home Based Business;• not illuminated;• advertises only the name and occupation of the operator of the business. <p>A1.7 Where a Projecting Wall Sign:</p> <ul style="list-style-type: none">• maximum of one projecting wall sign on any building facade or boundary wall;• does not project further than 0.75 metres from the building line;• minimum vertical clearance of 2.6 metres from the ground;• not located above any awning and located at ground floor level;• maximum surface area of 1 m²;• maximum depth of 0.3 metres;• does not project above the roof, parapet, or Building or wall line.
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	<p>A1.8 Where a Symbol, being any ornamental design or device not otherwise described, whether or not a message is included in the design or device:</p> <ul style="list-style-type: none">• maximum area of 1 m². <p>A1.9 Where a Tenancy Sign:</p> <ul style="list-style-type: none">• maximum of one tenancy sign per Site or development;• maximum Height of 5 metres;• maximum width of 1.5 metres;• maximum depth of 0.3 metres;• limited to one double sided sign with one advertising panel on each side of the sign, each advertising panel with a maximum area of 4 m²;• located on the boundary of a Site or fixed to a wall on the boundary of a Site to a Road Frontage. <p>A1.10 Where a Wall Sign:</p> <ul style="list-style-type: none">• maximum of one wall sign on any building facade or boundary wall;• maximum area of 4 m²;• maximum length of 3 metres;• maximum Height of 2 metres and sited at ground floor level of a Building or boundary wall;• does not project further than 0.10 metres from the face of the wall. <p>A1.11 Where a Window Sign:</p> <ul style="list-style-type: none">• limited to windows on ground floor level only of any Building, or ground floor level and one level above if the Building is of a commercial nature;• maximum area of 1.2 m²;• maximum Height of 1 metre;• maximum length of 2.4 metres.
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	<p>A1.12 Where an Indirectly Illuminated Sign:</p> <ul style="list-style-type: none">• artificial light limited to illuminating the face of the sign;• does not cause light spillage from the source of external illumination;• complies with other relevant requirements for the particular type of Advertising Device, which are specified in this Code;• not located within a State-Controlled Road or on a Council Road.
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Signage Location

PERFORMANCE CRITERIA	ACCEPTABLE SOLUTIONS
<p>P2 Advertising Devices are located in appropriate areas, relative to the land uses in the area and the amenity and character of the area⁴⁶.</p>	<p>A2.1 Particular types of Advertising Devices are considered appropriate in the following locations:</p> <ul style="list-style-type: none"> • Residential, Rural and Rural Settlement Areas: <ul style="list-style-type: none"> - Home Activity/Home Based Business Sign; and - Directional Sign • Tourist and Residential Areas: <ul style="list-style-type: none"> - Directional Sign; - Projecting Wall Sign; - Symbol; - Wall Sign; and - Indirectly Illuminated Sign. • Commercial and Tourist Commercial Areas: <ul style="list-style-type: none"> - Balloon, Blimp, Kite, Bunting, Flag, Banner or similar (temporary); - Below Awning Sign; - Chalk Board or A Frame Sign; - Directional Sign; - Fascia Sign; - Projecting Wall Sign; - Symbol; - Tenancy Sign; - Wall Sign; - Window Sign; and - Indirectly Illuminated Sign. • Industrial Areas: <ul style="list-style-type: none"> - Balloon, Blimp, Kite, Bunting, Flag, Banner or similar (temporary); - Tenancy Sign; - Wall Sign; - Window Sign; and - Indirectly Illuminated Sign.

⁴⁶ Any Advertising Device located on a State-Controlled Road, must comply with the requirements of the *Transport Infrastructure Act 1994* and in particular the *Ancillary Works and Encroachment Notice (No 1) 2001*.