

9. OTHER CODES

9.1 Code for the Siting and Design of Advertisements

PURPOSE

- (1) This code is intended to provide for outdoor advertisements which:
- Are constructed and maintained to essential standards of public safety in regards to structural design, support and fixing and by causing no significant obstruction of, or distraction to, vehicular or pedestrian traffic;
 - Complement or, at least, do not unreasonably detract from desirable characteristics of the natural and built environment in which the advertisements are exhibited;
 - Primarily provide adequate and effective identification of business premises, community uses and events;
 - Are subservient in scale to the surrounding landscape and built form;
 - Are minimised in location and extent in order to minimise visual clutter and intrusion and are encouraged to be co-located and rationalised as far as practicable
 - Do not significantly impact upon the character of the Shire's principal tourist routes and rural and residential areas by:
 - conserving the natural and/or built character of the area, and/or
 - conserving existing significant views or vistas

DEFINITIONS

For the purposes of assigning assessment levels in Volume 1 and to provide interpretation of this Code, the following definitions apply.

- A sign may be defined as more than one sign type (eg; a 3rd Party Advertisement that is illuminated) - in such cases the provisions for both sign types will be applicable.
- Where there is a question about the definition of any advertisement, Volume 1 Clause 3.1 (2) of the planning scheme provides that Council, as "assessment manager" shall determine the definition.

Definitions for outdoor advertisements are "nested" within 3 major categories for signs.

- Identification signs (business or community organisations);

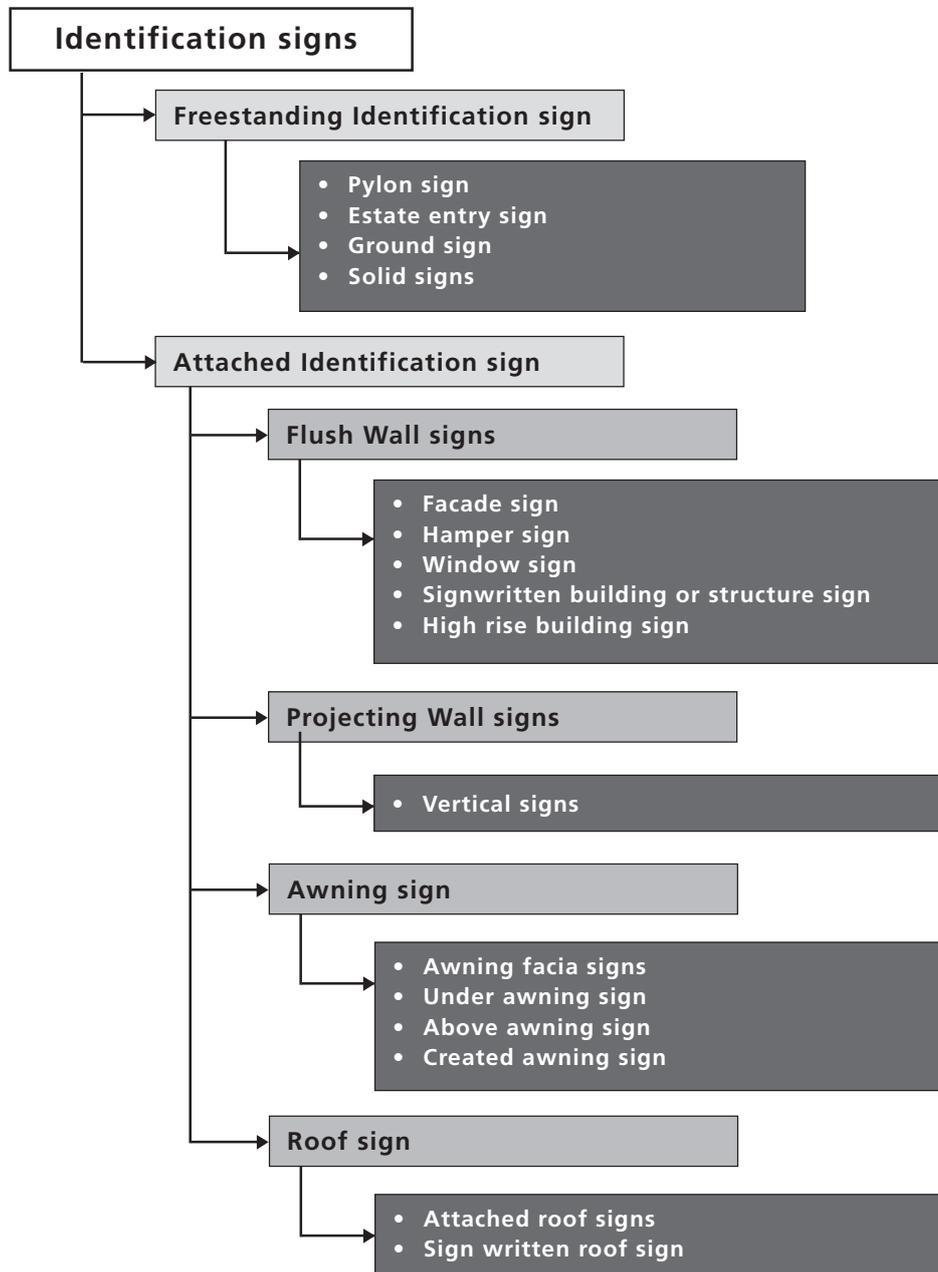
- Third party advertising signs;
- Other signs.

The definitions for and "nesting" of each sign type are provided for in Figures 9.1.1 to 9.1.3.

NOTES

- (1) In addition to this planning scheme code and other relevant provisions of the planning scheme, advertising devices may also require:
- assessment against the Standard Building Regulation and Building Code of Australia, if the advertising device is not exempt Development under the SBR (Schedule 5 Part 2) and being;
 - an attachment to an existing building, projecting more than 1 m from the building; or
 - a structure higher than 3.0 m above ground level;
 - compliance with the policies of the Department of Natural Resources if located on or over public land; and
 - compliance with the relevant Council Local Law.
- (2) Advertisements must not be erected before the use being advertised is lawfully established on a site unless specifically approved by Council;
- (3) An advertisement (whether self-assessable or approved by Council), does not imply that the land may be used for the purpose being advertised. The use of land is subject to additional approval requirements under this planning scheme or other legislation;
- (4) Changing the message on an existing sign is not considered assessable "development", unless the resulting sign is defined as a "Third Party Sign", in which case the new sign will be subject to this planning scheme.
- (5) The code contains general design criteria in Elements 1-2 (Public Safety and Visual Amenity and Character) as well as additional design criteria for specific signs types in Element 3. Both the general and additional measures can apply to any given sign, depending on its location and type.
- (6) For the purpose of calculating the overall dimensions or face area of an advertisement, the size or "sign face", is measured:
- where attached or freestanding, from the outside edges of the signboard; or
 - where painted or applied directly to a surface, to the outside edge of all graphics, measured in a straight line, and inclusive of all spaces and breaks between letters, words or images.

FIGURE 9.1.1 Diagram Illustrating “nesting” of Identification signs

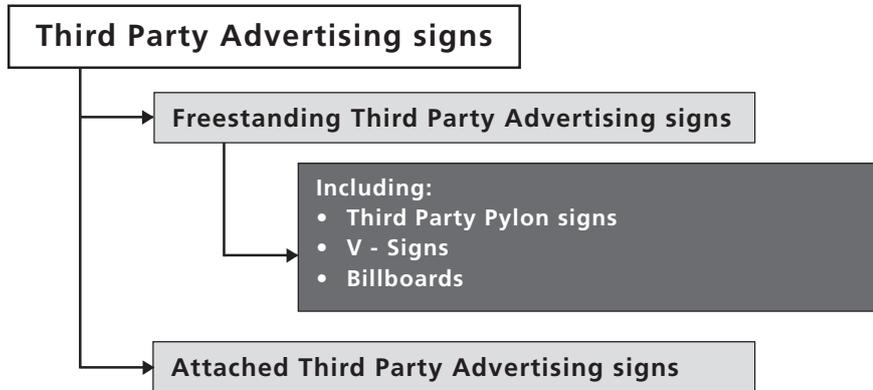


“**Identification sign**” is an advertisement displaying the name, service/occupation and/or general information related to the use, business, facility or organisation conducted on the premise and/or site on which the advertisement is located.

An *Identification sign* may be in the form of a:

- (a) “**Freestanding identification sign**” is an identification sign which is independent of a building and mounted on one or more vertical supports, and includes:
- *Pylon sign* - a freestanding identification sign, higher than it is wide
 - *Estate entry sign* - an identification sign displaying the name of a residential, commercial or industrial estate at the estate entry
 - *Ground sign* - an identification sign integrated into a wall-like structure which sits on or rises out of the ground
- (b) “**Attached identification sign**” is an identification sign, which is attached, painted on and/or supported on a building or structure, and includes:
- (i) “**Flush wall sign**” which is an identification sign attached or applied to the wall of a building and not projecting more than 300mm from the wall and includes:
- *Facade sign* - A sign painted on or attached to the wall of a building other than the transom of a doorway or display window
 - *Hamper sign* - An advertisement attached to or painted on the transom (area above the head) of a doorway or display window and below the awning height or verandah of a building
 - *Window sign* - An advertisement displayed on the glass of a window and including devices which are suspended from the window frame
 - *Stallboard sign* - An advertisement painted on or otherwise affixed on the base of a shop front below a shop window
 - *Signwritten building or structure sign* - A sign or mural painted on to the wall of a building or structure
- *High rise building sign* - An advertisement painted or otherwise affixed to a building and higher than 12 metres above the ground level
- (ii) “**Projecting wall signs**” is an identification sign attached to the wall of a building (other than the transom of a doorway or display window) and projecting horizontally more than 300mm
- (iii) “**Awning sign**” is an identification sign painted or attached to a building awning or verandah over private or public property, and including:
- *Awning fascia signs* - a sign painted or attached to the front or return face of an awning
 - *Under awning sign* - a sign attached to the underside of an awning
 - *Above awning sign* - a sign attached to the upper side of an awning (other than the fascia or return end)
 - *Created awning sign* - any manufactured sign positioned on the face or aligned with the face of an awning where the shape interrupts the natural horizontal line of the awning. The device creates another awning line with its shape
- (iv) “**Roof sign**” is a sign erected on or above the roof or parapet of a building including;
- *Attached roof signs* - A sign which is an independent structure and fitted to the roof
 - *Sign written roof sign* - A sign which is painted or otherwise affixed flush to the roof cladding of a building or structure

FIGURE 9.1.2 Diagram Illustrating “nesting” of Third Party Advertising signs

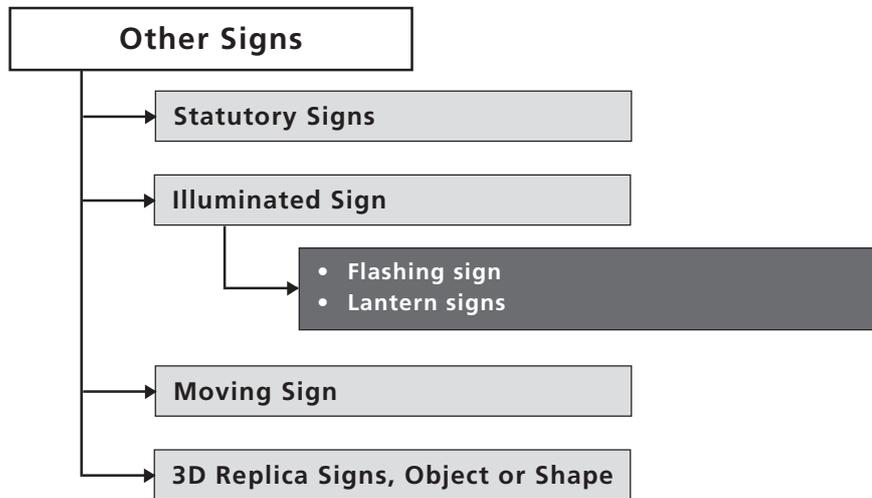


“Third party advertising signs” is an advertisement for goods and/or services not sold or conducted on the site on which the advertisement is located and includes

Third part advertising signs may be in the form of a:

- (a) “Freestanding third party advertising signs”,
Including:
 - *Third party pylon signs*
 - *V - Signs*
 - *Billboards*
- (b) “Attached third party advertising signs”

FIGURE 9.1.3 Diagram Illustrating “nesting” of Other Signs



“Other signs” are Advertising signs not defined elsewhere in this Code:

Other signs may be in the form of:

- (a) “**Statutory sign**” is a sign erected by or on behalf of a public authority for a public purpose and/or in accordance with Local, State or Commonwealth occupational or safety requirements.
- (b) “**Illuminated sign**” is a sign illuminated by an external or internal light source and including
 - *Flashing sign*
 - *Lantern signs*
- (c) “**Moving sign**” is a sign that is freestanding or attached to a building or structure and capable of movement by any source of energy (whether or not included in any other class of advertisement)
- (d) “**3D replica signs, object or shape**” is a free standing or attached advertisement designed to replicate or copy a “real world” object or shape.

(1) Element: General Design Criteria for Advertising - Public Safety

PURPOSE

To ensure that outdoor advertisements and associated mechanical fixings and support structures are designed, constructed and maintained to essential standards of public safety and that advertisements cause no significant visual or physical obstruction of, or distraction to, vehicular or pedestrian traffic.

PERFORMANCE CRITERIA	ACCEPTABLE MEASURES
<p>P1 Advertisements must be designed, sited, constructed and maintained to ensure the health and safety of the public by;</p> <ul style="list-style-type: none"> • being appropriately secured and supported as to cause no injury or damage to person or property; and • causing no significant visual or physical obstruction of, or distraction to, vehicular or pedestrian traffic. 	<p>A1.1 Advertisements located within a road reserve or visible from a designated Motorway are sited, designed and illuminated in compliance with the Queensland Department of Main Roads-Manual for Uniform Traffic Control Devices (MUTCD).</p> <p>AND</p> <p>A1.2 Advertisements are not displayed on or attached in any way to a tree, roadside pole or statutory guide or traffic sign;</p> <p>AND</p> <p>A1.3 Advertisements do not resemble a hazard or warning light through colour and/or method of operation if visible from a road.</p> <p>AND</p> <p>A1.4 Advertisements provide a minimum of 2.4 metres high clearance to public footway pavements.</p> <p>AND</p> <p>A1.5 Advertisements do not extend over a roadway or inhibit vehicular traffic.</p>
<p>P2. Where advertising and associated structures are developed over or adjoining public utilities, satisfactory provision must be made to protect the infrastructure from physical damage and to allow ongoing necessary access by Council.</p>	<p>A2.1 Advertisements and associated structures are erected to provide a clearance of at least 1.5m from any existing or proposed public utilities;</p> <p>OR</p> <p>A2.2 Existing public utilities are relocated at the cost to the applicant, to provide a minimum 1.5m clearance from the proposed Advertisements or associated structures</p> <p>OR</p> <p>A2.3 Construction of any Advertisements or other structure within 1.5 metres of public utilities occur only where it is demonstrated that A3.1 or A3.2 above cannot be achieved, and that the public utilities can be satisfactorily protected in compliance with the Code for Operational Works - Site Development.</p>

(2) Element: General Design Criteria for
Advertising - Visual Amenity and Character

PURPOSE

To regulate the design and siting of advertising so as to enhance the character and visual amenity within the Shire by ensuring that advertising design responds positively to the scale, character, built form and unique attributes of the natural and built environment.

PERFORMANCE CRITERIA	ACCEPTABLE MEASURES
<p>P1 Advertisements must:</p> <ul style="list-style-type: none"> • be complimentary to the architecture of buildings and proportional to the building or structure on which they are placed; • be sympathetic with the desirable characteristics of the surrounding locality, having regard to the; <ul style="list-style-type: none"> - location and siting, - size and height, - layout and colour, - selection of sign type, and - Principal Tourist routes (refer Schedule A) • not dominate or oppress the visual landscape and not unreasonably obstruct existing views or vistas; • not create or contribute to visual clutter; • achieve, or at least do not detract from, high standards of architecture and urban design. • not obscure nor intrude into important vistas to an existing significant building, object or place when viewed from public streets or open spaces 	<p>A1.1 Where located or attached on a building, advertisements are positioned within the external edges of the building element or structure to which they are applied (refer Schedule B as a guide), including;</p> <ul style="list-style-type: none"> • Awnings and facias, • Walls, parapets and gables, • Handrails and columns, • Doors and windows, and • Advertisements align with signs on adjacent premises, to create coordinated visual themes; and • Advertisements do not extend over 2 or more building or structure elements or cover decorative elements. <p>AND</p> <p>A1.2 For assessable development, signs are;</p> <ul style="list-style-type: none"> • placed on “sign opportunity areas” identified in Schedule B; and • proportioned and aligned so that they are compatible with the proportions, pattern and theme of advertising on adjacent buildings; <p>AND</p> <p>A1.3 For assessable development located within a road reserve or public land, advertisements are coordinated with and integrated into any applicable urban design or streetscape improvement strategy;</p> <p>AND</p> <p>A1.4 Where attached to a building, advertisements are sited and contained within the applicable Building Envelope or siting provisions for the subject site provided for in any other Code;</p> <p>AND</p> <p>A1.5 Advertisements in Residential Precinct Classes and similar areas of Master Planned Community Precinct Classes are to;</p> <ol style="list-style-type: none"> (a) be located on buildings or structures which do not face adjoining residences; and (b) have a maximum of one advertisement per allotment; and (c) not contain part or full Third Party Advertising; and (d) (for assessable development) preserve the residential amenity of the locality by minimising their visual impact; <p>AND</p> <p>A1.6 In Rural and Special Purpose (including State Forest and National Park areas) Precinct Classes, signs do not contain part or full Third Party Advertising.</p> <p>AND</p>

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PERFORMANCE CRITERIA	ACCEPTABLE MEASURES
<p>P1 continued.</p>	<p>A1.7 Advertising in an area of townscape significance (Part 7 of Volume 1 of this Planning Scheme refers:</p> <ul style="list-style-type: none"> • is lower or equal height to adjoining or neighbouring premises; • does not contain part or full Third Party Advertising; • does not obscure nor intrude into important vistas to an existing significant building, object or place when viewed from public streets or open spaces
<p>P2 Advertising adjacent or located on a place of cultural heritage significance, must be designed and sited so as to:</p> <p>(a) be compatible with the cultural heritage significance of the heritage place and not detrimentally impact its values or its setting;</p> <p>(b) not obscure the appearance or prominence of the place when viewed from adjacent public or semi-public streets or open spaces, and nor intrude into the place.</p>	<p>A2 Advertising on, or adjacent to, a place or item listed the Queensland Heritage Register, the Register of the National Estate; or Schedule 7 of Volume 1 of the Planning Scheme is;</p> <ul style="list-style-type: none"> • of a lower or equal height to the building or item of heritage significance, and, • designed and sited so as not to detract from or significantly impact on the view of a place, and • sympathetic to the values identified as having cultural heritage significance in regards to the composition, materials, colour, scale and placement

(3) Element: Additional Design Criteria for Specific Sign Types

PURPOSE

To ensure that particular forms of advertising are sited and designed appropriately to the location in terms of safety, townscape and visual character.

1. IDENTIFICATION SIGNS

Definition: an "Identification sign" is an advertisement displaying the name and/or service/occupation and/or general information related to the use, business, facility or organisation conducted on the premise and/or site on which the advertisement is located.

PERFORMANCE CRITERIA	ACCEPTABLE MEASURES																								
<p>P1 Freestanding identification signs Advertisements must:</p> <ul style="list-style-type: none"> • be complimentary to the architecture of buildings and proportional to the building or structure on which they are placed; • be sympathetic with the desirable characteristics of the surrounding locality, having regard to the: <ul style="list-style-type: none"> - location and siting, - size and height, - layout and colour, - selection of sign type, and - Principal Tourist routes (refer Schedule A) • not dominate or oppress the visual landscape and not unreasonably obstruct existing views or vistas; • not create or contribute to visual clutter; • achieve, or at least do not detract from, high standards of architecture and urban design. 	<p>Freestanding identification sign (<i>an identification sign which is independent of a building and includes a pylon sign, estate entry sign, ground sign, solid banner sign</i>)</p> <p>A1.1 One (1) freestanding identification sign per site (including multiple occupancy buildings);</p> <p>AND</p> <p>A1.2 Free standing identification signs, do not exceed the heights and widths provided for the relevant Precinct Class as follows:</p> <table border="1"> <thead> <tr> <th>Precinct class and/or location (including similar areas of Master planned Community Precincts)</th> <th>Max. height</th> <th>Max. width</th> <th>Max. sign face</th> </tr> </thead> <tbody> <tr> <td>Town Centre (Core and Frame), Coastal Village Centres, Multi-storey Residential and Industrial precincts.</td> <td>7.0m</td> <td>2.4m</td> <td>6.0m²</td> </tr> <tr> <td>Local Centres and Hinterland Village Centre precincts</td> <td>3.6m</td> <td>2.4m</td> <td>4.5m²</td> </tr> <tr> <td>Residential precincts (excluding Multi-storey Residential)</td> <td>1.8m</td> <td>2.4m</td> <td>1.08m²</td> </tr> <tr> <td>Rural precincts</td> <td>3.6m</td> <td>2.4m</td> <td>1.5m²</td> </tr> <tr> <td>Special Purpose precincts, areas of public open space and places of heritage significance and other precincts</td> <td>1.8m</td> <td>2.4m</td> <td>1.08m²</td> </tr> </tbody> </table>	Precinct class and/or location (including similar areas of Master planned Community Precincts)	Max. height	Max. width	Max. sign face	Town Centre (Core and Frame), Coastal Village Centres, Multi-storey Residential and Industrial precincts.	7.0m	2.4m	6.0m ²	Local Centres and Hinterland Village Centre precincts	3.6m	2.4m	4.5m ²	Residential precincts (excluding Multi-storey Residential)	1.8m	2.4m	1.08m ²	Rural precincts	3.6m	2.4m	1.5m ²	Special Purpose precincts, areas of public open space and places of heritage significance and other precincts	1.8m	2.4m	1.08m ²
	Precinct class and/or location (including similar areas of Master planned Community Precincts)	Max. height	Max. width	Max. sign face																					
	Town Centre (Core and Frame), Coastal Village Centres, Multi-storey Residential and Industrial precincts.	7.0m	2.4m	6.0m ²																					
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	Rural precincts	3.6m	2.4m	1.5m ²																					
Special Purpose precincts, areas of public open space and places of heritage significance and other precincts	1.8m	2.4m	1.08m ²																						
<p>P2 Flush Wall signs must:</p> <ul style="list-style-type: none"> • be complimentary to the architecture of buildings and proportional to the building or structure on which they are placed; • be sympathetic with the desirable characteristics of the surrounding locality, having regard to the; <ul style="list-style-type: none"> - location and siting, - size and height, - layout and colour, and 	<p>Flush Wall Signs (<i>An identification sign attached or applied to the wall of a building and not projecting more than 300mm from the wall and includes: Facade signs; Hamper signs; Window signs; Stallboard signs; Signwritten building or structure signs; and High rise building signs.</i>)</p> <p>(<i>In relation to P2</i>)</p> <p>A2.1 Other than for high rise building signs, four (4) or less flush wall signs and/or awning signs per site</p> <p>AND</p> <p>A2.2 The total sign face area of all flush wall, projecting wall and awning signs occupy no more than 30% of a building or structure's wall face.</p>																								

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PERFORMANCE CRITERIA	ACCEPTABLE MEASURES
<p>P2 cont.</p> <ul style="list-style-type: none"> - selection of sign type. - Principal Tourist routes (refer Schedule A) • not dominate or oppress the visual landscape and not unreasonably obstruct existing views or vistas; • not create or contribute to visual clutter; • achieve, or at least do not detract from, high standards of architecture and urban design. 	<p>AND</p> <p>A2.3 Flush wall signs are;</p> <ul style="list-style-type: none"> • not to project above the roofline or beyond the wall of the building or structure; and • not to cover an architectural feature or extend over a window (unless a window sign); <p>AND</p> <p>A2.4 High rise building signs:</p> <ul style="list-style-type: none"> • Are provided at a maximum of (1) sign per building face; and • do not project above the roofline or beyond the wall of the building or structure; and • have a signface area of no more than 1m² for every metre of building height.
<p>P3 Window signs must only be erected where other advertising opportunities are not practical and the sign must;</p> <ul style="list-style-type: none"> • enable casual surveillance of public spaces and streets from within the premises; and • be cohesive with the building on which it is placed having regard to; <ul style="list-style-type: none"> - location, size and height, - scale and proportion, - layout and colour, - architectural design of a building facade, and • not create or contribute to visual clutter. 	<p><i>(In relation to P2 and P3)</i></p> <p>Window signs</p> <p>A3 For assessable development, a Facade-Grid Analysis carried out in accordance with Schedule B demonstrates that advertising opportunities other than window signs are not practical.</p>
<p>P4 Projecting wall signs must:</p> <ul style="list-style-type: none"> • be complimentary to the architecture of buildings and proportional to the building or structure on which they are placed; • be sympathetic with the desirable characteristics of the surrounding locality, having regard to the; <ul style="list-style-type: none"> - location and siting, - size and height, - layout and colour, and - selection of sign type. - Principal Tourist routes (refer Schedule A) • not dominate or oppress the visual landscape and not unreasonably obstruct existing views or vistas; 	<p>Projecting Wall Signs <i>(An identification sign attached to the wall of a building (other than the transom of a doorway or display window) and projecting horizontally more than 300mm, including vertical banner signs and projecting flag signs.)</i></p> <p>A4.1 Projecting Wall Signs are;</p> <ul style="list-style-type: none"> • to be a minimum of 6 meters apart if greater than 0.3m² in area, or a minimum of 3 meters apart if less than 0.3m² in area, and • to be setback 3 meters from a side or rear boundary, and • not to exceed 2.4 metres in height; and • not to exceed 1.5 metres in width; and • not to exceed 2.4m² in sign face area; <p>AND</p> <p>A4.2 The total sign face area of all flush wall, projecting wall and awning signs occupy no more than 30% of a building or structure's wall face</p>

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PERFORMANCE CRITERIA	ACCEPTABLE MEASURES
<p>P4 cont.</p> <ul style="list-style-type: none"> • not create or contribute to visual clutter; • achieve, or at least do not detract from, high standards of architecture and urban design. 	
<p>P5 Awning signs must:</p> <ul style="list-style-type: none"> • be complimentary to the architecture of buildings and proportional to the building or structure on which they are placed; • be sympathetic with the desirable characteristics of the surrounding locality, having regard to the; <ul style="list-style-type: none"> - location and siting, - size and height, - layout and colour, and - selection of sign type. - Principal Tourist routes (refer Schedule A) • not dominate or oppress the visual landscape and not unreasonably obstruct existing views or vistas; • not create or contribute to visual clutter; • achieve, or at least do not detract from, high standards of architecture and urban design. 	<p>Awning Signs (<i>An identification sign painted or attached to a building awning or verandah over private or public property and includes awning fascia signs, under awning signs, above awning sign and created awning signs</i>).</p> <p><i>(In relation to P5)</i></p> <p>A5.1 A combination of four (4) or less awning fascia signs and/or flush wall signs per site.</p> <p>AND</p> <p>A5.2 The total sign face area of all flush wall, projecting wall and awning signs occupy no more than 30% of a building or structure's wall face</p> <p>AND</p> <p>A5.3 Awning fascia signs are located within the outline of the fascia and at a maximum thickness of 200 mm.</p> <p>AND</p> <p>A5.4 Created awning line signs;</p> <ul style="list-style-type: none"> • have a created sign face area no more than 30% of the existing awning face area; and • have a maximum total height of double the existing awning face height; and • have a total sign face area not more than the area of the existing awning face; and • have a maximum thickness of 200 mm; <p>AND</p> <p>A5.5 Under-awning fascia signs are:</p> <ul style="list-style-type: none"> • limited to one (1) per tenancy; and • orientated at right angles to the road alignment; and • not located or project within 300mm of the perimeter of an awning; and • setback at least 1.5 metres from a side boundary; and • no longer than 2.4m; and • less than 600mm in height.
<p>P6 Above awning signs must only be erected where other advertising opportunities are not practical and the sign must;</p> <ul style="list-style-type: none"> • be cohesive with the building on which it is placed having regard to; <ul style="list-style-type: none"> - location, size and height, - scale and proportion, 	<p><i>(In relation to P5 & P6)</i></p> <p>Above Awning signs</p> <p>A6 Using methodology referred to in Schedule B, a Facade-Grid Analysis demonstrates that advertising opportunities other than above awning signs and/or window signs are not practical.</p>

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PERFORMANCE CRITERIA	ACCEPTABLE MEASURES
<p>P6 cont.</p> <ul style="list-style-type: none"> - layout and colour, - architectural design of a building facade, and • not create or contribute to visual clutter; • will not unreasonably obstruct existing views or vistas; • not create or contribute to visual clutter. 	
<p>P7 Roof signs must:</p> <ul style="list-style-type: none"> • be complimentary to the architecture of buildings and proportional to the building or structure on which they are placed; • be sympathetic with the desirable characteristics of the surrounding locality, having regard to the; <ul style="list-style-type: none"> - location and siting, - size and height, - layout and colour, and - selection of sign type. - Principal Tourist routes (refer Schedule A) • not dominate or oppress the visual landscape and not unreasonably obstruct existing views or vistas; • not create or contribute to visual clutter; • achieve, or at least do not detract from, high standards of architecture and urban design. 	<p>Roof Signs (<i>A sign erected on or above the roof or parapet of a building including attached roof signs and sign written roof signs</i>) (In relation to P7 & P8)</p> <p>A7.1 Using methodology referred to in Schedule B, a Facade-Grid Analysis and/or Building Elevation Study demonstrates that opportunities to identify the predominant use of a site other than with roof signs are not practical.</p> <p>AND</p> <p>A7.2 Third party advertising is not displayed on roof signs.</p> <p>AND</p> <p>A7.3 One (1) roof sign per site.</p> <p>AND</p> <p>A7.4 Roof signs are located:</p> <ul style="list-style-type: none"> • within the Building Envelope provided for in any other applicable Code; or • within the Maximum Building Height for the relevant Precinct; or • a maximum height of 2.5 meters above the roof surface; <p>whichever is the lesser height above ground level.</p>
<p>P8 Roof signs must only be utilised where other opportunities to identify the predominant use of a site are not practical and any such signs must;</p> <ul style="list-style-type: none"> • be cohesive with the building on which it is placed having regard to; <ul style="list-style-type: none"> - location, size and height, - scale and proportion, - layout and colour, - architectural design of a building facade, and • not unreasonably obstruct existing views or vistas; • not create or contribute to visual clutter. 	

2. THIRD PARTY ADVERTISING SIGNS

Definition: an advertisement for goods and/or services not sold or conducted on the site on which the advertisement is located and including freestanding and attached billboards, signs on street furniture and part 3rd party advertisements.

PERFORMANCE CRITERIA	ACCEPTABLE MEASURES																	
<p>P9 Third party advertising must:</p> <ul style="list-style-type: none"> • be complimentary to the architecture of buildings and proportional to the building or structure on which they are placed having regard to; <ul style="list-style-type: none"> - location, size and height, - scale and proportion, - layout and colour, - architectural design of a building facade, • be sympathetic with the desirable characteristics of the surrounding locality, having regard to the; <ul style="list-style-type: none"> - location and siting, - size and height, - layout and colour, and - selection of sign type. - Principal Tourist routes (refer Schedule A) • not dominate or oppress the visual landscape and not unreasonably obstruct existing views or vistas; • not create or contribute to visual clutter; • provide clear public or community benefit; • achieve, or at least do not detract from, high standards of architecture and urban design; and • Not obstruct or obscure an advertisement, or a reasonable advertising opportunity, on a neighbouring premise when viewed from a street, road or other public place. <p>P10 Third party advertising must not be located in or adjacent to areas of environmental, heritage or streetscape significance nor adversely impact upon the enjoyment of public spaces.</p>	<p><i>(In relation to P9 & P10)</i></p> <p>A9.1 Third party advertisements;</p> <ul style="list-style-type: none"> • are setback a minimum of 2m from side and rear boundaries of adjoining properties if located on private property; and • are sited a minimum of 6m from a boundary of an adjoining allotment if located on public land; and • are less than the height of adjoining buildings and adjacent advertisements; and • if located on sloping land and below the road pavement on sloping land within 100m of a road reserve, have a height above the road pavement level of no greater than that specified in the table below; and • do not exceed the height, width and areas specified in the table below; and • do not divert visual attention away from nor obstruct views of significant natural or built features of an area. <p>AND</p> <p>A9.2 Only one (1) freestanding advertisement (regardless of type or definition) is located on a site;</p> <p>AND</p> <p>A9.3 Third Party Advertising is designed and located in accordance with a detailed planning report that demonstrates compliance with P9 and P10 of this Element, and the relevant precinct intent (Volume 3 of this planning scheme refers).</p>																	
	<table border="1"> <thead> <tr> <th>Precinct class (including similar areas of Master planned Community Precincts).</th> <th>Max. Height</th> <th>Max. sign face</th> <th>Min. distance from other 3rd party sign</th> </tr> </thead> <tbody> <tr> <td>Industrial precincts</td> <td>7m</td> <td>20sqm</td> <td>100 m</td> </tr> <tr> <td>Town Centre (Core and Frame) and Multi-storey Residential precincts</td> <td>5m</td> <td>20sqm</td> <td>100 m</td> </tr> <tr> <td>Village and Local Centres, Residential (excluding Multi-storey Residential), Rural and Special Purpose precincts, areas of Open Space and Places of Heritage Significance</td> <td>3.6m</td> <td>4.5sqm</td> <td>1000 m</td> </tr> </tbody> </table>	Precinct class (including similar areas of Master planned Community Precincts).	Max. Height	Max. sign face	Min. distance from other 3rd party sign	Industrial precincts	7m	20sqm	100 m	Town Centre (Core and Frame) and Multi-storey Residential precincts	5m	20sqm	100 m	Village and Local Centres, Residential (excluding Multi-storey Residential), Rural and Special Purpose precincts, areas of Open Space and Places of Heritage Significance	3.6m	4.5sqm	1000 m	
	Precinct class (including similar areas of Master planned Community Precincts).	Max. Height	Max. sign face	Min. distance from other 3rd party sign														
	Industrial precincts	7m	20sqm	100 m														
Town Centre (Core and Frame) and Multi-storey Residential precincts	5m	20sqm	100 m															
Village and Local Centres, Residential (excluding Multi-storey Residential), Rural and Special Purpose precincts, areas of Open Space and Places of Heritage Significance	3.6m	4.5sqm	1000 m															

3. OTHER SIGNS

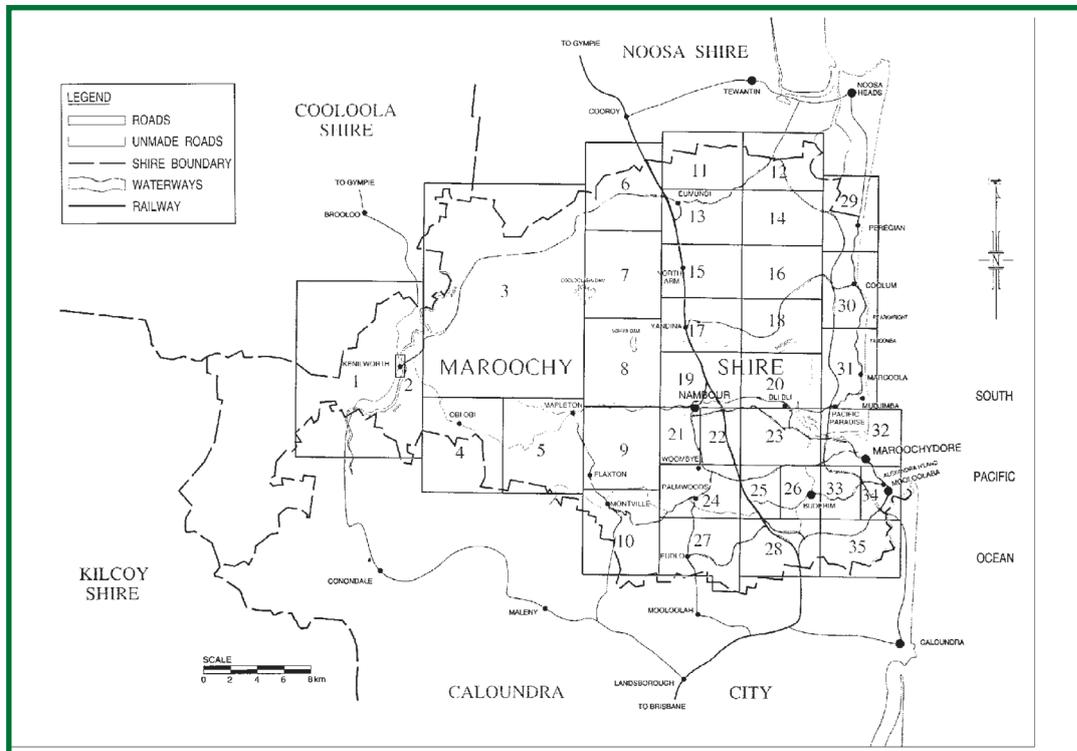
PERFORMANCE CRITERIA	ACCEPTABLE MEASURES
<p>P11 Internally or externally illuminated advertisements must not cause unreasonable disturbance to any person, activity or fauna because of glare or other light emissions.</p>	<p>Illuminated Signs (<i>A sign illuminated by an external or internal light source and including Flashing signs and lantern signs</i>)</p> <p>A11.1 An advertisement is illuminated by:</p> <ul style="list-style-type: none"> • an internal light source; or • a downlighter/s if externally lit <p>AND</p> <p>A11.2 The illumination resulting from direct, reflected or other incidental light emanating from the advertisement does not exceed eight (8) lux when measured;</p> <ul style="list-style-type: none"> • at any point 1.5m outside of the subject boundary; or • at any point 1.5m from the sign if located on public land <p>AND</p> <p>A11.3 The illumination resulting from direct, reflected or other incidental light emanating from the advertisement does not exceed one (1) lux when measured at any point within a residential dwelling.</p>
<p>P12 Illuminated Signs must:</p> <ul style="list-style-type: none"> • be complimentary to the architecture of buildings and proportional to the building or structure on which they are placed; • be sympathetic with the desirable characteristics of the surrounding locality, having regard to the; <ul style="list-style-type: none"> - location and siting, - size and height, - layout and colour, and - selection of sign type. - Principal Tourist routes (refer Schedule A) • not dominate or oppress the visual landscape and not unreasonably obstruct existing views or vistas; • not create or contribute to visual clutter; • achieve, or at least do not detract from, high standards of architecture and urban design. 	<p>A12.1 Illuminated signs are not located in a Residential Precinct, an area of public parkland, or similar areas of Master Planned Community Precincts;</p> <p>AND</p> <p>A12.2 Illuminated signs in Rural Precincts, and Special Purpose Precincts, (including State Forest and National Park areas) are only illuminated during the trading hours of the advertised activity;</p> <p>AND</p> <p>A12.3 Illuminated signs in a Local Centre, hinterland Village Centre and Local Centre areas of Master Planned Community Precincts, are limited to any two (2) of the following four locations;</p> <ul style="list-style-type: none"> • an under-awning sign; • an above door head/display window transom; • a projecting wall sign; or • a freestanding sign.
<p>P13 Moving signs must:</p> <ul style="list-style-type: none"> • be complimentary to the architecture of buildings and proportional to the building or structure on which they are placed; • be sympathetic with the desirable characteristics of the surrounding locality, having regard to the; 	<p>Moving signs (<i>A sign that is freestanding or attached to a building or structure and capable of movement by any source of power (whether or not included in any other class of advertisement).</i>)</p> <p>A13 Moving Signs are 6m² or less in signface area.</p>

Continued over page.

PERFORMANCE CRITERIA	ACCEPTABLE MEASURES
<p>P13 cont.</p> <ul style="list-style-type: none"> - location and siting, - size and height, - layout and colour, and - selection of sign type. - Principal Tourist routes (refer Schedule A) <ul style="list-style-type: none"> • not dominate or oppress the visual landscape and not unreasonably obstruct existing views or vistas; • not create or contribute to visual clutter; • achieve, or at least do not detract from, high standards of architecture and urban design. 	
<p>P14 3D Replica Signs, Objects or Shapes must:</p> <ul style="list-style-type: none"> • be complimentary to the architecture of buildings and proportional to the building or structure on which they are placed; • be sympathetic with the desirable characteristics of the surrounding locality, having regard to the; <ul style="list-style-type: none"> - location and siting, - size and height, - layout and colour, and - selection of sign type. - Principal Tourist routes (refer Schedule A) • not dominate or oppress the visual landscape and not unreasonably obstruct existing views or vistas; • not create or contribute to visual clutter; • achieve, or at least do not detract from, high standards of architecture and urban design. 	<p>3D Replica Signs, Objects or Shapes (<i>a free standing or attached advertisement designed to replicate or copy a “real world” object or shape</i>)</p> <p>A14.1 3D replica signs, objects or shapes are contained in an envelope of 14m³ calculated by multiplying the height, width and depth of the broadest dimensions of the sign.</p> <p>AND</p> <p>A14.2 3D replica signs, objects or shapes are to meet other statutory requirements such as Department of Natural Resources, Department of Main Roads and the Obstacle Limitation Surface Height Limits contained in the Code for Development in the Vicinity of the Airport.</p>

SCHEDULE A

PRINCIPAL TOURIST ROUTES



- Bradman Avenue
- Brisbane Road
- Bruce Highway
- Sunshine Motorway
- The Esplanade - Alexandra Parade - Aerodrome Road route
- David Low Way
- Eumundi - Noosa Road
- Eumundi - Kenilworth Road
- Mapleton - Montville Road - Flaxton Drive - Main Street
- Maleny - Montville Road - Balmoral Road route
- Mons Road - Burnett Street - Main Street - Mooloolaba Road - Buderim Avenue route
- Nambour - Bli Bli Road
- Nambour - Mapleton Road
- Nambour - Maroochydore Road
- Tanawha Deviation Road
- Yandina - Cooloolool Road

SCHEDULE B

TO THE PLANNING SCHEME CODE FOR THE SITING AND DESIGN OF ADVERTISEMENTS

The Facade-Grid Analysis Technique

This simple technique can be used to:

- (i) comprehensively identify sign opportunities for inclusion by the Council in any more detailed provisions for specific precincts;
- (ii) identify appropriate sign opportunities for developers and occupants;
- (iii) assess specific development applications for development for the purposes of Advertisements.

While the technique relates specifically to traditional building facades (such as those commonly found in strip-shopping centres), the principles apply to all building forms.

Signs do not have to be on a building's front facade. For example, they can be placed on side walls provided they do not interfere with the adjoining development. In these circumstances, the principles of the technique still apply.

The Technique

Step 1: To identify sign opportunities, the facade must be subdivided using the main design lines to form a series of panels. Many traditional building designs can be easily broken into a grid based on the alignments of the parapet (skyline), cornice, verandah, window and door. An example of this procedure is shown in figure 1.

Step 2: To identify possible sign panels, the rectangles of the grid may be used separately or be joined together to form horizontal or vertical panels. Figure 2 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) remain 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 2 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 3 shows how the technique produces a uniform and clean series of sign possibilities instead of a haphazard array.

Figure 3 also 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 4 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.

Step 4: Not every panel identified using this technique should be used to display a sign. A theme can be developed by placing signs in locations compatible with those on adjoining buildings.

In deciding which of the panels is the appropriate space for advertising the following matters should be considered:

- existing signs;
- the quality of the streetscape;
- the requirements contained in these guidelines.

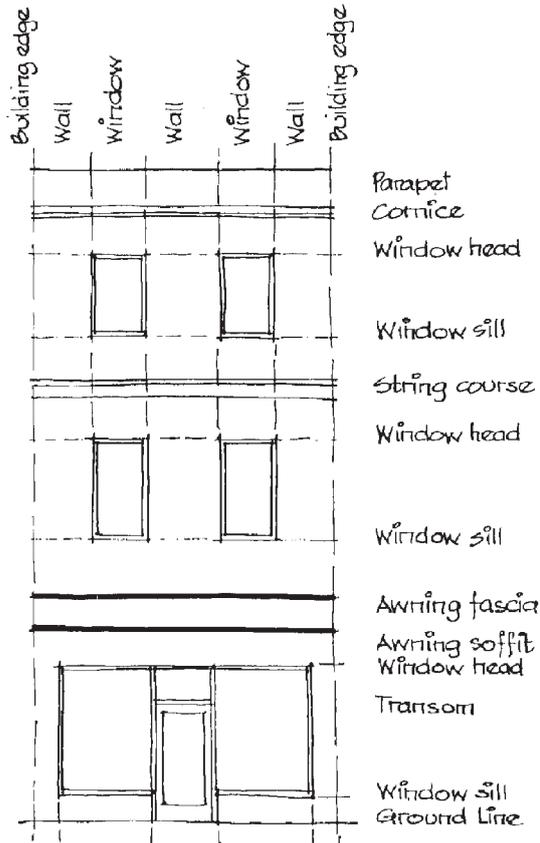


FIGURE 1 ESTABLISHING THE FACADE-GRID

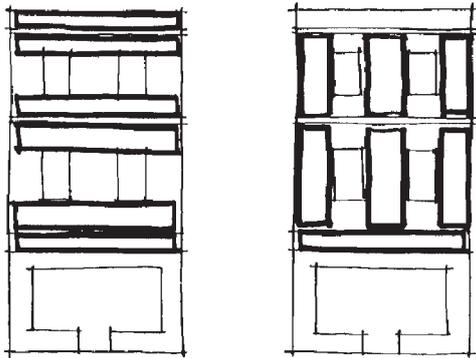


FIGURE 2 HORIZONTAL OR VERTICAL PANELS



FIGURE 3 DEVELOPING PATTERNS AND THEMES

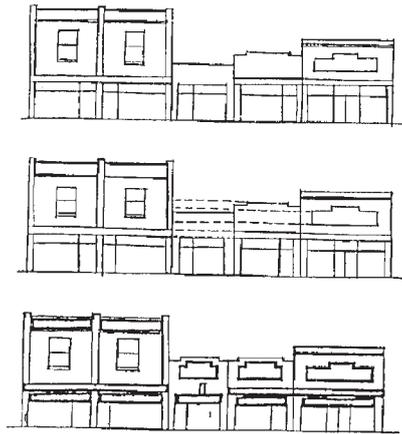


FIGURE 4 IMPROVING DISCONTINUITIES IN STREETSCAPE