Planning Scheme Policy
Advertising Devices

Consultation Version 2019

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Moreton Bay Regional Council

Planning scheme policy – Advertising devices

Adoption

Moreton Bay Regional Council adopted this planning scheme policy on 24 November 2015.

Commencement

This planning scheme policy will take effect from 1 February 2016.

Amendment

Alignment amendment 1 2017

- Adopted by Moreton Bay Regional Council on 27 June 2017
- Took effect from 3 July 2017

1. Introduction

This policy supports the Moreton Bay Regional Council Planning Scheme and has been made by Council in accordance with Chapter 2, Part 3, Division 2 of the *Planning Act 2016*.

1.1 Purpose

Signage in the Region is an important planning and community matter that if left unregulated, will lead to a proliferation of advertising devices potentially leading to visual disorder and a loss of amenity, adversely affecting the natural and built environment and safety of pedestrians, cyclists and motorists.

The purpose of this planning scheme policy is to provide guidance for satisfying planning scheme assessment benchmarks regarding advertising devices.

This policy includes the following guideline material:

- advertising device types;
- explanatory text and visual guidance~~;~~ for assessment criteria;
- signface area calculation; and
- township character design.

1.2 Application

It is recognised that the issue of advertising is a subjective nature, as there will always be differing perceptions as to what is acceptable or desirable and what is not. The Advertising devices code, in partnership with this Planning scheme policy, seeks to provide a consistent balance with emphasis on safe, well designed and effective advertising that enhances, rather than detracts, from its environment and adjoining streetscape.

This planning scheme policy applies to all advertising devices assessable against the MBRC planning scheme. The information contained within this policy is for guidance and will assist in addressing the relevant assessment benchmarks.

Assessable advertising devices include those that are defined as an 'Advertising device' (see Section 1.3 Interpretation below) and located on private~~ly owned~~ land. Where an advertising device is located on public~~ly owned~~ land, or where the device does not fit the definition of 'Advertising device' (e.g. temporary or mobile devices), compliance is to be in accordance with ~~Council's Local Law~~ the Moreton Bay Regional Council Subordinate Local Law No.1 (Administration) 2011.

Regulatory signage (e.g. road signage) is excluded from compliance with the MBRC planning scheme and Council's Local Law.

1.3 Interpretation

Terms used in this planning scheme policy are defined in Schedule 1 – Definitions of the planning scheme. Where a term is not defined in Schedule 1, section 1.3 Interpretation of the planning scheme applies.

~~For ease of interpreting this planning scheme policy, the following terms and meanings are reproduced from Schedule 1:~~

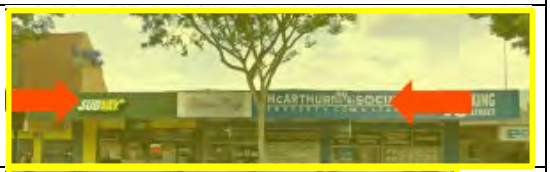
~~Term~~	~~Definition~~
~~Advertising device~~	~~Any permanent structure, device, sign or the like intended for advertising purposes. It includes any framework, supporting structure or building feature that is provided exclusively or mainly as part of the advertisement.~~

2. Advertising device types

The Advertising devices code contains six types of advertising device, including awning, fence, freestanding, projecting, roof and wall/façade advertising devices. The Advertising devices code criteria differs according to the type of advertising device proposed. This section contains a description and examples of the six types of advertising devices.

2.1 Awning advertising device

An awning advertising device is described as being painted or otherwise affixed to an awning, veranda or the like. The below table provides examples of common types of awning advertising devices.

Examples	Description	
Above awning	An advertising device positioned on top of an awning, veranda or the like. Such advertising devices are generally not supported as an acceptable outcome and would require sufficient justification against the relevant performance outcome/s of the Advertising devices code.	
Awning face	An advertising device painted on, or otherwise affixed to, the face/fascia of an awning, veranda or the like.	
Under awning	An advertising device attached or suspended below an awning, veranda or the like.	

2.2 Fence advertising devices

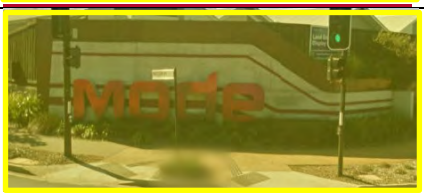
A fence advertising device is described as being painted or otherwise affixed to a fence. The below table provides examples of common awning advertising devices.

Examples	Description

Boundary fence	An advertising device painted on, or otherwise affixed to a fence or wall erected along the boundary of a site.	
Business name plate	An advertising device that displays the name or occupation of the business or occupier of premises, painted or otherwise affixed to a building, wall or fence at the premises or is free-standing on the premises.	

2.3 Freestanding advertising devices

A freestanding advertising device is described as being positioned on the ground or mounted on one or more vertical supports. The below table provides examples of common freestanding advertising devices.

Examples	Description	
Billboard	An advertising device, the width of which is greater than the height, containing a freestanding display surface mounted directly on the ground or on one or more vertical supports. Example includes third-party signs.	
Ground	An advertising device incorporating in a monolithic structure which sits directly on or rises out of the ground. Example include estate entrance sign.	
Pylon	An advertising device, the height of which is greater than the width, mounted directly on the ground or on one or more vertical supports. Example include shopping centre signs.	

2.4 Projecting advertising device

A projecting advertising device is described as being attached or mounted at right angles to a building or structure.

Examples	Description

Projecting	A rigid advertising device affixed to, and projecting at approximately right angles out from, a wall of the building or structure to which it is affixed.	

2.5 Roof advertising devices

A roof advertising device is described as being painted or otherwise affixed to a roof or parapet of a building. The below table provides examples of common roof advertising devices.

Examples	Description	
Created roofline	An advertising device positioned on the roof, façade or wall of a building which changes the horizontal or angular lines of the building's roof.	
Rooftop	An advertising sign affixed to an upper part of a building in such a location that the roof of that building would normally form the predominant backdrop to the sign when it is viewed from the ground.	
Sign written roof Device	An advertisement either painted directly onto the roof of a building or fitted flat against the finished roof surface of the building. The term does not include an animated sign.	

2.6 Wall/façade advertising device

A wall/façade advertising device is described as being painted or otherwise affixed to the wall or façade of a building or structure. The below table provides examples of common wall/façade advertising devices.

Examples	Description	
Wall sign	An advertising device painted or otherwise affixed to an external wall of a building or structure.	

		
Façade sign	An advertising device painted or otherwise affixed to the façade of a building or structure.	

2.7 Non-changeable and changeable advertising devices

Advertising devices can be further categorised into two broad types: non-changeable or changeable.

2.7.1 Non-changeable advertising devices

Non-changeable advertising devices contain displays that are changed manually on site (i.e. the advertisement display does not change until the display is changed manually), and which may be externally illuminated.

2.7.2 Changeable advertising devices

Changeable advertising devices have the capability to mechanically or electronically change the advertisement message being displayed automatically or remotely.

Common changeable advertising devices incorporate digital displays. Such devices use LED (Light Emitting Diode) technology which enables luminance to be controlled and adjusted, usually automatically. Digital displays are frequently incorporated into freestanding advertising devices but may form part of other Advertising device types. There are generally two types of digital displays, static and non-static, as described below:

a. Static

Capable of displaying words, symbols, figures or images. The advertisement message contains no movement other than an instantaneous display change.

b. Non-static

Non-static displays are capable of displaying movement, be it animation, video, vision, moving pictures, changes in luminance and/or any effect that gives the impression of movement.

~~Planning scheme assessment benchmarks differ according to the type of advertising device. For a clear understanding as to what constitutes an advertising device, Table 1 below describes the various advertising device types and provides examples of common signs included within each type.~~

Relocated and expanded upon above

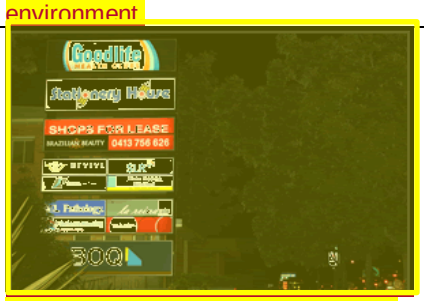
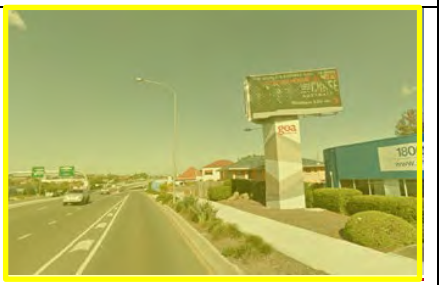
~~**Table 1 – Advertising device types**~~

~~Advertising device type~~	~~Description~~	~~Examples include~~
~~Awning~~	~~An advertising device painted or otherwise affixed to an awning.~~	• ~~Under awning sign~~ • ~~Created awning sign~~ • ~~Awning face sign~~ • ~~Blind sign~~
~~Fence~~	~~An advertising device painted or otherwise affixed to a fence.~~	• ~~Boundary fence sign~~ • ~~Sporting field fence sign~~ • ~~Backdrop fence sign~~ • ~~Business name plate~~
~~Freestanding~~	~~An advertising device positioned on the ground or mounted on one or more vertical supports.~~	• ~~Billboard sign~~ • ~~Ground sign~~ • ~~Pylon sign~~ • ~~Estate entrance sign~~
~~Projecting~~	~~An advertising device attached and mounted at right angles to a building or structure.~~	• ~~Projecting sign~~
~~Roof~~	~~An advertising device painted or otherwise affixed to the roof or parapet of a building.~~	• ~~Created roofline sign~~ • ~~Rooftop sign~~ • ~~Sign written roof sign~~
~~Wall/Façade~~	~~An advertising device painted or otherwise affixed to the wall or façade of a building.~~	• ~~Flush wall sign~~ • ~~Projecting wall sign~~ • ~~Façade sign~~ • ~~Hamper sign~~ • ~~Stallboard sign~~ • ~~Business name plate~~

3. Illumination and digital displays

Illuminated advertising devices are specifically designed to contain internal or external means of illumination of the entire advertisement message or a portion of the device. Some common examples of the forms of illumination of advertising devices include:

Type	Description	
Non-changeable advertising devices		
Externally illuminated	Externally illuminated devices have an external light source which is used to illuminate the advertisement message. For example through the use of fluorescent and/or incandescent bulbs e.g. down light.	 A freestanding (billboard) advertising

		device containing external illumination utilising down lights. Down lit is the preferred method of externally illuminating advertising devices rather than up lit which can cause lighting impacts on the surrounding environment
Internally illuminated	Non-changeable internally illuminated refers to illuminated devices where the illumination of the entire device is constant in form, intensity and colour during the hours of which the device is illuminated.	 An example of a freestanding (pylon) advertising device containing static internal illumination.
Changeable advertising devices		
Internally illuminated	Changeable internally illuminated refers to an illuminated advertising device where the illumination of the entire device is not constant in form, intensity or colour. This type of illumination is usually associated with digital displays.	 An example changeable freestanding (pylon) device that utilises internal illumination

It is recognised that digital advertising is a rapidly growing outdoor advertising format. As LED (light emitting diode) technology becomes more affordable, digital advertising becomes more viable. In the right location and where appropriately designed, digital displays can provide numerous benefits such as consolidation of signage, reducing visual clutter and provide public service announcements e.g. traffic crashes, emergencies, Amber Alerts, etc.

However, in the wrong location and where poorly designed, digital displays and illuminated devices can create a hazard to motorists, cyclists and pedestrians and can create obtrusive lighting impacting nearby uses.

Note - Where an advertising device is visible or adjacent to State-controlled road (including a motorway, such as the Bruce Highway), the Advertising device must comply with the criteria located in Transport and Main Road's *Roadside Advertising Guideline*. Please refer to www.tmr.qld.gov.au.

Advertising devices should only be illuminated where they respond to the ambient light conditions of the surrounding lighting environment. This will ensure there is no unacceptable glare (brighter than its surroundings as to make the device illegible) or reflectance (so bright as to cause distraction) that could result in a hazard to road users and/or produce unacceptable light spillage to the surrounding environment (Refer to **4.2 Obtrusive lighting** for more information relating to light spillage).

Note - Ambient light refers to the light that is already present in a scene, before any additional lighting is added. For example, the ambient light conditions of a major commercial and retail centre is high compared to the ambient light conditions of a rural area.

The preference for internally illuminated advertising devices is to exhibit consistent apparent brightness in all lighting conditions, by maintaining a consistent ratio between the ambient light (illuminance) and light emitted by the device (luminance). Due to the rate of change in ambient light conditions during dusk and dawn periods, particular attention needs to be given to the luminance levels that are output

during these periods to ensure an apparent brightness is maintained during all hours of the day and night.

Measuring luminance - Refer to the Roadside Advertising Guideline, Appendix D: Brightness/luminance levels.

3.1 Road user safety

While it is recognised that the main purpose of an advertising device is to capture attention, from a road user safety perspective this can result in attention being diverted from the task of driving, cycling or walking. All advertising devices should ensure a high level of safety for all road users therefore the principles contained in this section should be considered when assessing or proposing an internally illuminated (non-static) advertising device.

Note - It should be noted that the Advertising devices code does not regulate the display content of an Advertising device i.e. the message. However, where an Advertising device initiates or intimidates a traffic control device or where it gives instructions to 'stop', 'halt' or other similar messages, consideration must be taken into account of how this could affect road user safety.

3.1.1 Location

Consideration towards the location of changeable internally illuminated advertising devices where traffic conditions require additional attention and decision making e.g. complex traffic environments, is especially important. Such locations include, but are not limited to:

a) roundabouts;
b) cross sections;
c) school zones;
d) railway level crossings;
e) un-signalised t-intersections;
f) terminating lanes;
g) mid-block pedestrian facility areas;
h) y-intersections;
i) where an official traffic sign is displaying an important message;
j) intersection of sections of road, which, because of lane configuration or geometry, may require an increased level of driver concentration.

Of additional importance are variables that influence the distractive potential of advertising devices in the vicinity of the above locations. These include, but are not limited to:

a) physical attributes of the advertising device (e.g. luminance, size, etc.)
b) display content, especially when automatically changeable (e.g. advertisement transition and dwell time).

In these situations careful consideration should be given to the design and location of the device and how it interacts with the surrounding environment in order to avoid distracting road users.

3.1.2 Dwell and transition time

The length of time for which an advertisement message is displayed should be as long as possible to reduce the frequency of sudden change that can capture attention involuntarily. The idea behind this is to limit the number of message changes that road users are exposed to. Therefore, a changeable internally illuminated advertising device visible from 1000m away on a 60km/h road needs to have a much longer dwell time than an advertising device that is visible from only 100m away on an 80km/h or more road. Given this the following dwell times are recommended for static digital displays:

a) where visible from a Council-controlled road with a speed limit of 80km/h or greater, 25 seconds;
b) where visible from a Council-controlled road with a speed limit of less than 80km/h, 10 seconds;
c) for State-controlled roads, refer to the *Roadside Advertising Guideline*.

The transition time between individual advertisements should be instantaneous e.g. 1 second or less. This is to reduce the likelihood of a driver perceiving any blanking of the display and to avoid the display appearing black between different advertisements. Other methods of advertisement change are not permitted. The display should also not be split to display multiple advertisements on the one device.

3.2 Obtrusive lighting

Illuminated advertising devices, like all advertising devices, should ensure minimal impact on the desirable characteristics of the natural and built environment in its immediate locality. Apart from the visual impact caused by illuminated advertising devices in the context of road user safety, illumination also has the potential to cause negative amenity impacts, especially on residential uses. Effects on residents generally involve a perceived change in amenity arising from:

a) the illumination from spill light being obtrusive, especially when the light enters a habitable room that is not normally illuminated from on-street sources;
b) the direct view of brightness from normal viewing directions causing annoyance, distraction or discomfort.

The tolerable levels of the above parameters will differ depending on the ambient light conditions already in place and the surrounding environment. It is recommended *Australian Standard AS4282 Control of the Obtrusive Effects of Outdoor Lighting* is referred to when proposing and/or assessing illuminated advertising devices.

Some methods to manage impacts include, but are not limited to:

a) controls on lighting fixtures and direction of lighting i.e. adjustment to lighting if necessary;
b) setting a maximum or average illumination level;
c) prohibiting an advertising device's illumination from spilling over onto nearby properties; and
d) setting hours of operation e.g. curfew hours.

3.3 Illumination by place

The public's perception of illuminated advertising devices varies depending on the place, surrounding environment and consistent day/night ambient light conditions.

Major commercial and retail areas: Major commercial and retails areas generally contain high off street ambient lighting. The higher order centres of Caboolture-Morayfield, Redcliffe-Kippa-Ring, North Lakes and Strathpine contain some of the highest ambient lighting conditions in the Region. Illuminated advertising devices in major commercial and retail areas, where appropriately designed and located, have the least likelihood to cause adverse amenity impacts on the surrounding environment given the existing ambient light of the environment. However, illumination should still not adversely impact upon residential uses in these areas.

Industrial areas: Like major commercial and retail areas, industrial areas generally contain high off street ambient lighting. Therefore, illuminated advertising devices, where appropriately designed and located, have the least likelihood to cause adverse amenity impacts on the surrounding environment given the existing ambient light of the environment.

Residential areas: The expectation for a residential area is generally a high level of amenity and privacy with little to no intrusion from illumination associated with advertising devices, therefore:

• Illuminated advertising devices should not establish in a residential place. Illumination in these areas has the highest risk of causing obtrusive lighting.
• Where in a Community activity or Neighbourhood hub, the device must not cause obtrusive or intrusive lighting to a residential premises and must not detrimentally affect the character or amenity of the surrounding residential area. Refer to *Australian Standard AS4282 Control of the Obtrusive Effects of Outdoor Lighting* for more information regarding obtrusive lighting.

Rural areas: Generally, the ambient light conditions within a rural area are relatively low. Therefore, illuminated advertising devices have the potential to cause adverse visual and character impacts on the

surrounding environment as well as potentially creating road safety issues. Where appropriately located and designed, externally illuminated advertising devices may be appropriate.

4. Design, scale, height and location of Advertising devices

A streetscape is made up of a complex series of individual components which create a scene rich with detail. This is what people find interesting in a high quality environment and this is what the Planning Scheme seeks to deliver through active frontage and modulation.

Advertising devices are acknowledged as an essential part of a streetscape as well as the overall built environment and landscape. They provide critical information to the community in identifying businesses, services and providing public service announcements. Appropriately located and well designed, constructed and maintained advertising devices are generally well regarded and accepted by the community.

However, where advertising devices are inappropriate in scale, number and/or height they have the potential to negatively affect a place's character and visual amenity. Advertising devices also have the potential to create unacceptable hazards to vehicles, cyclists and/or pedestrians, cause nuisance to surrounding land uses, restrict key vistas and viewing corridors for people and property, and block sunlight and breezes.

The number, type, design, scale, height and location of advertising devices and how they interact with the adjoining streetscape and surrounding landscape and environment should be carefully considered where a proposal departs from the acceptable outcomes of the Advertising devices code. This section focuses on three main principles: visual aspect, clutter and character.

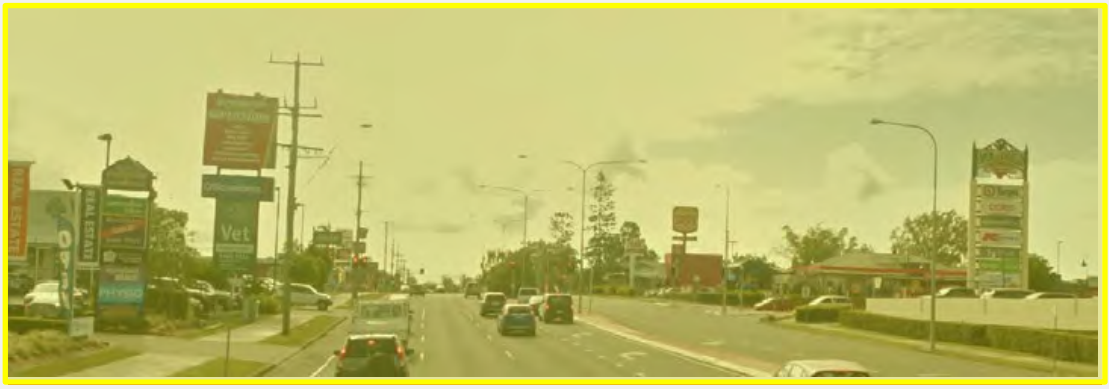
Streetscape - The streetscape is generally considered to be composed of the visual elements of a street, including the road, adjoining buildings, footpath, street furniture, trees, open spaces, signage, etc. that when combined form the street's character.

Landscape - The landscape comprises all the visible features of the surrounding land, often considered in terms of aesthetic appeal.

4.1 Height and visual dominance

A key objective for the location of signs for advertisers has been the optimum height needed to obtain effective visibility of the advertising component of the sign to its desired target. Freestanding advertising devices offer the greatest opportunity to achieve this objective and are therefore the most common form of advertising device within the Region's centres.

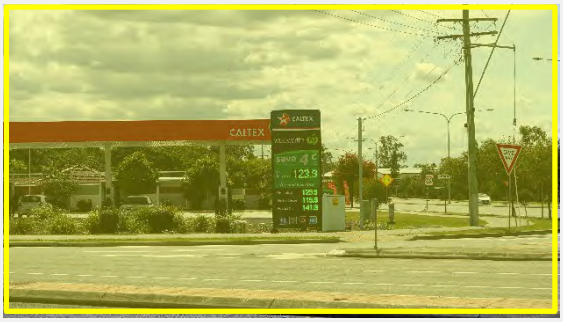
However, this approach has led to a proliferation of excessively tall freestanding signs in some parts of the Region, each larger than the other and all competing for their desired targets attention. An example of this can be found along Morayfield Road, which contains a number of visually dominant and overbearing advertising devices within proximity to one another.



Morayfield Road - Signs reach 15m in some locations, many times taller than the building containing the business that the sign is advertising. Visually dominant advertising devices such as these within a streetscape and landscape compromise the outcomes sort for the Centre zone in the Planning Scheme.

Generally, Advertising devices should not exceed the dominant skyline including the parapet of buildings, structures, vegetation and other advertising devices on the site and in the immediate locality, when viewed from finished or natural ground level. Where a proposal is considered visually dominant and overbearing, or has the potential to impact upon view corridors vistas or cause overshadowing, a photo montage which clearly demonstrates the advertising device's impact on the streetscape and landscape should accompany the application.

Freestanding pylon advertising devices that excessively protrude above surrounding buildings, structures and other advertising devices. In both situations, the devices could have been 6m (e.g. the acceptable outcome) and still quite visible within the streetscape.



Freestanding advertising devices that sit within the dominate skyline relative to the adjoining building, structure and other advertising devices.

4.2 Visual clutter and proliferation

The overall amount of advertising devices in relation to the streetscape and the cumulative effect of many devices can create visual clutter and detract from the existing and future planned character and amenity of an area. A proliferation of advertising devices on any site should be minimised in order to avoid visual clutter, duplication of the same advertisement message, visual distractions for road users and adverse impacts on the amenity of the streetscape and environment.

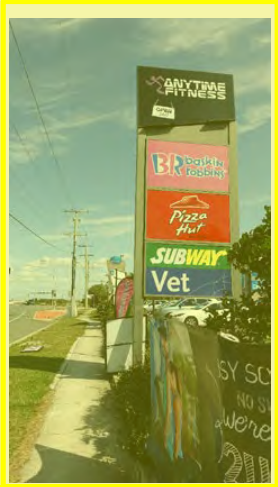
Note - What constitutes "clutter" will differ depending on the location. For instance, the Region's centres contain multiple advertising devices visible along a given sightline. Where appropriately designed and located, these devices can contribute to the fabric of the place and promote businesses and economic growth within the area. Clutter will result however where there is an overabundance of advertisements placed on a single advertising device, location or site.

New advertising devices should be consolidated, rationalised or reduced on sites where a reasonable amount of signage already exists. This can be achieved through a number of means, including, but not limited to, incorporating new advertising devices into existing signage or using changeable advertising devices such as digital displays, where appropriate. Furthermore, a highly cluttered environment makes it difficult to locate and prioritise processing of driving-critical information. Therefore, roadside advertising should not be placed in locations where there is already a number of existing signs and distracting material visible to road users.

An example of a clutter of advertising devices i.e. an overabundance of devices on a site or sightline.

A clutter of advertising devices can also reduce the effectiveness of individual devices and decrease the public's ability to locate critical information. Advertising devices on a site should not obscure the view of other signage on adjoining sites and within a sightline. Therefore, consideration should be given to the location of the advertising device on the site and how the device sits within the streetscape. Pylon and ground freestanding advertising devices are the preferred freestanding type in the region's centres as they are usually less intrusive in the street scene due to their vertical nature.

An example of a freestanding billboard advertising device which restricts views to the freestanding pylon advertising device in the background.



Examples of advertising devices that do not restrict the viewing rights of other advertising devices. Pylon freestanding advertising devices are the preferred type of freestanding advertising device in the Region's centres and on land identified as a Community activity or Neighbourhood hub because they do not block each other when seen from an acute angle.

4.3 Established and desired character

Just like buildings, advertising devices should be designed with the most appropriate design response in mind in order to complement and reflect the established and desired character, streetscape and environmental values of an area and site. The design of an Advertising device and its location affects the character of a place. Advertising devices that are well designed, appropriate in scale and height and appropriately located can add interest, character and vibrancy to the built environment.

Where appropriately located and designed, advertising devices may be positioned as to screen the unsightly aspects of the built environment e.g. infrastructure, substations, loading areas, blank facades, etc.

Note - An Advertising device which advertises a business, item or matter not conducted on the land on which the device is located or a commodity or service not available on that land is known as a third party advertising device.

Advertising devices should incorporate modulation into the supporting structure. See through elements and more visually rich detailing at the top of the advertising device can add interest. If the device is framed by background elements such as buildings, landscaping or natural environment, see through elements can reduce the perceived bulkiness of some advertising devices. Large advertising devices subdivided into a number of elements (individual tenancies with individual colours and logos) is considered to be relatively interesting to look at because it includes a degree of intricacy missing from a large individual sign, in the same way that a large building should be modulated with smaller elements.

An example of a freestanding pylon advertising device containing little modulation and a basic colour scheme, and as such does not add any form of interest to the streetscape.

An example of a freestanding pylon advertising device containing modulation and subdivided elements identifying individual tenancies through the use of logos and colours. The building in which the tenancies are located in is articulated in similar fashion to the advertising device.

Like other forms of development, consideration must be given to the design and location of an advertising device dependent on the surrounding character and amenity.

Major commercial and retail areas:
The majority of centres within the region are currently characterised by self-contained buildings with off-street car parking areas dominating the street frontage. Historically, the best method to inform road users of what is contained on a site has been roadside advertising, usually in the form of multiple visually dominant and overbearing advertising devices. The Planning Scheme seeks to deliver vibrant and attractive development within the Centre zone, with the primary focus on street activation and the pedestrian environment. The design and location of advertising devices in major commercial and retail places should respond to and reflect the outcomes of the Centre zone.

Industrial areas:
Industrial areas are usually characterised by an overabundance of advertising devices, with no uniformity in design and location. The proper management of the design and location of advertising devices in industrial areas can contribute to the visual quality of area and more effectively advertise businesses within the area.

Residential areas:

The expectation for a residential place is generally a high level of amenity and privacy with little to no intrusion from large advertising devices or illumination associated with advertising devices. However, given that a number of small scale commercial, retail and community uses are appropriate in General residential and Rural residential zoned areas where forming a Neighbourhood hub or Community activity, advertising devices associated with these uses need to appropriately respond to the surrounding residential character and amenity. The following principles should be considered when locating an Advertising device in a residential area:

a) Advertising devices located in a Community activity or Neighbourhood hub are visually compatible with the development on-site and the character of the residential place.
b) Advertising devices for businesses within a residential area i.e. Home based business, should clearly identify the use and businesses without detracting from the residential character or amenity of the immediate locality.
c) Third party advertising devices do not establish in a residential area.

Rural areas:

Rural places contribute to the sense of place and identity of the region. Third party advertising is the most common method of advertising in the rural places, due to the high exposure levels along the arterial roads and highways that traverse these areas. Advertising devices need to be carefully designed and located where in a rural place in order to avoid impacts on the visual amenity and character of the landscape and to ensure road safety. The following principles should be considered when locating an Advertising device in a rural area:

a) Advertising devices should be low key in appearance, with consideration to their shape, colour, height and construction in order to be compatible with the surrounding natural environment, geography and rural character.
b) Generally, no more than one (1) freestanding advertising device should be visible along a given sightline along a highway or major arterial road in order to prevent the proliferation of visual clutter.
c) Third party advertising devices are generally located along arterial roads and highways and promote rural tourism, operations, services or events within the Region.
d) Advertising devices should not establish in a significant view or vista and should protect the visual character of the locality. It should be noted that where an advertising device is to be located on land mapped as Regionally significant (Hills) on Overlay map - Scenic amenity, additional criteria applies.
e) Advertising devices for rural businesses should clearly identify the use and businesses without detracting from the rural character or amenity of the immediate locality.

Advertising devices in a rural place promoting a local business on-site, low key in appearance and compatible with the natural environment.

~~3. Urban design considerations~~

~~A street scene is made up of a complex series of individual components which create a scene rich with detail. This is what people find interesting in a high quality environment and this is what the planning scheme seeks to deliver through active frontage and modulation.~~

~~The overall amount of signs in relation to the streetscape and the cumulative effect of many signs can create visual clutter and detract from the existing and future planned character and amenity of an area. A clutter of signs can also reduce the effectiveness of individual signs. There are very few advertising devices containing a sign face total greater than 20m^2 in the region's centres even though there is a large amount of freestanding advertising devices for large, multi-tenanted shopping centres. This suggests that 20m^2 is adequate for almost all situations and that larger signs should be an exception. This has been reflected in the planning scheme through the requirements for accepted development (RAD's) and examples in the Advertising devices code.~~

~~However, where compliance with the examples cannot be achieved, the following images and explanatory text should be used for guidance about satisfying assessment benchmarks in the Advertising devices code.~~

~~**Above**: A freestanding sign with a total single sign face area of approximately 20m^2~~

~~i. Amount of signage~~

~~A single large advertising device will be significantly more dominant in the street scene than two complying structures, as displayed in the diagrams below. In the case of the larger sign displayed in the diagram on the left, the additional width will cut into views of the buildings behind (because it will obstruct the field of vision).~~

~~The taller sign is also more visually dominant for passing pedestrians. The use of two smaller signs as displayed in the diagram on the right is the preferred option to a single larger sign as it will retain the human scale of the street. For larger sites, there is enough space to separate the signs to avoid excessive visual clutter.~~

~~**Left**: An oversized freestanding advertising device that restricts views to the buildings behind it~~

~~**Right**: A centre with multiple tenancies advertised across two freestanding advertising devices~~

~~ii. Vertical versus horizontal~~

~~In the region's centres, vertical freestanding advertising devices are the most common form of advertising device. Vertical freestanding advertising devices can be less intrusive in the street scene because:~~

- ~~they do not block each other when seen from an acute angle. A series of vertical signs seen down a street allows each to be viewed from a distance~~
- ~~the human field of vision is horizontal, so a vertically oriented sign fills less of it and as a result does not block our view of the street to the same extent.~~

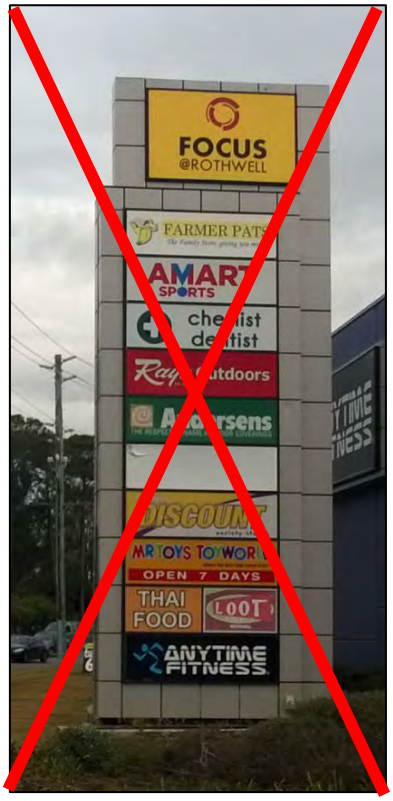
~~**Above**: A vertical freestanding device can avoid obstructing one's horizontal field of vision and other advertising devices~~

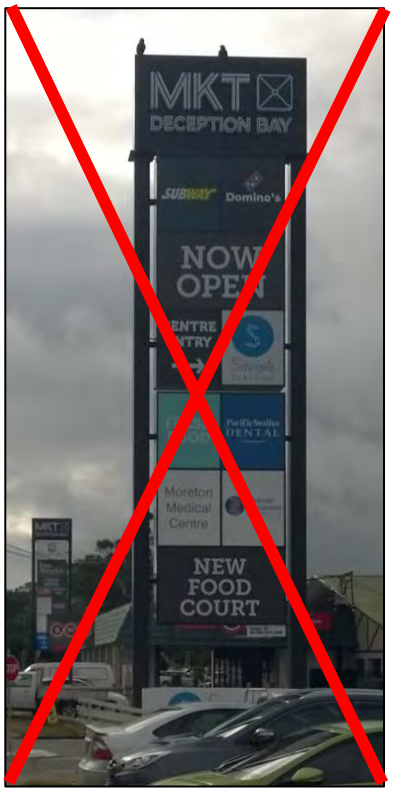
~~**Below**: A horizontal advertising device can obstruct one's field of vision and other advertising devices.~~

~~iii. Modulation, supporting structures and framing~~

~~A sign is always intended to be noticed, and as a result large signs cannot be made to fit in as such. However, some design consideration to the advertising device can help:~~

- ~~Adding modulation to the supporting structure can help make it look more visually interesting. Large freestanding advertising devices are usually subdivided into a number of elements (individual tenancies with individual colours and logos). This is relatively interesting to look at because it includes a degree of intricacy missing from a large individual sign, in the same way that a large building should be modulated with smaller elements.~~
- ~~Adding see through elements and more visually rich detailing at the top of the advertising device. If the advertising device is framed by background elements such as buildings, landscaping or natural environment, see through elements can reduce the perceived bulkiness of some advertising devices.~~
- ~~Dark, non-reflective colours can also be used to reduce the visual impact of an advertising device.~~





~~**Left**: Modulating the structure may help to make it look more visually appealing~~

~~**Centre**: Adding external detailing and see through elements helps to make the sign less obtrusive~~

~~**Right**: Dark colours are less noticeable~~

~~iv. Context~~

~~As a general principle, signage is better if it is absorbed into the outline of a building or vegetation of similar height. In practice this may be hard to achieve because:~~

- ~~the sign should not reduce the visual richness of the street by blocking views of active frontage or attractive or interesting buildings;~~
- ~~it may be absorbed into the building or vegetation in one view but not another. It is difficult to comply with this principle from all viewing angles.~~

~~However, there are clearly examples of when the context makes the sign more acceptable. These are generally when the environment is comprised of bulk retail or similar buildings (e.g. Specialised centres) with blank facades and car parking on prominent display.~~

~~**Above**: From this angle the sign helps to hide the back of the building~~

~~**Below**: From this angle the same sign blocks the view of the background vegetation~~

~~3.~~ 5. Signface area calculation

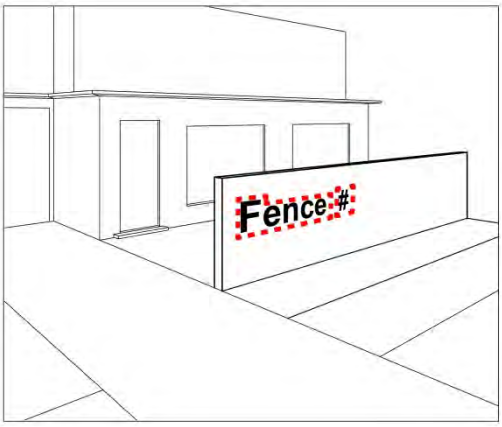
The section provides information and illustrative ~~illustrations below provide~~ guidance for calculating signface area of advertising devices i.e RAD3 and E1.3 of the Advertising devices code.

5.1 Awning advertising devices

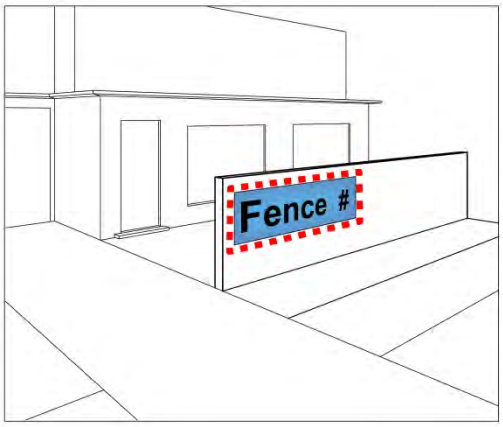
Continuous regular area around advertising device text.

Continuous regular area around an advertising device with a differentiating background.

5.2 Fence advertising devices

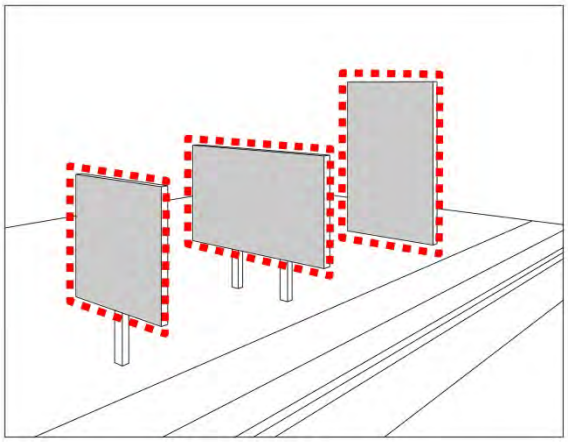


Continuous regular area around advertising device text.



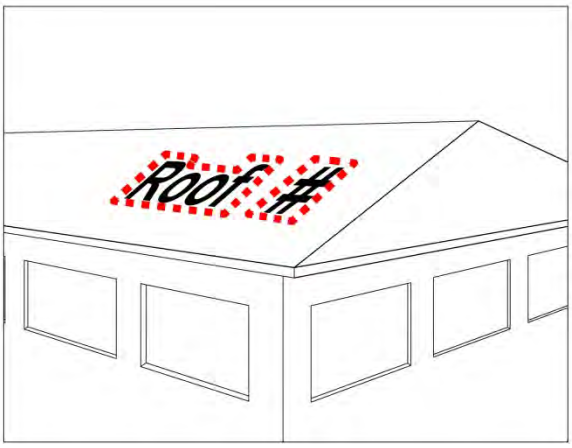
Continuous regular area around an advertising device with a differentiating background.

5.3 Freestanding advertising devices

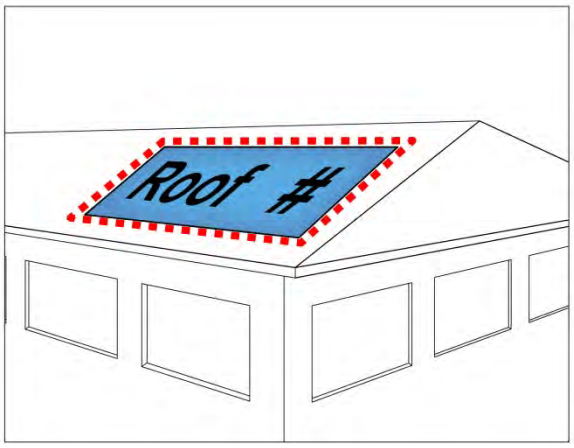


Continuous area around a freestanding advertising device.

5.4 Roof advertising devices

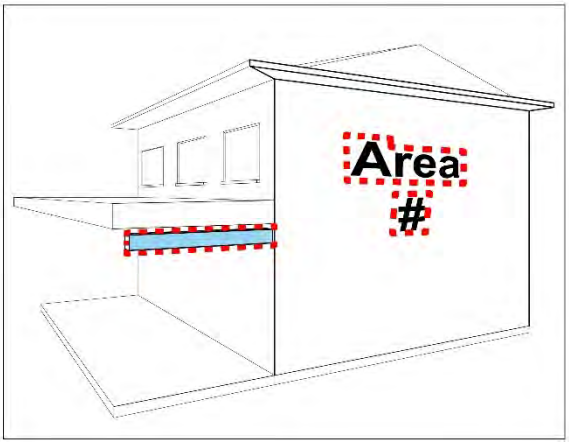


Continuous regular area around advertising device text.

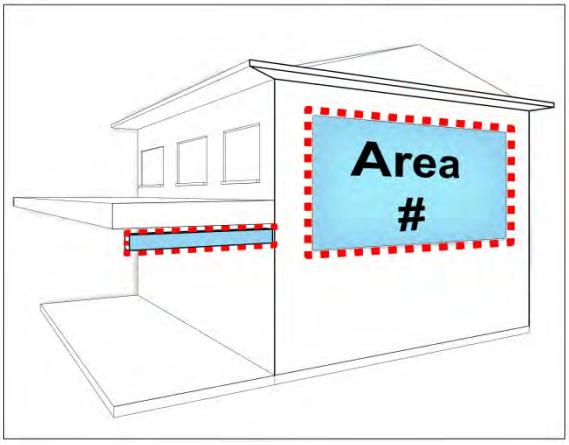


Continuous regular area around an advertising device with a differentiating background.

5.5 Wall/Façade and Projecting advertising devices



Continuous regular area around advertising device text.



Continuous regular area around an advertising device with a differentiating background.

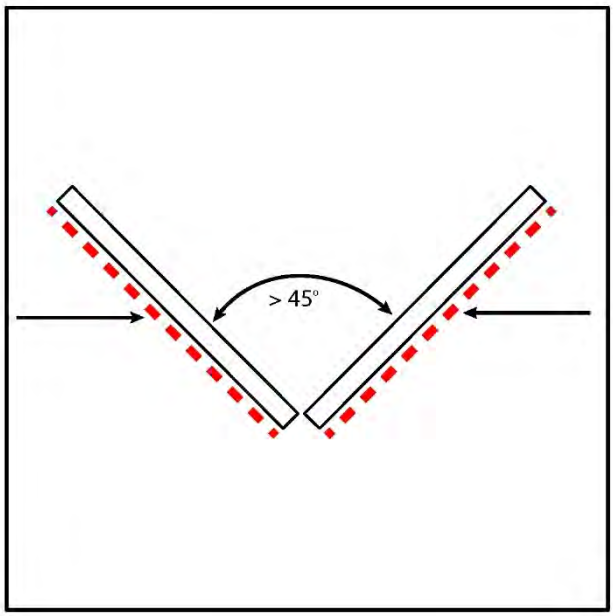
5.6 Where the advertising device is three-dimensional

Continuous regular area using the outermost extremities ~~around a three-dimensional advertising device.~~

5.7 Further signface area calculation information

For sign face area calculation purposes:

- Where an Advertising device features two (2) display faces with an internal angle of 45 degrees or less, only one (1) of the display faces forms part of the maximum total signface area total calculation.
- Advertising devices that feature two (2) display faces with an internal angle greater than 45 degrees must calculate each display face as a separate signface area.
- Advertising devices that include more than two (2) display faces must calculate the additional display faces as a separate signface area.



Signface area calculation for advertising devices with an internal angle greater than 45 degrees.

~~4. Township character design~~

6. Advertising devices in the Township zone

This section provides guidance for designing and integrating advertising devices into the Township zone. Areas within the Township zone have a traditional and historic character, each area featuring a unique identity and sense of place. Poorly designed signage can detract from the visual aesthetics and character of a township, whereas signage of an appropriate design, scale, colour and location can be complementary and enhance the traditional identity of the township. Like elsewhere in the Region, visual clutter created by too many or inappropriate sign types is also discouraged. Signage should be integrated into the façade but not dominate.

Provisions within the planning scheme seek to ensure that advertising devices are designed and installed appropriately to contribute to, and not detract from, the rich character of these areas.

The following design information can be used to assist in addressing relevant planning scheme assessment benchmarks.

6.1 Traditional township design and style

The following design principles are to be adopted into advertising devices where located in the Township zone:

- ~~Advertising devices should feature~~ T~~t~~raditional rather than modern design and styling that reinforces the Australian country town character that is present throughout the Township zone.
- ~~Traditional design and styling reinforces the Australian country town character that is present throughout the Township zone.~~
- ~~The style should~~ Styling that relates to both the natural and man-made streetscapes and landscapes that have resulted over the history of the area.
- Traditional lettering and graphic styles ~~may involve~~ involving shaded letters, the mixing of sizes and styles of letters and ornamental scrolls that reflect the period of the building.
- Modern 'trademark' advertising devices are generally inappropriate within the Township zone. These advertising devices can be modified through the use of perimeter margins and surrounding wall surfaces printed/styled with sympathetic heritage colours and designs.
- Third party advertising does not establish in the Township zone.

~~Typical traditionally designed and styled signage along a Township main street~~

Examples of signage appropriately designed and styled within the Township context.

6.2 *Township context and building integration*

It is important to pay particular attention to the streetscape within the Township zone. Careful consideration should be given to the placement of advertising devices~~, so as not to detract from the design form of buildings and the overall township context.~~ in relation to:

- Advertising devices should not detract from the design form of buildings and the overall township context;
- Advertising devices should be integrated into the design and elevation of the building or structure. Opportunities for the integration of advertising devices within the Township zone may be more limited than in other areas, such as newer centres~~.~~;
- ~~Generally, signs~~ Advertising devices should be discreet and should complement the building, streetscape and surrounding township context.

Signage within multiple tenancies that is integrated into the built form of the buildings along a township main street.

Signage that reflects the design and elevation of the building and surrounding streetscape.

An example of poor signage that does not integrate with the building, streetscape or surrounding township context

6.3 *Appropriately locating advertising devices in the Township zone*

- Historically, advertising devices were placed so as to allow the architectural details of buildings to remain prominent. Advertising devices should be placed in locations on the building or item which would traditionally have been used as advertising areas (e.g. walls, building facades, awnings, windows) thereby leaving architectural details of buildings uncovered and exposed to public view.

- The following advertising device types are preferred within the Township zone:
  - under awning or awning fascia signs;
  - wall/façade signs – generally on windows, around entrances or projecting at right angles to the building where an awning or verandah is not present or where appropriate;
  - freestanding signs at low level;
  - as a panel on a front fence.

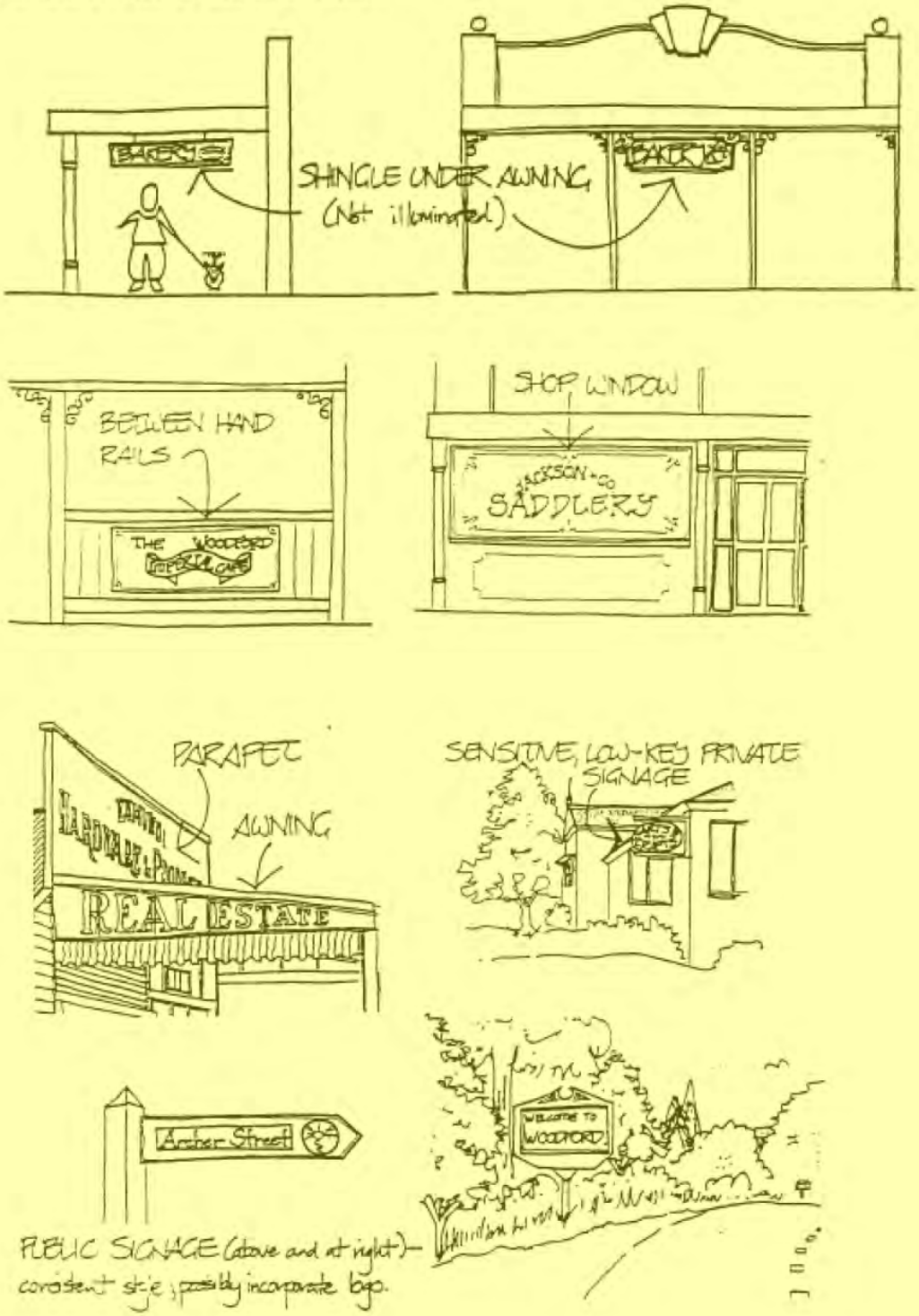
Examples of appropriate under awning and awning fascia signage.

~~An example of appropriate projecting signage located within the design of the building.~~

An example of wall/façade signage located above the building entrance.

~~A good example of appropriately sized and located freestanding signage.~~

Examples of 'good' signage are as follows:



End Notes

Amendment Number: 2 **Adopted: 27 June 2017** **Effective from: 3 July 2017**	
Planning Scheme Policy Reference	**Summary of amendment**
-	• Amendment to reflect the terminology used in the *Planning Act 2016*, the *Planning Regulation 2017* and related state planning instruments.