



## Mixed Industry and Business Area South Sector Four SIGNAGE GUIDELINES

### 1.0 OBJECTIVES

The objectives of the signage standards for North Lakes are:

- (i) To implement design standards consistent with the existing and future character of North Lakes
- (ii) To ensure that signs and advertisements complement the attractiveness, safety, legibility and amenity of the North Lakes environment, both day and night
- (iii) To support the role of signs and advertising as an important factor in the marketing of North Lakes and in identifying the commercial character in areas of the development.

### 2.0 DEFINITIONS

**Animated Signage:**

An animated sign is an advertisement with a changing display, such as flashing or chasing bulbs, or any other non-static illuminated displays.

**Third Party Advertising:**

A “third party” advertising sign is an advertisement for a business not conducted on the land on which the sign is located, or a commodity not available on that land, and includes an advertisement for a particular brand of product sold or distributed from the premises. However, an advertising sign which incorporates the North Lakes logo as an integral element of the signage, or a sign which includes only a generic reference to the type of product available on the land is not a “third party” advertising sign in terms of the inclusion of the North Lakes logo or the generic product reference.

**On- Site Business Advertising:**

An on-site business advertising sign is an advertising sign which is limited in its content to the name of a business premises and the name and services offered by the occupants of the business premises. An on-site business advertising sign may also incorporate the North Lakes logo as an integral element of the signage.

**Artworks/Murals:** Artwork and murals are architectural graphics and other artworks which do not contain any implied or direct reference to a business undertaking or service or commodity available from a business undertaking. However, artworks and murals may incorporate the North Lakes logo as a supporting or an ancillary element.

### 3.0 SIGNAGE GUIDELINES

Except in the case of road signs, the following guidelines will be applied to all advertising signage erected within the Mixed Industry and Business Area South Sector Four. These guidelines are intended to apply for individual signs, but where they form part of a coordinated signage plan, they can be varied.

#### 3.1. Scale and Location of Signs on Buildings

The scale of the sign shall be compatible with the building and building elements on which it is affixed and to which it is in proximity, as well as nearby buildings, streets and other existing signs. Consideration shall be given to the sign's relationship to the overall appearance of the development as well as surrounding development.

The number and area of signs, if specified, are intended to be maximum standards.

#### 3.2. Principal Developer Signs

Within road reservations and on land in ownership of the Council or the principal developer, signage content is limited to the message requirements of the principal developer and traffic control. Generally content of signs within these areas will be restricted to directional information for identifying locations, buildings, services and events. Commercial business names or logos will generally not be permitted except for sponsorships on temporary event signs.

#### 3.3. Traffic Safety

A sign must not obstruct pedestrians' views of traffic or vehicle drivers' views of pedestrians, other traffic or the road ahead. A sign must not create possible confusion for drivers at critical locations such as intersections, traffic signals, or merging and weaving situations eg. red and green lit signage near traffic intersections.

Signs visible from State roads shall comply with the requirements of the Queensland Department of Main Roads as detailed in the Guide to the Management of Roadside Advertising, Edition 1.0.

### **3.4. Installation Fixings**

No support, fixing, suspension or other systems required for the installation of a sign shall be exposed, unless designed as an integral feature of the sign. Conduits, wiring, switches etc shall be discreetly placed out of general view.

### **3.5. Animated Signs**

Animated signs, where parts or all of the sign components move, may be acceptable where no significant adverse impacts are likely to adjacent or nearby sensitive land uses. No animated signs are allowable along the Bruce Highway or along the North South Arterial Road.

### **3.6. Clutter**

The visual amenity of the local area and the effectiveness of the message on the sign will be enhanced by reducing signage clutter. Proposed signs shall be assessed in the context of the number, type, size and location of existing signs on the site and surrounds.

### **3.7. Illumination**

The luminance of an externally illuminated advertisement in the Mixed Industry and Business Area North Sector One (measured in candelas per square metre) is not to exceed 500 cd/m<sup>2</sup>.

The luminance level of an advertisement may exceed this level where it can be shown that the increase in luminance level is unlikely to contribute to a traffic hazard or cause an inappropriate loss of amenity.

The external illumination of signs is to be carried out in such a way as to minimise the spill effects beyond the target sign. An illuminated sign must be designed to make the best possible use of the energy efficient equipment and light sources available.

At street level sign illumination is to be consistent with the general level of lighting so as to eliminate shadows and promote the safety of adjoining public areas.

The intensity of lighting and hours of illumination must not unreasonably impact on any residential properties or traffic operations.

### **3.8. Environmental Controls**

A sign must not be nailed or similarly fixed to any tree, or fixed to any poles used for traffic control signs or street lighting. Every sign shall be maintained and kept in good repair.

### **3.9. Performance Controls**

Unless otherwise approved under the coordinated signage plan, a proposed sign must meet the performance criteria outlined in the following section. The acceptable standards

associated with each type of sign are provided as examples and should not be seen as precluding other solutions. However, where alternative solutions are proposed, the onus will be on the proponent to demonstrate that the relevant performance criteria are met.

#### SIGNS PERFORMANCE CRITERIA

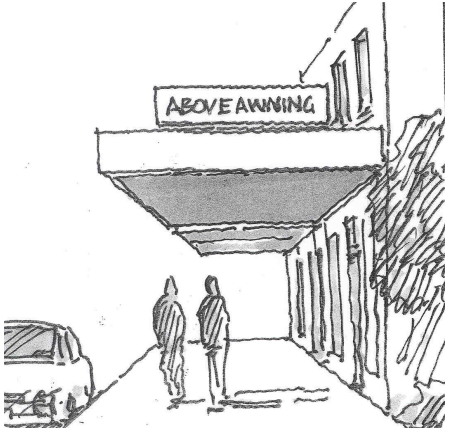

**Signs shall:**


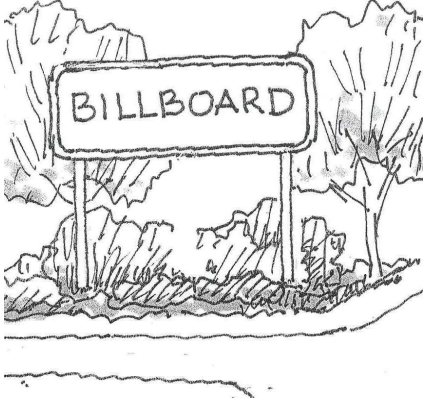
- (i) not create a hazard to traffic or pedestrians
- (ii) be of character and design standard consistent with the objectives and controls for this sector plan
- (iii) complement the streetscape and amenity of the locality by virtue of their size, location, illumination, utilisation of complementary shapes, forms, colours, durable quality materials and design concepts
- (iv) if affixed to a building, complement the architectural style of the building by virtue of their size, location, illumination, utilisation of complementary shapes, forms, colours, durable quality materials and design concepts; and
- (v) not unnecessarily repeat or duplicate similar signs.

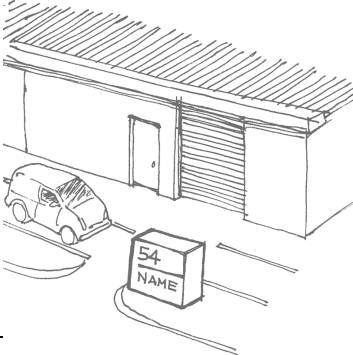

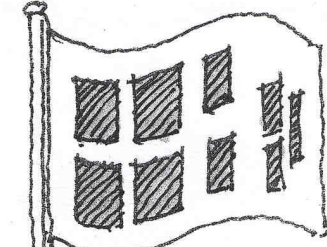
#### 4.0 TYPES OF SIGNS

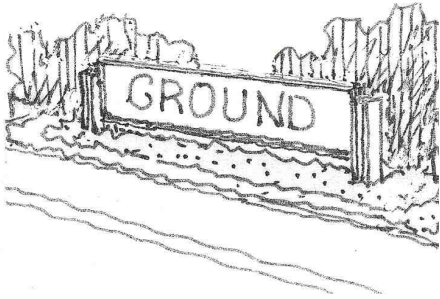

The following schedule sets out maximum criteria for various types of signs. Such signs may be permitted subject to meeting the requirements of the signage guidelines and overall performance standards.

- (i) Above Awning Sign
- (ii) Awning / Fascia Sign
- (iii) Blade Sign
- (iv) Billboard Sign
- (v) Business Plate
- (vi) Created Awning Sign
- (vii) Flag Pole Sign
- (viii) Ground Sign
- (ix) Hamper Sign
- (x) Pole Sign
- (xi) Vertical Banner Freestanding Sign
- (xii) Projecting Flag Sign
- (xiii) Projecting Sign
- (xiv) Under Awning Sign
- (xv) Vertical Banner Building Sign
- (xvi) Wall Sign
- (xvii) Window Sign
- (xviii) Pylon/Column Sign


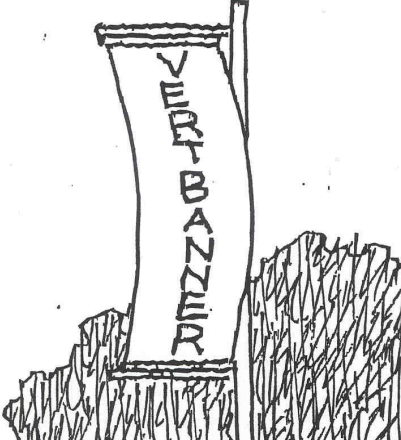
TYPE OF SIGN	EXAMPLE OF TYPE OF SIGN	ACCEPTABLE STANDARD FOR SPECIFIC SIGN STYLE	
<p><b>ABOVE AWNING SIGN</b>                      An Above Awning Sign is an advertisement above an awning, verandah roof or the like.</p>		<p>Maximum size.</p> <p>Maximum height above awning.</p> <p>Extent.</p> <p>Other requirements.</p>	<p>Length - 2.7 metres.                      Height - 0.6 metres.                      Width - 0.3 metres.</p> <p>1.0 metre.</p> <p>Not to project beyond the edges of the awning.</p> <p>No unsightly supports or rear view of sign. Any unsightly supports required for structural reasons are to be set back behind edges of sign.</p>
<p><b>AWNING/FASCIA SIGN</b>                      An Awning/Fascia Sign is an advertisement painted or otherwise affixed to the fascia of a building, an awning, verandah or return end of an awning.</p>		<p>Maximum extent.</p> <p>Maximum height.</p> <p>Maximum thickness.</p>	<p>Not projecting above or below the fascia.</p> <p>0.6 metre.</p> <p>0.1 metre out from fascia.</p>

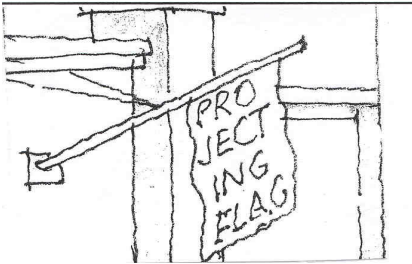
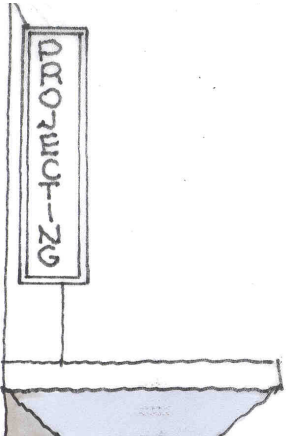
TYPE OF SIGN	EXAMPLE OF TYPE OF SIGN	ACCEPTABLE STANDARD FOR SPECIFIC SIGN STYLE											
<p><b>BLADE SIGN</b></p> <p>A Blade Sign is a free standing structure Blade Signs are to only advertise the name of the businesses which are being conducted on the lot.</p>		<p>One full blade sign is the preferred sign per lot. The dimensions of these signs are as follows:</p> <p>Lot size (m<sup>2</sup>)</p> <p>&lt;3,500m<sup>2</sup></p> <p>3,500m<sup>2</sup>- 10,000m<sup>2</sup></p> <p>10,000m<sup>2</sup>-20,000m<sup>2</sup></p> <p>&gt;20,000m<sup>2</sup></p>	<table border="0"> <tr> <td>Height</td> <td>Width</td> </tr> <tr> <td>2.5m</td> <td>800mm</td> </tr> <tr> <td>3.0m</td> <td>1,000mm</td> </tr> <tr> <td>3.5m</td> <td>1,200mm</td> </tr> <tr> <td colspan="2">Refer to Section 3.0 Signage Guidelines</td> </tr> </table>	Height	Width	2.5m	800mm	3.0m	1,000mm	3.5m	1,200mm	Refer to Section 3.0 Signage Guidelines	
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<p><b>BILLBOARD SIGN</b></p> <p>A Billboard Sign is a freestanding display surface, the width of which is greater than the height and which may be positioned on the ground or mounted on one or more vertical supports.</p>		<p>Maximum area.</p> <p>Maximum height above ground to top of sign.</p> <p>Setting.</p> <p>Minimum setback from side boundary.</p> <p>Front setback.</p> <p>Maximum.</p> <p>Other requirements</p>	<p>20 square metres per side for a maximum of 2 sides.</p> <p>6.5 metres or the height of a building in close proximity whichever is the lesser.</p> <p>As a free standing structure within a landscaped environment and so as not to expose an unsightly back view of the sign to a road or other public places.</p> <p>3.0 metres.</p> <p>Not to project beyond front property alignment.</p> <p>Generally no billboard shall be erected on a site along which are located Pylon signs unless the frontage exceeds 100m in which case a separation of 60m must be achieved.</p> <p>Not to be located along the Bruce Highway frontage of the Sector.</p>										


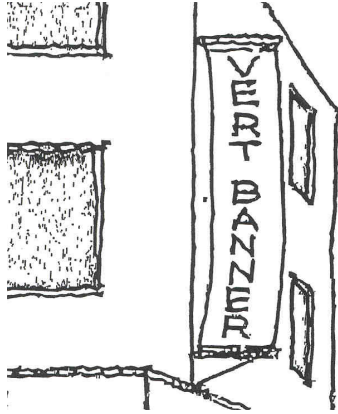
TYPE OF SIGN	EXAMPLE OF TYPE OF SIGN	ACCEPTABLE STANDARD FOR SPECIFIC SIGN STYLE	
<p><b>BUSINESS PLATE</b> A Business Plate is a small advertisement identifying the name and/or trade, business or calling of the occupant or business premises. A Business Plate may be painted or affixed to a wall.</p>		<p>Maximum surface area per business occupant of premises in commercial and mixed use areas.</p>	<p>0.3 square metres.</p>
<p><b>CREATED AWNING LINE SIGN</b> A Created Awning Line Sign is an advertisement attached to and extending beyond a fascia of an awning or the like.</p>		<p>Extent. Maximum area. Minimum clearance.</p>	<p>Not more than 0.6 metres above the fascia to which it is attached. The created area is not to exceed 25% of the fascia. 2.4 metres to the footpath pavement</p>
<p><b>FLAG POLE SIGN</b> A Flag Pole Sign is a fabric sign hung from a pole.</p>		<p>Maximum surface area. Maximum height above ground.</p>	<p>3.0 square metres. 6.5 metres if planted in the ground.</p>


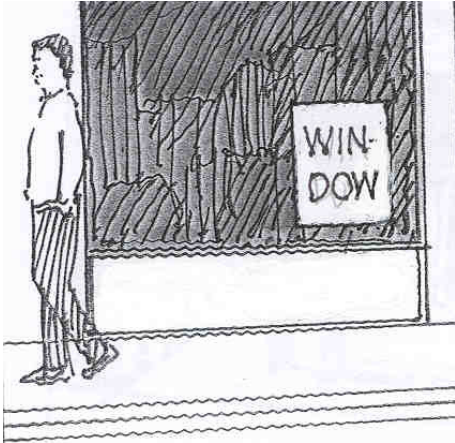
TYPE OF SIGN	EXAMPLE OF TYPE OF SIGN	ACCEPTABLE STANDARD FOR SPECIFIC SIGN STYLE	
<p><b>GROUND SIGN</b>                      A Ground Sign is a monolithic sign which, in effect, sits on or rises out of the ground, typically used for Entry Gateways.</p>		<p>Setting.</p> <p>Maximum height.</p> <p>Maximum surface area.</p> <p>Maximum setback from side boundary.</p> <p>Maximum number.</p>	<p>Erected within a landscaped environment.</p> <p>Not erected to expose an unsightly back view of the sign.</p> <p>1.8 metres.</p> <p>10 square metres.</p> <p>3 metres.</p> <p>One per frontage for frontages up to 100 metres.</p> <p>For frontages over 100 metres, spacing of signs to be no less than 60 metres.</p>
<p><b>HAMPER SIGN</b>                      A Hamper Sign is an advertisement, painted or otherwise affixed, between a door head and an awning, or their equivalent levels.</p>		<p>Maximum thickness.</p> <p>Maximum Extent.</p> <p>Maximum number.</p> <p>Other requirements.</p>	<p>0.3 metre from the face of the wall.</p> <p>The size and form are to be compatible with the building on which they are located.</p> <p>One per building frontage.</p> <p>A High Rise Building Sign is not to contain third party advertising.</p>

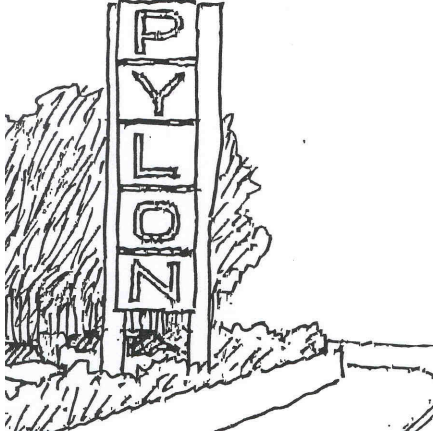


TYPE OF SIGN	EXAMPLE OF TYPE OF SIGN	ACCEPTABLE STANDARD FOR SPECIFIC SIGN STYLE	
<p><b>POLE SIGN</b> A Pole Sign is a freestanding sign mounted on one or more vertical supports which has a smaller surface area than a Pylon/Column sign.</p>		<p>Maximum number.</p> <p>Aspect.</p> <p>Maximum surface area.</p> <p>Maximum height above ground.</p> <p>Setting.</p>	<p>One two-sided pole sign per allotment street frontage.</p> <p>Not erected to expose an unsightly back view of the sign.</p> <p>4m<sup>2</sup> per side.</p> <p>No greater than 10 metres.</p> <p>Erected within a landscaped environment.</p>
<p><b>VERTICAL BANNER FREESTANDING SIGN</b> A Vertical Banner Freestanding Sign is an advertisement of non-rigid material normally supported at two or more locations from brackets extending from a freestanding pole.</p>		<p>Maximum height (above ground level to top most support).</p> <p>Maximum width.</p> <p>Minimum clearance between lowermost point of the sign and the footway.</p> <p>Minimum spacing between signs.</p> <p>Minimum setback from side boundary.</p> <p>Maximum surface area.</p>	<p>5.0 metres.</p> <p>0.75 metre.</p> <p>2.4 metres.</p> <p>6.0 metres.</p> <p>3.0 metres.</p> <p>2.4 square metres</p>

TYPE OF SIGN	EXAMPLE OF TYPE OF SIGN	ACCEPTABLE STANDARD FOR SPECIFIC SIGN STYLE	
<p><b>PROJECTING FLAG SIGN</b>                      A Projecting Flag Sign is a non-illuminated, wall-mounted corporate flag.</p>		<p>Maximum size.                      Maximum number.                      Minimum spacing.                      Minimum clearance.</p>	<p>0.3 square metre per face.                      4 per site.                      2 metres.                      2.4 metres to the footpath pavement.</p>
<p><b>PROJECTING SIGN</b>                      A Projecting Sign is a double-faced sign projecting at right angles to a wall and fixed to the wall. A Projecting Sign is not an Under Awning Sign.</p>		<p>Minimum clearance between the lowermost point of the sign and the footway.                      Maximum number.</p> <p>Orientation.                      Extent.</p> <p>Maximum size.</p>	<p>4 metres.</p> <p>One per building frontage.</p> <p>Vertical.                      Not projected above the height of the wall to which it is attached.                      Height - 3.0 metres.                      Width - 0.75 metre.</p>

TYPE OF SIGN	EXAMPLE OF TYPE OF SIGN	ACCEPTABLE STANDARD FOR SPECIFIC SIGN STYLE	
<p><b>UNDER AWNING SIGN</b>                      An Under Awning Sign is an advertisement suspended under an awning or verandah.</p>		<p>Orientation.                      Minimum clearance between the lowermost point of the sign and footway.                      Extent.                      Location.                      Minimum distance between under awning signs.                      Maximum dimensions.                      Minimum setback from side boundary.</p>	<p>At right angles to the building frontage.                      2.4 metres.                      Not to project beyond the awning or verandah.                      Central to each shop or tenancy or shopping arcade entrance.                      3.0 metres.                      Length – 2.7 metres or not greater than 75% of the width of the awning or verandah which ever is lesser.                      Height - 0.6 metres.                      Width – 0.3 metres.                      1.5 metres.</p>
<p><b>VERTICAL BANNER BUILDING SIGN</b>                      A Vertical Banner Building Sign is an advertisement of non-rigid material normally fixed at the top and bottom to brackets projecting from a building.</p>		<p>Maximum height.                      Maximum width.                      Minimum clearance between lowermost point of the sign and the footway.                      Maximum area.                      Minimum spacing between signs.                      Minimum setback from side or rear boundary.</p>	<p>Not to project above the height of the adjacent part of the building to which it is fixed and not to exceed 5 metres above ground level.                      0.75 metre.                      2.4 metres.                      2.4 square metres.                      6.0 metres.                      3.0 metres.</p>

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<p><b>WALL SIGN</b> A Wall Sign is an advertisement, painted or otherwise affixed, flat to a wall.</p>		<p>Maximum thickness (or projection from wall).</p> <p>Maximum number.</p> <p>Maximum surface area.</p> <p>Location.</p>	<p>0.3 metre.</p> <p>One per tenancy.</p> <p>20% of wall space ,</p> <p>Ground floor level and first floor level and not to project beyond the edge of the wall.</p>
<p><b>WINDOW SIGN</b> A Window Sign is an advertisement, painted or otherwise affixed, to the glass of a display window.</p>		<p>Maximum surface area of sign.</p>	<p>25% of the area of the glass panel or panels on which it is displayed.</p>

TYPE OF SIGN	EXAMPLE OF TYPE OF SIGN	ACCEPTABLE STANDARD FOR SPECIFIC SIGN STYLE	
<p><b>PYLON/COLUMN SIGN</b>                      A Pylon/Column Sign is a large display surface with its height being greater than its width. It may be erected on the ground or mounted on one or more vertical supports.</p>		<p>Aspect.</p> <p>Maximum surface area of sign.</p> <p>Maximum height above the ground.</p> <p>Setting.</p> <p>Maximum number.</p> <p>Minimum setback from side boundary.</p>	<p>Not be erected to expose an unsightly back view of the sign.</p> <ul style="list-style-type: none"> <li>• 20 square metres per side, for a maximum of two sides along the Bruce Highway.</li> <li>• 15 square metres per side, for a maximum of two sides elsewhere on site.</li> <li>• For development fronting the Bruce Highway, the maximum height is to be 5.0 metres or the height of a building in close proximity, but is not to exceed 10.0 metres.</li> <li>• For development elsewhere on the site, the maximum height is to be 5.0 metres or the height of a building in close proximity, but is not to exceed 6.0 metres.</li> </ul> <p>Erected within a landscaped environment.</p> <p>No Pylon/Column Sign shall be erected on a site along which are located Billboard signs unless the frontage exceeds 100 metres in which case such signs are to be no closer than 60 metres.</p> <p>3.0 metres.</p>