

Planning Scheme Policy Advertising Devices



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.

1. Introduction

This policy supports the Moreton Bay Regional Council Planning Scheme and has been made by Council in accordance with Chapter 3, Part 4, Division 2 and Part 5, Division 1 of the *Sustainable Planning Act 2009*.

1.1 Purpose

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

This policy includes the following guideline material:

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

1.2 Application

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 relevant assessment criteria.

Assessable advertising devices include those that are defined as an 'Advertising device' (see Section 1.3 Interpretation below) and located on privately owned land. Where an advertising device is located on publicly 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.

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

Planning scheme assessment criteria 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.

Table 1 – Advertising device types

Advertising device type	Description	Examples include
Awning	An advertising device painted or otherwise affixed to an awning.	<ul style="list-style-type: none"> • Under awning sign • Created awning sign • Awning face sign • Blind sign
Fence	An advertising device painted or otherwise affixed to a fence.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • Billboard sign • Ground sign • Pylon sign • Estate entrance sign
Projecting	An advertising device attached and mounted at right angles to a building or structure.	<ul style="list-style-type: none"> • Projecting sign
Roof	An advertising device painted or otherwise affixed to the roof or parapet of a building.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • Flush wall sign • Projecting wall sign • Façade sign • Hamper sign • Stallboard sign • Business name plate

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 20m² 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 20m² is adequate for almost all situations and that larger signs should be an exception. This has been reflected in the planning scheme through the self-assessable acceptable outcomes and acceptable outcomes in the Advertising devices code.

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



Above: A freestanding sign with a total single sign face area of approximately 20m²

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

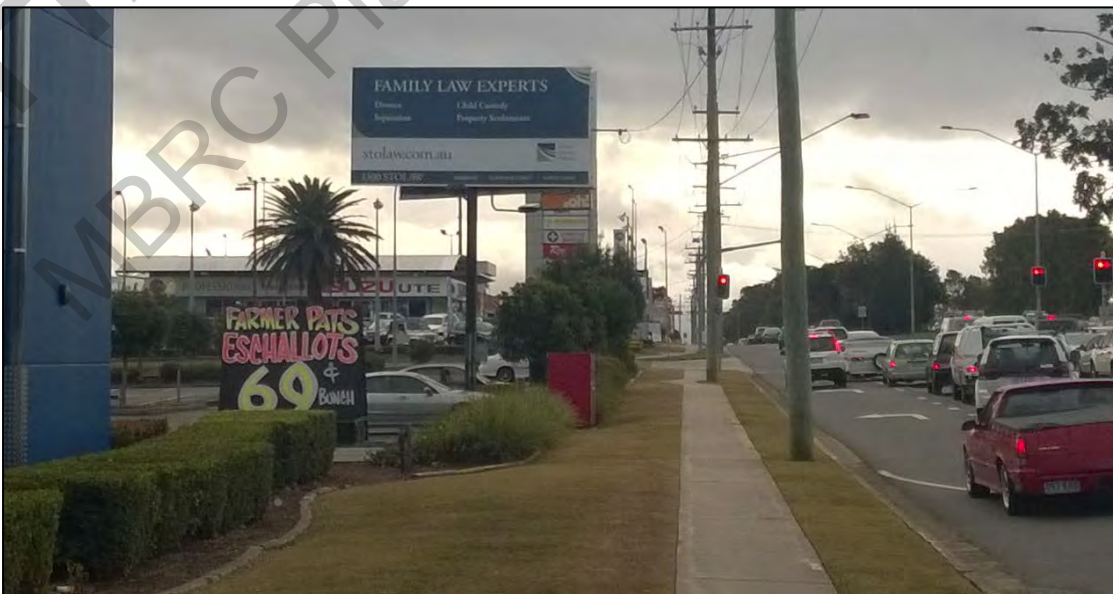
In the region's centres, vertical freestanding advertising devices are the most common form of advertising device. Vertical freestanding advertising devices can be less intrusive in the street scene because:

- 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

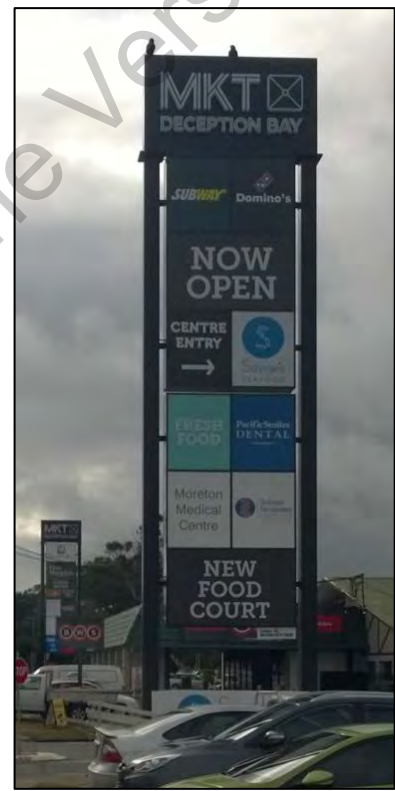
Below: A horizontal advertising device can obstruct one's field of vision and other advertising devices.



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:

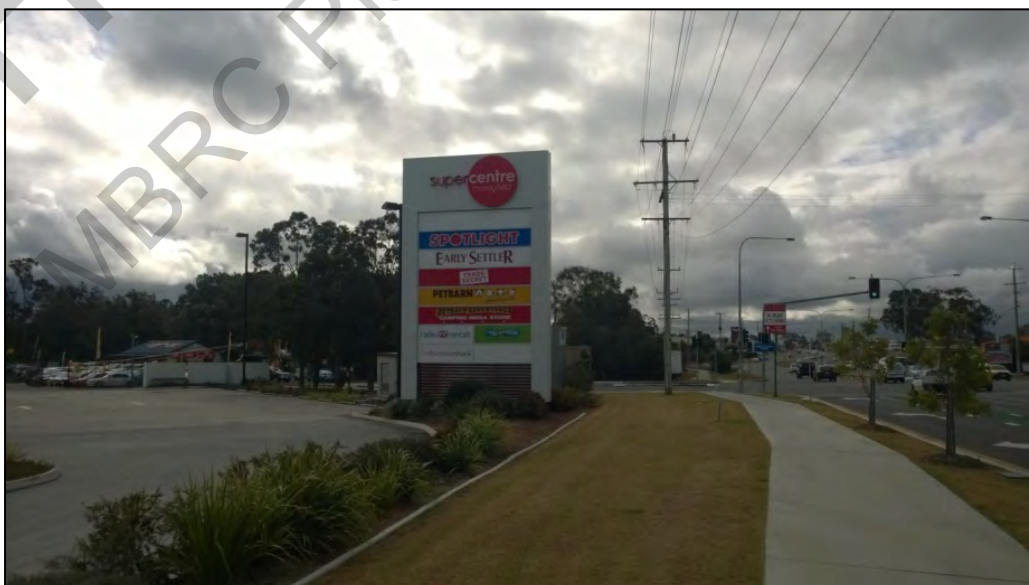
- the sign should not reduce the visual richness of the street by blocking views of active frontage or attractive or interesting buildings;
- it may be absorbed into the building or vegetation in one view but not another. It is difficult to comply with this principle from all viewing angles.

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



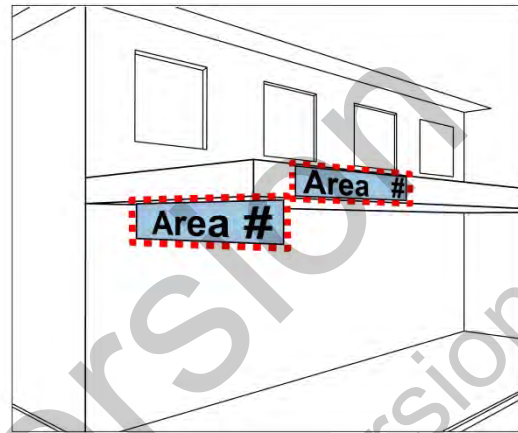
3. Signface area calculation

The information and illustrations below provide guidance for calculating signface area.

Awning advertising devices

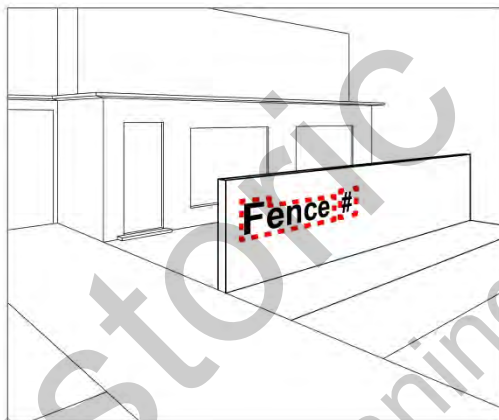


Continuous regular area around advertising device text.

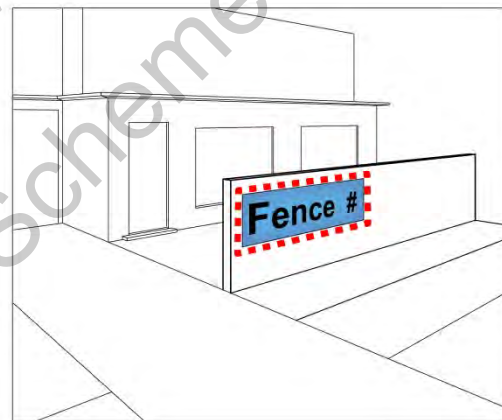


Continuous regular area around an advertising device with a differentiating background.

Fence advertising devices

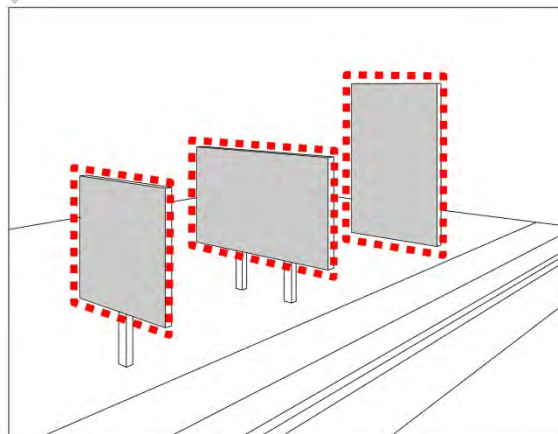


Continuous regular area around advertising device text.



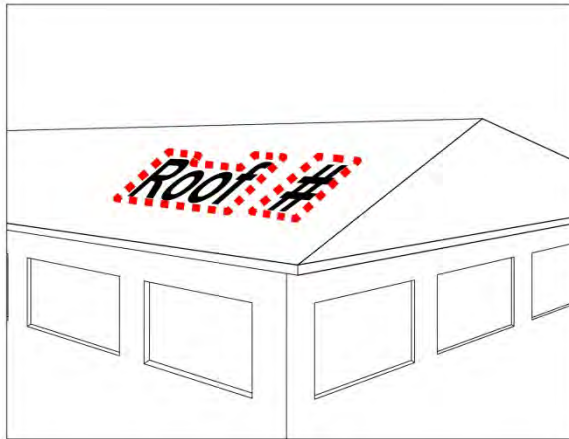
Continuous regular area around an advertising device with a differentiating background.

Freestanding advertising devices

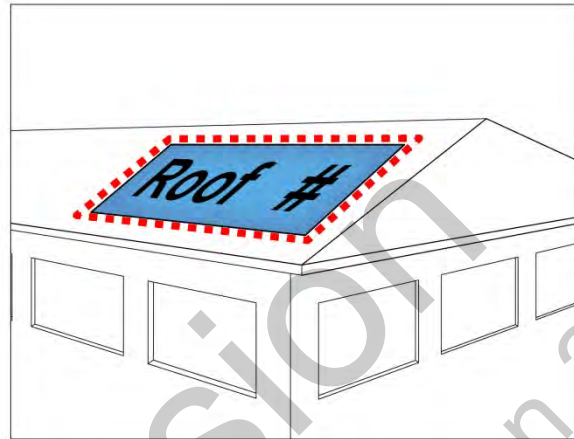


Continuous area around a freestanding advertising device.

Roof advertising devices

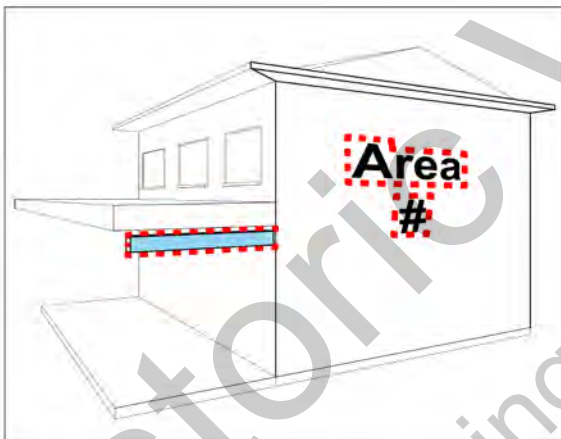


Continuous regular area around advertising device text.

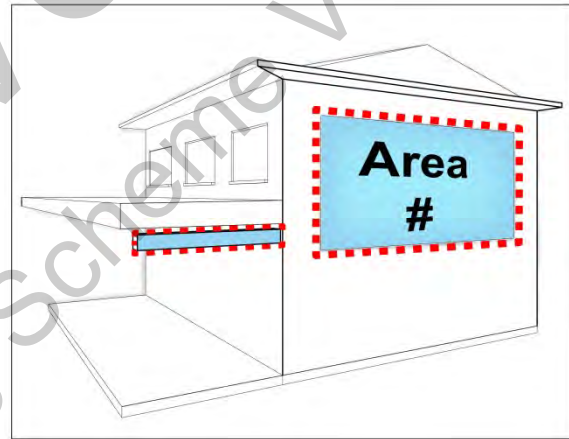


Continuous regular area around an advertising device with a differentiating background.

Wall/Façade and Projecting advertising devices



Continuous regular area around advertising device text.



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

Where the advertising device is three-dimensional

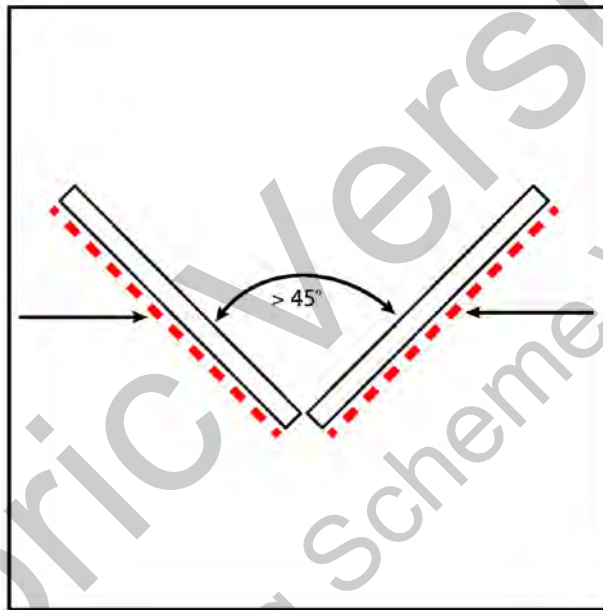


Continuous regular area using the outermost extremities around a three-dimensional advertising device.

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

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. 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 criteria.

Traditional township design and style

- Advertising devices should feature traditional rather than modern design and styling.
- Traditional design and styling reinforces the Australian country town character that is present throughout the Township zone.
- The style should relate 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 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.



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



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

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.
- Advertising devices should be integrated into the design and elevation of the building.
- 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 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

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.