



Installation of Advertising Devices

From 14 November 2011, Western Downs Regional Council is working under a new set of local laws to replace the local laws of the former Council areas and provide consistency across Western Downs. These local laws refer to *installation of advertising devices* being a prescribed activity, and therefore requiring a permit.

What type of signs do I need an approval for?

Subordinate Local Law No. 1.4 (Installation of Advertising Devices) 2011 is significantly different to many of the former local laws covering advertising devices. Previously, there were very limited types of signs which were deemed to be permitted advertisements, the remainder of which requiring approval and annual licensing. With the introduction of the new local laws, there are now 40 types of permitted advertisements, providing greater clarification of the standards required for signs. If an advertising device meets the standards provided for the relevant type of sign, approval is not required for the installation of the sign. For more details on what types of advertising devices are permitted devices, please refer to Western Downs Regional Council's *Guide to advertising devices* which can be found on Council's website, or by visiting a Customer Service Centre.

I want to install an advertising device which is not a permitted advertisement, what do I need to do?

In order to install an advertising device which is not a permitted advertisement, you are required to obtain approval from Council. This approval can be obtained by completing an *Application for Installation of Advertising Devices*, and submitting to Council with the relevant attachments and fees indicated in the application. This form can be found on Council's website, or by visiting your local Customer Service Centre.

How long is an approval valid for?

Approval times vary according to the type of advertisement. Permanent structures are generally provided an annual approval, which must be renewed in September each year. For temporary advertising devices, the approval time is relative to the activity in which they are advertising, and may be issued for a period of between one day and 12 months.

How long does it take to get approval?

Applications for approval are to be submitted a month prior to the required installation date. The assessment generally takes about two weeks, however this time cannot be guaranteed.



I want to install a sign on a highway, can Council issue approval?

With the introduction of the new Local Laws, Council now has the ability to issue approvals for signs located within the road reserve of a highway, or visible from a highway, subject to conditions. All applications for such advertising devices are referred through to state government for comment, and they have the ability to apply additional conditions. Such applications may take additional time for assessment, and this should be considered when lodging such an application.

For further information,
contact Council:

Customer Service

1300 COUNCIL
www.wdrc.qld.gov.au

