

9.4 Other development codes

9.4.1 Advertising devices code

9.4.1.1 Application

This code applies to assessing development applications involving development for operational works for *advertising device* development in all zones.

When using this code, reference should be made to section 5.3.2 and, where applicable, section 5.3.3 located in Part 5.

9.4.1.2 Purpose

- (1) The purpose of the Advertising Device Code is to ensure advertising devices contribute positively to the character, landscape and amenity of the region and have no detrimental impacts on the streetscape, land uses or public safety.
- (2) The purpose of the Advertising Device Code will be achieved through the following overall outcomes:
 - (a) advertising devices complement and enhance the existing or desired character of the area;
 - (b) advertising devices are integrated with development to minimise visual clutter;
 - (c) advertising devices in areas of high scenic amenity do not detract from the overall landscape values of the region;
 - (d) the safety of pedestrians, motorists and cyclists is not compromised by the structure or location of an advertising device.

9.4.1.3 Assessment benchmarks

Part A - Criteria for assessable development

Table 9.4.1.1 - Advertising devices code

Performance Outcomes	Acceptable Outcomes
For assessable development (code, code (fast tracked) and impact)	
Advertising devices in all Zones except Centre Zones, Industry Zones and Community Purposes Zone	
<p>PO1 An advertising device:-</p> <ol style="list-style-type: none"> (a) is compatible with the prevailing or intended character of the area; (b) protects the amenity values of scenic routes, high landscape value areas, heritage places and open space; (c) is designed, sited and integrated with development so as not to be visually intrusive; and 	<p>AO1.1 The advertising device is limited to one of the following sign types:</p> <ol style="list-style-type: none"> (a) a <i>home based business</i> sign being an advertising device identifying a home based business; (b) an entry statement sign being an <i>advertising device</i> identifying an estate; or (c) an identification sign being an <i>advertising device</i> other than described above. <p>AO1.2 Where for a <i>home based business</i> the <i>advertising device</i>:</p> <ol style="list-style-type: none"> (a) includes only the name of the business operator, contact details and the business conducted on the premises; (b) has a maximum sign face area not exceeding 0.6m²; and (c) has a maximum height of 1.5 metres above ground level.

Performance Outcomes	Acceptable Outcomes
	<p>AO1.3 Where the <i>advertising device</i> is an entry statement sign, the <i>advertising device</i>:</p> <ul style="list-style-type: none"> (a) is placed only at the entrance of an estate and indicates only the name of the estate; (b) has a maximum sign face area not exceeding 4m²; (c) has a maximum height of 1.0 metre above ground level; and (d) is designed to integrate and be incorporated with the natural landscape theme of the estate. <p>AO1.4 Where the <i>advertising device</i> is an identification sign, the <i>advertising device</i>:</p> <ul style="list-style-type: none"> (a) refers only to the name and contact details for the proprietor, the name of the business or premises, the nature of uses conducted on the premises and the hours of operation; (b) has a sign face area not exceeding 1.5m² per side (up to two sides); (c) has a maximum height of 3 metres; and (d) has a minimum setback of 3 metres from the side boundary.
Advertising devices in Centre Zones, Industry Zones and Community Facilities Zone	
<p>PO2 An advertising device:-</p> <ul style="list-style-type: none"> (a) is compatible with the prevailing or intended urban character of the area; (b) protects the amenity values of scenic routes, high landscape value areas, heritage places and open space; (c) is integrated with development so as not to contribute to the proliferation of visual clutter; (d) incorporates illumination and lighting that is appropriate to an urban environment, does not create nuisance and does not detract from the amenity of the area. 	<p>AO2.1 The total of all <i>advertising devices</i> on a site is limited to:</p> <ul style="list-style-type: none"> (a) one freestanding sign: <ul style="list-style-type: none"> (i) not exceeding 5.0 metres above ground level; and (ii) having a maximum sign face area of 4m² per side (up to two sides); <p>AND</p> <ul style="list-style-type: none"> (b) one horizontally or vertically orientated sign projecting from the wall of a building: <ul style="list-style-type: none"> (i) not exceeding dimensions of 2.5 metres by 0.6 metres; (ii) having a maximum sign face area of 1.5m²; (iii) located a minimum of 2.4 metres above a pedestrian area, road or vehicle access; (iv) having no part projecting above the roof or parapet; and (v) not projecting more than 1.5 metres from the wall of a building. <p>AO2.2 The total of all <i>advertising devices</i> per tenancy on a site is limited to:</p> <ul style="list-style-type: none"> (a) one above awning sign where: <ul style="list-style-type: none"> (i) located on top of an awning or verandah with no parts projecting above the roof, parapet or beyond the edge of the awning;

Performance Outcomes	Acceptable Outcomes
	<ul style="list-style-type: none"> (ii) having a maximum sign face area of 2.5m²; (iii) not exceeding two faces; (iv) the angle between two faces does not exceed 45 degrees; (v) displayed greater than 3.0 metres from another under awning sign; (vi) having a minimum <i>setback</i> of 1.5 metres from the side boundary; (vii) the height of the advertising device face is less than its width; (viii) the supporting framework is not visible from the public domain. <p>AND</p> <p>(b) one below awning sign where:-</p> <ul style="list-style-type: none"> (i) fixed below an awning or verandah and located a minimum of 2.4 metres above road or pedestrian pavement; (ii) oriented perpendicular to the face of the building; (iii) having a minimum <i>setback</i> of 1.5 metres from the side boundary; (iv) displayed greater than 3.0 metres from another under awning sign; (v) having a maximum sign face area of 1.5m² per side; (vi) having a horizontal dimension less than the width of the awning; (vii) having a vertical dimension less than 0.5 metres; (viii) having a maximum depth of 60mm; <p>AND</p> <p>(c) a sign painted or affixed to the wall (including windows) of a building where:</p> <ul style="list-style-type: none"> (i) having a maximum depth of 30mm; (ii) projecting less than 100mm from the wall to which it is affixed. <p>AO2.3 The total sign face area for all advertising devices on a site does not exceed 0.75m² per metre of site frontage up to a maximum of 14m².</p> <p>AO2.4 The <i>advertising device</i>:</p> <ul style="list-style-type: none"> (a) has a maximum luminance of 500cd/m²; (b) does not incorporate flashing lights or neon lighting; and (c) is not in use between 11.00pm and sunrise the following day.
All Zones	
<p>PO3 Advertising devices are designed and located so as not to adversely impact on the safety of pedestrians, cyclists or vehicles.</p>	<p>AO3.1 <i>Advertising devices</i> do not physically obstruct the passage of pedestrians, cyclists or motor vehicles.</p>

Performance Outcomes	Acceptable Outcomes
	<p>AO3.2 An <i>advertising device</i> does not obstruct a pedestrian's view of traffic, or a motorist's or cyclist's view of pedestrians, other traffic or the road ahead.</p> <p>AO3.3 Freestanding signs are not located within 10 metres of an intersection, traffic signal, or railway crossing.</p> <p>AO3.4 An <i>advertising device</i> is designed so as not to be confused with a traffic control device.</p> <p>Note: Road side advertising devices proposed to be located within 25 metres of a State Controlled Road or future State Controlled Road are designed to meet the relevant standards for advertising outside the boundaries of, but visible from, a State Controlled Road, outlined within the Roadside Advertising Guide, Department of Transport and Main Road, 2013 or the relevant document as updated by this Department.</p>