9.4 Other development codes

9.4.1 Advertising devices code

9.4.1.1 Application

- (1) This code applies to accepted development and assessable development identified as requiring assessment against the Advertising devices code by the tables of assessment in **Part 5 (Tables of assessment)**.
- (2) The acceptable outcomes in Table 9.4.1.4.1 (Requirements for accepted development and performance outcomes and acceptable outcomes for assessable development) and the specified requirements in Table 9.4.1.4.2 (Specific requirements for types of advertising devices) are requirements for applicable accepted development.
- (3) All provisions in this code are assessment benchmarks for applicable assessable development.

9.4.1.2 Purpose and overall outcomes

- (1) The purpose of the Advertising devices code is to ensure that *advertising devices* are established in a manner which is consistent with the desired character and amenity of the Sunshine Coast.
- (2) The purpose of the Advertising devices code will be achieved through the following overall outcomes:-
 - (a) an *advertising device* complements, and does not detract from, the desirable characteristics of the natural and built environment in which the *advertising device* is exhibited;
 - (b) an *advertising device* is designed and integrated into the built form so as to minimise visual clutter;
 - (c) an *advertising device* does not adversely impact on the visual amenity of a scenic route, high scenic area, heritage or character area or *public open space*;
 - (d) an *advertising device* does not adversely impact on the amenity of rural, rural residential or residential areas;
 - (e) an *advertising device* does not pose a hazard for pedestrians, cyclists or drivers of motor vehicles; and
 - (f) an *advertising device* accommodates the legitimate need to provide directions and business identification in a manner that is consistent with achieving overall outcomes (a) to (e) above.

9.4.1.3 Description of advertising devices⁷

Various types of advertising device are described and illustrated below.

Table 9.4.1.3.1Wall or façade sign types

Advertising device type	Written description	Illustration
Business name plate	An <i>advertising device</i> intended to display the name or occupation of the business occupant, whether painted or otherwise affixed to a building wall, fence or freestanding.	See Figure 9.4.1A
Façade sign	An <i>advertising device</i> painted or otherwise affixed to the façade of a building.	See Figure 9.4.1A
Flush wall sign	An <i>advertising device</i> painted on or otherwise affixed flat to the wall of a building.	See Figure 9.4.1A
Hamper sign	An advertising device painted or otherwise affixed above the	See Figure 9.4.1A

⁷ Editor's note—other terms used in the Advertising devices code, including the terms 'signface area' and 'third party advertising device', are defined in Schedule 1 (Definitions).

Advertising device type	Written description	Illustration
	door head and below the awning level or verandah of a building.	
Projecting sign	An <i>advertising device</i> attached and mounted at right angles to the façade of a building.	See Figure 9.4.1A
Stallboard sign	An <i>advertising device</i> painted or otherwise affixed below the ground storey window of a building.	See Figure 9.4.1A
Window sign	An <i>advertising device</i> painted or otherwise affixed to the exterior or inner surface of the glazed area of a window. The term does not include product displays or showcases.	See Figure 9.4.1A



Table 9.4.1.3.2 Awning sign types

Advertising device type	Written description	Illustration
Above awning sign	An advertising device located on top of an awning or verandah.	See Figure 9.4.1B
Awning face sign	An <i>advertising device</i> painted on or otherwise attached to the front or end face of an awning or canopy structure.	See Figure 9.4.1B
Blind sign	An <i>advertising device</i> painted or otherwise affixed to a solid or flexible material suspended from the edge of an awning, verandah or wall.	See Figure 9.4.1B
Created awning line sign	An <i>advertising device</i> attached to and extending beyond the facia of an awning or the like.	See Figure 9.4.1B
Under awning sign	An <i>advertising device</i> attached from underneath or suspended from an awning, verandah or the like.	See Figure 9.4.1B

Figure 9.4.1B Awning sign types



Advertising device type	Written description	Illustration
Created roofline sign	An <i>advertising device</i> positioned on the roof, façade or wall of a building which changes the horizontal or angular lines of the roof.	See Figure 9.4.1C
High-rise building sign	An advertising device affixed to a building which names or otherwise identifies a high-rise building.	See Figure 9.4.1C
Rooftop sign	An <i>advertising device</i> fitted to the roof of a building with no relation to the architectural design or appearance of the building.	See Figure 9.4.1C
Sign written roof sign	An <i>advertising device</i> that is painted or otherwise affixed to the roof cladding of a building.	See Figure 9.4.1C

Figure 9.4.1C Roof sign types



Table 9.4.1.3.4Freestanding sign types

Advertising device type	Written description	Illustration
Billboard sign	A freestanding <i>advertising device</i> , the width of which is greater than the height and which may be positioned on the ground or mounted to one or more vertical supports.	See Figure 9.4.1D
Estate entrance sign	An <i>advertising device</i> displaying the name of a residential, commercial or industrial estate at the entrance to the estate.	See Figure 9.4.1D
Ground sign	An <i>advertising device</i> on a low level wall or completely clad vertically oriented freestanding structure which sits on or rises out of the ground.	See Figure 9.4.1D
Pylon sign	A freestanding <i>advertising device</i> , the height of which is greater than the width and which may be positioned on the ground or mounted to one or more vertical supports.	See Figure 9.4.1D





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Table 9.4.1.3.5	Fence sign types

Advertising device type	Written description	Illustration
Backdrop fen sign	e A freestanding <i>advertising device</i> which is designed to act as a permanent partition, screen or barrier. It includes any sign painted or attached directly upon or affixed parallel with, and confined within the limits of a fence.	See Figure 9.4.1E
Boundary fen sign	e An <i>advertising device</i> painted or affixed flush to a fence that has been designed to permanently delineate and identify the boundary of a site.	See Figure 9.4.1E
Sporting fie fence sign	d An <i>advertising device</i> painted or otherwise affixed to a fence marking the boundaries of a sporting field.	See Figure 9.4.1E

Figure 9.4.1E Fence sign types



Table 9.4.1.3.6	Miscellaneous	(other)	sign types
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Advertising device type	Written description	Illustration
Bunting	Any decorative flags, pennants or streamers connected by thread, rope or wire.	See Figure 9.4.1F
Canopy sign	An advertising device painted or otherwise affixed to a canopy.	See Figure 9.4.1F
Lantern sign	An <i>advertising device</i> which is a fabricated or moulded light shade which may have lettering affixed, and may be attached to a building or freestanding.	See Figure 9.4.1F
Three- dimensional sign	An <i>advertising device</i> which is designed to replicate or copy a real world object or shape.	See Figure 9.4.1F
Flagpole sign	An advertising device in the form of a flag (excluding National, State, Local government and institutional crests or flags) which is flown from a masthead or suspended from any structure or pole.	See Figure 9.4.1F

Figure 9.4.1F	Miscellaneous	(other)	sign types
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Part 9

9.4.1.4 Performance outcomes and acceptable outcomes

Table 9.4.1.4.1	Requirements for accepted development and performance outcomes
	and acceptable outcomes for assessable development

	ince outcomes	Acceptab	le outcomes
For All A	dvertising Device Types		
General		1	
<u>General</u> PO1	 An advertising device:- (a) is compatible with the existing and future planned character of the locality in which it is erected; (b) is compatible with the scale, proportion, bulk and other characteristics of buildings, structures, landscapes and other advertising devices on the site; (c) is of a scale, proportion and form that is appropriate to the streetscape or other setting in which it is located; (d) is sited and designed to be compatible with the nature and extent of development and advertising devices on adjoining sites and not interfere with the reasonable enjoyment of those sites; (e) is sited and designed to:- (i) not unduly dominate the visual landscape; (ii) maintain views or vistas of public value; and (iii) protect the visual amenity of scenic routes; (f) is designed to achieve a high standard of architectural, urban and landscape design or at least not detract from the architectural, urban or landscape design standards of a locality (including any streetscape improvement programs implemented by the <i>Council</i>); and 	A01	Accepted development For accepted development, the advertising device complies with the requirements specific requirements for types of advertising devices). Assessable development For assessable development, in partial fulfilment of Performance Outcome PO1— the advertising device complies with the requirements specified in in Column 2 of Table 9.4.1.4.2 (Specific requirements for types of advertising devices). Note—except in the limited circumstances provided for in Part 5 (Tables of assessment), third party advertising devices are not encouraged to establish on the Sunshine Coast. In most circumstances third party advertising devices would:- (a) be contrary to Performance Outcome PO1 and the applicable specific requirements for types of advertising device in this code; and (b) risk compromising the character, lifestyle and environment attributes of the region as defined in Part 3 (Strategic Framework). Note—a streetscape or landscape analysis prepared by a competent person may be required in support of a development application to demonstrate compliance with Performance Outcome PO1.
	visual clutter.		
Maximun	n Signface Area For All Signs On A Site		
PO2	The maximum <i>signface area</i> of all advertising devices on a site does not unduly detract from a building, site or local area, including by:- (a) visually dominating the appearance of a building; or	AO2	The total <i>signface area</i> of all <i>advertising devices</i> on a <i>site</i> does not exceed the greater of that provided for, using one of the methods for calculating <i>signface area</i> provided below:-
	(b) being visually intrusive in the <i>streetscape</i> or other setting in		Method 1 (Street front boundary length)
	which it is located.		 (a) 0.75m² of signface area per linear metre of street front boundary length.
			Method 2 (Street facing building width)
			 (a) for a single storey building—0.75m² of signface area per linear metre of street facing building width; or (b) for a two or more storey building—1.0m² of signface area per linear metre

Perform	ance outcomes	Acceptab	le outcomes
			of street facing building width. Note—Figure 9.4.1G (Methods for calculating signface area) provides further clarification regarding the calculation of signface area based on the methods described above. Figure 9.4.1G Methods for calculating signface area
Illumino	tion Lighting and Mayomant		Street front boundary length Street facing building width
	tion, Lighting and Movement	A02.4	The advertising device is sub-illusing (
PO3	 An advertising device only incorporates illumination and lighting where it:- (a) is appropriate to its setting and is compatible with the amenity of the local area; (b) does not cause nuisance or distraction; 	AO3.1	 The advertising device is only illuminated where it is:- (a) located in a centre zone, industry zone or Specialised centre zone; or (b) associated with a business that operates at night.
	 (c) does not create glare, reflecting or flaring of colours; and (d) will not create a potential safety hazard, including a traffic safety hazard. 	AO3.2	 Where the <i>advertising device</i> is illuminated, it:- (a) it has a maximum luminance of 350 candelas per m²; (b) does not incorporate flashing lights or digital displays; and (c) is switched off between 11.00pm and 5am the following day or at any time the business is not operating between these hours.
PO4	An <i>advertising device</i> does not move or incorporate elements that give the impression of movement.	AO4	The <i>advertising device</i> does not revolve, contain moving parts or have a moving border.
	f Pedestrians and Vehicles		
PO5	An <i>advertising device</i> is designed so as not to create a traffic or pedestrian safety hazard.	AO5.1	The <i>advertising device</i> does not physically obstruct the passage of pedestrians or vehicles.
		AO5.2	The advertising does not mimic, and is not able to be confused with, a traffic control device.
Δροτορι	iate and safe construction	AO5.3	The <i>advertising device</i> does not restrict sight lines at intersections and site <i>access</i> points.
PO6	An advertising device is constructed to	AO6	No support, fixing or other system required
	an appropriate standard to ensure public safety.		for the proper installation of the <i>advertising device</i> is exposed.
	al systems	4074	All conduite wiring switches or other
PO7	An <i>advertising device</i> utilising electricity is safe and electrical componentry is integrated into the device.	AO7.1	All conduits, wiring, switches or other electrical apparatus installed on the <i>advertising device</i> are concealed from view.
		AO7.2	No electrical equipment is mounted on exposed surfaces of the advertising device.

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Table 9.4.1.4.2 Specific requirements for types of advertising device⁸

Column 1 Advertising device type	Column 2 Specific requirements
Wall or Facade Sign Types	
Business name plate	 (a) is limited to one sign per business entry point; (b) is attached to a fence, wall or building face at street level; and (c) does not exceed a maximum <i>signface area</i> of 0.3m² where in an <i>urban zone</i> or 0.6m² where in a <i>non-urban zone</i>.
Facade sign	 (a) does not obscure any window or architectural feature; (b) does not exceed 25% of the surface area of the wall to which it is attached; (c) does not project above or beyond the wall to which it is attached; and (d) is not more than 300mm thick.
Flush wall sign	 (a) is erected only in a <i>centre zone</i>, the Specialised centre zone or an <i>industry zone</i>; (b) does not obscure any window or architectural feature; (c) does not project beyond the edges of the wall to which it is attached; (d) does not exceed a maximum <i>signface area</i> of 18m²; (e) does not cover more than 50% of the visible area of the total surface area of the wall face; and (f) is not more than 300mm thick.
Hamper sign	 (a) is limited to that area between the door head and the underside of the verandah or awning roof; (b) does not extend beyond the length of the building wall above the door head; and (c) is not more than 300mm thick.
Projecting sign	 (a) is erected only in a <i>centre zone</i>, the Specialised centre zone or an <i>industry zone</i>; (b) does not exceed a maximum <i>signface area</i> of 1m²; (c) does not project beyond any awning or verandah of the building to which it is attached; (d) does not project above the roofline of the building to which it is attached; and (e) is limited to a maximum of one sign per premises.
Stallboard sign	 (a) is limited to the area below a street front window; (b) is designed such that the signface is recessed inside the stallboard facing; and (c) does not protrude onto a road such that it could injure or obstruct the passage of pedestrians.
Window sign	 (a) is erected on a ground <i>storey</i> window only; (b) does not cover/obscure more than 50% of a window or if obscuring more than 50% of a window, provides for every second window to be kept free of advertising.
Awning sign types	
Above awning sign	 (a) is erected only in a <i>centre zone</i>, the Specialised centre zone or an <i>industry zone</i>; (b) is erected only where it can be demonstrated that there is no opportunity to make use of an alternative sign type; (c) is of a size and form that is appropriate to the scale and character of building on which it is exhibited and the development within the locality; (d) is positioned and designed in a manner that is compatible with the architecture of the building to which it is attached; and Note—a streetscape or landscape analysis prepared by a competent person may be required in support of a development application for an above awning sign.
Awning face sign	(a) has a <i>signface area</i> that is limited to the dimensions of the front or end awning face; and(b) is not more than 1000mm high.
Blind sign	 (a) is contained within the outline of the blind; (b) is located at the ground <i>storey</i> only; (c) if fixed to an awning above a footway, has a minimum clearance of:- (i) 2.1m between the footway pavement and any flexible part of the blind; and

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⁸ Note-types of advertising devices are described in Section 9.4.1.3 (Description of advertising devices).

Column 1	Column 2
Advertising device type	Specific requirements
	(ii) 2.4m between the footway pavement and any rigid part of the blind.
Created awning line sign	 (a) is integrated with the design of the building so as to complement its architectural form and style;;
	(b) does not extend more than 500mm above the fascia to which it is
	attached;
	(c) does not exceed a <i>signface area</i> equivalent to 25% of the area of the
	awning face; and (d) has a minimum clearance of 2.4m between the lowest part of the sign
	and the footway pavement.
Under awning sign	(a) is oriented at right angles to the building frontage;
	 (b) is not more than 2.5m long or 500mm high; (c) does not exceed a maximum <i>signface area</i> of 1.25m²;
	(d) has a minimum clearance of 2.4m between the lowest part of the sign
	and the footway pavement;
	(e) is centrally located along the frontage of each shop or tenancy; and
	 (f) is not closer than 3 metres to any other under awning sign or within 1.5 metres of any side property boundary.
Roof Sign Types	
Created roofline sign	(a) is integrated with the design of the building so as to complement its
	architectural form and style; and (b) has a maximum height above the surrounding roofline of not more than
	1.2 metres.
High-rise building sign	(a) is located at least 10 metres above ground level and contained within
	the outline of the building to which it is attached;
	 (b) is designed to appear as if it were part of the original building or otherwise complement the architectural style of the building;
	 (c) does not exceed a maximum signface area of 0.5m² for every metre of
	total <i>building height</i> , and
	 (d) is designed to not to interfere with or detract from the appearance of the building at street level.
	building at street level.
	Note-a streetscape or landscape analysis prepared by a competent person may be
Rooftop sign	required in support of a development application for a high-rise building sign.(a) is erected only in a <i>centre zone</i>, the Specialised centre zone or an
Reenep eign	industry zone;
	(b) is erected only where it can be demonstrated that there is no
	opportunity to make use of an alternative sign type; (c) is of a scale and form that is appropriate to the scale and character of
	the building on which it is exhibited and the development within the
	locality;
	(d) is positioned and designed in a manner that is compatible with the architecture of the building to which it is attached; and
	(e) does not extend above the roofline to which it is attached.
	Note—a streetscape or landscape analysis prepared by a competent person may be required in support of a development application for a rooftop sign.
Sign-written roof sign	(a) is erected only:-
	(i) in a <i>centre zone</i> , the Community facilities zone, <i>industry zone</i> or
	rural zone; and (ii) where the identification of a property or facility from the air is
	necessary due to the nature of the use;
	(b) displays only the name of the property, business or facility on which the
	advertising device is erected; (c) does not exceed a maximum <i>signface area</i> of 10m ² or 50% of the roof
	area, whichever is the lesser; and
	(d) is limited to a maximum of one sign per premises.
	Note_a streategane or landegane analysis propared by a competent percent may be
	Note—a streetscape or landscape analysis prepared by a competent person may be required in support of a development application for a sign-written roof sign.
Freestanding Sign Types	
All freestanding signs	(a) do not exceed the maximum height or <i>signface area</i> for the zone in which the sign is erected as specified in Table 9.4.1.4.2A (Maximum
	WINDER THE SIGN IS CIECKED AS SPECIFIED IN TABLE J.4.1.4.2A (WIDAIIIUIII)
	height and signface area of freestanding signs);

Column 1	Column 2		
Advertising device type	Specific requirements		
		n multiple occupancy buildi	ngs), except for a
	freestanding sign which:-	-11	
	(i) identifies access to a		
	(ii) is not more than 1.5 metres in height; and		
	 (iii) has a maximum <i>signface area</i> of 2m²/side; and (c) notwithstanding any other provisions of this code:- 		
			he area;
	 (i) are consistent with the <i>streetscape</i> character of the area; (ii) are of a scale and proportion consistent with the existing 		
	development and predominant land use in the area;		
	(iii) are presented and designed to a proportional and uniform detail;		
	and (iv) do not detract from or obscure any important view or vista.		
			w or vista.
	Table 9.4.1.4.2A Maximum height and signface area of freestanding signs		ea of freestanding
	Column 1	Column 2	Column 3
	Zone	Maximum height in metres	Maximum sign
		(m)	face area/side in
			square metres
	District centre zone	Where the total street front	(m ²) 10m ² except where
	High impact industry zone	boundary length of the site is	a single sign on a
	Low impact industry zone Major centre zone	less than 40 metres:- (a) 5.0m if 1 (one) sign; or	site where the total street front
	Medium impact industry zone	(b) 4.0m if 2 (two) signs.	boundary length of
	Principal centre zone Specialised centre zone	Where the total street front	the site is 40 metres or greater
	Tourism zone	boundary length of the site is	in which case—
	Tourist accommodation zone	40 metres or greater:-	15m².
	Waterfront and marine industry zone	(a) 7.5m if 1 (one) sign; or (b) 5.0m if 2 (two) signs.	
	Any other zone	5.0m irrespective of the number of signs	10.0m ²
Pylon sign / billboard sign	(a) is mounted as a freestance	ling structure in a landscape	e environment;
	(b) is situated at least 3 metre		
		he front alignment of the site	
		n such a way that the sup s <i>ignface area</i> blend with	
	streetscape or field a view		the surrounding
	(e) has a maximum thickness		er metre of height
	above ground level.		
	Note—a streetscape or landscape analysis prepared by a competent person may be required in support of a development application for a pylon identification sign or		
	billboard identification sign.	ment application for a pylon	identification sign of
Estate entrance sign	(a) is placed at the entrance	of an estate and indicates	s only the name of
	the estate;		
	(b) is set at ground level;		
		ling structure in a landscape	e environment;
	(d) is not more than 2 metres(e) does not exceed a maxim		and
		and low maintenance mater	
Ground sign		gn of the building or place to	
	(b) is set at ground level;		
	(c) is not more than 1.5 metre		
		ling structure in a landscape	
		um <i>signface area</i> of 10m ² ; a um height of 1.8m above gr	
Fence Sign Types			
Backdrop fence sign	(a) does not exceed a maxim	um height of:-	
	(i) 1 metre where within	6 metres of a street front bo	
		t within 6 metres of any stre	eet front boundary;
	and	and a standard and a state of the other	
	(b) does not exceed a maxim		per linear metre of
Boundary fence sign	fence length to which the (a) is only erected for the pur	poses of marking the bound	larv of a site

Column 1	Column 2
Advertising device type	Specific requirements
Automig dovide type	(b) does not exceed a <i>signface area</i> of 1m ² per linear metre of fence length
	to which the sign is attached; and
	(c) does not project above or beyond the fence to which the sign is
	attached.
Sporting field fence sign	(a) does not project above or beyond the fence to which it is attached;
	(b) in any case, does not exceed 1.2 metres in height; and
	(c) is placed so as not to pose a risk or injury to spectators or participants.
Miscellaneous (Other) Sign	
Bunting	(a) is erected no higher than 6 metres above the ground level of the <i>site</i> or
	no higher than the gutter line of any building on the site, whichever is
	the lesser;
	(b) is not placed on the roof of a building;
	(c) is not affixed to trees, lighting standards or power poles;
	(d) does not extend over car parking areas; and
	(e) is constructed of durable materials that will not readily deteriorate, fade
-	or tear.
Canopy sign	(a) has a signface area contained within the outline of the canopy;
	(b) is located at the ground <i>storey</i> only; and
	(c) has a minimum clearance of:-
	(i) 2.1m between the footway pavement and any flexible part of the
	canopy; and
	(ii) 2.4m between the footway pavement and any rigid part of the
	canopy.
Lantern sign	(a) does not exceed a <i>signface area</i> of 0.25m ² on any face;
	(b) is not more than 5 metres in height above ground level whether fixed to
	a wall or freestanding;
	(c) is only erected upon the building or <i>site</i> to which it relates; and
	(d) provides that where more than one lantern sign is proposed, the signs
	are not arranged to collectively comprise an advertising message.
Three-dimensional sign	A three dimensional sign complies with the requirements that would be
	applicable to the sign if it were not three-dimensional in shape (i.e. wall or
	façade sign requirements, awning sign requirements, rood sign
	requirements or freestanding sign requirements).
	Note—a streetscape analysis prepared by a competent person may be required in
	support of a development application for a three-dimensional sign.
Flagpole sign	(a) is limited to one (1) flag per 10 metres of street front boundary;
	(b) does not exceed a maximum <i>signface area</i> of 2.5m ² ; and
	(c) does not exceed a maximum height of 5 metres above ground level.
Third Party Advertising Devi	
All third party advertising	No requirements nominated.
devices	
	Note-except in the limited circumstances provided for in Part 5 (Tables of
	assessment), third party advertising devices are not encouraged to establish on the
	Sunshine Coast. In most circumstances, a <i>third party advertising device</i> would:- (a) be contrary to Performance Outcome PO1 and the applicable specific
	requirements for types of advertising device in this code; and
	(b) risk compromising the character, lifestyle and environment attributes of the
	region as defined in Part 3 (Strategic Framework).
	Note—a planning report and streetscape or landscape analysis prepared by a
	competent person may be required in support of a development application for a <i>third</i>
	party advertising device.