

GOLD COAST CITY COUNCIL



**LOCAL LAW POLICY NO 7
(CONTROL OF ADVERTISING DEVICES)**

REPEALED (GAZETTE 19/12/08)

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(CONTROL OF ADVERTISING DEVICES)**

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GOLD COAST CITY COUNCIL LOCAL LAW POLICY NO 7 (CONTROL OF ADVERTISING DEVICES)

PART 1 - PRELIMINARY

Citation

1. This policy derives its authority from Local Law No. 7 (Control of Advertising Devices).

Advertising Signs And Their Place In Our City

2. The City of Gold Coast is considered to be a place of significant natural beauty as well as a city with its own individual character brought about by the combined effect of the natural and built environments.

This character is of significant value to the city's residents by providing a high standard of amenity with a unique lifestyle and an economic resource through tourism.

Advertising signs are a significant element in the city's environment, impacting on both the natural beauty of the area and the livability of the built environment. While it is acknowledged that advertising signs can contribute to the urban environments by adding vibrancy and life, poor quality and inappropriate signage can also detract from the overall amenity and atmosphere of an area.

The needs of business are considered to be a high priority and the functionality of signs is taken into account. This is then balanced with good principles of advertising that promote creativity and simplicity as the key elements of effective signage.

It is Council's desire to balance the visual appeal and the function of signs with the overall appearance of the city. It is considered that poorly planned and executive signage work against the objectives of a livable and prosperous city.

Purpose Of This Policy

Authorising Provision of Local Law No. 7 (Control of Advertising Devices) Part 1 Preliminary Section 2

3. The purpose of this policy is to describe how Council will regulate signs in order to achieve the objects of Local Law No. 7 (Control of Advertising Devices) and create a city where the appropriate use of signage provides an effective tool for business and its clients, while preserving the character of the city that attracts new residents and visitors alike.

Definitions

4. For the purpose of this policy, the meanings shall be in accordance with the Local Law No. 7 (Control of Advertising Devices) Part 1 Preliminary Section 3, or when they do not occur in that Local Law the following meanings shall apply:

“Local Sign” - A Local Sign is a sign that advertises a product, service or thing available at the site where the sign is located.

“General Sign” - A General Sign is a sign that advertises a product, service or thing not available at the site where the sign is located.

“Sign Site/Site” - The property or place where a sign is to be located, being only a single lot on plan. Developments covering more than one lot or plan may be considered as a single site depending on the merits of each case.

“Council Controlled Land” - Any land under the ownership or control of Council and includes but is not limited to a road, footpath, easement, park, reserve, beach or carpark area.

“Real Estate Sign” - Any sign associated with real estate but excluding licensed identification signs at the offices of a Real Estate Agency

“Vendors Sign” - A sign is erected upon land or premises indicating that the said land or premises is or are to be let or for sale, including by auction and giving the name, address and telephone number of the agents or vendors and, a description of the property and, in the case of land or premises to be auctioned, giving the time, date and venue for the sale, and showing, indicating or consisting of nothing else whatsoever.

“Roadside Directional Sign” - A small temporary sign erected within the boundaries of a road reserve for the purpose of directing people to a property that is being offered for sale and must display the times that a house is open for inspection. The duration of the time displayed must be no greater than one (1) hour and the agent must be on site during those times.

“Real Estate Development Sign” - A sign for the purpose of identifying and promoting a new development and may include directional and descriptive advice relating to the development and may be off site.

“Aerial Sign” - A device inflated by a lighter than air substance, that is free floating dirigibles tethered to a fixed point and includes but is not limited to blimps and balloons.

“Inflatable Sign” - A device inflated by air forced into the device by a fan or other means and is attached to a structure or the ground.

“Banner” - A device constructed of a flimsy or flexible material including but not limited to paper, canvas, vinyl, plastic or cardboard.

“Bunting” - Groups of flags or flimsy material attached to a rope or line stretched between two points.

“Temporary Promotional Sign” - Signs used to promote a specific event erected along roadways and at public places.

“Community Groups/Organisations” - A formally established group of people, a club or incorporated association that conducts activities for the benefit of the community and derives no profit for individual members or a registered company.

“Election Signs” - A sign that promotes, displays advice or draws attention to an election or a person or group of persons, including a political party involved in an election or political activity.

“Event” - An organised activity that involves the gathering of people and/or the display of things at a given location and includes but is not limited to shows, fairs, displays, sporting activities, races, rodeos, demonstrations, community gatherings.

“Commercial Activity” - An activity for the purpose of or that results in the gleaning of profit or gain by an individual or company and includes but is not limited to retail businesses, manufacturing businesses, professional or trades services, real estate selling or promotion, markets, itinerant vendors and roadside stalls.

PART 2 - TYPES OF SIGNS

LOCAL SIGNS - SPECIFIC CONTROLS BY SIGN TYPE

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements and Part 3, Section 12 Conditions of Approval.

5 (1) **Roof/Sky Signs (Freestanding)**

- (a) Defined - *A sign mounted on or over a roof or structure where the sky or roof would form the predominant backdrop, but excludes a sign on or over an awning or fascia.*
- (b) Signs should be contained within the outline of a building. Where this is not possible, the sign must be designed in such a way that it appears to be part of the building or in such a way that it significantly enhances the appearance of the building or complements its architecture.
- (c) Signs are not favoured on the ridge line of a roof, unless the sign is unique in design and contributes to the architecture of the building.
- (d) The size and form of Roof/Sky signs must be in scale and proportion with the building on which it is erected and with adjacent buildings or structures.
- (e) Where such signs are to be erected on buildings supporting existing approved similar signs, the new sign must be uniform in design and positioning to the other signs, unless the new sign shall significantly enhance the appearance of the building and its existing signage.
- (f) Signs must not be closer than 3 metres to another sign and not closer than 1.5 metres from the end of a roof.
- (g) Signs are to be illuminated in a manner which does not cause the spilling of light from the sign face to the detriment of safety or amenity. Internal illumination is preferred.
- (h) No guy wires or diagonal struts and no unsightly back view must be visible.

(2) **Roof Signs (Painted on)**

- (a) Defined - *A sign painted directly onto a roof.*
- (b) Signs must be no larger than 25% of the roof section/face that it is applied to. This area is determined by the Chief Executive Officer or his delegate.
- (c) These signs may not be approved if they are visible from adjacent dwellings or motel rooms or the like.
- (d) Signs must not be illuminated.
- (e) Identification markers in the traditional "H" design for helicopter landing sites are not included in this category unless the site incorporates commercial advertising.

(3) **Fascia Signs (Attached)**

- (a) Defined - *A sign attached to an existing approved building fascia and includes attached lettering.*
- (a) Signs must be contained within the extremities of the existing building fascia and the lettering must not exceed more than 80% of the height of the building fascia.
- (b) Internal illumination only is permitted.

(4) **Fascia Signs (Painted on)**

- (a) Defined - *A sign painted directly onto an existing approved building fascia.*
- (b) The lettering of painted on Fascia Signs must not exceed more than 80% of the height and/or length of the building fascia.
- (c) Signs must not be illuminated.

(5) **Created Building Fascia Signs**

- (a) Defined - *A sign attached to a building fascia and extends beyond the building fascia line or parapet to create a new fascia line. This sign type can only be used on buildings that do not have eaves, soffits or awnings as part of the sign structure.*
- (b) Signs must not extend beyond the ends of the building.
- (c) Signs must not extend in height above the existing building line more than 30% more than the overall face height of the sign, and the area of the part of the sign above the fascia line must not be greater than 30% of the total face area of the sign.

- (d) The size and form of Created Building Fascia Signs must be in scale and proportion with the building on which it is erected and with adjacent buildings or structures.
- (e) Where such signs are to be erected on buildings supporting existing approved similar signs, the new sign must be uniform in design and positioning to the other signs unless the new sign shall significantly enhance the appearance of the building and its existing signage.
- (f) Signs must not be closer than 3 metres to another sign and not closer than 1.5 metres from the end of the roof.
- (g) Signs are to be illuminated in a manner which does not cause the splashing or spilling of light from the sign face. Internal illumination is preferred.
- (h) No guy wires or diagonal struts and no unsightly back view must be visible.
- (6) **Over Awning Signs**
- (a) Defined - *A sign mounted onto or over an awning or verandah roof etc.*
- (b) An Over Awning Sign must not be larger than 2.5sqm. per face and have a maximum of two faces. The angle between the faces must not be greater than 45 degrees.
- (c) Signs must be no closer than 3 metres from another sign and no closer than 1.5 metres from the end of an awning.
- (d) Signs must not extend beyond the face of an awning.
- (e) Signs must not have an overall height of more than 1.5 metres.
- (f) The length of the face must be greater than the height of the face.
- (g) The sign faces must be perpendicular to the abutting road boundary. In the case of a 'V' shaped sign the line drawn through the apex of the 'V' and bisecting the open side of the sign must be perpendicular to the abutting road boundary.
- (h) Signs are to be illuminated in a manner which does not cause the splashing or spilling of light from the sign face. Internal illumination is preferred.
- (i) No guy wires or diagonal struts and no unsightly back view must be visible.
- (7) **Awning signs (Attached)**
- (a) Defined - *A sign attached directly onto an existing approved building awning and includes attached lettering.*
- (b) Signs must be contained within the extremities of the existing building fascia and the lettering must not exceed more than 80% of the height of the awning face.

- (c) Internal illumination only is permitted.

(8) **Awning Signs (Painted)**

- (a) Defined - *A sign painted directly onto an existing building awning.*
- (b) Signs must be contained within the extremities of the existing building fascia and the lettering must not exceed more than 80% of the height of the awning face.
- (c) Signs must not be illuminated.

(9) **Created Awning Fascia Signs**

- (a) Defined - *A sign attached to an existing approved building fascia and extends beyond the extremities of the existing awning to create a new fascia line.*
- (b) Signs must not extend beyond the ends of the existing awning fascia.
- (c) Signs must not extend below the awning line to a height less than 2.1 metres from the ground directly below the sign and within a distance of 500mm either side of that point.
- (d) The face area of the sign must not be greater than 30% more than the face area of the existing awning fascia.
- (e) The size and form of Created Awning Fascia Signs must be in scale and proportion with the building on which they are erected and with adjacent buildings or structures.
- (f) Where such signs are to be erected on buildings supporting existing approved similar signs, the new sign must be uniform in design and positioning to the other signs unless the new sign shall significantly enhance the appearance of the building and its existing signage.
- (g) Signs are to be illuminated in a manner which does not cause the splashing or spilling of light from the sign face. Internal illumination is preferred
- (h) No guy wires or diagonal struts and no unsightly back view must be visible.

(10) **Under Awning Signs**

- (a) Defined - *A sign mounted or suspended under an awning or verandah etc.*
- (b) Signs must not be greater than 1.5sqm per face and must not have more than two faces.
- (c) "V" shaped signs are not permitted.

- (d) Signs must not be longer than 75% of the width of the awning to which it is attached.
- (e) Signs must not be thicker than 300mm.
- (f) Signs must not be closer than 2.1 metres to the ground at any point.
- (g) Signs must be positioned at 90 degrees to the shop front.
- (h) Signs must not be closer than 3 metres to another Under Awning Sign or other Freestanding Sign and must not be closer than 1.5 metres to the end of an awning.
- (i) Internal illumination only is permitted.
- (j) No guy wires or diagonal struts and no unsightly back view must be visible.

(11) **Wall Signs**

- (a) Defined - *A sign that is painted directly onto or mounted flat against a wall and does not have an outward projection of more than 30mm.*
- (b) Signs should be contained within the outline of a building and not cover more than 75% of the area of the wall to which they are attached.
- (c) The size and form of Wall Signs must be in scale and proportion with the building on which they are erected and with adjacent buildings or structures.
- (d) Where such signs are to be erected on buildings supporting existing approved similar signs, the new sign must be uniform in design and positioning to the other signs unless the new sign shall significantly enhance the appearance of the building and its existing signage.
- (e) Signs must not be closer than 3 metres to another sign and not closer than 1.5 metres from the end of the building.
- (f) Signs must not be illuminated in a manner which causes the splashing or spilling of light from the sign face. Internal illumination is preferred.
- (g) No guy wires or diagonal struts and no unsightly back view must be visible.

(12) **Hamper Signs**

- (a) Defined - *A small sign that is mounted flush to a wall above a window or door head.*
- (b) Signs must be compatible with a building's design.
- (c) Signs must not be thicker than 300mm.
- (d) Internal illumination only is permitted.

(13) **Stall Board Signs**

- (a) Defined - *A small sign that is mounted flush to a wall above a window or door head.*
- (b) Signs must be compatible with a building's design.
- (c) Signs must not be thicker than 300mm.
- (d) Internal illumination only is permitted.

(14) **Pylon Signs**

- (a) Defined - *A large freestanding sign which has a face height greater than its face width.*
- (b) Signs must not have a face area greater than 40sqm per face and must not have more than 2 faces. The angle between the faces must not be greater than 45 degrees.
- (c) The maximum height allowed for a Pylon Sign shall be the same as that of the highest adjacent building. That is, Freestanding Signs must not project above the highest point of the adjacent building structures.
- (d) The highest point excludes aerials, antenna, satellite dish, mast flagpole or similar device unless it can be demonstrated that the sign will enhance the appearance of a building, structure or place by shielding such devices.
- (e) Pylon Signs must not dominate the architecture, appearance or view of an area or detract from the general amenity of the environments in which they are located.
- (f) Signs must not be closer than 3 metres at any point to an adjoining property boundary (excluding boundaries abutting roads).
- (g) Sign faces must be perpendicular to the abutting road boundary. In the case of a 'V' shaped sign the line drawn through the apex of the 'V' and bisecting the open side of the sign must be perpendicular to the abutting road boundary.
- (h) Signs are to be illuminated in a manner which does not cause the splashing or spilling of light from the sign face. Internal illumination is preferred.
- (i) No guy wires or diagonal struts and no unsightly back view must be visible.

(15) **Bill Board Signs**

- (a) Defined - *A freestanding sign which has a face width greater than its face height.*

- (b) Signs must not have a face area greater than 40sqm per face and must not have more than 2 faces. The angle between the faces must not be greater than 45 degrees.
- (c) The maximum height allowed for a Bill Board Sign shall be the same as that of the highest adjacent building. That is, a Freestanding Sign must not project above the highest point of the adjacent building structures.
- (d) The highest point excludes aerials, antenna, satellite dish, mast flagpole or similar device unless it can be demonstrated that the sign will enhance the appearance of a building, structure or place by shielding such devices.
- (e) Bill Board Signs must not dominate the architecture, appearance or view of an area or detract from the general amenity of the environments in which they are located.
- (f) Signs must not be closer than 3 metres at any point an adjoining property boundary (excluding boundaries abutting roads).
- (g) Sign faces must be perpendicular to the abutting road boundary. In the case of a 'V' shaped sign the line drawn through the apex of the 'V' and bisecting the open side of the sign must be perpendicular to the abutting road boundary.
- (h) Signs are to be illuminated in a manner which does not cause the splashing or spilling of light from the sign face. Internal illumination is preferred.
- (i) No guy wires or diagonal struts and no unsightly back view must be visible.

(16) Projecting Signs (Horizontal)

- (a) Defined - *A sign attached to a building wall and which has a face width greater than its face height.*
- (b) Signs must not have a face height greater than 600mm or an outward projection greater than 2.4 metres.
- (c) "V" shaped signs are not permitted.
- (d) The maximum number of faces allowed is two.
- (e) Signs must maintain a clearance from the ground of not less than 2.4 metres.
- (f) Signs must not project above the wall to which it is attached.
- (g) Signs may only extend across Council controlled land when the building wall to which it is attached is within 1 metre from the property boundary. In any case the sign must not extend across more than 50% of the width of the footway reserve.
- (h) Projecting Signs are only permitted on buildings and are not permitted on fences or the like.

- (i) Internal illumination only is permitted.
- (j) No guy wires or diagonal struts and no unsightly back view must be visible.

(17) **Projecting Signs (Vertical)**

- (a) Defined - *A sign attached to a building wall and which has a face height greater than its face width.*
- (b) Signs must not have a face height greater than 7.5 metres or an outward projecting greater than 1.5 metres.
- (c) "V" shaped signs are not permitted.
- (d) The maximum number of faces allowed is two.
- (e) Signs must maintain a clearance from the ground of not less than 2.4 metres.
- (f) Signs must not project above the wall to which it is attached.
- (g) Signs may only extend across Council controlled land when the building wall to which it is attached is within 1 metre from the property boundary.
- (h) Projecting Signs are only permitted on buildings and are not permitted on fences or the like.
- (i) Internal illumination only is permitted.
- (j) No guy wires or diagonal struts and no unsightly back view must be visible.

(18) **Stand Alone Signs**

- (a) Defined - *Any smaller sign that is self supporting and not mounted on a building and does not necessarily fit the definition of any other sign.*
- (b) Signs must not dominate the appearance of an area and must be scaled and proportioned to complement the surrounding area.
- (c) Where multiple Freestanding Signs are to be used, the signs should be uniform in design and positioning to the other signs, unless the new sign shall significantly enhance the appearance of the area and its existing signage.
- (d) Signs should not be closer than 3 metres to an adjoining property boundary. (excluding boundaries abutting roads)
- (e) Signs are to be illuminated in a manner which does not cause the splashing or spilling of light from the sign face.
- (f) Internal illumination is preferred.

- (g) No guy wires or diagonal struts and no unsightly back view must be visible.

(19) Fence Signs (Attached)

- (a) Defined - *A sign attached flush to a fence whether boundary fence or other fence.*
- (b) Signs must be contained within the extremities of the fence.
- (c) Signs must not project outward more than 30mm.
- (d) The size and form of Fence Signs must be in scale and proportion with the fence on which they are erected and with adjacent buildings or structures.
- (e) Where such signs are to be erected on fences supporting existing approved similar signs, the new sign must be uniform in design and positioning to the other signs unless the new sign shall significantly enhance the appearance of the fence and its existing signage.
- (f) Signs are to be illuminated in a manner which does not cause the splashing or spilling of light from the sign face.
- (g) Internal illumination is preferred.

(20) Fence Signs (Painted on)

- (a) Defined - *A sign painted directly to a fence whether a property boundary fence or other fence.*
- (b) Signs must be contained within the extremities of the fence.
- (c) The size and form of Fence Signs must be in scale and proportion with the fence on which they are erected and with adjacent buildings or structures.
- (d) Where such signs are to be erected on fences supporting existing approved similar signs, the new sign must be uniform in design and positioning to the other signs unless the new sign shall significantly enhance the appearance of the fence and its existing signage.
- (e) Signs must not be illuminated.

(21) Mobile Signs

- (a) Defined - *A lightweight portable freestanding sign or sign with wheels that may be moved around a site.*
- (b) Signs must not be greater than 2.5sqm per face area. The maximum number of faces permitted is two.
- (c) A maximum of one per business per site only is permitted.
- (d) Signs are not permitted on Council controlled land or any public land.

- (e) Signs must not be illuminated.

(22) **Window Signs**

- (a) Defined - *A sign attached to a window.*
- (b) Signs shall not cover more than 25% of the window surface.
- (c) Internal illumination only is permitted.

(23) **Blind Signs**

- (a) Defined - *A sign that is painted or affixed to flexible material used as a blind or suspended from an awning or verandah etc.*
- (b) Signs shall maintain a minimum distance of 2.2 metres from the footway. Exemptions may be allowed if it can be demonstrated that the sign is required to shield perishable goods from the sun etc. Further exemptions may be allowed if an integrated design is submitted that enhances the appearance of the buildings to which they are attached and assist in establishing a particular atmosphere in an area.
- (c) The area of the sign wording shall be less than 50% of the total blind area.
- (d) It must be clearly demonstrated that the blind is primarily for purposes relating to the function of blinds and not as a supporting structure for a sign.
- (e) Signs must not be illuminated.

(24) **Canopy Signs**

- (a) Defined - *A sign painted onto or affixed to flexible or solid material used as a canopy or awning over a window or doorway.*
- (b) Signs shall maintain a minimum distance of 2.2 metres from the footway.
- (c) It must be clearly demonstrated that the blind is primarily for purposes relating to the function of blinds and not as a supporting structure for a sign.
- (d) Signs must not be illuminated.

(25) **High Rise Building Name Signs**

- (a) Defined - *A sign used to identify a high rise building by name or by logo.*
- (b) Signs must only identify the building to which it is attached.
- (c) Signs that are attached to structures must be designed to complement the architecture or design of the building to which they are attached.

- (d) Signs are to be illuminated in a manner which does not cause the splashing or spilling of light from the sign face.
- (e) Internal illumination is preferred.
- (f) Signs must be higher than 10 metres from the ground.

(26) Vertical Banner Signs

- (a) Defined - *A sign which is constructed of flexible material suspended between two solid brackets at the top and the bottom of the sign face.*
- (b) Signs shall have a maximum area of 2.4sqm per face and have a maximum of two faces.
- (c) The maximum width of the sign face shall be 750mm.
- (d) The overall height of a Vertical Banner Sign must not be greater than 5 metres.
- (e) The supporting brackets must not be less than 2.4 metres from the ground.
- (f) Signs are not permitted to extend beyond the property boundaries.
- (g) Signs must not be illuminated.

(27) Monolith Signs

- (a) Defined - *A freestanding sign that is mounted directly onto the ground and gives the appearance of rising out of the ground and is not supported by any legs, poles or framework.*
- (b) Signs should be within a landscaped environment.
- (c) Signs must not be greater than 15sqm in face area and have a maximum of two faces which must be back to back.
- (d) The height of a Monolith Sign must not be greater than 2.4 metres.
- (e) "V" shaped signs are not permitted.
- (f) Signs shall not face another property unless they are erected at least 3 metres from the adjoining property boundary (excluding boundaries abutting roads).
- (g) One only Monolith Sign is permitted per property per street front. In any case, no Monolith Sign is permitted closer than 60 metres from an existing approved Monolith Sign.
- (h) Signs are to be illuminated in a manner which does not cause the splashing or spilling of light from the sign face. Internal illumination is preferred.
- (i) No guy wires or diagonal struts and no unsightly back view must be visible.

GENERAL SIGNS

Authorising Provision of Local Law No. 11, Section 5 Classification of Advertisements and Section 12 Conditions of Approval.

6. (1) **Objectives**

- (a) To regulate General Signs so that they do not dominate the architecture, appearance, or view of an area or detract from the general amenity of the environments in which they are located.
- (b) To prevent General Signs from taking available sign space that may otherwise be used by local business signage or for purposes that directly benefit the local community.
- (c) In accordance with the relevant Town Plans, General Signs will not be approved in an area or zoning that prohibits such signs.

(2) **General Criteria**

- (a) A General Sign will only be approved when it can be clearly demonstrated that the proposed sign will achieve a majority of the following -
 - i. the sign will enhance the amenity of the area;
 - ii. the sign will screen an unsightly view;
 - iii. the sign will become a significant symbol in its own right and be an integral part of the area's image and identity;
 - iv. the sign will benefit the local community;
 - v. the sign will not detract from the natural beauty of an area;
 - vi. the sign will fulfil an identified need in the area;
 - vii. the sign will advertise a major tourist attraction within the Gold Coast City Council area.
- (b) The maximum size allowed is 42.5sqm per face.
- (c) The maximum angle between the faces allowed for a "V" sign is 45 degrees. Signs with an angle greater than this are considered to be single faced.
- (d) The minimum distance allowed between General Signs is 1 kilometre in any direction.
- (e) General signs will not be approved in the following City Precincts.
 - i. Residential Precincts
 - ii. Rural Precincts
 - iii. Recreational Precincts
- (f) Notwithstanding the above Council may approve general sign applications which do not comply with the provisions of the Local Law Policy No. 7 when it can be clearly demonstrated the sign will achieve a major reduction of general signage adjacent to a declared road.

(3) **Rotating Signs**

- (a) Rotating General Signs may be approved subject to the General Criteria and Controls of this section except that:
- i. The face area of rotating signs shall be calculated as 50% of the combined area of all the faces.

(4) **Signs Adjacent to Motorways, Railways and State Controlled Roads**

- (a) Notwithstanding any of the above, General Signs will not be approved adjacent to a Declared Motorway or a Railway. Signs adjacent to State Controlled Roads shall be referred to Queensland Transport for comment.
- (b) Notwithstanding any other provision in this Local Law Policy Council may approve general sign applications which do not comply with the provisions of the Local Law Policy No.7 when it can be clearly demonstrated the sign will achieve a major reduction of General signage adjacent to a Declared Road or Declared Motorway.

REAL ESTATE SIGNS

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements and Part 3, Section 12 Conditions of Approval.

7. (1) **Objectives**

To ensure that Real Estate signage does not detract from the amenity of the City or detrimentally impact on the safety of the public yet provides for the use of such signage to allow land owners to sell their properties.

(2) **General Provisions**

- (a) Notwithstanding any provisions of this policy, no Real Estate Sign shall be permitted if it conflicts with the provisions of a Development Control Plan, whether existing or adopted after the commencement of this policy.
- (b) Real Estate Signs are permitted for a maximum period of 6 months only. Extensions may be approved following application using standard application procedures. Longer periods may be approved for Real Estate Development Signs that relate to a significant development where it can be demonstrated that the marketing period of that development will exceed 6 months.
- (c) Real Estate Signs must only relate to the property at which they are located and no other property or any advice relating to the location of the office of the relevant agency other than the agency's name and telephone number. This excludes Real Estate Development Signs.

- (d) Any Real Estate Signs that, in the opinion of the Chief Executive Officer or his delegate, detracts from the amenity of any area or person, or obstructs a view, light or access will not be permitted to remain at the location.
- (e) Real Estate Signs are not permitted on the roadway (including parking lanes/bays). This includes vehicle mounted signs but excludes signs mounted inside a vehicle, however the vehicle is subject to normal Regulated Parking Provisions.
- (f) Real Estate Signs are not permitted on any Council controlled land, Parks, Reserves and foreshores without the written approval of Council this excludes Roadside Directional Signs. Approval may only be considered if there is absolutely no other location for the sign and will require an application, using standard application procedures. Unapproved signs found on parks, reserves or land under the control of Council shall be removed without notice.
- (3) **Residential Properties - Single Dwellings and Duplexes**
- (a) Single Dwellings
Signage to a maximum of 2.2sqm*.
** The standard 1.8m x 1.2m (6' x 4') sign presently used meets this criteria.*
- (b) Duplexes
Signage to a maximum of 1.1sqm*.
** The standard 1.2m x 0.9m (4' x 3') sign presently used meets this criteria.*
- (4) **Residential Properties - Multiple Dwelling/Units**
- (a) The maximum number of Vendors Signs allowed per site is 3.
- (b) Up to 10 Units - Multiple signs are to be no larger than 0.54sqm in face area or one only sign not exceeding 4.5sqm in face area.
- (c) Larger signs may be approved for properties carrying up to 10 units and will be treated on their merits, subject to application using standard application procedures.
- (d) Over 10 Units - Multiple signs are to be no larger than 1sqm. in face area or one only sign not exceeding 4.5sqm in face area.
- (e) Larger signs may be approved for properties carrying more than 10 units and will be treated on their merits, subject to application using standard application procedures.

(5) **Rural Zonings**

- (a) Up to three Vendors Signs per site to a maximum of 0.54sqm in face area, or,
- (b) One only vendors sign per property to a maximum of 4.5sqm in face area.
- (c) Larger signs may be approved on their merits subject to application using standard application.

(6) **Commercial/Industrial Zonings**

- (a) Up to 3 Vendors Signs per site to a maximum of 0.54sqm. in face area, or
- (b) One only Vendors Sign per property to a maximum of 4.5sqm. in face area.
- (c) Larger signs may be approved on their merits subject to application using standard application procedures.

(7) **Real Estate Development Signs**

- (a) Real Estate Development Signs will be treated on their merits subject to application using standard application procedures.
- (b) The criteria used to consider an application will include the following:
 - ii. large signs are not favoured in established residential areas;
 - iii. a condition of any sign approved on vacant land in a residential area will be that the property on which the sign is located shall be mown on a monthly basis and generally maintained to a high standard by the sign licenceholder;
 - iv. traffic flows at adjacent intersections;
 - v. other safety considerations;
 - vi. the number of existing signs in the immediate area of the proposed sign;
 - vii. normal assessment criteria as described in this Policy;
- (c) All signs will be approved on a temporary basis only and cannot be transferred to another owner to promote another development or be used for any other purpose.

(8) **Roadside Directional Signs**

- (a) Signs are to be no larger than 0.3sqm* in face area.

The standard 600mm x 450mm sheet meets this criteria.
- (b) Signs are to have a maximum of 2 faces per sign and the faces are to be back to back.
- (c) Signs are to be freestanding and self supporting.

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- (d) Signs must not interfere with pedestrian or vehicular movement and must not encroach over the kerb toward the carriageway.
- (e) Signs are prohibited on median strips, roundabouts, Council owned/controlled parks, reserves and foreshores.
- (f) Signs must not be attached to or obscure any official traffic sign.
- (g) The duration of time displayed on the signs must be no greater than 1 hour.
- (h) Signs must only be erected between the times specified on the sign. An allowance of 30 minutes each side of the displayed times will be allowed for the purpose of erecting and removing the signs.
- (i) One sign only, per agency, may be erected at an intersection.
- (j) In the case of divided road, one sign only, per agency, may be erected on diagonally opposite corners. This means that a maximum of 2 signs per agency are permitted at an intersection in this case.
- (k) The agent must be in attendance at the relevant open house.
- (l) Signs shall not be allowed to remain at locations where the adjacent occupier has maintained the nature strip to a high standard and objects to Roadside Directional Signs being erected at that location. Further, signs will not be allowed to remain if any occupier objects to such signs being erected adjacent to their property.

AERIAL AND INFLATABLE SIGNS

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements and Part 3, Section 12 Conditions of Approval.

8. Controls

- (a) Aerial/Inflatable Signs are not permitted as permanent advertising devices.
- (b) The period for a permit for aerial/inflatable devices is 2 weeks.
- (c) An aerial or inflatable device may only be erected for a maximum of 2 months per site per 12 month period only, subject to the discretion of the Manager Health and Regulatory Services.
- (d) Blimps or tethered devices can only be flown during daylight hours (excluding cold air inflatables).
- (e) Aerial and inflatable devices are to be located at such a distance that the devices will not interfere with any power lines or other public services. Anchor points should not be located below power or telephone lines.
- (f) A certificate from a licensed engineer regarding the security of the anchoring of the devices is to be presented to Council before the erection of any such device.

- (g) A Public Liability Insurance Policy to the value of \$5 million or as determined by Council's insurers from time to time is to be taken out by the owners of the devices (not by the lessee) specifically indemnifying Council against any loss, damage or injury caused by the devices. The Gold Coast City Council is to be nominated with the owner as the party insured.
- (h) Evidence of such a policy must be presented to the Council or its delegate prior to the erection of any such devices and evidence that the policy has been maintained must be presented to Council or its delegate every 12 months.
- (i) Should the policy be cancelled by the owner of the devices or by the insurance company, notice in writing must be given to the Gold Coast City Council at least 30 days prior to the cancellation.
- (j) Aerial and inflatable devices are to be inflated by a non-flammable and non-toxic gas.
- (k) Aerial and inflatable devices are subject to any other conditions that the Manager
- (l) Health and Regulatory Services or his delegate may impose from time to time.

BANNERS/BUNTING

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements and Part 3, Section 12 Conditions of Approval.

9. (1) **Permits**

- (a) A permit must be obtained prior to the erection of any banner.
- (b) No fees shall apply to permits issued to non-profit community groups or organisations.

(2) **Community Groups**

- (a) Non-profit community groups/organisations and religious organisations may, upon approval by Council, erect banners on Council controlled land at certain locations for the purpose of promoting a community event or activity.
- (b) Approvals for banners promoting one-off events may be considered if it can be demonstrated that the bulk of the event's profits are to be distributed to a charitable organisation.
- (c) Banners may be erected upon approval at the following sites:

The number of banners permitted refers to the total number of banners that Council will allow at a site at one time. Each organisation is only permitted one banner at any site.

LOCATION	NUMBER OF BANNERS PERMITTED
Sister Higman Park	4
Carey Park	4
Benowa Netball Courts	2
Runaway Bay Soccer/Football Fields	1
Justins Park	2
Gilltrap Park	4
Carrara Sports Stadium southern car park fence	2
Nerang Police Youth Club fence	1
K P McGrath Drive. Southwest fence opposite The Pines	4

(3) **Banners for Advertising**

- (a) Banners are not permitted as permanent advertising devices.
- (b) Banners may be approved for commercial purposes such as sales or new management promotion etc., however, the conditions relating to permits under Section 19 of this Policy shall apply.

(4) **Bunting**

- (a) Bunting is not permitted as permanent advertising.
- (b) Bunting is not permitted in or within 100 metres of the following City Precincts.
 - i. Residential Precincts
 - ii. Rural Precincts
 - iii. Recreational Precincts
- (c) Bunting must be maintained to a high standard and any deterioration noticed by an authorised officer shall be cause for remedial action by Council under the provisions of its Local Laws.

TEMPORARY PROMOTIONAL SIGNS

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements and Part 3, Section 12 Conditions of Approval.

10. (1) **General Provisions**

- (a) Temporary Promotional Signs must be approved prior to their erection.

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- (b) Signs must be no larger than 0.54sqm in face area and have a maximum of two faces and the faces must be back to back.

Authorising Provision of Local Law No. 7, Part 3, Section 9 Application for Local Governments Approval

(2) **Applications**

- (a) An application to erect Temporary Promotional Signs must be accompanied by the following:
- i. A list of locations where the signs are to be erected.
 - ii. A description of the signs including the wording.
 - iii. The date that the signs are to be erected and the date that the signs are to be removed.
 - iv. A bond of \$25.00 per 10 signs, or part thereof, to be erected.

Authorising Provision of Local Law No. 7, Part 3, Section 10 Criteria to Guide Local Government's Discretion

(3) **Assessment Criteria**

- (a) An application for Temporary Promotional Signs may be refused or approved, subject to conditions. Applications will be considered in light of the following criteria.
- i. The volume of traffic flows along the relevant roadways.
 - ii. The complexity of the sign message or design.
 - iii. The number of other signs erected in the area, including other Temporary Promotional Signs.
 - iv. The duration that the signs are required.
 - v. The nature of the event being promoted.
- (b) Temporary Promotional Signs shall not be approved for commercial activities including sales or product advertising. Generally, approvals will only be given for one off or annual events, including but not limited to rodeos, motor races, district shows, fairs and events organised by community groups or organisations.

ELECTION SIGNS

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements and Part 3, Section 12 Conditions of Approval.

11. (1) **Controls**

Election signs are prohibited throughout the City except as follows.

- i. One double sided sign to a maximum of 1.5sqm in area per face per candidate at each polling place entry be allowed on Election day.

- ii. Signage to a maximum of 5sqm in face area be allowed at one location nominated as a campaign office for Divisional candidates and two locations nominated as campaign offices for Mayoralty candidates.
- iii. Signage to a maximum of 5sqm in face area be allowed at two location nominated as a campaign office for State or Federal candidates.
- iv. When located on any existing licensed sign.

‘A’ FRAME SIGNS

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements and Section 6 Conditions on which Advertisements are Classified as Permitted Advertisements and Part 3, Section 12 Conditions of Approval.

12. (1) One only “A” Frame Sign may be licensed outside a business on Council controlled and subject to the following criteria.
- i. signs are to be double sided and hinged at the top;
 - ii. signs are to have a maximum of two faces only;
 - iii. signs must not be greater than 0.75sqm per face (total area 1.5sqm), including any frame work, and the height of the sign is to be greater than the width;
 - iv. signs are to be of sufficient weight to prevent them being moved by strong winds;
 - v. signs must not be illuminated;
 - vi. signs must be positioned no less than 500mm from the edge of the kerb while maintaining no less than a 2 metre clearway for pedestrian traffic
 - vii. signs must be no further than 7 metres from the business to which they relate and must not be located beyond the side boundaries of the relevant property;
 - viii. signs are only permitted for businesses that directly abut the footway. Businesses located down laneways, arcades or the like are not permitted to erect “A” Frame Signs on Council controlled land;
 - ix. signs must be on the footway area and not overhang any part of the carriageway or parking lanes and must not be mounted on a vehicle;
 - x. signs must not be attached to any street furniture, including official signs.
- (2) “A” Frame Signs shall be included in the maximum allowable area of signage per site.
- (3) The owner of an “A” Frame Sign on Council controlled land must include the sign in a Public Liability Insurance Policy to the value of \$5 million or as determined by Council’s insurers from time to time, which is to be taken out by the owners of the sign specifically indemnifying Council against any loss, damage or injury caused by the sign. The Gold Coast City Council is to be nominated with the owner as the party insured.
- (4) Notwithstanding any of the above, Council may refuse a licence for any “A” Frame Sign if it is felt that the sign will compromise public safety or convenience in any way, or detract from the overall amenity of the area, or is considered to be generally inappropriate for an area.

13. SPORTING CLUBS AND NON PROFIT GROUPS

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements and Section 6 Conditions on which Advertisements are Classified as Permitted Advertisements and Part 3, Section 10 Criteria to Guide Local Government's Discretion

(1) **Sporting Club**

- (a) Sporting field signage must be no larger than 2.5sqm in face area and be attached to the perimeter fencing and face inwards to the field.
- (b) Club house signage will be considered on merit, giving regard to the following criteria:
 - i. signs should be of reasonable size in proportion to the building to which they are attached;
 - ii. signs should be uniform in size, shape and form;
 - iii. signs should be arranged in a balanced and consistent manner and should not dominate the building or area.
- (c) Freestanding Signs will be considered on merit, giving regard to the following criteria;
 - i. signs should be of reasonable size in proportion to the area where they are to be erected;
 - ii. signs should be uniform in size, shape and form;
 - iii. signs should be arranged in a balanced and consistent manner and should not dominate the building or area;
 - iv. notwithstanding the above, a minimum number of Freestanding Signs is preferred and Council will seek to have signs rationalised onto common structures.
- (d) Freestanding and Clubhouse signage will only be permitted to have a maximum of 25% of the face area to contain corporate and/or commercial content.
Exemptions may be considered if the club can demonstrate that the corporate sponsorship is the primary means of club funding and the club does not have a public bar or poker machines.
- (e) All applications for clubhouse or other signage on Council owned or controlled property will be referred to Council for its consideration and decision.

(2) **School Sponsorship Signs**

- (a) Signs may be considered in school grounds if it can be demonstrated that the school receives significant benefits from the sign's existence.
- (b) Each application will be treated on its merits.

(3) **Religious Organisation**

- (a) Church identification signs will generally be considered in line with standard criteria and controls.
- (b) Sponsorship signs will be treated on merit, however the signs will generally be considered less favourably than identification signs. The organisation must clearly demonstrate that the members of the organisation significantly benefit from the existence of the signs, or that revenue from the signs is used for a bona fide charitable purpose for the benefit of the community.
- (c) No fees shall apply to identification and religious faith related signs only. Other signage will be subject to normal licence fees.

(4) **Other Organisations**

Signage for other organisations will be treated on merit and the general principles relating to the abovementioned organisations will apply where applicable.

BAY ISLANDS

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements and Section 6 Conditions on which Advertisements are Classified as Permitted Advertisements and Part 3, Section 10 Criteria to Guide Local Government's Discretion

The Bay Islands includes South Stradbroke Island.

- 14. (1) General Signs are not permitted on the Bay Islands.
- (2) Signs proposed for erection on the Bay Islands shall be considered in view of the islands unique natural environment and normal assessment criteria will apply, in conjunction with the view that the islands should carry an absolute minimum of signage which is sensitive to the character of the area.
- (3) The natural environment shall take precedence over signage.

SIGNS AT COUNCIL FACILITIES

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements and Section 6 Conditions on which Advertisements are Classified as Permitted Advertisements and Part 3, Section 10 Criteria to Guide Local Government's Discretion

15. (1) **Signs at Community Centres**

Permanent hirers of Community Centres may apply for permanent signage at the relevant facility. Council's Recreational Facilities Branch will be consulted in relation to any application. In any case the following criteria will apply.

- i. signs should be of reasonable size in proportion to the area where they are to be erected;
- ii. signs should be uniform in size, shape and form;

- iii. signs should be arranged in a balanced and consistent manner and should not dominate the building or area;
- iv. notwithstanding the above, a minimum number of Freestanding Signs is preferred and Council will seek to have signs rationalised onto common structures.

(2) **Signs on Buildings on Council Controlled or Owned Land**

Signage on buildings or structures or relating to a business or service at such buildings or structures, will be treated on merit. However, in any case the following criteria shall apply;

- i. signs should be of reasonable size in proportion to the area where they are to be erected;
- ii. signs should be uniform in size, shape and form;
- iii. signs should be arranged in a balanced and consistent manner and should not dominate the building or area;
- iv. notwithstanding the above, a minimum number of Freestanding Signs is preferred and Council will seek to have signs rationalised onto common structures.

- (3) In any case, all applications will be referred to the Community and Recreational Facilities Branch for consideration and their advice shall take precedence over this Policy if required.

CITY PRECINCTS

16. (1) For the purpose of this Policy, the City is divided into zones identified as City Precincts. These zones are descriptive only and are not necessarily directly aligned to the zonings of the existing Statutory Planning Schemes.

(2) **Residential Precinct**

Areas that are primarily residential in nature with a low to high density of dwellings.

The Residential Precinct includes the following zones as identified in the relevant Town Plans (as specified below or as otherwise specified in the current Town Plan):

Former Gold Coast City	Former Albert Shire
Park Residential Zone	Park Residential Zone
Residential Dwelling House Zone	Residential A Zone
Residential Duplex Dwelling Zone	Residential B Zone
Residential Townhouse Zone	Residential Multi-Unit Zone
Residential Multi-Unit Zone	Special Residential Zone
Resort Residential 1 Zone	
Resort Residential 2 Zone	
Special Residential Zone	

(3) Rural Precinct

Areas that are primarily rural in character and where the predominant feature is a natural landscape. The properties in this environment may also be residential but with a very low density of dwellings.

The Rural Precinct includes the following zones as identified in the relevant Town Plans (as specified below or as otherwise specified in the current Town Plan):

Former Gold Coast City	Former Albert Shire
Not Applicable	Rural Zone

(4) Commercial Precinct

Areas that are primarily used for commercial purposes such as show rooms and show room/factory combinations, as well as such services as petrol stations.

The Commercial Precinct includes the following zones as identified in the relevant Town Plans (as specified below or as otherwise specified in the current Town Plan):

Former Gold Coast City	Former Albert Shire
General Commercial Zone	General Commercial Zone
Comprehensive Development Zone	Comprehensive Development Zone
Commercial Industry Zone	Commercial Industry Zone
Light Industry Zone	Waterfront Industry Zone
Waterfront Industry Zone	

(5) Industrial Precinct

Areas that are primarily industrial in nature with a higher density of factories and manufacturing businesses.

The Industrial Precinct includes the following zones as identified in the relevant Town Plans (as specified below or as otherwise specified in the current Town Plan):

Former Gold Coast City	Former Albert Shire
General Industry Zone	General Industry Zone
	Extractive Industry Zone

(6) Recreational Precinct

Areas that are primarily open space and would include parks and reserves and sporting areas.

The Recreational Precinct includes the following zones as identified in the relevant Town Plans (as specified below or as otherwise specified in the current Town Plan):

Former Gold Coast City	Former Albert Shire
Open Space Zones (all)	Public Open Space Zone

(7) **Local Shops Precinct**

Small shopping centres and corner stores that may be located within a residential environment.

The Local Shops Precinct includes the following zones as identified in the relevant Town Plans (as specified below or as otherwise specified in the current Town Plan):

Former Gold Coast City	Former Albert Shire
Local Shopping Zone	Local Shopping Zone

- (8) Notwithstanding the above, any application for a sign in a zone that does not strictly fit the categories described, shall be treated on the basis of individual merit using normal assessment criteria considered in view of the evident nature and/or character of the relevant area.

PART 3 - LICENSING

LICENSING REQUIREMENTS

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements

17. Certain signs shall be exempt from the requirement of a licence, however, all signs shall be subject to the provisions of this Policy. Signs that do not conform to this Policy shall be regarded as illegal advertising devices and removal of such devices shall be pursued in accordance with Council's Local Laws.

APPLICATIONS

Authorising Provision of Local Law No. 7, Part 3, Section 9 Application for Local Government's Approval

18. (1) Applications for Advertising Sign Licences must be made on the appropriate form. Additional information supporting the application may be submitted in a covering letter if desired.
- (2) An application form must be provided for each individual sign and each application form must be completed in full, including detailed site plans and an image of the sign.
- (3) Applications that do not provide sufficient information to adequately assess the potential impact of a proposed sign will not be processed until the required detail is obtained.

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- (4) Applications that are not accompanied by the correct application fee will not be processed.
- (5) Should the processing of any application be delayed through the failure to submit, complete or pay the application fee for more than 21 days from the date of receipt of the application, the sign in question will not be exempt from any action dealing with the said sign as an illegal advertising device under the provisions of Council's Local Laws.
- (6) Applications for the following signs differ from the general requirement. The relevant section of this policy should be referred to prior to making an application.
 - i. Aerial Advertising Devices
 - ii. Banners
 - iii. Temporary Promotional Signs

PERMITS

Authorising Provision of Local Law No. 7, Part 3, Section 9 Application for Local Government's Approval

19. (1) Signs not approved as permanent advertising signs may be approved for a short period by the issuing of a permit.
- (2) The period of a permit shall be no greater than 4 weeks. No more than 2 consecutive permits shall be issued for any site, and in this case, a further period of 8 weeks must elapse before any further permits will be issued.
- (3) The fee for a permit shall be the same as an application fee for a sign licence, and one fee shall apply for each permit. No pro rata fee is applicable for part periods.
- (4) Signs required for more than 8 weeks at a time will be considered for approval as temporary advertising signs and approved for a specified period and will be subject to normal licence fees.
- (5) Community groups may be exempted from fees for permits upon written request.

ASSESSMENT CRITERIA

Authorising Provision of Local Law No. 7, Part 3, Section 10 Criteria to Guide Local Government's Discretion

20. (1) **Nature of Uses**

The nature of uses in the area where a sign is to be located will be considered when assessing an application. Areas where there is a low level of activity or vibrancy such as residential areas shall only have subtle and discreet signage approved.

(2) **Quality of Development**

Signs which are deemed by Council to be of poor quality or of an unprofessional appearance will not be approved. Where the private or public sector has achieved a high

quality or a themed development, signs must conform to the standards of that development.

(3) Streetscape

- (a) The existing or intended theme of streetscapes will be taken into account when considering sign applications.
- (b) Signage should conform to or complement any apparent theme by being sympathetic to the atmosphere of the area and be in scale and proportion to existing development.
- (c) General street furniture and other structures will be taken into account and no sign shall be approved where it is considered that the sign will detrimentally contribute to an already excessive amount of items present in the streetscape.
- (d) Signs should, where possible, reduce the number of structures/street furniture by rationalising existing signage/street furniture.

(4) Views

Views or vistas, including built environments, will be given priority over signs. Any sign that will significantly obstruct a view will not be approved. The scenic value of an area will take precedence over signage.

Signs must not be the dominant feature within or against a scenic environment including views to the hinterland, the ocean, open spaces, ridge tops or green areas.

(5) Visual Rights

Signs should not obscure, dominate or detract from the views of existing or prospective developments including other signs adjacent to the proposed sign.

(6) Visual Interest

- (a) Signs that are likely to be a significant symbol or attraction in their own right or add to the identity of a locality may be approved contrary to the constraints of this Policy.
- (b) The applicant must be able to clearly demonstrate that this will occur and novelty signs shall not be included in this category.

(7) Characteristics of Buildings

- (a) Signs must be in scale and proportion to the buildings, structures and developments surrounding to the proposed sign.
- (b) Signs must not exceed the height of adjacent building parapets unless it is demonstrated that the sign is an integral part of the building design.

- (c) Signs at shopping centres should be uniform in design and be placed or coordinated to prevent an *ad hoc* mixture of signs.
- (d) Tenant Directory signs are preferable to individual signs.
- (e) Signs that do not strictly conform to this Policy may be approved if, in the opinion of Council, the sign will screen an unsightly view that cannot be remedied in any other reasonable manner.

(8) **Respect for Facades**

- (a) A building with a quality architectural design should not be desecrated or diminished in appearance by any sign. Signs must conform to or complement the design and appearance of any building or structure.
- (b) The supporting structure or affixing brackets of a sign must not be visible or detract from the appearance of a building.

(9) **Within Outline**

- (a) Signs should not extend beyond the outline of the building to which they are attached.
- (b) Exceptions may be made where a majority of the following criteria are met:
 - i. no supports or unsightly back view are visible
 - ii. the design complements
 - iii. the sign screens an unsightly view
 - iv. the sign significantly improves the outline of the building
 - v. the sign appear to be a part of the building and not an *ad hoc* structure.

(10) **Skyline**

- (a) The skyline of an area will be considered when assessing an application and the appearance of the skyline will be given priority over signage.
- (b) Signs must add to the appearance of the skyline and to the vibrancy of an area that by purpose is an area of excitement and activity.

PART 4 - SAFETY, STRATEGIC AND GENERAL

SAFETY OF SIGNS

Authorising Provision of Local Law No. 7, Part 3, Section 10 Criteria to Guide Local Government's Discretion and Section 12 Conditions of Approval.

21. (1) **Building Approvals**

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Outlined below is Council's Building Services Branch policy in relation to Building Approvals for signs.

The following conditions must be satisfied prior to any advertising sign being erected in the City of Gold Coast:

- (a) Where the face area of a sign is equal to or exceeds the figures shown in the table below, a building application must be submitted to Council.
- (b) Where the height of the support member(s) (distance between ground/roof/external wall and closest side of the sign) is equal to or exceeds the figures shown in the table below, a building application must be submitted to Council.
- (c) All design and connection details must be certified for structural adequacy by a Registered Professional Engineer in Queensland.
- (d) Prior to a Building Approval being granted, the sign must be assessed by Council's Environmental Health Services of the Community Services Directorate.
- (e) Signs with specifications less than those shown in the table below do not require Building Approval but must comply with any requirements of Council's Environmental Health Services Section.

The Support of the Sign Structure is	Fixed to the Ground	Fixed to the Roof Truss or Beam	Hung from the Building	Fixed to the Awning Fascia	Fixed to Under Awning
Single Face Area in M ²	5	2.5	2.5	2.0	2
Supports Height in Metres	3	1.5	1.5	-	-

(2) **Electrical Connections**

All illuminated signs must be connected to an electrical supply by a licensed electrician and meet current Standards Association of Australia Wiring Rules and the requirements of Energex.

(3) **Illumination**

- (a) Where it is considered that there is the possibility, or, it has become known that light from a sign is impinging onto or into a dwelling, or is detracting from the amenity of an area or person or persons, Council will require a timing device to be fitted to the sign for the purpose of controlling the hours of illumination. Failure by the sign owner to do so will result in the licence being cancelled and the sign being removed at the expense of the sign owner.
- (b) Flashing lights will not be permitted if it is felt that such lighting will detrimentally affect the amenity or safety of any person, persons or motor traffic. Exposed light bulbs are not desirable and are unlikely to be approved.

- (c) The luminance levels of signs shall be in accordance with the table below.

City Precinct	Permitted Luminance Level
Residential Precinct	Not Permitted
Rural Precinct	Not Permitted
Commercial Precinct	400 cd/m ²
Industrial Precinct	500 cd/m ²
Recreational Precinct	300 cd/m ²
Local Shops Precinct	350 cd/m ²

(4) **Traffic**

- (a) No sign shall compromise the safety or convenience of motor or pedestrian traffic and in particular, impede access by emergency services vehicles or personnel.
- (b) Signs near to State Controlled Roads may be subject to approval by the relevant Statutory Authority. It is the responsibility of the applicant to obtain such approvals.
- (c) Signs must not resemble official traffic signs.

(5) **Maintenance**

- (a) Signs must be maintained in their original condition and to a high standard of repair and appearance to the satisfaction of Council.
- (b) Signs that become dilapidated may have their licence cancelled and appropriate action taken in accordance with the Local Laws of Council.

STRATEGIC CONTROLS

Authorising Provision of Local Law No. 7, Part 3, Section 11 Term of Approval and Section 12 Conditions of Approval

22. (1) Unless specifically exempted under another section of this Policy of Council's Local Laws, the controls outlined below shall apply to all signs at all sites.

(2) **Method of Computing Area for Size Control**

- (a) Unless otherwise specified in the relevant section, the face area of signs shall be calculated as the face area in metres squared. This shall be taken to be the area of a rectangle figure exactly enclosing the sign, the base line of the rectangle being horizontal.
- (b) Any fraction of a square metre shall be calculated up to the nearest 0.5 square metre.
- (c) In the case of painted on signs, graphics etc may be deleted from the face area of a sign at Council's discretion.

(3) **Maximum Allowable Size of Signs**

- (a) The maximum single face size allowed for signs at any location is 40 sqm. This applies to signs with an angle between the faces of less than 45 degrees. Signs with a face angle greater than this are considered to be single faced.
- (b) Council or its delegate in consultation with the Divisional Councillor may approve sign applications to increase the maximum allowable face area of 40 sqm for an unilluminated local wall sign provided the sign is an integral attribute of a business identity and complies with all the other relevant provisions of the Policy.
- (c) The maximum allowable face area of a local sign may be increased at Council's discretion should the sign advertise a major tourist attraction within the Gold Coast City Council area.
- (d) Notwithstanding the above, the maximum allowable face area of a sign may be limited at Council's discretion if it is felt that the sign will dominate the area and detract from the overall amenity.

(4) **Maximum Allowable Area of Signage Per Site**

- (a) Primary Frontage (the frontage to the most major road in Council's Road Hierarchy)
 - i. 1 sqm of signage per metre of street frontage.
- Secondary Frontages (all frontages other than the Primary Frontage)
 - ii. 0.5 sqm of signage per metre of street frontage.
- (b) Notwithstanding the above, the maximum allowable face area of a sign may be limited at Council's discretion if it is felt that the sign will dominate the area and detract from the overall amenity.
- (c) For the purpose of calculating the maximum allowable area of signage on site, the combined area of **all** signs present on the site will be taken into account whether they require a licence or not. This includes "A" frame signage.
- (d) Additional area of signage per site may be permitted in the case of multi-tenanted sites where the site frontage is significantly narrower than the site length. In any case, however, the additional area will only apply to painted on or attached building fascia or wall signs that do not extend beyond the extremities of the building to which they are attached.
- (e) Additional Freestanding Signs or an increase in face area of Freestanding Signs are not permitted.
- (f) For the purpose of area control, the combined area of the signs on site shall include only one face of double sided signs. This does not include "V" signs.

(5) **Minimum Distances Between Freestanding Signs**

- (a) The minimum distance allowed between any freestanding sign not on a building shall be:-

Primary Frontage (the frontage to the most major road in Council's Road Hierarchy)

- i. the combined height of the proposed sign and the nearest existing approved freestanding sign multiplied by 4.

Secondary Frontages (all frontages other than the Primary Frontage)

- ii. the combined height of the proposed sign and the nearest existing approved freestanding sign multiplied by 6.

(6) **Minimum Distance for Freestanding Signs to Adjacent Properties**

No Freestanding Signs are permitted closer than 3 metres to the property boundary. This excludes boundaries abutting roads, in which case the provisions under the relevant Sections will apply to specific signs. Exemptions may be considered if the owner of the adjoining property agrees in writing.

(7) **Maximum Height of Signs**

- (a) The maximum height of any Freestanding Sign on the ground shall be 10 metres or the following, whichever is the lesser.

Primary Frontage (the frontage to the most major road in Council's Road Hierarchy)

- i. the Primary Frontage in metres divided by 5.5.

Secondary Frontages (all frontages other than the Primary Frontage)

- ii. the Secondary Frontage in metres divided by 7.

- (b) Notwithstanding the above, any sign may be limited in height at the Council's discretion and typically, adjacent building heights and the protection of views shall be given consideration. Signs shall not be the dominant feature of an area, especially when near to residential precincts.
- (c) Special exemption from this section may be obtained in instances where the site frontage is excessively narrow in relation to the property length. This would apply for example, to industrial areas where there is a series of long but narrow properties.
- (d) In any case, however, signs will be restricted to the lowest possible height.

GENERAL CONTROLS

Authorising Provision of Local Law No. 7, Part 3, Section 11 Term of Approval and Section 12 Conditions of Approval

23. (1) Unless otherwise allowed in another section, the controls in this Section shall apply to all signs.
- (2) All approvals shall be for a maximum period of 12 months after which time the Council may either refuse to grant a further licence, or automatically issue a renewal notice. The owner of the sign for which a licence has been cancelled, may reapply to have the sign reassessed in light of recent development or changes to the surrounding environment. Council is under no obligation to renew any licence or approve a new licence for a replacement sign.
- (3) Any licence cancelled or not renewed shall result in the sign being removed at the expense of the Licensee.
- (4) Any sign not erected within 6 months of the date of approval shall be deemed to have had its approval lapsed.
- (5) A sign must not obstruct the view from any window unless the written consent is obtained from the owner of the affected premises.
- (6) Signs made up of individual or separate letters shall be considered one sign to the logical extent of the words or message made by letters in the opinion of the Chief Executive Officer or his delegate.
- (7) No sign shall be approved on or over Council owned or controlled land except for "A" frame signs and the following which may be approved subject to the issuing of a permit.
- i. Roadside Directional Signs
 - ii. Temporary Promotional Signs
 - iii. Signs attached to an approved awning or verandah
 - iv. Community Banners
 - v. Projecting Signs in accordance with the provisions of this policy
 - vi. Other specific non-commercial signage considered on the basis of individual merit
- (8) Back stays and/or diagonal supporting struts are not permitted. Signs must be engineered in a manner that the sign is self supporting without the need for additional bracing. Exemptions may be considered if it is demonstrated that any diagonal supports or backstays will not be visible from a public place.
- (9) Multiple Free Standing Signs are not favoured. Council will seek to have sites with multiple tenants rationalise signage into single structures such as tenant directories.
- (10) Signs mounted onto vehicles, including trailers, boats and the like, and used for promotion or directing people to a business etc, are not favoured and will not receive approval by Council, or endorsement from Council to another agency considering a

permit. This excludes vehicles that are sign written for the genuine identification of an approved business and used for business purposes, and approved Standing Stalls.

- (11) The sign licence number must be displayed on the bottom right hand corner of each face of each sign and must be of sufficient size to be legible by a person with 20/20 vision at 7 metres.

Town Planning Requirements

- (a) Signs will not be approved for any business that is operating contrary to the relevant Town Plan.

HERITAGE BUILDINGS AND SPECIAL ZONINGS

Authorising Provision of Local Law No. 7, Part 3, Section 11 Term of Approval and Section 12 Conditions of Approval

24. (1) Development Control Plans

- (a) The provisions of any Development Control Plan implemented by Council shall have priority over this Policy and any controls for signage in such a plan shall be enforced whether in contradiction of this Policy or not.
- (b) If, in the opinion of Council, a Development Control Plan does not address signage, then this Policy shall apply.
- (c) Signs proposed for areas subject to a Development Control Plan or a themed development strategy of any kind, must conform to the theme planned for the area.

This includes for example, heritage styled signage on mock heritage buildings.

(2) Heritage Buildings of Buildings of Historic Significance

- (a) Signs proposed for heritage listed buildings, or buildings of historic significance, shall be considered on their merits and shall be assessed having high regard for the significance of the building and the sign's impact on the appearance of that building.
- (b) Additional controls may be applied to the sign should it be deemed warranted for the purpose of maintaining the integrity of the heritage elements of the building. The integrity of the building's design and appearance will be given priority over signage.
- (c) Signs proposed for other structures or areas of local historic or special interest shall also be considered on additional criteria and assessed on the basis of preserving the significant character of the area in question. The integrity of the area's design and appearance will be given priority over signage.

PART 5 - GENERAL FEES AND CHARGES

Fees And Charges

25. (1) The fees and charges relating to advertising signs shall be set in conjunction with Council's Register of General Fees and Charges as part of the normal budget process.
- (2) Pro rata fees shall apply in accordance with the provisions of Council's Pro Rata Fees and Charges Policy.
- (3) Community groups, political parties, non-profit and religious organisations may be exempt from licence fees at the discretion of the Council or its delegate.
- (4) **Method of Computing Area for Fees**
- (a) Unless otherwise specified in the relevant section, the fees for signs shall be calculated on the face area in metres squared. This shall be taken to be the area of a rectangle figure exactly enclosing the sign, the base line of the rectangle being horizontal.
- (b) Any fraction of a square metre shall be calculated up to the nearest 0.5 square metre.
- (c) For the purpose of calculating fees, the area of the sign shall be the combined area of all faces, however, in the case of double sided signs where the faces are back to back with an angle between the faces of less than 45 degrees, only one face will be taken into account.
- (d) In the case of painted on signs, graphics etc. may be deleted from the face area of a sign at Council's discretion. This should only occur where it is clear that the graphics are designed to enhance the building to which they are painted and are not an extension of the sign.

PART 6 - MISCELLANEOUS

MISCELLANEOUS PROVISIONS

Authorising Provision of Local Law No. 7, Part 2, Section 5 Classification of Advertisements and Section 6 Conditions on which Advertisements are Classified as Permitted Advertisements and Part 3, Section 10 Criteria to Guide Local Government's Discretion and Section 12 Conditions of Approval.

26. (1) **Estate Entry Statements**

Entry statements to developments, suburbs or estates shall be treated on individual merit and will be subject to Town Planning Approval in accordance with any relevant policy in place at the time.

(2) Bed and Breakfast

Signs for approved Bed and Breakfast establishments shall be subject to the following criteria:

- i. signs shall be no larger than 1sqm in face area;
- ii. signs shall have no more than one face;
- iii. signs must be freestanding and mounted on the ground or on a fence;
- iv. signs must be of a very high standard;
- v. signs must be sufficiently subtle so as to maintain an environment appropriate to residential areas;
- vi. signs may be internally illuminated only. A device must be fitted to regulate the times of illumination. These times shall be determined at the application stage subject to the merits of each application.

(3) Home Occupations

Signs for approved Home Occupations shall be in accordance with the relevant Town Plan.

(4) Non English Language Content

In order to ensure that the multi-cultural and tourist nature of the City is maintained on an equitable basis, non English language content is regulated giving due regard to the fact that Australia is an English speaking nation and that English is an international language.

With this in mind the convenience of all international visitors is given a high priority and then balanced with the knowledge that Australian tourism relies heavily on maintaining the unique character and atmosphere created by the Australian culture.

- (a) In addition to any other language in which the sign is worded, all signs must also be worded in English.
- (b) The total area of wording on any sign must have a minimum of 80% of the total area of wording in English, with English being the dominant language in terms of the size of letter and/or characters.
- (c) Allowances may be made for the visual interest of the design and/or the artistic appearance of the sign in exceptional circumstances at the discretion of the Council.