



Part 7 Codes

Division 2 Specific Development Codes

Chapter 2 Advertising Devices

1.0 Purpose

The purpose of this code is to ensure that the provision of Advertising Devices (or signs), within the city, allows for the functional advertising requirements of business to be catered for, while ensuring that the built form and the natural attributes of the city are not compromised. The aesthetic appeal of the city should also be maintained.

This code seeks to ensure that Advertising Devices are treated as an essential component of commercial development and that they are properly considered at the design stage of any project. As a city that derives a significant part of its income from tourism there is an especially strong need to ensure that all signage is well presented, aesthetically pleasing and complementary to the character and built form of the city.

The following development outcomes are promoted by this code:

- a) Signage that adequately caters for the needs of business, to clearly identify the goods and/ or services which are supplied to the public;
- b) Signage that complements and integrates with the design of the buildings on which it is located and is consistent with the type of development in the vicinity;
- c) Signage that complements the local streetscape of its locality and presents a visually attractive appearance to public areas;
- d) Signage that is safely secured and does not pose a physical hazard to motorists, pedestrians, cyclists and residents on adjoining sites;
- e) Signage that does not unreasonably impact on the access to views, sunlight or breezes for residents on adjoining sites or create nuisance as a result of noisy, flashing or illuminated devices;
- f) Signage that reflects the character of specific areas of the city, particularly areas with a predominant historical character or notable urban design theme;
- g) Signage that does not detract from the operation and safety of the major arterial road routes in the city; and
- h) Signage that complements the objectives for the provision of attractive tourist gateway routes into and out of the city.

2.0 Application of this Code

This is a code for the assessment of Advertising Devices within the city. Advertising Devices are usually identified as being self or code assessable in the Table of Development of a Domain or a Local Area Plan (LAP).

This code applies to development for the purpose of erecting an Advertising Device indicated as self, code or impact assessable in the Table of Development of the Domain or LAP, in which the Advertising Device development is proposed.

Please note that signs within the City of Gold Coast may be subject to licensing provisions regulating the display of advertising signs. An application and annual licence fee may be payable in accordance with Council's General Charges.



3.0 Land Use Categories

Under this code, the city is divided into four different land use and development categories for the application of differential signage standards. The four categories are identified as follows:

a) Non Urban Areas

These incorporate land located in the following Planning Scheme Domains:

- Rural;
- Park Living;
- Conservation;
- Private Open Space;
- Public Open Space;
- Extractive Industry;
- Emerging Communities; and
- Any land subject to a LAP, where the precinct, in which the land sits, most closely reflects any of the above mentioned domains.

b) Suburban Areas

These incorporate land located in the following domains:

- Village;
- Detached Dwelling;
- Residential Choice;
- Community Purposes; and
- Any land subject to a LAP, where the precinct, in which the land sits, most closely reflects any of the above mentioned domains.

c) Industry Areas

These incorporate land located in the following domains:

- Fringe Business;
- Industry 1 (High Impact);
- Industry 2 (Low Impact);
- Marine Industry; and
- Any land subject to a LAP, where the precinct, in which the land sits, most closely reflects any of the above mentioned domains.

d) Business and Tourism Areas

These incorporate land located in the following domains:

- Integrated Business;
- Local Business;
- Tourist and Residential; and
- Any land subject to a LAP, where the precinct, in which the land sits, most closely reflects any of the above mentioned domains.

4.0 Development Requirements

Notes: *Performance Criteria PC1-PC37 apply to all code and impact assessable development subject to this code. For self assessable development that is subject to this code, only the Acceptable Solutions to Performance Criteria PC1-PC17 apply.*

The Assessment Manager may ask the Department of Main Roads for third party advice on applications for Advertising Devices fronting or visible from a Declared Motorway.



Performance Criteria	Acceptable Solutions
Development that is Self Assessable, Code Assessable or Impact Assessable	
Total Area of Signage Per Site	
<p>PC1 The total area of advertising signs, on or near an individual site is to be consistent with the purpose for which the land or building is used and must be complementary to the character of the local area.</p>	<p>AS1.1 The total area of all advertising signs per site in non urban areas does not exceed 1m² except for sport and recreation facilities, and where the site is used for a convenience shop, café, restaurant, theme park or tourist shop, the total area of all advertising signs does not exceed 10m².</p> <p>AS1.2 The total area of all advertising signs per site in suburban areas does not exceed 1m² except for sport and recreation facilities, and where the site is used for a convenience shop, café, restaurant or tourist shop, the total area of all advertising signs does not exceed 10m².</p> <p>AS1.3 The total area of all advertising signs per site in business and tourism industry areas does not exceed 1m² for every 1 metre of single street frontage.</p> <p>AS1.4 In either industry or in business and tourism areas the maximum total single face area of any sign does not exceed 40m².</p>
Design for Safety and Security	
<p>PC2 The sign is designed and positioned to ensure public safety.</p>	<p>AS2.1 The sign is designed and constructed in accordance with the Building Act 1975.</p> <p>AS2.2 The sign does not resemble official traffic signs.</p>
Built Form and Sign Location	
<p>PC3 An advertising sign fixed to a building must be appropriately located, scaled and designed to complement the architectural features of the building and its ancillary structures.</p>	<p>AS3.1 The sign:</p> <ol style="list-style-type: none"> does not exceed the height of the roof line of the building to which it is attached; does not obscure the outline of the building or any of its architectural features, including the roofline, verandas or upper floor windows; is consistent with the design, material and colour of the building to which it is attached. <p>AS3.2 The sign is designed and constructed to be self-supporting. The sign does not have stays/guys/struts.</p>
Maximum Height of a Freestanding Sign	
<p>PC4 The Freestanding Sign does not create signage clutter and adversely affect the streetscape of the locality.</p> <p>Note 1: <i>A Freestanding Sign is a monolithic advertisement which sits directly on the ground without any visible supporting structure.</i></p> <p>Note 2: <i>A Freestanding Sign is an advertisement placed on one or more vertical supports.</i></p>	<p>AS4.1 The maximum height of a Freestanding Sign from the natural ground level at the base of the sign to the top of the sign does not exceed 10 metres.</p>



Performance Criteria	Acceptable Solutions
Minimum Distance Between Freestanding Signs	
<p>PC5</p> <p>Freestanding Signs are positioned on a site to reduce sign structures to a minimum and complement the local streetscape and not detract from the amenity of the locality.</p>	<p>AS5.1</p> <p>A minimum of one freestanding sign is permitted per site.</p> <p>AS5.2</p> <p>The minimum distance between two (2) freestanding signs per site is the sum of the combined heights of the two signs.</p>
Minimum Distance from Adjacent Property Boundaries	
<p>PC6</p> <p>Freestanding Signs are positioned on a site to reduce sign structures to a minimum and complement the local streetscape and not detract from the amenity of the locality.</p>	<p>AS6.1</p> <p>The minimum distance of a Freestanding Sign from the adjacent site boundaries (excluding boundaries abutting roads) is 3 metres.</p>
Street Frontage Signs	
<p>Street Frontage Signs</p> <p>PC7</p> <p>The sign is designed to minimise visual clutter, and present an attractive outlook to all public areas.</p> <p>Note: <i>A Street Frontage Sign includes an Awning Fascia Sign, Blind Sign, and Canopy Sign.</i></p>	<p>Street Frontage Signs</p> <p>AS7.1</p> <p>The signage face height is not greater than 1 metre.</p> <p>AS7.2</p> <p>The sign, including the structure to which it is attached, has a minimum vertical clearance of 2.2 metres from the ground.</p>
<p>Unilluminated Fence Signs</p> <p>PC8</p> <p>The sign is designed to minimise visual clutter, and present an attractive outlook to all public areas.</p> <p>Note: <i>An Unilluminated Sign is either painted onto a solid fence or attached to a boundary fence of a site.</i></p>	<p>Unilluminated Fence Signs</p> <p>AS8.1</p> <p>In non-urban and suburban areas, the Unilluminated Fence Sign is only used for convenience shops, cafés, tourist theme parks, tourist shops, home offices, home occupation, sports areas and schools.</p> <p>AS8.2</p> <p>The Unilluminated Fence Sign does not extend beyond the visible extremities of any fence.</p> <p>AS8.3</p> <p>The Unilluminated Fence Sign does not project outward more than 30mm from the fence.</p> <p>AS8.4</p> <p>Where a sign is attached to a boundary fence, the fence structure is capable of withstanding the additional weight and/or wind loading created by the sign.</p> <p>AS8.5</p> <p>The size of an Unilluminated Fence Sign does not exceed 5m² per 25 linear metres of the street frontage.</p>
<p>Unilluminated Awning Fascia Signs</p> <p>PC9</p> <p>The sign is designed to minimise visual clutter, complement the design of the building on which it is situated, and present an attractive outlook to all public areas, and complement the awning fascia signs on adjoining sites.</p> <p>Note: <i>An Unilluminated Awning Fascia Sign is painted on, or fixed to the fascia of an awning, verandah or similar structure.</i></p>	<p>Unilluminated Awning Fascia Signs</p> <p>AS9.1</p> <p>The Awning Fascia Sign is contained within the outline of a fascia. The attached sign does not exceed 30mm in thickness.</p> <p>AS9.2</p> <p>Lettering does not exceed 80% of length and height of the awning fascia.</p>



Performance Criteria	Acceptable Solutions
<p>Blind Signs PC10</p> <p>The sign is designed to minimise visual clutter, complement the design of the building on which it is situated, and present an attractive outlook to all public areas.</p> <p>Note: <i>A Blind Sign is an advertisement that is painted or otherwise attached to and within the extremities of flexible material suspended under an awning or verandah.</i></p>	<p>Blind Signs</p> <p>AS10.1 In non-urban and suburban areas the sign on the blind is only used for convenience shops, cafés, tourist theme parks, restaurants and tourist shops.</p> <p>AS10.2 In industry and business and tourism areas, no more than two Blind Signs are provided per business per premises.</p> <p>AS10.3 The blind used for advertising provides shade and shelter for pedestrians/products and is not constructed as a supporting structure for a sign.</p> <p>AS10.4 The blind has a minimum vertical clearance of 2.2 metres from the ground. The advertisement does not exceed 50% of a single surface blind area.</p> <p>AS10.5 The Blind Sign is not illuminated.</p>
<p>Canopy Signs PC11</p> <p>The canopy is constructed from flexible or solid materials and must be designed to minimise visual clutter, complement the scale and design of the building on which it is situated, present an attractive outlook to all public areas and not create a hazard or nuisance in terms of clearance.</p> <p>Note: <i>A Canopy Sign is an advertisement that is painted or otherwise fixed to and within the extremities of a canopy, located over a window or a doorway.</i></p>	<p>Canopy Signs</p> <p>AS11.1 In non-urban and suburban areas the Canopy Sign is only used for convenience shops, cafés, tourist theme parks, restaurants and tourist shops.</p> <p>AS11.2 The canopy has a minimum vertical clearance of 2.2 metres from the ground.</p> <p>AS11.3 The advertisement does not exceed 50% of a single surface canopy area.</p> <p>AS11.4 The Canopy Sign is not illuminated.</p> <p>AS11.5 The Canopy Sign functions as a shelter and is not a supporting structure for the sign.</p>
<p>Bunting Signs PC12</p> <p>Bunting Signs are designed to positively contribute to the streetscape of the local area without creating or exacerbating sign clutter or detracting from the amenity of surrounding premises. The sign must complement, rather than compete with other advertising sign devices on the site.</p> <p>Note: <i>A Bunting Sign is a series of small flags, pennants, streamers or ribbons suspended from a rope or cable above or within business premises.</i></p>	<p>Bunting Signs</p> <p>AS12.1 The Bunting Sign is not erected within 100 metres of any residential property.</p> <p>AS12.2 The Bunting Sign is not displayed higher than 6 metres from the ground or lower than 2.2 metres to the ground.</p> <p>AS12.3 The length does not exceed 1 metre per metre of street frontage.</p>



Performance Criteria	Acceptable Solutions
<p>Flag Signs PC13 The sign is designed to positively contribute to the streetscape of the local area without creating or exacerbating sign clutter, or detracting from the amenity of surrounding premises.</p> <p>Note: <i>A Flag Sign is a cloth or fabric hung from a freestanding pole or flagpole. Council, State, national or international flags are not Flag Signs.</i></p>	<p>Flag Signs AS13.1 The height of a Flag Sign is not greater than the height of the existing adjacent structures and streetscape design. AS13.2 The Flag Sign is not greater than 2.4m² per single face area, and has a minimum vertical clearance of 5 metres from the ground. AS13.3 There is one Flag Sign per 25 linear metres of street frontage. AS13.4 The Flag Sign is not illuminated.</p>
<p>Vertical Banner Signs PC14 The sign is designed to positively contribute to the streetscape of the local area without creating or exacerbating sign clutter or detracting from the amenity of surrounding premises.</p> <p>Note: <i>A Vertical Banner Sign is an advertising device that is constructed of flexible material and suspended between two solid brackets at the top and bottom of the sign face, with the brackets secured to a freestanding pole.</i></p>	<p>Vertical Banner Signs AS14.1 The single face area measurements of the Vertical Banner Sign do not exceed 2.8 metres in height by 750 millimetres in width. AS14.2 The maximum height from the ground level to the top of the Vertical Banner Sign does not exceed 5 metres. AS14.3 The Vertical Banner Sign maintains a minimum vertical clearance of 2.2 metres from the lower supporting bracket to ground level. AS14.4 The Vertical Banner Sign does not extend beyond the boundaries of the site. AS14.5 The Vertical Banner Sign is not illuminated. AS14.6 There is only one double-sided vertical banner per freestanding pole.</p>
<p>Home Business Identification Signs PC15 The sign does not adversely impact on the amenity of the local area.</p> <p>Note: <i>A Home Business Identification Sign advertises the services provided within a lawfully established Business Home Office or Home Occupation.</i></p>	<p>Home Business Identification Signs AS15.1 The sign has a single face area not exceeding 0.6m². AS15.2 Only one sign is provided for each site on which a permit for a Business Home Office or a Home Occupation has been issued. AS15.3 The sign is not illuminated.</p>
<p>Security Signs PC16 The design and location of the advertising device seeks to maintain public safety and comfort.</p> <p>Note: <i>A Security Sign warns the public of a security system and/or an electrified fence may be provided in a prominent location.</i></p>	<p>Security Signs AS16.1 The Security Sign does not exceed 0.6m² in area. AS16.2 The sign is fixed to a boundary fence, wall or gate with a permanent fixing method. AS16.3 The sign is of a metallic construction. AS16.4 There is one sign per 25 linear metres of street frontage.</p>



Performance Criteria	Acceptable Solutions
<p>Unilluminated Wall Signs PC17</p> <p>The sign is designed to minimise visual clutter, complement the design of the building on which it is situated, and present an attractive outlook to all public areas. The size, scale and dimensions of an Unilluminated Wall Sign must take into account the size, scale and dimensions of the building on which it is located.</p> <p>Note: <i>An Unilluminated Wall Sign is an advertising device that is painted or attached flush onto a wall.</i></p>	<p>Unilluminated Wall Signs</p> <p>AS17.1 The Unilluminated Wall Sign is integrated into the design of the building.</p> <p>AS17.2 The Unilluminated Wall Sign does not cover more than 50% of the area of the wall on which it is located.</p> <p>AS17.3 The sign does not extend beyond the outline of the wall. On sites that contain more than one business premises, a single wall sign that provides an equal and consistent advertising opportunity is used.</p> <p>AS17.4 The Unilluminated Wall Sign complements other advertising signs in the vicinity and does not visually dominate the streetscape of the locality.</p> <p>AS17.5 The Unilluminated Wall Sign is not closer than 1 metre to another wall sign.</p> <p>AS17.6 The Unilluminated Wall Sign does not project outward more than 30mm.</p>

Development that is Code Assessable or Impact Assessable

Sign Adjacent to Sensitive Locations

<p>PC18</p> <p>The design and location of a sign seeks to minimise the effect of the device on the built environment or the landscape, with particular thought to its effect on any objects of scenic, historic, architectural, scientific or cultural interest.</p>	<p>AS18.1 No acceptable solution provided.</p>
--	--

Illumination of a Sign

<p>Illuminated Signs PC19</p> <p>The level of illumination for a sign is safe and consistent with the nature of the surrounding area, and ensure that there is no detriment to the amenity of the area in which a sign is located, including local residential areas.</p>	<p>Illuminated Signs</p> <p>AS19.1 The sign located in non-urban or suburban areas is only located on a convenience shop, café or restaurant building or sport and recreation facilities.</p> <p>AS19.2 The Illuminated Sign does not resemble official traffic signs or signals, and is not located in a position where a traffic hazard or a nuisance is likely to be created.</p> <p>AS19.3 The luminance levels of the sign are consistent with the following standards: a) Industry areas: 500 cd/ m²; b) Business and tourism areas: 400 cd/ m²; c) Non-urban or suburban areas: 300 cd/ m².</p> <p>AS19.4 The Illuminated Sign does not flash.</p>
--	---



Performance Criteria	Acceptable Solutions
<p>Real Estate Development Signs (including Hoarding) PC20 The sign is appropriate to the function and to their respective locations.</p> <p>Note: <i>A Real Estate Development Sign is an advertising device that provides information of development works on a site or real estate information to the general public.</i></p>	<p>Real Estate Development Signs (including Hoarding) AS20.1 The sign/hoarding advertisement area does not exceed 5m² for every 25 linear metres of street frontage, and provides information about development on the subject land. AS20.2 The sign is not internally illuminated or animated. AS20.3 The sign has a maximum single face area not exceeding 18m².</p>
<p>Real Estate Directional Development Signs PC21 The sign is appropriate to the function and to their respective locations.</p> <p>Note: <i>A Real Estate Directional Development Sign is an advertising device that provides off-site directional information for real estate development construction works.</i></p>	<p>Real Estate Directional Development Signs AS21.1 The total area of signage does not exceed 5m² for every 25 linear metres of street frontage. AS21.2 The sign is not internally illuminated or animated. AS21.3 Only one sign with a maximum single face area of 12m² is displayed per premises.</p>
<p>Sporting Club and Non Profit Group Sign on Council Owned/Controlled Land PC22 The sign does not have a detrimental impact on the visual appearance and amenity of the surrounding local area. The sign when fixed to a building must be appropriately located, scaled and designed to enhance and complement the appearance of the subject building and not create a nuisance.</p> <p>Note: <i>A Sporting Club and Non Profit Group Sign on Council Owned/Controlled Land could incorporate a freestanding structure upon which the sign is located.</i></p>	<p>Sporting Club and Non Profit Group Sign on Council Owned/Controlled Land AS22.1 The sporting field sign does not have a single face area greater than 2.5m², and is attached to the perimeter fencing and faces inwards to the field. AS22.2 Freestanding sporting field and non profit group signs are integrated into common structures and do not dominate the building or vicinity.</p>
<p>Tourism Directional Signs PC23 The sign/structure is not detrimental to and does not detract from the amenity of the surrounding area. The sign does not compromise the safety or convenience of traffic, roadside service and tourist signs.</p> <p>Note: <i>A Tourism Directional Sign is an advertising device that identifies a tourist destination located off-site on private freehold land.</i></p>	<p>Tourism Directional Signs AS23.1 The structure/sign promotes the tourist destination with an advertisement area not exceeding 5m². AS23.2 The sign/structure is consistent with the approved tourist activity. AS23.3 Only one Tourist Directional Sign per business is provided off-site. AS23.4 The off-site sign is located within 2km of the approved tourist site. AS23.5 The number of Tourist Directional Signs per premises does not exceed one. AS23.6 The sign is not illuminated.</p>



Performance Criteria	Acceptable Solutions
<p>Created Awning Fascia Signs PC24 The sign is designed to minimise visual clutter, complement the design of the building on which it is situated, clearly identify the business to which it relates, present an attractive outlook to all public areas and not create a hazard or nuisance in terms of clearance or lighting.</p> <p>Note: <i>A Created Awning Fascia Sign is an advertising device that is attached to an existing approved awning fascia that extends above the extremities of the existing fascia to create a new fascia line.</i></p>	<p>Created Awning Fascia Signs AS24.1 The created face area of the sign is no greater than 25% more than the existing approved awning fascia. AS24.2 The sign does not extend beyond the ends of the existing awning fascia. AS24.3 The Created Awning Fascia sign has a minimum vertical clearance of 2.2 metres from the ground. AS24.4 The sign is internally illuminated.</p>
<p>Under Awning Signs PC25 The sign is designed to minimise visual clutter, complement the design of the building on which it is situated, present an attractive outlook to all public areas and not create a hazard or nuisance in terms of clearance or lighting.</p> <p>Note: <i>An Under Awning Sign is an advertisement suspended beneath an awning or verandah or similar structure.</i></p>	<p>Under Awning Signs AS25.1 In non-urban and suburban areas the Under Awning Sign is only used for convenience shops, cafés, tourist theme parks, restaurants and tourist shops. AS25.2 The sign is positioned a minimum distance of 3 metres from existing under awning signs and 1.5 metres from the end of an awning and/or tenancy. AS25.3 The Under Awning Sign has a maximum area of 1.5m² per face, with no more than two faces, and is perpendicular to the shopfront. AS25.4 The Under Awning Sign has a minimum vertical clearance of 2.2 metres from the ground. AS25.5 The Under Awning Sign does not extend beyond the awning line at the frontage of a site. AS25.6 The sign is not 'V' shaped. AS25.7 The sign is internally illuminated. AS25.8 The sign length is not greater than 75% of the width of the awning to which it is attached. AS25.9 The thickness of the sign does not exceed 200mm.</p>
<p>Billboard Signs PC26 The Billboard Sign must be designed and located to complement and not dominate the environment in which the sign is located.</p> <p>Note: <i>A Billboard Sign is an advertising device with a freestanding display surface where the width of the sign is greater than its height. This incorporates the freestanding structure upon which the sign is located, and any lighting equipment used to illuminate the sign.</i></p>	<p>Billboard Signs AS26.1 The Billboard Sign is perpendicular to the abutting road. AS26.2 The Billboard Sign is of a shape, design and colour that is consistent with existing adjacent structures and streetscape design. AS26.3 The Billboard Sign is located as close to the centre of the site frontage as is practicable. AS26.4 The number of faces per Billboard Sign is no more than two.</p>



Performance Criteria	Acceptable Solutions
	<p>AS26.5 The angle of a V shaped billboard sign is no greater than 45°.</p> <p>AS26.6 The sign is internally illuminated.</p> <p>AS 26.7 The Sign has a maximum single face area of 18m² (excluding Third Party Advertising Sign).</p> <p>AS26.8 The face length of the sign is greater than its face height.</p>
<p>Pylon Signs PC27 The sign does not create signage clutter and adversely affecting the streetscape of the locality.</p> <p>Note: <i>A Pylon Sign is an advertising device that has a face height greater than its face width.</i></p>	<p>Pylon Signs</p> <p>AS27.1 The Pylon Sign is perpendicular to the abutting road.</p> <p>AS27.2 The Pylon Sign is of a shape, design and colour is consistent with existing adjacent structures and streetscape infrastructure.</p> <p>AS27.3 The Pylon Sign is located as close to the centre of the site frontage as is practicable.</p> <p>AS27.4 Where a site/development contains more than one business, a tenant menu sign is provided.</p> <p>AS27.5 The number of faces per Pylon Sign does not exceed two.</p> <p>AS27.6 The Pylon Sign is not 'V' shaped.</p> <p>AS30.8 The sign is internally illuminated.</p> <p>AS27.7 The face height of the sign is greater than its face length.</p>
<p>Stand Alone Signs PC28 The sign does not create signage clutter and adversely affecting the streetscape of the locality.</p> <p>Note: <i>A Stand Alone Sign is a smaller self-supporting sign that does not fit the definition of any other sign.</i></p>	<p>Stand Alone Signs</p> <p>AS28.1 The Stand Alone Sign does not have a single face area greater than 5m².</p>
<p>Building Name Signs PC29 The Building Name Sign must complement the scale and design of the building on which it is located and provide a non-intrusive outlook to surrounding areas. The sign must be of a high standard of construction and design and act as a landmark feature, which makes a significant positive contribution to the streetscape in which it is located and the image of the city.</p> <p>Note: <i>A Building Name Sign is an advertising device located on the upper wall.</i></p>	<p>Building Name Signs</p> <p>AS29.1 The Building Name Sign is contained within the visible extremities of the building to which it is attached, with the size of the sign and associated wording to a scale that is consistent with the size and dimensions of the building.</p>



Performance Criteria	Acceptable Solutions
<p>Hamper Signs PC30 The sign must be compatible with the design of the building to which it is attached. Note: <i>A Hamper Sign is an advertising device that is mounted flush to a wall above the window or door head.</i></p>	<p>Hamper Signs AS30.1 The sign does not extend beyond the boundaries of the window or door head to which it is attached. AS30.2 The sign is internally illuminated.</p>
<p>Projecting Signs PC31 The sign is designed to minimise visual clutter, complement the design of the building on which it is situated, and present an attractive outlook to all public areas. Note: <i>A Projecting Sign is an advertising device that projects at right angles from a building wall.</i></p>	<p>Projecting Signs AS31.1 In non-urban and suburban areas, the Projecting Sign is only used for convenience shops, cafés, tourist theme parks, tourist shops and restaurants. AS31.2 In industry and business and tourism areas, no more than one Projecting Sign is provided per business premises. AS31.3 The Projecting Sign has a vertical orientation with a maximum outward projection of 1.5 metres, and a minimum vertical clearance of at least 2.2 metres from the ground. AS31.4 The Projecting Sign has a maximum height of 5 metres and does not extend above the wall to which it is attached. AS31.5 The Projecting Sign is positioned a minimum distance of 5 metres from existing projecting signs and 1.5 metres from the end of an awning and/or tenancy. AS31.6 The sign is internally illuminated. AS31.7 The sign is not 'V' shaped. AS31.8 The number of faces per Projecting Sign does not exceed two. AS31.9 The Projecting Sign is attached flush to the wall.</p>
<p>Roof Signs PC32 The sign presents an attractive outlook to all public and visible areas. Note: <i>A Roof Sign is an advertising device that is painted on a roof.</i></p>	<p>Roof Signs AS32.1 The sign is not larger than 25% of the roof section that it is applied to. AS32.2 The sign is not illuminated. AS32.3 There is only one Roof Sign per business per premises. AS32.4 The Roof Sign is concealed from adjacent dwellings or motel rooms or the like.</p>
<p>Illuminated Wall Signs PC33 The sign is designed to minimise visual clutter, complement the design of the building on which it is situated, as well as other advertising signs in the vicinity, and presents an attractive outlook to all public areas. The size, scale and dimensions of the sign must take into account the size, scale and dimensions of the building on which it is located. Note: <i>An Illuminated Wall Sign is an advertising device painted, or attached flush to a solid wall.</i></p>	<p>Illuminated Wall Signs AS33.1 The Wall Sign is integrated into the design of the building. AS33.2 The Wall Sign does not cover more than 50% of the area of the wall on which it is located. AS33.3 The sign does not extend beyond the outline of the wall. On sites that contain more than one business premises, a single wall sign that provides an equal and consistent advertising opportunity for all tenant/business premises is used.</p>



Performance Criteria	Acceptable Solutions
	<p>AS33.4 The sign is internally illuminated and does not have an outward projection of more than 200mm.</p> <p>AS33.5 The Wall Sign is not closer than 1 metre to another wall sign.</p>
<p>Window Signs</p> <p>PC34 The sign is designed to enable goods and services to be advertised in a manner which ensures the visual and solar access function of the window is not compromised.</p> <p>Note: <i>A Window Sign is an advertising device that is painted or fixed to a window, or located behind a window so as to be visible from any public street or neighbouring site.</i></p>	<p>Window Signs</p> <p>AS34.1 The Window Sign does not cover/obscure more than 25% of a single glazed area.</p> <p>AS34.2 The sign is internally illuminated.</p>
<p>Mobile Signs</p> <p>PC35 The sign does not create a safety hazard, or contribute to signage clutter within the locality.</p> <p>Note: <i>A Mobile Sign is a lightweight portable freestanding sign or sign with wheels located on private property that may be moved around a site, which is typically displayed within the boundaries of premises during business hours.</i></p>	<p>Mobile Signs</p> <p>AS35.1 The Mobile Sign has a maximum face area of 2.5m² and has no more than two faces.</p> <p>AS35.2 Only one Mobile Sign is provided per business per premises.</p> <p>AS35.3 The Mobile Sign is not illuminated.</p>
<p>Projected Image Signs</p> <p>PC36 The sign is erected so as to provide visual interest in a manner, which does not create lighting nuisance to any premises.</p> <p>Note: <i>A Projected Image Sign is an illuminated advertisement, which is projected onto a display surface on private property as a static or moving image.</i></p>	<p>Projected Image Signs</p> <p>AS36.1 The Projected Image Sign is not located within non-urban and suburban areas of the city.</p> <p>AS36.2 The Projected Image Sign is professionally designed, erected and located within major centres in business and tourism areas which cater for night time activities.</p>
<p>Illuminated Awning Fascia Signs</p> <p>PC37 The sign is designed to minimise visual clutter, complement the design of the building on which it is situated, and present an attractive outlook to all public areas. The sign is to be consistent and complementary to the awning fascia signs on adjoining sites.</p> <p>Note: <i>An Illuminated Awning Fascia Sign is an advertising device that is attached to the solid fascia of an awning, verandah or similar structure.</i></p>	<p>Illuminated Awning Fascia Signs</p> <p>AS37.1 The Awning Fascia Sign is contained within the outline of a fascia. The attached sign does not exceed 200mm in thickness.</p> <p>AS37.2 Lettering does not exceed 80% of length and height of the awning fascia.</p> <p>AS37.3 The sign is internally illuminated.</p>