

Scenic Rim Planning Scheme 2020

Advertising Devices - June 2023

What is an *advertising device*?

For the purposes of the Scenic Rim Planning Scheme (planning scheme), an *advertising device*:

- a. means a permanent sign, structure or other device used, or intended to be used, for advertising; and
- b. includes a structure, or part of a building, the primary purpose of which is to support the sign, structure or device.

What if my sign is not an assessable advertising device?

Council's local laws seek to regulate signage not assessable under the planning scheme. Please refer to Council's Local Laws for further details.

The planning scheme regulates 'assessable advertising devices' which include:

1. **Pylon sign** - An on-premises sign that is:
 - a. freestanding;
 - b. positioned on the ground or mounted to one or more vertical supports; and
 - c. has a total face area of 4m² or more.

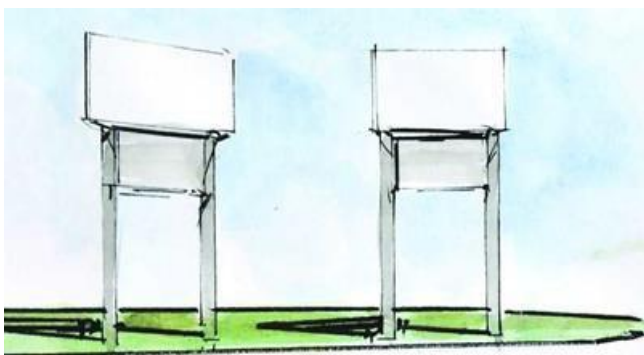


Figure 1 - Typical pylon signs

2. **Third party billboard sign** - An off-premises advertising device with a total face area of 4m² or more. The term includes a free standing sign, billboard sign or a sign affixed to a structure.



Typical billboard signs

What is the purpose of the Advertising Devices Code?

The purpose of the Advertising Devices Code is to ensure that *advertising devices* are consistent with the character and amenity of the region and maintain the safe and efficient operation of the transport network. This will be achieved by ensuring *advertising devices*:

- do not impact on the visual amenity and scenic qualities of the region including views and vistas where viewed from designated tourist routes and the local road network;
- do not result in visual clutter;
- are sited and of a scale consistent with the character of the streetscape and surrounding area;
- complement the surrounding landscape and presents a visually attractive appearance to public areas;
- are not located in *residential zones*; and
- do not create a traffic hazard or distraction.

What level of assessment is required?

The table below is extracted from **Table 5.8.1 Operational Work** of the planning scheme. It identifies the proposed level of assessment for the *advertising devices* category of development that is regulated by the planning scheme.

Zone	Categories of Development & Assessment	Assessment Benchmarks
Advertising Device		
District Centre Zone Industry Zone Local Centre Zone Major Centre Zone Major Tourism Zone Mixed Use Zone - Commercial Industrial Precinct only Recreation and Open Space Zone (Where No Precinct Applies) Rural Zone (Where No Precinct Applies) Township Zone (Where No Precinct Applies)	Code Assessable If: 1. A <i>pylon sign</i> ; or 2. A <i>third party billboard sign</i> .	Advertising Devices Code Relevant Zone Code
Zones not specified above.	Impact Assessable If: 1. A <i>pylon sign</i> ; or 2. A <i>third party billboard sign</i> .	The Planning Scheme

What are pylon signs?

Pylon signs, generally a larger sign, are located on the site of the business or businesses it advertises. The performance outcomes of the planning scheme require that these signs are located within a:

1. Centre zone; or
2. Industry Zone; or
3. Major Tourism Zone; or
4. Mixed Use Zone - Commercial Industrial Precinct only; or
5. site associated with an approved or lawful commercial or industrial activity in a non-residential building.

A pylon sign is only to be used for the display of information relating to the use being conducted on the same site as the pylon sign.

Other outcomes sought by the planning scheme in relation to a pylon signs include the protection of:

1. the natural environment;
2. traffic safety;
3. existing views, vistas, and skylines; and
4. visual amenity.

What are third party billboard signs?

Third Party Billboard signs are generally located facing major roads. These larger free standing signs are designed to be visible to passing traffic. The performance outcomes of the planning scheme seek that these signs:

1. do not adversely impact the visual amenity of the locality;
2. are compatible with local character and do not dominate their landscape setting;
3. do not detract from the scenic quality of the area including views and vistas;
4. where in the Rural Zone, are separated from any existing or approved third party billboard sign by a minimum distance of 5km (as measured by the shortest route via a *constructed road*) and is only located on the Mount Lindesay Highway, Cunningham Highway, or Ipswich-Boonah Road;
5. have a single *face area* not exceeding 8m²;
6. have a maximum height, including supports, of 8.5m; and

- involve not more than two sign faces which are adjoined and may be splayed at an angle not greater than 60° to each other.

Third party billboard signs are not consistent development in *residential zones*.

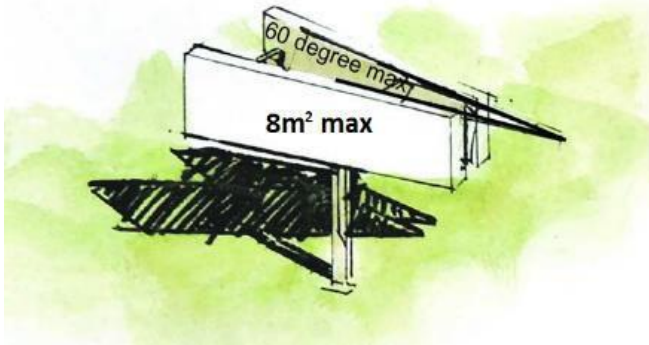


Figure 2 - Example of maximum sized sign

Talk to a Planner

Council's Planners are available for confidential discussions to help you navigate the planning scheme and how it affects you. Call 07 5540 5111 or email mail@scenicrim.qld.gov.au to make an appointment.

For more information

The interactive planning scheme and mapping is available on [ePlan and Mapping](#) which is accessed from Council's website [Scenic Rim Planning Scheme 2020 – Scenic Rim Regional Council](#)

Hard copies of the planning scheme and mapping are also available for viewing at Council's Customer Service Centres.