

9.4 Other Development Codes



9.4.1 Advertising Devices Code

9.4.1.1 Application

This code applies to work identified as requiring assessment against the Advertising Devices Code by the tables of assessment in **Part 5 Tables of Assessment**.

9.4.1.2 Purpose

- (1) The purpose of the Advertising Devices Code is to ensure that advertising devices are consistent with the character and amenity of the region and do not impact the safe and efficient operation of the transport network.
- (2) The purpose of the Advertising Devices Code will be achieved through the following overall outcomes:
 - (a) Advertising devices:
 - (i) 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;
 - (ii) do not result in visual clutter;
 - (iii) are sited and are of a scale consistent with the character of the streetscape and surrounding area;
 - (iv) complement the surrounding landscape and presents a visually attractive appearance to public areas;
 - (v) are not located in *residential zones*; and
 - (vi) do not create a traffic hazard or distraction.

9.4.1.3 Assessment Benchmarks

Table 9.4.1.3 – Assessable Development

Performance Outcomes	Acceptable Outcomes
Visual Amenity	
<p>PO1 A <i>Third party billboard sign</i>: (1) does not adversely impact on the visual amenity of the locality; (2) is compatible with local character and does not dominate their landscape setting; (3) does not detract from the scenic quality of the area including views and vistas; (4) in the Rural Zone, is separated from any existing or approved <i>third party billboard sign</i> by a minimum distance of 5 km (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) has a single <i>face area</i> not exceeding 8m²; (6) has a maximum height, including supports, of 8.5m; and (7) involves not more than two sign faces which are adjoined and may be splayed at an angle not greater than 60° to each other.</p> <div data-bbox="292 1059 671 1272" data-label="Image"> <p>The diagram shows a billboard sign with two rectangular faces. The faces are splayed at an angle of 60 degrees. One face is labeled '8m² max'. The sign is supported by a metal structure on a grassy area.</p> </div> <p>A01 BILLBOARD SIGN</p> <p>Figure 1 Example of maximum sized sign</p>	<p>AO1 No acceptable outcome is prescribed.</p>

Performance Outcomes	Acceptable Outcomes
<p>PO2 The siting of a <i>third party billboard sign</i>:</p> <ul style="list-style-type: none"> (1) is consistent with the preferred uses of the site; (2) does not impact on the visual amenity or streetscape of the surrounding area; and (3) is not located in the: <ul style="list-style-type: none"> (a) Community Facilities Zone; or (b) Conservation Zone; or (c) Emerging Community Zone; or (d) Limited Development Zone; or (e) Low Density Residential Zone; or (f) Low-medium Density Residential Zone; or (g) Minor Tourism Zone; or (h) Mixed Use Zone (not including the Commercial Industrial Precinct); or (i) Passive Recreation Precinct; or (j) Rural Escarpment Protection Precinct; or (k) Rural Residential Zone; or (l) Tamborine Mountain Rural Precinct; or (m) Township Residential Precinct. 	<p>AO2 No acceptable outcome is prescribed.</p>
<p>PO3 A <i>pylon sign</i> does not:</p> <ul style="list-style-type: none"> (1) adversely impact on the visual amenity of the locality; (2) dominate their landscape setting; (3) detract from the scenic quality of the area including views and vistas: and (4) detract from the built form of the site and adjacent sites. 	<p>AO3.1 Only one <i>pylon sign</i> is located on a site.</p> <p>AO3.2 A <i>pylon sign</i>;</p> <ul style="list-style-type: none"> (1) has a cumulative <i>face area</i> not exceeding 20m²; (2) is located at the front of the site; (3) does not project beyond the boundary of the site; and (4) is at least 3m from a side boundary. <div data-bbox="970 1265 1295 1541" data-label="Image"> </div> <p style="text-align: center;">Figure 2 Pylon Sign</p> <p>AO3.2 The height of a <i>pylon sign</i> (including supporting structures) shall not exceed the lesser of;</p> <ul style="list-style-type: none"> (1) 10m; or (2) the maximum development height specified in the relevant Zone Code.

Performance Outcomes	Acceptable Outcomes
<p>PO4 A <i>pylon sign</i> is located within a:</p> <ol style="list-style-type: none"> (1) Centre Zone; or (2) Industry Zone; or (3) Special Purposes Zone; or (4) Major Tourism Zone; or (5) Mixed Use Zone - Commercial Industrial Precinct only; or (6) site associated with an approved or lawful <i>commercial</i> or <i>industrial activity</i> in a non-residential building. 	<p>AO4 No acceptable outcome is prescribed.</p>
<p>PO5 A <i>pylon sign</i> is only used for the display of information relating to the use being conducted on the same site as the <i>pylon sign</i>,</p>	<p>AO5 No acceptable outcome is prescribed.</p>
<p>PO6 Assessable <i>advertising devices</i> do not adversely impact on views, vistas or the skyline when viewed from a public place.</p>	<p>AO6 No acceptable outcome is prescribed.</p>
<p>PO7 Illumination and lighting of <i>assessable advertising devices</i> is appropriate to the locality of the sign and:</p> <ol style="list-style-type: none"> (1) does not create an <i>environmental nuisance</i>; and (2) is consistent with the visual amenity and exterior lighting of the surrounding area; and (3) is unlikely to create a hazard or distraction to drivers of vehicles on adjacent roads. <p><i>Note - a hazard includes loss of night vision due to differences between ambient illumination and signage brightness.</i> <i>Editor's Note - maximum signage luminance levels may account for variations to ambient illumination including weather conditions, dusk or twilight.</i></p>	<p>AO7.1 <i>Third party billboard signs</i> are only illuminated where located within <i>urban areas</i>.</p> <p>AO7.2 The luminance level for an <i>assessable advertising device</i> does not exceed:</p> <ol style="list-style-type: none"> (1) 7000cd/m² during daylight hours; and (2) at other times: <ol style="list-style-type: none"> (a) 400cd/m² where located on land within a <i>Centre zone</i>; or (b) 300cd/m² where located on land not within a <i>Centre zone</i>.
Traffic	
<p>PO8 <i>Assessable advertising devices</i> do not:</p> <ol style="list-style-type: none"> (1) obstruct visibility of road users; (2) pose a traffic safety risk; and (3) distract users of the transport network so as to cause a traffic hazard. <p><i>Note - use of nationally recognised standards will be considered necessary in assessing compliance with this outcome.</i></p>	<p>AO8 An <i>assessable advertising device</i>:</p> <ol style="list-style-type: none"> (1) structure does not move, spin or rotate; (2) is not a beacon light or a revolving or flashing light; (3) is not located within 50m of a road intersection not involving a <i>State controlled road</i>; (4) has lettering appropriately sized for the speed environment of the road it addresses; (5) where involving moving or changing images, complies with the Department of Transport and Main Roads "<i>Roadside Advertising Manual Edition 2 Technical Volume October 2017 Section 9 Variable Message Signs (VMS)</i>"; and (6) otherwise complies with the Department of Transport and Main Roads "<i>Roadside Advertising Manual Edition 2 October 2017</i>".

Performance Outcomes	Acceptable Outcomes
Environment	
<p>PO9 <i>Assessable advertising devices</i> do not impact adversely on the natural environment.</p>	<p>AO9 <i>Native vegetation</i>, with the exception of grass and shrubs less than 1 metre in height, is not cleared for the placement or ensuring visibility of <i>assessable advertising devices</i>.</p>