

Permitted Advertising Devices Designation

Made under section 10 of the *Advertising Devices Local Law 2021*



Dedicated to a better Brisbane

Contents

Part 1: Council designation.....	2
Part 2: Background.....	2
Part 3: Permitted advertising devices	2
Part 4: Types of permitted advertising devices and applicable requirements	3
Part 5: Requirements applying to all types of advertising devices.....	23
Part 6: Dictionary.....	25

Part 1: Council designation

In accordance with section 10 of the *Advertising Devices Local Law 2021* (the **Local Law**), Council designates the advertising devices described in this designation as permitted advertising devices.

Part 2: Background

1 Introduction

An advertising device that meets the requirements prescribed in this designation is a permitted advertising device and does not require an approval under the Local Law.

2 Definitions

The dictionary in Part 6 defines particular words used in this designation. Other relevant terms are defined in the Local Law.

Part 3: Permitted advertising devices


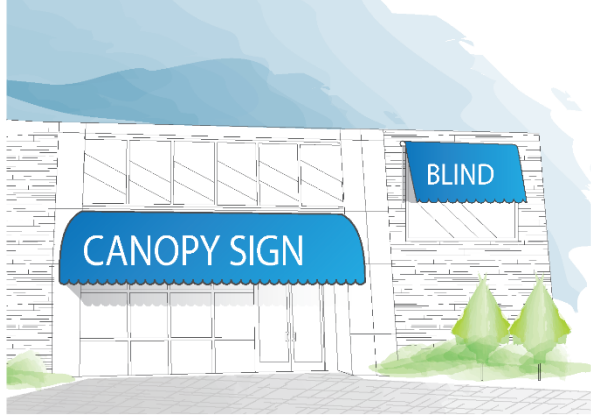
An advertising device is a permitted advertising device if it meets all the following criteria:

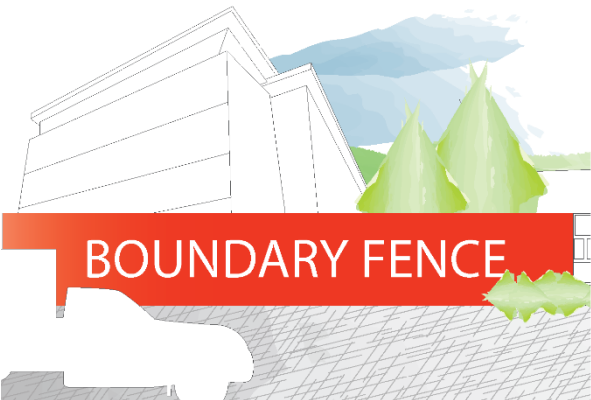

- a) it is of a type illustrated and defined in Part 4 of this designation
- b) it is in a permitted City environment applicable to that type of advertising device as prescribed in Part 4 of this designation
- c) it complies with the requirements in Part 4 of this designation that are applicable to that type of advertising device
- d) it complies with the requirements in Part 5
- e) it is not installed, erected or displayed on a heritage place or in relation to a large development.




Advertising devices that do not meet the criteria in this part for permitted advertising devices are not permitted advertising devices and require approval under the Local Law¹.

¹ Under section 6(1) of the Local Law, an application must not be made for a prohibited advertising device. A prohibited advertising device is an advertising device described in section 6(2) of the Local Law.

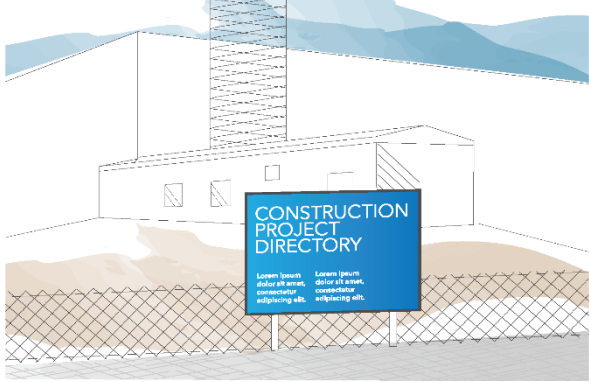

Part 4: Types of permitted advertising devices and applicable requirements

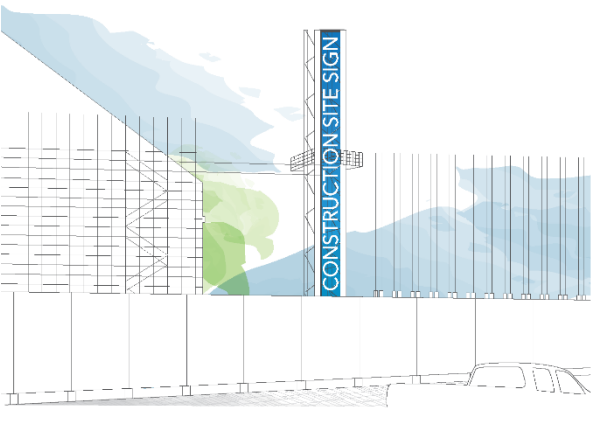


Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Awning fascia sign</p> <p>An awning fascia sign is an advertising device painted on or otherwise affixed to the fascia of an awning or verandah.</p>		<p>An awning fascia sign must be contained within the outline of a fascia and must not exceed 600 mm in height.</p>	<ul style="list-style-type: none"> • City centre environment • Business centre environment • Industry environment
<p>Blind or canopy sign</p> <p>A blind or canopy sign is an advertising device painted on or otherwise affixed to solid or flexible material suspended from the edge of an awning, verandah or wall.</p>		<ol style="list-style-type: none"> 1) A blind or canopy sign must be compatible with the blind/canopy and building on which it is installed, erected or displayed. 2) A blind or canopy sign must have a minimum clearance of: <ol style="list-style-type: none"> a) 2.4 m between any rigid part of the blind and a footway surface b) 2.1 m between any flexible part of the blind and a footway surface. 	<ul style="list-style-type: none"> • City centre environment • Business centre environment • Industry environment

Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Boundary fence sign</p> <p>A boundary fence sign is an advertising device painted or otherwise affixed to a fence along the boundary of a site.</p>		<ol style="list-style-type: none"> 1) A boundary fence sign must be contained entirely within the outline of the fence on which it is installed, erected or displayed. 2) A boundary fence sign must not project more than 50 mm from the fence. 	<ul style="list-style-type: none"> • Business centre environment • Industry environment
<p>Business promotion sign</p> <p>A business promotion sign is a temporary advertising device advertising an auction, retail sale, business promotion or similar.</p>		<ol style="list-style-type: none"> 1) The maximum area of a business promotion sign is 4 m². 2) A business promotion sign may be installed, erected or displayed only on the premises on which the advertised activity is taking place. 3) No more than one business promotion sign may be installed, erected or displayed per street frontage of a property. 4) A business promotion sign must not use electronic display components. 5) A business promotion sign may only be installed, erected or displayed for a maximum of 14 calendar days within any 90-day period. 	<ul style="list-style-type: none"> • City centre environment • Business centre environment • Industry environment

Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Changeable message sign</p> <p>A changeable message sign is an advertising device that allows content to be changed manually or mechanically.</p>	 <p>The illustration shows a white building with a blue arched sign on its facade. The sign contains the text 'CHANGEABLE MESSAGE SIGN'. The background features a landscape with green hills and blue mountains under a blue sky with white clouds.</p>	<p>No more than one double-faced changeable message sign, with a maximum area of 4 m² per face, may be installed, erected or displayed per street frontage of a property.</p>	<ul style="list-style-type: none"> • Business centre environment • Industry environment
<p>Commercial flag</p> <p>A commercial flag is a cloth or similar non-rigid fabric hung from a pole to advertise or identify a commercial establishment.</p>	 <p>The illustration shows a red flag with the text 'COMMERCIAL FLAG' on a tall metal pole. The flag is flying in front of a building. The background features a landscape with green hills and blue mountains under a blue sky with white clouds.</p>	<p>A commercial flag must:</p> <ol style="list-style-type: none"> 1) have an area no greater than 5 m² 2) not be installed, erected or displayed so that it is more than 6.5 m above the ground. 	<ul style="list-style-type: none"> • City centre environment • Business centre environment • Industry environment
<p>Community event sign</p> <p>A community event sign (including a directional community event sign) is a temporary non-illuminated advertising device that advertises a short-term event such as a fete, fair or</p>	 <p>The illustration shows a blue banner with the text 'COMMUNITY EVENT' hanging from a pole. In the foreground, there are silhouettes of people walking, a bench, and a brick wall. The background features a landscape with green hills and blue mountains under a blue sky with white clouds.</p>	<p>Community event sign on a site</p> <ol style="list-style-type: none"> 1) Community event signs must be located on the site of the event or the property of the organisation holding the event and may include: <ol style="list-style-type: none"> a) a banner-type sign of non-rigid material suspended at both ends and with a maximum area of 8 m² b) a rigid-type sign that would otherwise be a pole sign, wall sign, boundary fence sign or ground sign with a maximum area of 2.4 m² c) a vertical banner building sign or vertical banner freestanding sign with a maximum area of 2.4 m² d) bunting and streamers. 	<p>All City environments</p>

Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
festival for charitable, religious, educational, childcare, sporting organisations or similar.		<ol style="list-style-type: none"> 2) No more than one of either a banner or rigid-type community event sign may be installed, erected or displayed for each frontage of a site. 3) A community event sign must not be illuminated. 4) A community event sign on the site of an event may be installed, erected or displayed no more than 14 calendar days before the event advertised and must be removed by the end of the day following the event. <p>Directional community event signs</p> <ol style="list-style-type: none"> 1) A maximum of 20 directional community event signs, each with a maximum area of 0.6 m², may be installed, erected or displayed for 14 calendar days before the event advertised, plus the day of the event. 2) Directional community event signs must be removed by the end of the day following the event. 3) Directional community event signs must not be placed on any part of a road including a footway, median strip, traffic island and roundabout. <p>Community event banner</p> <ol style="list-style-type: none"> 1) A community event banner may be installed, erected or displayed on designated land other than where the event takes place. The banner must be of non-rigid material suspended at both ends and with a maximum area of 8 m². 2) A community event banner may be installed, erected or displayed for 14 calendar days before the event advertised, plus the day of the event. 3) A community event banner must be removed by the end of the day following the event. 	

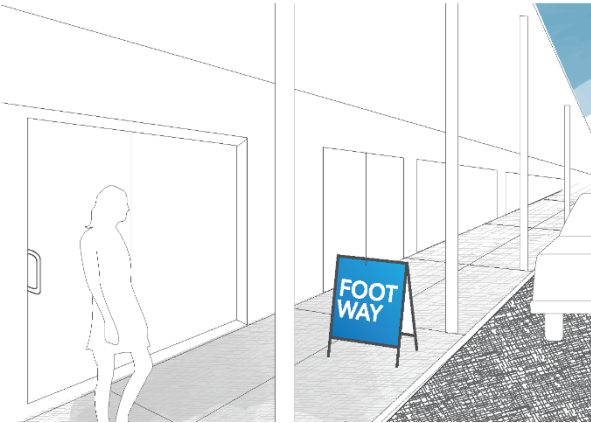
Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Construction project directory sign</p> <p>A construction project directory sign displays a brief description of the construction project, including information about the developer, builder, project manager, construction manager, architect, engineering and other consultants, and contact details of relevant parties.</p>		<p>The maximum area of a construction project directory sign is 20 m² per street frontage of a property.</p>	<p>All City environments</p>
<p>Construction site fence sign</p> <p>A construction site fence sign is an advertising device painted or otherwise affixed flat on a temporary safety fence of a construction site.</p>		<ol style="list-style-type: none"> 1) A construction site fence sign must display only information related to the project under construction, for example, the project developer, construction company, proposed uses or completion date. 2) The maximum area for a construction site fence sign is 1 m² for each metre of the length of the fence to which it is affixed. 3) The area of a construction site fence sign excludes the area of any: <ol style="list-style-type: none"> a) poster panel that may have been designated by Council for posting fly poster signs; and b) artworks on the fence, such as murals. 	<p>All City environments</p>

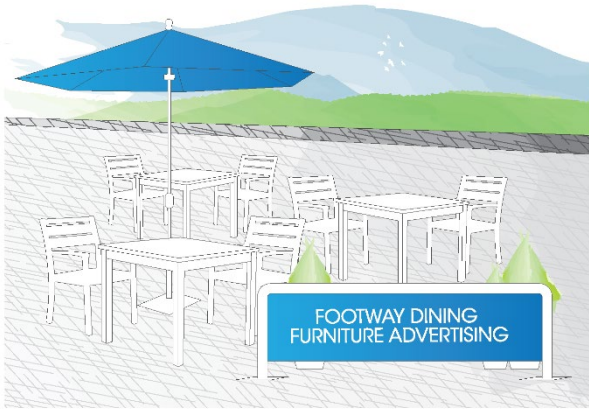
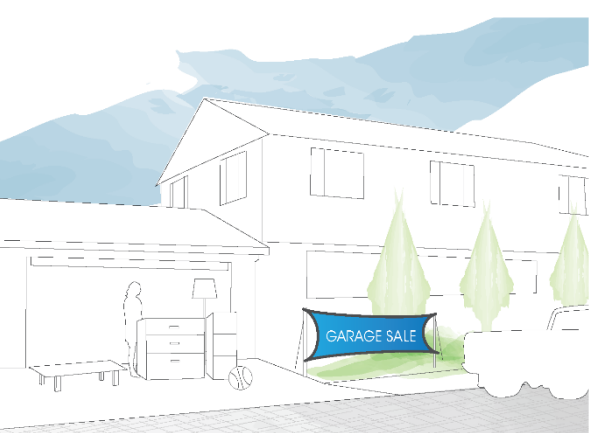

Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Construction site sign</p> <p>A construction site sign is an advertising device affixed to a structure or building under construction or to on-site construction equipment, such as a crane.</p>		<p>A construction site sign must:</p> <ol style="list-style-type: none"> 1) have a maximum area of 20 m²; and 2) display only the name or logo of the owner or developer of the construction project or construction company. 	<p>All City environments</p>
<p>Display home and estate sales sign</p> <p>A display home and estate sales sign is an advertising device to facilitate the sale, auction or leasing of a group of dwellings or building sites.</p>		<ol style="list-style-type: none"> 1) Subject to requirement 2, no more than one display home and estate sales sign with a maximum area of 3 m² may be installed, erected or displayed per builder or developer whose product is on display in the group of dwellings or site. 2) A double-sided sign with a maximum area of 6 m² per face, or a single-sided sign with a maximum area of 12 m², may be erected where a number of contiguous dwellings are being marketed concurrently. No more than one such sign may be installed, erected or displayed per 100 m of street frontage. 	<p>All City environments</p>
<p>Election sign, referendum sign or plebiscite sign</p> <p>An election sign is a temporary advertising device advocating for or against the election of a candidate or candidates or a registered political party in:</p>		<p>Election signs, referendum signs and plebiscite signs generally</p> <p>Except to the extent specified elsewhere in this designation:</p> <ol style="list-style-type: none"> 1) no face of an election sign, referendum sign or plebiscite sign may be greater than 0.6 m² in area 2) an election sign, referendum sign or plebiscite sign, whether static or handheld, must not be installed, erected or displayed on a median strip or a roundabout 3) an election sign, referendum sign or plebiscite sign whether static or handheld, must not in the opinion of 	<p>All City environments, subject to the conditions</p>

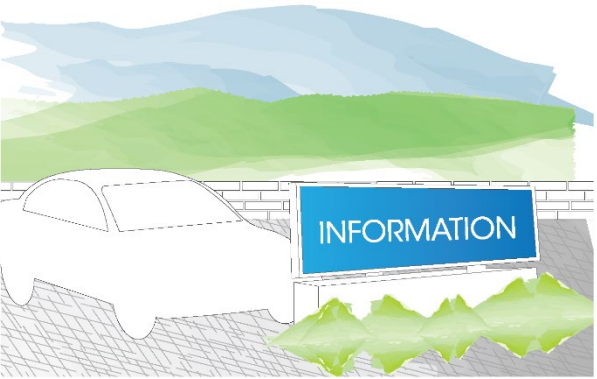
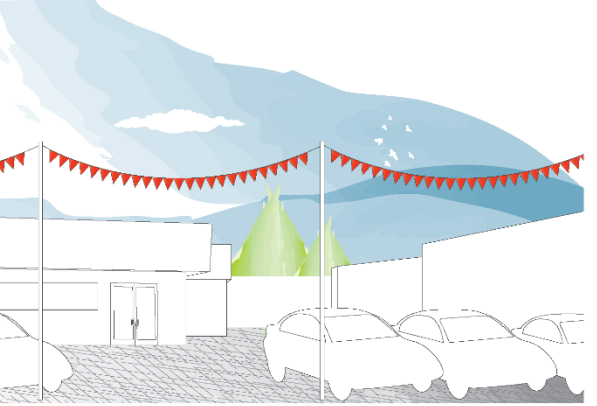
Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>1) a Commonwealth Government election campaign</p> <p>2) a Queensland Government election campaign</p> <p>3) a Brisbane City Council election campaign.</p> <p>A referendum sign is a temporary advertising device advocating for or against a Bill of the Queensland Government or the Commonwealth Government or a question the subject of a writ that affects the Constitution of the Commonwealth or the Constitution of Queensland.</p> <p>A plebiscite sign is a temporary advertising device advocating for or against an issue that does not affect the Constitution of the Commonwealth or the Constitution of Queensland.</p>		<p>an authorised person:</p> <ol style="list-style-type: none"> a) obstruct pedestrian and other traffic b) constitute a safety hazard c) interfere with public infrastructure. <p>Election signs, referendum signs or plebiscite signs in or on a mall</p> <p>Election signs, referendum signs or plebiscite signs must not be installed, erected or displayed in or on a mall established under the <i>City of Brisbane Act 2010</i>.</p> <p>Election signs on private property</p> <p>In addition to the general requirements above, an election sign, referendum sign or plebiscite sign installed, erected or displayed on private property:</p> <ol style="list-style-type: none"> 1) may be double-faced. A double-faced sign is counted as two signs 2) must be installed, erected or displayed in a location that is not a road or other public place 3) may be installed, erected or displayed no earlier than: <ol style="list-style-type: none"> a) the day after the writ for election is issued under the <i>Commonwealth Electoral Act 1918</i> (Cth) b) the day after the writ for a referendum is issued under the <i>Referendum (Machinery Provisions) Act 1984</i> (Cth) c) the day after the Australian Electoral Commission provides notice of a plebiscite in accordance with any agreement made with the Australian Electoral Commission for the holding of a fee-for-service election d) the day after the writ for election is issued under the <i>Electoral Act 1992</i> e) the day after the writ for a referendum is issued under the <i>Referendums Act 1997</i> f) the day after the returning officer publishes notice of an election under the <i>Local Government Electoral Act 2011</i> 4) must be removed no later than seven calendar days 	

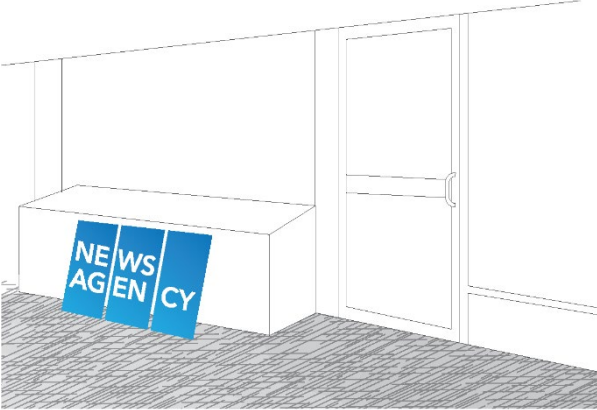
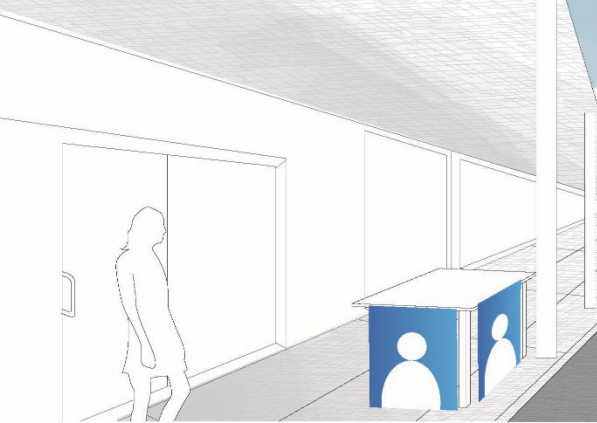
Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Election signs, referendum signs and plebiscite signs include those with an electronic display component and mobile vehicle election signs, referendum signs and plebiscite signs.</p>		<p>after the election date.</p> <p>The maximum number of election signs, referendum signs or plebiscite signs that may be installed, erected or displayed on private property is four.</p> <p>Election signs, referendum signs and plebiscite signs on footpaths and green spaces</p> <p>Election signs, referendum signs and plebiscite signs on footpaths and within green spaces may be installed, erected or displayed at any time in an election display provided that:</p> <ol style="list-style-type: none"> 1) the election display includes no more than four signs 2) when calculating the number of signs allowed for the election display, double-sided signs are counted as two signs 3) other signs or approved displays advocating for a particular cause or issue require written approval from the custodian of the election display to include them as part of their maximum entitlement 4) the custodian of the election signs, referendum signs or plebiscite signs in the election display must never be more than 6 m from any sign in the election display. <p>Continuous signage devices</p> <ol style="list-style-type: none"> 1) Before the election date, no continuous signage devices may be installed, erected or displayed. 2) Subject to paragraph 3, on the election date, continuous signage devices may be installed, erected or displayed at a polling place if the continuous signage devices: <ol style="list-style-type: none"> a) do not constitute a safety hazard b) do not obstruct pedestrian or other traffic c) are not attached or affixed to any Council infrastructure or asset d) are not made from single-use plastic material. 3) No continuous signage devices may be installed, erected or displayed on the election date of a local government election. 	

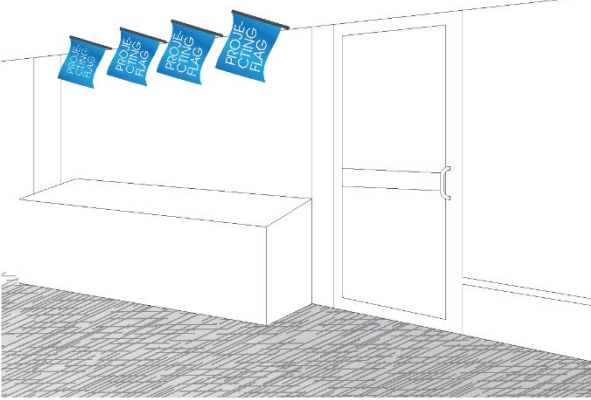

Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
		<p>Election date election signs, referendum signs or plebiscite signs at polling places other than City Hall</p> <p>On the election date, election signs, referendum signs or plebiscite signs may be installed, erected or displayed on a footpath outside a polling place.</p> <p>Election signs, referendum signs and plebiscite signs in King George Square</p> <p>Election signs, referendum signs and plebiscite signs may be installed, erected or displayed in King George Square for the period that pre-polling occurs at City Hall, provided that:</p> <ol style="list-style-type: none"> 1) each registered political party or independent candidate may have no more than four election displays in King George Square 2) other signs and approved displays advocating for a particular cause or issue require approval from the custodian of an election display to include them as part of their maximum entitlement 3) an election display may include no more than four signs 4) for the election display, double-sided signs are counted as two signs 5) no election displays are allowed within 6 m of the entrance to City Hall 6) the custodian must always be in a position to visibly supervise the election sign and remain within King George Square. <p>Mobile vehicle election sign, referendum sign or plebiscite sign</p> <p>During the permitted exhibition period, written approval for the display of a mobile vehicle election sign, referendum sign or plebiscite sign on a vehicle is not required if:</p> <ol style="list-style-type: none"> 1) the vehicle displaying the mobile vehicle election sign, referendum sign or plebiscite sign is lawfully parked 	

Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
		<p>2) the maximum length of a mobile vehicle election sign, referendum sign or plebiscite sign is 3.5 m</p> <p>3) the maximum height of a mobile vehicle election sign, referendum sign or plebiscite sign is 2 m; and</p> <p>4) the maximum area of a mobile vehicle election sign, referendum sign or plebiscite sign is 7 m².</p> <p>Election signs, referendum signs or plebiscite signs with an electronic display component</p> <p>If any election sign, referendum sign or plebiscite sign specified in this designation contains an electronic display component, then:</p> <p>1) the sign must only use static images and</p> <p>2) if the sign is displayed on a motor vehicle, it must not change</p> <p>a) while that vehicle is in motion or</p> <p>b) while the vehicle is stationary, at less than eight-second intervals.</p>	
<p>Footway sign</p> <p>A footway sign is a portable, freestanding advertising device, normally supported by an 'A' or inverted 'T' frame and typically displayed on a footway.</p>		<p>1) No more than two footway signs with a maximum height of 1 m, maximum width of 0.6 m and maximum depth of 0.6 m are permitted per shop.</p> <p>2) A footway sign on a footway must be positioned:</p> <p>a) on the kerb side of the footpath</p> <p>b) at least 450 mm from the kerb</p> <p>c) so that there is a pedestrian corridor with a minimum unobstructed width of 2 m between the property boundary and the sign; and</p> <p>d) no greater than 4 m from the allotment boundary of the premises that are responsible for the sign.</p> <p>3) No footway sign may be positioned so as to obstruct, clutter or detract from street landscaping, furniture or artwork.</p> <p>4) A footway sign must not have moving, rotating or animated parts, as in a spinner sign.</p> <p>5) A footway sign may be installed, erected or displayed only during trading hours and must not be used to display merchandise.</p>	<ul style="list-style-type: none"> • Business centre environment • Industry environment

Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Furniture advertising sign</p> <p>Furniture advertising is the signage displayed on dining furniture, such as umbrellas and windbreaks at outdoor dining facilities.</p>		<ol style="list-style-type: none"> 1) Furniture advertising must be contained entirely within the outline of the furniture on which it is installed, erected or displayed. 2) Furniture advertising may be installed, erected or displayed on a footway where it is associated with, and contained entirely within the approved area of, a current footpath dining permit. 	<ul style="list-style-type: none"> • City centre environment • Business centre environment • Industry environment
<p>Garage sale sign</p> <p>A garage sale sign is a temporary advertising device for a household garage sale.</p>		<ol style="list-style-type: none"> 1) The total area of garage sale signs on a site must not exceed 1.2 m². 2) One additional footway sign, complying with the provisions for a footway sign, may be installed, erected or displayed on a footway in front of the property holding the garage sale. 3) No other garage sale signs may be installed, erected or displayed on public land. 4) A garage sale sign must not be able to be illuminated. 5) Garage sale signs must be installed, erected or displayed only on the day of the garage sale. 	<ul style="list-style-type: none"> • Business centre environment • Industry environment • Residential environment • Green space environment
<p>Home business sign</p> <p>A home business sign is a small advertising device identifying the name and/or trade, business or calling of the occupants of a home business premises.</p>		<ol style="list-style-type: none"> 1) A home business sign must not be illuminated. 2) A home business sign must be painted, affixed to a wall or fence, or freestanding. 3) The area of a home business sign must not exceed 0.6 m². 4) A home business sign must satisfy all self-assessable planning scheme code requirements. 	<p>All City environments</p>

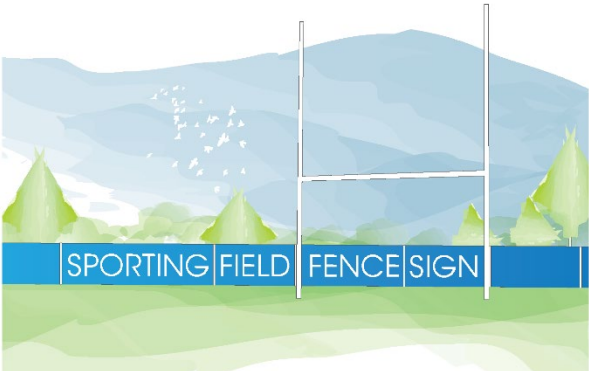
Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Information sign</p> <p>An information sign is an advertising device providing information for the use of facilities or features of a site (such as an 'entrance' or 'parking' sign, or a menu board for a drive-through), and for which no commercial benefit is provided or derived.</p>		<ol style="list-style-type: none"> 1) The maximum area of an information sign is 2 m². 2) An information sign must contain no commercial or corporate advertising other than the name, logo, or slogan of an organisation having tenure of the property or control of the land on which the sign is installed, erected or displayed. 3) The name or logo must comprise no more than one-third of the area of an information sign. 4) The number of information signs on a site will be limited to those Council considers necessary to communicate the information. 	<p>All City environments</p>
<p>Motor vehicle sales bunting</p> <p>Motor vehicle sales bunting refers to a series of small flags or pennants suspended from a rope or cable and used to decorate a motor vehicle saleyard.</p>		<ol style="list-style-type: none"> 1) The maximum amount of bunting to be displayed on a motor vehicle saleyard is 10 linear metres of bunting per metre of road frontage for the first 50 m of road frontage. 2) Motor vehicle sales bunting may not be displayed more than 6.5 m above the ground. 3) Bunting must be maintained in a clean and tidy condition. 	<ul style="list-style-type: none"> • Business centre environment • Industry environment

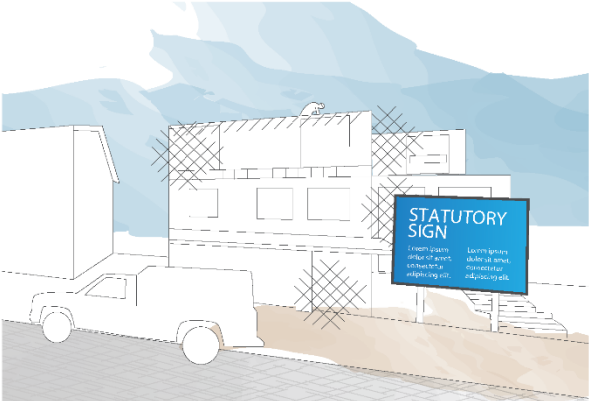
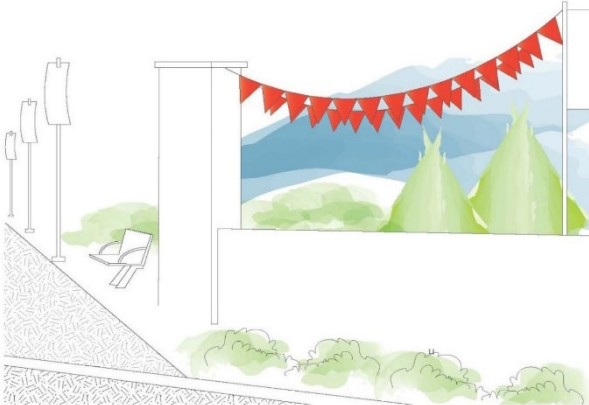
Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Newsagency sign</p> <p>A newsagency sign is a small non-illuminated, temporary, movable advertising device at the side of a footway advertising newspapers or periodicals for sale in a newsagency.</p>		<ol style="list-style-type: none"> 1) The area of a newsagency sign must not exceed 0.6 m². 2) A newsagency sign must be attached to or placed against the front of the premises where the newspapers or periodicals are for sale. 3) A newsagency sign must not be illuminated. 	<p>All City environments</p>
<p>Pop-up information booth</p> <p>A pop-up information booth is a temporary display or stall used by a sitting member of a federal, state or local government for informal public consultation. The display may or may not include a table and chairs.</p>		<ol style="list-style-type: none"> 1) The pop-up information booth must not in the opinion of an authorised person: <ol style="list-style-type: none"> a) obstruct pedestrian and other traffic b) constitute a safety hazard c) interfere with public infrastructure. 2) No pop-up information booth may be installed, erected or displayed on a median strip or the centre of a roundabout. 3) The custodian of the pop-up information booth must never be more than 6 m from the pop-up information booth. 4) No face of a sign within a pop-up information booth may be greater than 0.6 m² in area. 5) The pop-up information booth may include no more than four signs. 6) When calculating the number of signs allowed for a pop-up information booth, double-sided signs are counted as two signs. 	<p>All City environments</p>


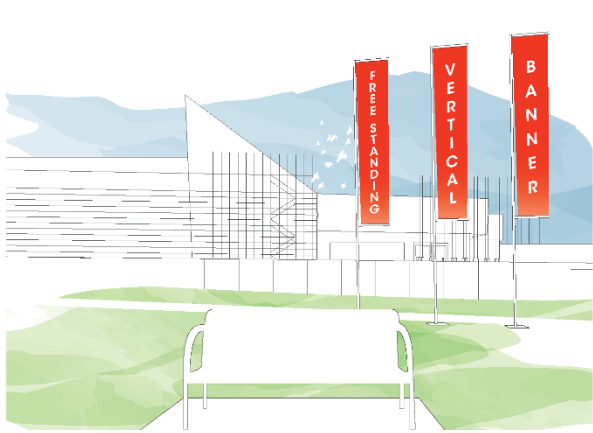
Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Projecting flag sign</p> <p>A projecting flag sign is a wall-mounted corporate flag.</p>		<ol style="list-style-type: none"> 1) A projecting flag sign must have a maximum area of 0.3 m² per face. 2) No more than four such advertising devices may be installed, erected or displayed per site, and the advertising devices must be no closer than 2 m to each other. 3) A projecting flag sign must have a minimum clearance of: <ol style="list-style-type: none"> a) 2.4 m between any rigid part of the flag and a footway surface; and b) 2.1 m between any flexible part of the flag and a footway surface. 	<p>All City environments</p>
<p>Real estate sign</p> <p>A real estate sign is a temporary advertising device to facilitate the sale, auction or rental of a property or properties.</p>		<p>Real estate sign</p> <ol style="list-style-type: none"> 1) A real estate sign may be double-faced. 2) No real estate sign may remain on display more than 14 calendar days after the settlement date of the property or properties being advertised for sale. 3) No real estate sign, other than as set out in these conditions, may be installed, erected or displayed on a road reserve. 4) No real estate sign may interfere with the safe and convenient passage of pedestrians. 5) A real estate sign must be placed so as not to interfere with any underground services in a footway. 6) The advertiser must affect and maintain a public liability insurance policy for a minimum of \$20 million. 7) A real estate sign must not contain any illumination if it is situated in Residential or Green space environments. <p>Residential real estate sales sign</p> <ol style="list-style-type: none"> 1) No more than one residential real estate sales sign, with a maximum area of 2.4 m², may be installed, erected or displayed per agent or agency per property. 2) Where more than one agency is handling a property, the maximum total area of residential real estate sales 	<p>All City environments</p>

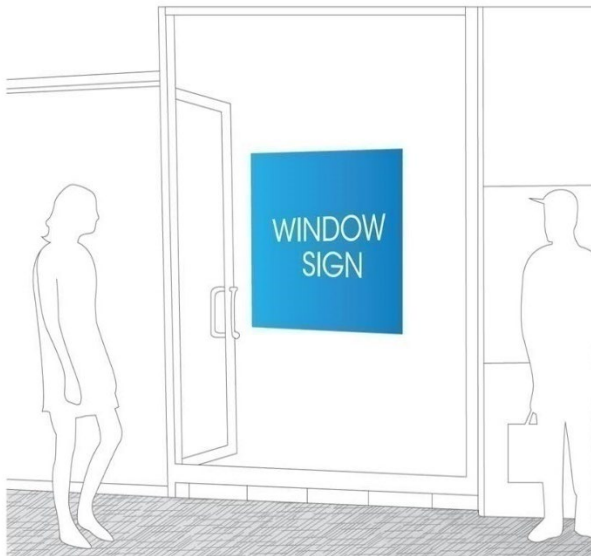
Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
		<p>signs per property must not exceed 2.4 m².</p> <p>3) A residential real estate sign may be located on the side of a footway next to and parallel to the property alignment, if a fence, planting or similar would obscure the view of the sign on the property.</p> <p>Residential real estate sales footway sign</p> <p>1) The maximum height of a residential real estate sales footway sign is 1 m.</p> <p>2) The maximum width of a residential real estate sales footway sign is 0.6 m.</p> <p>3) The maximum depth of a residential real estate sales footway sign is 0.6 m.</p> <p>4) A residential real estate sales footway sign on a footway must be positioned—</p> <ul style="list-style-type: none"> a) at least 450 mm from the kerb; and b) so that there is a pedestrian corridor of a minimum unobstructed width of 2 m between the property boundary and the sign; and c) no greater than 4 m from the allotment boundary of the premises which is responsible for the sign <p>5) No residential real estate sales footway sign may be positioned so as to obstruct, clutter or detract from street landscaping, furniture or artwork.</p> <p>6) A residential real estate sales footway sign must not have moving, rotating or animated parts, such as a spinner sign.</p> <p>7) Only one residential real estate sales footway sign is allowed while an open house or auction event is occurring.</p> <p>Residential real estate rental sign</p> <p>1) No more than one residential real estate rental sign, with a maximum area of 0.6 m², may be installed, erected or displayed per property.</p> <p>2) A residential real estate rental sign may be located on the side of a footway next to and parallel to the property alignment where a fence, planting or similar</p>	

Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
		<p>would obscure the view of the sign on the property.</p> <p>Small new estate sales sign</p> <ol style="list-style-type: none"> 1) A small new estate sales sign may only direct attention to the sale of residential properties in newly subdivided parts of the City, where the streets are not shown in recent street directories. 2) The maximum area of a small new estate sales sign is 2.0 m². <p>Non-residential real estate (commercial and/or retail) sign on a larger site</p> <p>In the sale or lease of a commercial and/or retail property with a frontage greater than 40 m:</p> <ol style="list-style-type: none"> 1) a maximum of two non-residential real estate (commercial and/or retail) signs with a total area of 5 m² may be installed, erected or displayed per street frontage of a property 2) one above-awning non-residential real estate (commercial and/or retail) sign advertising the sale, renting or lease of premises, may be installed, erected or displayed per street frontage of a property where Council is satisfied that no other suitable location is available and the area of the sign does not exceed 2.4 m² 3) the area of non-residential real estate (commercial and/or retail) signs installed, erected or displayed on a window must be the lesser of: <ol style="list-style-type: none"> a) two signs b) 2.4 m² or c) 25% of the total window area per street frontage of a property. <p>Non-residential real estate (industrial) sign</p> <ol style="list-style-type: none"> 1) A maximum of 5 m² of non-residential real estate (industrial) signs may be installed, erected or displayed for each 50 m of frontage or part thereof up to a maximum of 20 m² per street frontage of a property. 	

Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
		<p>2) In a group title subdivision under the <i>Body Corporate and Community Management Act 1997</i>, the frontage of the overall title must be used to calculate the maximum area of sign that may be installed, erected or displayed.</p> <p>3) One above-awning non-residential real estate (industrial) sign advertising the sale, renting or leasing of premises, may be installed, erected or displayed per street frontage of a property if Council is satisfied that no other suitable location is available and the area of the sign does not exceed 2.4 m².</p> <p>4) The area of non-residential real estate (industrial) signs installed, erected or displayed on a window must not exceed 2.4 m² per street frontage of a property.</p>	
<p>Sporting field fence sign</p> <p>A sporting field fence sign is an advertising device painted or otherwise affixed to the inward side of a fence around a sporting field.</p>		<p>A sporting field fence sign or a similar advertising device in a sports club, arena, stadium or similar must be inward-facing and primarily directed at the users of the facility.</p>	<ul style="list-style-type: none"> • Business centre environment • Industry environment • Residential environment • Green space environment

Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Statutory sign</p> <p>A statutory sign is an advertising device displayed under the authority or requirements of an Act of Parliament of the State or Commonwealth, or a local law.</p>	 <p>The illustration shows a blue rectangular sign on a post in front of a building under construction. The sign has the text 'STATUTORY SIGN' at the top and smaller text below. The building behind it has cross-hatching to indicate it is under construction. A white van is parked on the street in front of the building.</p>	<p>A statutory sign must be installed, erected or displayed according to the provisions of the legislation under which the sign is required.</p>	<p>All City environments</p>
<p>Temporary bunting and streamers</p> <p>Temporary bunting and streamers refers to the short-term use of bunting and streamers for an event such as a fete, fair, festival or other special event, not including an election campaign.</p> <p>Bunting is a series of small flags or pennants suspended from a rope or a cable, and streamers are long suspended ribbons of cloth or similar non-rigid material.</p>	 <p>The illustration shows an outdoor event area. A string of red triangular bunting is strung across the scene. In the background, there are green trees and a blue sky. In the foreground, there are some green bushes and a white bench.</p>	<ol style="list-style-type: none"> 1) Temporary bunting and streamers may be displayed for no more than 14 calendar days before, plus the day or days of the event. 2) Temporary bunting and streamers must be removed by the end of the day on which the event finishes. 	<p>All City environments</p>

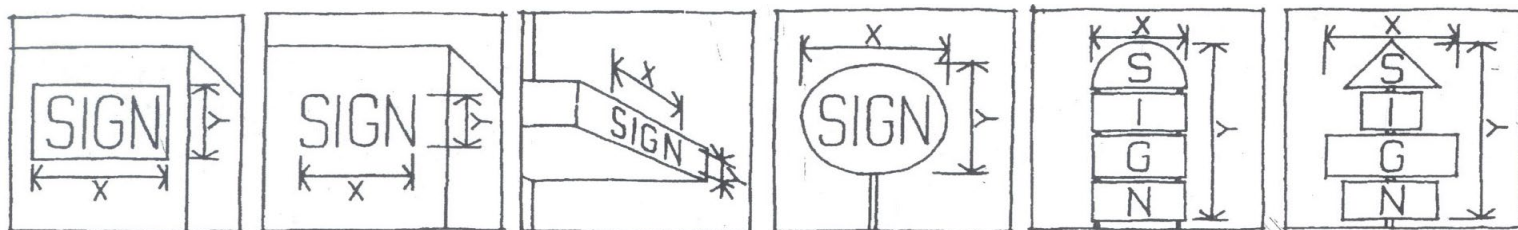
Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Under-awning sign</p> <p>An under-awning sign is an advertising device suspended under an awning or verandah.</p>		<ol style="list-style-type: none"> 1) An under-awning sign must be oriented at right angles to the building frontage. 2) An under-awning sign must be no greater than 2.5 m long, 0.5 m high and 0.3 m deep. 3) The length of an under-awning sign must not exceed 75% of the width of the awning or verandah to which it is attached and must not project beyond the outer edge of the awning or verandah. 4) An under-awning sign must have a minimum clearance of 2.4 m between its lowest part and the footway surface. 5) An under-awning sign must be centrally located along the frontage of the shop or tenancy it advertises. In the case of a shopping arcade, one additional such sign may be installed, erected or displayed at the arcade entrance. 6) An under-awning sign must be no closer than: <ol style="list-style-type: none"> a) 3 m to another under-awning sign b) 1.5 m to a side boundary of a property or tenancy. 	<ul style="list-style-type: none"> • City centre environment • Business centre environment • Industry environment • Green space environment
<p>Vertical banner freestanding sign</p> <p>A vertical banner freestanding sign is an advertising device of non-rigid material normally fixed at the top and bottom to brackets extending from a freestanding pole or pole attached to a relocatable base.</p>		<ol style="list-style-type: none"> 1) The maximum area of each face of a vertical banner freestanding sign is 2.5 m². 2) The maximum width of such a sign is 750 mm, and the topmost support must not be more than 5 m above the ground. 3) A vertical banner freestanding sign must be erected only within the boundaries of a site. 4) Such signs must be no less than 6 m apart and no closer than 3 m to a side or rear boundary. 	<p>All City environments</p>

Sign type and description	Sign type illustration	Requirements	Permitted City environment/s
<p>Window sign</p> <p>A window sign is an advertising device displayed on or through a display window.</p>	 <p>The illustration shows a storefront with a large glass window and a door. A blue square sign with the words 'WINDOW SIGN' in white capital letters is mounted on the window. Two human figures are shown: one on the left looking at the sign, and one on the right carrying a bag. The floor is shaded with a grid pattern.</p>	<p>A window sign must not:</p> <ol style="list-style-type: none"> 1) exceed 25% of the area of the glass panel or panels on which it is installed, erected or displayed and 2) be larger than 2 m². 	<ul style="list-style-type: none"> • City centre environment • Business centre environment • Industry environment

Part 5: Requirements applying to all types of advertising devices

1. Maximum area of advertising devices

- a) For a single advertising device, the lesser of
 - (i) 48 m²
 - (ii) the maximum area, if any specified, for that type of advertising device in Part 3.
- b) The area of an advertising device is calculated by
 - (i) including the whole area of a rectangle within which an integrated sign is completely contained, as illustrated below



- (ii) excluding those parts of a wall, fascia or similar that are in the colours of a corporation or product but that do not immediately surround the text, illustrations or symbols of an advertising device in the manner of a border or panel for the advertising device, and
- (iii) including any company logo or company name, including the name or logo of the advertising agency, in the calculation of area of the sign in Part 4, Item 1(a).

2. Traffic safety and illumination

- a) An advertising device must not obstruct the passage of pedestrians or vehicles.
- b) An advertising device must not obstruct a pedestrian's view of traffic, or a motorist's or cyclist's view of pedestrians, other traffic, or the road ahead.
- c) An advertising device must not be distracting to drivers or cyclists.
- d) An advertising device must satisfy all other the requirements in the *Advertising Devices Technical Standards*.

3. Structural systems

- a) Signs must not be affixed to a structure (including a fence) unless the structure is constructed to withstand the wind and structural loads caused by the sign.
- b) The supporting structure of an advertising device must also comply with structural standards or codes under applicable laws in other respects.
- c) A certificate of structural adequacy from a qualified structural engineer must be produced if required by Council.
- d) No support, fixing, suspension or other system required for the proper installation, erection or display of an advertising device may be exposed, unless designed and constructed in a simple, neat and tidy manner or as an integral feature of an advertising device.

Note: The *Building Regulation 2006* (Qld) prescribes that some signs require a development approval from a building certifier before they can be installed, erected or displayed.

4. Electrical systems

- a) All electrical services and systems must comply with the current Standards Australia Wiring Rules and the requirements of the supply authority.
- b) All conduits, wiring, switches, or other electrical apparatus installed on an advertising device must be concealed from general view.
- c) No electrical equipment may be mounted on an exposed surface.

5. Electronic display component signs

- a) The electronic display component must be within the size limit of the relevant type of sign and must be no greater than 4 m².
- b) The sign must not scroll or have a moving image screen display.
- c) The location of the sign must not extend outside the property.
- d) There must be no more than one sign per property.
- e) The sign must satisfy the requirements of the *Advertising Devices Technical Standards* that are applicable to the type of electronic display component of the sign at the time the sign commences operation or at the time it is altered to include the low-impact electronic display component.
- f) The sign must satisfy all other conditions relating to its classification in addition to these conditions.

6. Maintaining advertising devices

- a) An advertising device (including any ancillary works required as a condition of the original approval) must always be maintained in good order and condition.
- b) The obligation in (a) continues for as long as the advertising device remains installed, erected or displayed, whether the permitted or approved period is current or has lapsed.

7. Illumination

- a) The luminance of an externally or internally illuminated advertising device that is permitted in the relevant City environment must comply with the *Advertising Devices Technical Standards* that apply at the time it commences operation as either a new sign or an upgraded sign.
- b) Where an illuminated advertising device is within 100 m of a Residential environment:
 - (i) the maximum luminance of the advertising device must not exceed that for a Residential environment set out in the *Advertising Devices Technical Standards* that applied at the time the sign commenced operation
 - (ii) illumination for the advertising device must be switched off between 10pm and 6am.
- c) The provisions of this section are subject to the conditions of approval or conditions of development approval under the *Planning Act 2016* (Qld) for a sign.

Part 6: Dictionary

advertising device means a temporary or permanent sign, structure or other device used for advertising including a structure, or part of a building, the primary purpose of which is to support the sign, structure or device but does not include—

- (a) an umbrella, marquee or portable shade structure that displays advertising where the umbrella, marquee or portable shade structure is used for the purpose it was designed and manufactured for; or
- (b) advertising displayed on a vehicle or vessel where the advertising is not the primary use of the transportation; or
- (c) skywriting or sign-writing by an aircraft; or
- (d) official traffic signs installed in accordance with the *Transport Operations (Road Use Management) Act 1995*.

Business centre environment means land located in the following zones or zone precincts in the City Plan:

- Principal centre zone (Regional centre zone precinct)
- Major centre zone
- Neighbourhood centre zone
- District centre zone
- Mixed use zone
- Township zone
- Community facilities zone.
- Specialised centre zone

candidate in respect of an election sign:

- (a) means a person who has become a candidate under section 93(3) of the *Electoral Act 1992* (Qld)
- (b) includes an elected member or other person who has announced or otherwise indicated an intention to be a candidate in an election.

City means the area comprised in the City of Brisbane under the *City of Brisbane Act 2010*.

City centre environment means land located in the Principal centre zone (City Centre zone precinct) in the City Plan.

City Plan means *Brisbane City Plan 2014*, as amended from time to time, and any replacement of that planning scheme and associated planning scheme policies for the City of Brisbane.

continuous signage devices include bunting, streamers or continuous plastic sheeting. An example of continuous plastic sheeting is a continuous sheet of plastic approximately 600 mm wide on which a series of election signs is printed.

Council means, for the purposes of this Local Law, Brisbane City Council in its capacity as the regulator and enforcer of this Local Law.

custodian in respect of:

- (a) an election display, means a person responsible for the election signs, referendum signs or plebiscite signs in an election display
- (b) a pop-up information booth, means a person responsible for the signs at a pop-up information booth.

designated land means public lands designated by Council as suitable for displaying advertising devices for community events and not-for-profit purposes.

display means a sign or group of signs.

election date means the specified pre-polling or polling day for an election, referendum, or plebiscite.

election display means an area of a footpath (or other area on which election signs, referendum signs or plebiscite signs are permitted) occupied by an election sign, a referendum sign or a plebiscite sign or group of signs under the supervision of a custodian and includes any tables and chairs in that area.

election sign includes a placard being held by a person.

electronic display component means part or the whole of an advertising device which uses an image projector, bulbs, LEDs, LCD or similar devices which are used to present content on the advertising device.

footway means the part of a road that is designated for, or has as one of its main uses, use by pedestrians.

Green space environment means land located in the following zones in the City Plan:

- Conservation zone
- Environmental management zone
- Open space zone
- Sport and recreation zone
- Rural zone.

heritage place means a local heritage place or a Queensland heritage place as defined in the *Queensland Heritage Act 1992*.

Note -

Local heritage places and Queensland heritage places are also identified in the Heritage overlay map in the City Plan.

illumination does not include reflective letters or strips.

Industry environment means land located in the following zones in the City Plan:

- Low impact industry zone
- Extractive industry zone
- Industry zone
- Special industry zone
- Industry investigation zone
- Special purpose zone.

large development means a development where the impact of advertising is intensified because of the scale of individual signs or the exhibition of multiple types of sign, both on and off a site. Examples include shopping centres, motor vehicle saleyards and new residential estates.

Local Law means the *Advertising Devices Local Law 2021*.

low-impact electronic display component sign means an advertising device in which the electronic display component is 4 m² or less.

mechanically, for a changeable message sign, does not include electronically.

mobile vehicle election sign, referendum sign or plebiscite sign means an election sign, referendum sign or plebiscite sign displayed on a vehicle (including a bicycle) where the display of the sign is the primary use of the vehicle.

moving image screen means the electronic display component of a sign that is capable of displaying animated images similar to a television or movie. It does not include a static image/automatically changing display screen or a scrolling screen.

party includes:

- (a) a registered political party
- (b) a candidate who is not a member of a political party.

permitted exhibition period means:

- (a) for fixed-term elections, referendums or plebiscites, the period beginning 35 days before the polling date and ending on the date that is seven days after the relevant election date
- (b) for non-fixed term elections, the period beginning on the date on which the writ of election is issued and ending on the date that is seven days after the relevant election date.

polling place means a location where voting on an election date takes place.

registered political party means a political party registered under the *Commonwealth Electoral Act 1918*, the *Electoral Act 1992* or the *Local Government Electoral Act 2011*.

Residential environment means land located in the following zones in the City Plan:

- Tourist accommodation zone
- High density residential zone
- Medium density residential zone
- Low-medium density residential zone
- Character residential zone
- Low density residential zone
- Rural residential zone
- Emerging community zone.

scrolling means the continuous movement of any part of a sign (image or text) across the display face in any direction.

vehicle means any type of transport that moves on wheels and a hovercraft.

window must be comprised of transparent or translucent material and includes a glass facade or wall that will be regarded as a single window regardless of the number of individual glass panels of which it is composed.