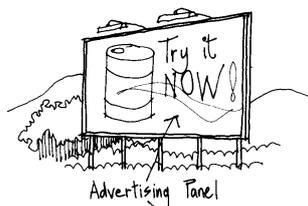


SCHEDULE 4 – ADVERTISEMENT DEVICES

SCHEDULE 4 – ADVERTISEMENT DEVICES

1. ADVERTISING PANELS



O

Detracts from Architecture



P

**Subject to Performance
Criteria being Satisfied**

Definition:

A freestanding or wall mounted sign. This includes Hoardings or Billboards and Tourist Directional Signs. Advertising Panels do not include V-signs.

Standard:

1. Advertising Panels:
 - (a) if freestanding, are no more than 18m² (6 metres x 3 metres) in area. For a double-sided sign the maximum sign face area shall be 36m² with no part of the framework exposed except the supports.
 - (b) if located on buildings, do not exceed the height of the building except where a new building line can be incorporated into the sign structure in accordance with Section 10 - Created Roofline Signs of this Schedule.
 - (c) comply with the maximum height requirements specified below:

<u>Zone</u>	<u>Max. Height</u>
Commercial and Business	5.0 metres
Industrial	7.0 metres
Rural	3.6 metres
Parks and Open Space	3.6 metres
Places of Cultural Heritage Significance (refer Schedule 6)	3.6 metres

Advertising panels located on sloping land below the road pavement should have a height no more than that specified herein, above the road pavement level.

- (d) if wall mounted, have a maximum signface area so no projection is beyond the wall or parapet, fixed flush to the wall and having ground clearance of 2.4m².
- (e) if free standing, located a minimum distance of 100 metres apart in:
 - (i) Commercial and Business zone
 - (ii) Industrial zone
 - (iii) Parks and Open Space zone.

1A. TOURIST DIRECTIONAL SIGNS

Definition:

Advertising panels displayed for the purpose of promoting the Shire’s tourist facilities and attractions and directing visitors to them.

Standard:

- (1) Tourist Directional Signs outside the Urban Locality:
 - (a) comply with the maximum sign sizes specified below:

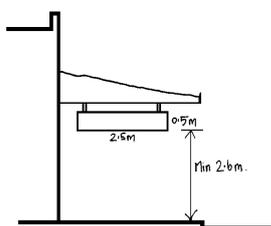
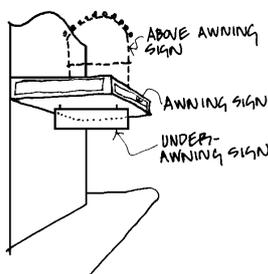
Type of Tourist Facility Sign Size

<i>Bed and breakfast</i>	0.9m ² (0.75 x 1.2m)
<i>Accommodation building (Motel), Small-scale tourist facility & Markets</i>	1.6m ² (1 x 1.6 metres)
<i>Major tourist facilities</i>	
(i) Accommodation	3.6m ² (1.5 x 2.4 metres)
(ii) Destinations	6.4m ² (2 x 3.2 metres)

- (b) are located a minimum distance of 1km apart from any other freestanding advertising panel, and
 - (c) are no more than 3.6 metres in height above ground level.
- (2) Otherwise, Tourist Directional Signs comply with criteria for Advertising Panels.

2. AWNING SIGNS

Definition:



Dimensional Requirements

- 1. Awning Sign - a sign painted or attached to the front or return face of an awning or verandah.
- 2. Under Awning Sign - a sign attached to the underside of an awning (other than the fascia or return end).
- 3. Above Awning Sign - a sign attached to the upper side of an awning (other than the fascia or return end).
- 4. Created Awning Line Sign - any manufactured sign positioned on the face or aligned with the face of an awning where the shape interrupts the natural horizontal line of the awning. The device creates another awning line with its shape.
- 5. Blind - a sign painted or otherwise affixed to a solid or flexible material suspended from an awning, verandah or wall, installed for the purposes of sunshade to doors or windows.

Standard:

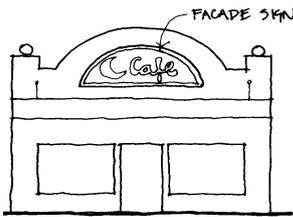
- 1. Awning Signs:
 - (a) have a sign face area constrained by the dimensions of the awning face; and
 - (b) to be no more than 200mm thick provided that the sign face does not extend over the kerb side.
- 2. Under Awning Signs are:
 - (a) no more than 0.5 metres in height for every 3.0 metres of shopfront length;
 - (b) erected horizontal to the ground and at no point are they less than 2.4 metres from the ground; and
 - (c) not to project beyond the awning.

<p style="text-align: center;">O</p> <p style="text-align: center;">Inappropriate Form of Advertising</p> <p style="text-align: center;">Signface Area Requirements CREATED AWNING LINE SIGN</p> <p style="font-size: small;">AREA "AxB" shall not exceed 25% of Awning face Area. Height B shall not exceed height C.</p>	<p>3. <i>Above Awning Signs</i> are dimensioned at no more than 0.5 metres (height) and 0.3 metres (width) and are no closer than 5 metres to any other above awning sign.</p> <p>4. <i>Created Awning Line Signs</i> have a:</p> <ul style="list-style-type: none"> (a) sign face area no more than 25% of the existing awning face area; (b) height above the existing uppermost awning line no more than the existing awning face height dimension; and (c) combined sign face area (the created area and the sign face area applied to the existing awning face) no more than the area of the existing awning face. <p>A minimum clearance of 2.4 metres from ground to any line created below the existing lower awning line is required.</p> <p>5. <i>Blinds</i> are:</p> <ul style="list-style-type: none"> (a) not to display an advertisement over more than 25% of the sunscreen area; (b) to be located on the ground floor level of the building; and (c) if fixed to an awning over a footpath, no less than 1.8 metres above the footpath level. <p>6. The above advertising devices do not cross the kerb side nor enter the road reserve.</p>
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3. BUSINESS NAME PLATES

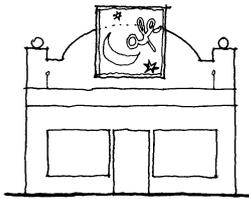
<p style="text-align: center;">P</p> <p style="text-align: center;">Business Name Plate</p>	<p>Definition: Any sign intended to display the name and/or occupation of the business occupants or occupant on the property that is affixed to a building wall, fence or which may be freestanding.</p> <p>Standard:</p> <p>1. <i>Business Name Plates</i> are:</p> <ul style="list-style-type: none"> (a) limited to one sign per premises; (b) a maximum size of 0.3m²; (c) if freestanding, a maximum height of 1.5 metres and orientated parallel to the street; and (d) if illuminated (internal or floodlight), located outside the Residential, Rural, Parks and Open Space zone or places of cultural heritage significance (refer Schedule 6).
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4. FAÇADE SIGNS



P

Complements the Architecture



O

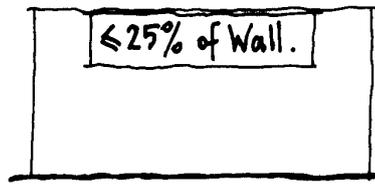
Detracts from the Architecture

Definition:

A sign attached to the wall of a building (other than the transom of a doorway or display window) and not projecting more than 300mm from the wall, including a sign painted onto a wall of a building.

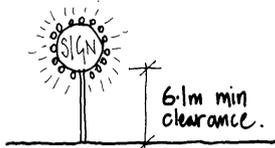
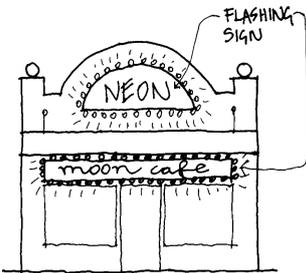
Standard:

1. *Facade Signs* do not:
 - a) project above or beyond the wall to which it is attached. Façade signs which extend beyond the parapet, wall or roof of a building are considered as a Skyline Sign (created roofline sign); and
 - b) have a sign face area more than 25% of the surface area of the wall visible from a public place.



Sign face Area Requirements

5. FLASHING SIGNS

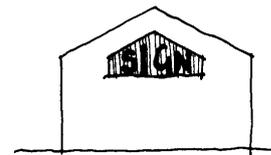
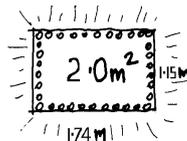


Definition:

A sign illuminated (on any part of the advertising area) at frequent intervals by an internal source of artificial light and whether or not included in any other type of advertisement device outlined in this Schedule.

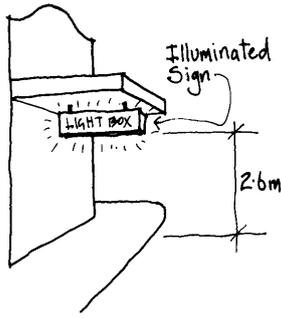
Standard:

1. *Flashing Signs* are:
 - (a) no more than 2.0m² in sign face area;
 - (b) if freestanding, at least 6.1 metres above ground level;
 - (c) in compliance with the standard for any other relevant type of advertisement device described in this Schedule;
 - (d) not positioned to face adjoining residences; and
 - (e) not more than 25% of the surface area of the wall.

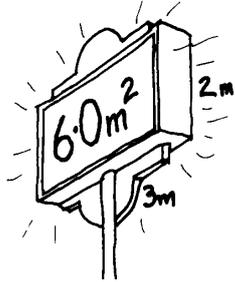


AREA ≤ 25% of WALL AREA.

6. ILLUMINATED SIGNS



Clearance for Under Awning Sign



Maximum Sign face Area

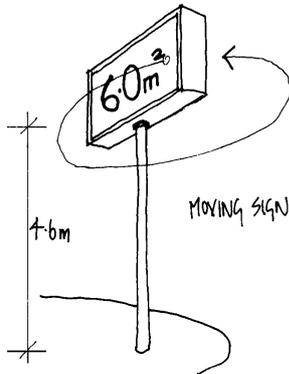
Definition:

A sign illuminated (on any part of the advertising area) by an external or internal light source and whether or not included in any other type of advertisement device.

Standard:

1. *Illuminated Signs* are:
 - (a) no more than 6.0m² in sign face area;
 - (b) designed so that the lighting medium is at least 2.6 metres above ground level if the sign projects over a public road;
 - (c) not positioned to face adjoining residences; and
 - (d) in compliance with the standards for the relevant type of advertisement device describes it in this Schedule.

7. MOVING SIGNS



Dimensional Requirements

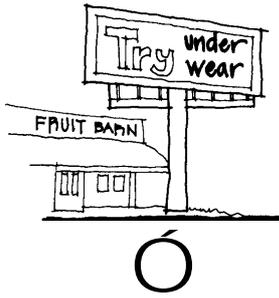
Definition:

A sign attached to a building or structure and capable of movement by any source of power (whether or not included in any other type of advertisement device defined in this Schedule).

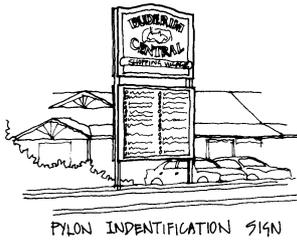
Standard:

1. *Moving Signs* are:
 - (a) no more than 6.0m² in sign face area;
 - (b) if freestanding, at least 4.6 metres above ground level; and
 - (c) in compliance with the standard for the relevant type of advertisement device described in this Schedule.

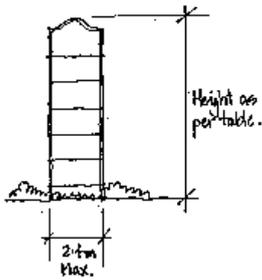
8. FREE-STANDING AND PYLON SIGNS



Not consistent with the scale of the building



P



DIMENSIONAL REQUIREMENTS FOR PYLON SIGNS

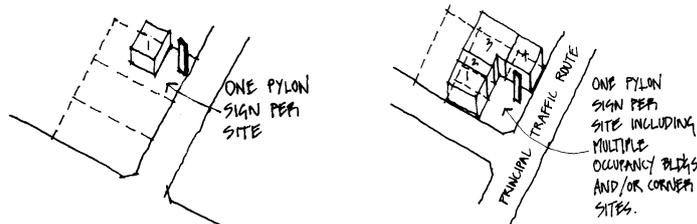
Definition:

A sign that is independent of a building and supported by one or more columns, pylons or poles. The display area may consist of separate slats, panels or components that are removable and replaceable. All such signs are defined as free-standing signs and include solid or flexible banner or flag signs. Freestanding signs greater than 3.0 metres in overall standing height are further defined as pylon signs. Free-standing and pylon signs do not include V-signs.

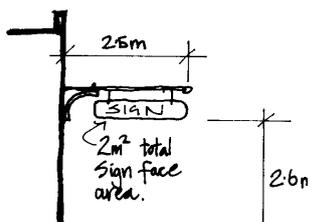
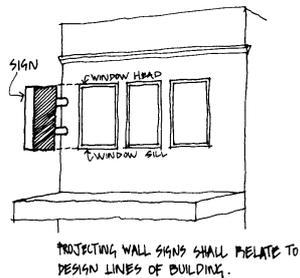
Standard:

1. Free-standing and Pylon Signs:
 - (a) comply with the maximum height requirements specified below:

<u>Zone</u>	<u>Max. Height</u>
Commercial and Business	5.0 metres
Industrial	7.0 metres
Residential	1.8 metres
Rural	3.6 metres
Parks Open Space Areas or Places of Cultural Heritage Significance	3.6 metres



9. PROJECTING WALL SIGNS



Dimensional Requirements

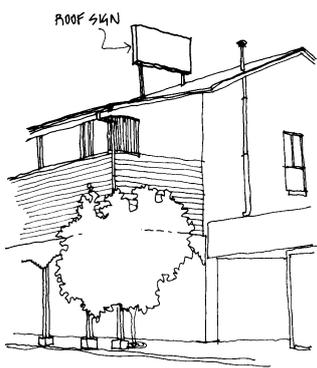
Definition:

A sign attached to the wall of a building (other than the transom of a doorway or display window) and projecting horizontally more than 300mm.

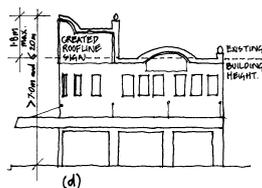
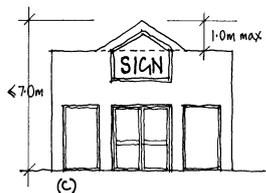
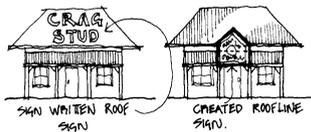
Standard:

1. Projecting Wall Signs:
 - (a) align with window heads and sills or be centrally located between the head and the sill;
 - (b) project no more than 2.5 metres beyond the face of the building for a hanging sign and 1.5 metres otherwise;
 - (c) be no more than 2m² in total signface area (ie, less than 1m² in area for each face);
 - (d) be at least 2.6 metres above the ground; and
 - (e) be erected at right angles to the wall of the building to which it is attached.

10. SKYLINE SIGNS



Roof Sign Inappropriate Form of Advertising



Definition:

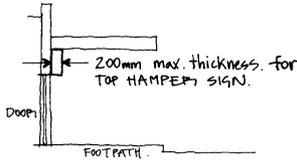
A sign erected on or above the roof or parapet of a building and includes the following types:

- (a) **Roof Sign:**
A sign that is an independent structure and fitted to the roof or parapet of a building.
- (b) **Sign Written Roof Sign:**
A sign that is painted or otherwise affixed to the roof cladding of a building.
- (c) **Created Roofline Sign:**
A manufactured sign integrated onto the roof, facade or wall of a building that changes the natural horizontal or angular lines of the roof.

Standard:

- 1. **Devices:**
 - (a) if involving building heights up to 7.5 metres, have a sign face height above the existing roofline of no more than 1 metre;
 - (b) if involving building heights over 7.5 metres, have a maximum created roofline height above the existing building height of no more than 1.8 metres; and
 - (c) have no more than $7.0m^2$ of sign face area.

11. TOP HAMPER SIGNS



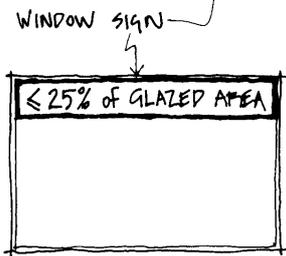
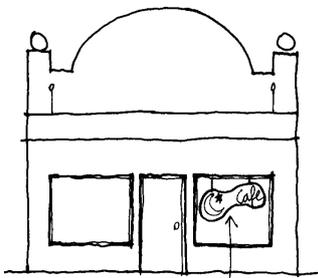
Definition:

A sign painted or attached to the transom (area above the head) of a doorway or display window and below the awning height or verandah of a building.

Standard:

1. *Top Hamper Signs:*
 - (a) are located so as to have a height no greater than the distance between the upper edge of the door/window and the underside of the verandah (or awning roof) with a length no greater than that provided by the building wall length;
 - (b) do not extend more than 200mm beyond the building alignment (ie, thickness of the sign); and
 - (c) do not extend below the head of the doorway or window to which it is attached.

12. WINDOW SIGNS



Definition:

A sign attached to, or displayed on the exterior or interior surface of a ground floor window. The term includes devices that are suspended from the window frame and may also be illuminated. The term does not include product displays or showcases to be viewed by pedestrians.

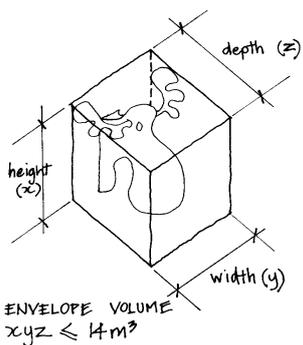
Standard:

1. Window signs are located on the ground floor level of buildings where they do not cover more than 25% of the glazed area.



Signs on upper floor level windows will not be supported

13. 3-D REPLICA OBJECTS OR SHAPES



Definition:

An advertisement that is designed to replicate or copy a real world object or shape. The replica may be enlarged, miniaturized or equal in scale, or may be attached to or constructed as part of a building. The replica may be free standing, inflatable or form part of a free-standing sign, such as a pylon sign.

Standard:

1. 3-D replica objects or shapes:
 - (a) contained in a maximum volume envelope of $14m^3$. The volume of the sign envelope is to be calculated by multiplying the height, width and depth of the broadest dimensions of the sign;
 - (b) if free-standing, comply with the height criteria specified in Section 8 of this Schedule.