



Moreton Bay Regional Council Planning Scheme

28 August 2014

Submission from the Outdoor Media Association

01 ABOUT THE OUTDOOR MEDIA ASSOCIATION

The Outdoor Media Association (OMA) is the peak national industry body representing most of Australia's Out of Home (OOH) media display and media production companies, as well as some media display asset owners.

Part of the role of the OMA is to develop constructive relationships with State and Local Governments and to contribute to the process of developing policies, laws and regulations for outdoor advertising that are both fair and equitable to governments, the community and the industry.

On behalf of its members, the OMA advocates for planning systems across Australia that will deliver the following:

- The recognition of outdoor advertising signage as a legitimate land use;
- The removal of the distinction between 'on-premise' and 'third-party' signage in planning policy and local laws;
- Provision of a set of fair and reasonable development standards that are appropriate for signage land use; and
- Provision for the responsible display of outdoor advertising signage within commercial and industrial zones and along transport corridors.

OMA members advertise 'third-party' products on billboards, free-standing advertising panels, buses, trams, taxis, pedestrian bridges and street furniture (including bus/tram shelters, public toilets, phone booths and street kiosks). OMA members also display advertisements in bus stations and train stations, at shopping centres, universities and airport precincts.

02 VALUE OF THE INDUSTRY TO THE QUEENSLAND ECONOMY AND COMMUNITY

Advertising and marketing plays a fundamental economic role in Australian society and in 2013 the OOH industry raised revenue of \$543.8 million, making up approximately 5% of advertising spend in Australia.

The OOH industry also plays a considerable role in the Queensland economy. In 2013, the OMA engaged Deloitte Access Economics¹ to estimate the economic contribution of the OOH industry in Queensland for the calendar year 2012. The Deloitte research found that in Queensland in 2012 the OOH industry:

- o Employed 150 full time equivalent staff;
- o Raised revenue of \$115 million;
- o Made a value added contribution to the Queensland economy of \$42.6 million;
- o Contributed an estimated \$10.43 million to the upkeep of public infrastructure; and
- o Donated a considerable amount of money and free advertising space to charities and 'not for profit' organisations.

The industry provides, maintains and cleans public infrastructure at no cost to local government, including bus shelters, footbridges, public toilets, bicycle stations and park benches.

Local businesses in Queensland place great importance on billboard advertising. It is a highly cost effective advertising media that provides an effective platform for businesses to promote their goods and services to the community as well as the tourist drive market. The OMA considers that such positive outcomes for small business owners would not be achieved through the utilisation of other less targeted and usually higher cost advertising mediums.

The OOH industry in Queensland differs from other states in that there are more independent members working in a range of different regional and metropolitan areas. Queensland has a much higher rate of local or regional advertising campaigns compared to other states (15.3 million in 2010, compared to 4.7 million in NSW). This would indicate that outdoor advertising has a considerable positive impact for local business owners and operators in the state.

OMA members place a significant level of attention and investment in the development and presentation of billboards. Once a site is selected the industry liaises closely with all stakeholders from planning through to engineering to ensure designs meet Australian Standards and the billboard device integrates into the architecture of the landscape. The industry strives to ensure that devices are painted in a harmonious colour scheme, that vegetation selection and management is in keeping with other Council programmes and lighting on the devices is the latest technology in terms of energy efficiency and minimising environmental impact.

¹ Deloitte Access Economics, Contribution of the Outdoor Media Industry (Queensland), published 2013

In addition to providing affordable advertising to local businesses, the OMA's members also make contributions back to the community each year. In 2013, the outdoor advertising industry donated over \$13 million across Australia in advertising space to a variety of causes, including charities, education, arts and sporting organisations.

Outdoor advertising is also widely used by government bodies to advertise community messages such as road safety messages and health awareness campaigns.

03 MORETON BAY REGIONAL COUNCIL PLANNING SCHEME

In view of the important role of the outdoor advertising industry for local businesses and the community, the OMA is concerned that the Draft Moreton Bay Regional Council Planning Scheme (Draft Plan) will place undue restrictions on outdoor advertising. These restrictions relate mainly to the Section 6.2 Zone Codes in relation to advertising devices.

The current Draft Plan provisions are considered to be the following:

- o Anti-competitive to third party advertisers; and
- o Fail to realise the benefits of third party advertising to the local economy and community.

The level of assessment for any development, whether it is for advertising devices or any other form of development, should be commensurate to the potential impacts that may result. For advertising, the major planning considerations relate to the character and amenity of the area in which they are proposed. For example, in an industrial area or larger commercial area, the impacts of a third party advertisement or any other advertising are arguably less than would be expected in a residential or sporting /recreational area.

The planning impacts from a 'third party' advertising device (relating to views, amenity issues, scale, etc.) are the same as 'on premise' advertising and the type of assessment criteria for all advertising devices should be comparable to those assessment criteria for other land uses with similar impacts.

The OMA is concerned that the requirements put forward by Council within the Draft Plan may restrict businesses to such an extent that it could make outdoor advertising financially unviable and an ineffective advertising medium. The requirements put forward by Council could have significant implications for the local businesses and consumers in the Moreton Bay area and it is for these reasons in particular that the OMA requests that the Council carefully assess our submission to the Draft Plan.

Third party advertising represents an opportunity to assist Council in achieving a strong regional economy to the benefit of the community. Outdoor advertising is a cost-effective way for local organisations and small businesses to advertise their products, services and events. Many of the Queensland OMA members are themselves independent small businesses.

It is also important to note that once the new Planning Scheme is implemented, Council will no longer assess advertising devices on private property under the Moreton Bay Regional Council's Subordinate Local Law 1 (Administration) 2011. Under the current Local Law, OMA members have been successful in developing

signage in areas where there is a market demand, but believe that this would not be the case under the new Planning Scheme.

04 COMMENTS RELATING TO SECTION 6.2 ZONE & PRECINCT CODES

The OMA requests that Council amend and/or delete the wording of parts of Section 6.2 Zone Codes that relate to advertising devices. This is because the relevant Zone Codes restrict the total allowable signage area, the size, number and height of advertising devices to an absolute minimum and this would diminish the effectiveness and intent of signage proposals.

We note that Council has not included a separate 'Advertising Devices Code' under the proposed scheme and has attempted to implement a new approach with different development criteria for signs outlined under the respective Zone Codes. However, the OMA considers that the signage requirements put forward by Council in the proposed scheme are so restrictive that they will not work for either on-premise signage or third party (off-premise) signage.

As a first preference, the OMA suggest that Council omit the sections of the Zone Codes relating to advertising devices and instead adopt a 'Model Advertising Devices Code' as part of the Draft Plan. In March 2012, the OMA finalised a 'Model Advertising Devices Code' specifically for use in Queensland (Refer Attachment 1). Moreton Bay Regional Council is invited to use the OMA's Code as part of its new Planning Scheme.

Should Council decide not to use a Model Advertising Devices Code as part of the new Planning Scheme, we request that the Zone Codes be amended to better meet the requirements of the outdoor advertising industry. These amendments are included **in red font** and *italics* within the Zone Code attachment to this submission (refer to Attachment 2).

The provisions contained within the relevant Zone Codes appear to be impractical and unworkable for the outdoor media industry. In the main, the following clauses (which may be worded differently for the respective zones), are of concern:

- The total combined sign face area of all devices does not exceed the lesser of: 2m² per tenancy; 10m² per site; and
- A maximum of 1 freestanding advertising device per site with a total sign face area not exceeding the lessor of: 2.0m² per tenancy or 10m² per site, with a height not exceeding 6m above natural ground level.

It is understood that the decision to employ the above restrictions has been made in the interest of preserving the character, amenity and lifestyle values of the region. However, while the preservation of these values is important to achieving the outcomes of the Draft Plan's Strategic Framework, it should not be at the expense of other, equally important strategic outcomes such as 'economic development'. Furthermore, the clauses appear to have limited relevance to the current built environment and fail to recognise and accept the importance of advertising as part of the urban fabric within today's society.

In regard to the clauses relating to freestanding signs, the maximum allowable height for any freestanding size is 6m, with a maximum 10m² in face area. The OMA can advise that these dimensions do not reflect current OOH industry needs.

Also, limiting one freestanding sign per property fails to take any account of whether the sign may be located in a commercial, industrial or rural area and whether the property has a large frontage where several suitably spaced signs can be accommodated.

Both clauses fail to match the size and height requirement of many of the industry's standard sized billboards, which are as follows:

- '24 Sheet' – 18m² (6m wide x 3m high);
- 'Super 8' – 18.26m² (8.3m wide x 2.2m high)
- 'Supersite' – 42.41m² (12.66m wide x 3.35m high);
- 'Small Portrait' – 13.5m² (3m wide x 4.5m high);
- 'Portrait' – 42.4m² (5.3m wide x 8m high).

These billboards have a varying height of 3m to 12m above the ground.

A common misunderstanding is that sign companies want to use the largest size sign structures available to project the largest advertisement. However, the intent of the outdoor advertising signs is to ensure delivery of an advertising message in an effective and efficient manner. The maximum size restriction proposed by the Council within the Draft Plan may limit the effectiveness of the signs as they will be too small for drivers to read.

The larger the size of the advertising sign the higher construction costs for the industry, so there is also an economic benefit by only constructing an advertising sign of a size suitable for the location. The size of the sign is dependent on several factors such as the road size, road category and travel speed. Main arterial roads or major highways will require a larger sign to produce the greatest result whereas smaller roads and streets will require a sign much smaller in size in comparison.

Brisbane City Council has made new regulations for a maximum billboard size of 48m² which meets industry requirements. A size of 48m² allows for the industry standard size of 42.41m² with the addition of badged skirt which allows for structural and safety elements to be hidden from public view.

The size and height requirements of billboards cannot be assessed in isolation from one another as in general a higher supporting structure is required to structurally support a larger sign, whereas, a lower structure is required to support a smaller sign. For example a 42.42m² 'Supersite' billboard cannot be supported by a 2-4m high structure.

There are also other issues relating to the height restrictions for freestanding signs that are not supported by the industry, as follows:

- Low-set signs can become attractive targets for vandalism and graffiti, as they are easier to access;
- Height restrictions will limit the options for the installation of signage in a dip in the landscape, as this will limit the visibility of the sign from a higher roadway. This is particularly relevant given the varying topography in the Moreton Bay area as well the predominant semi-rural setting.

A common misconception is that sign companies want sign structures to be as high as possible. However, the intent of outdoor advertising signage is to ensure the delivery of an advertising message in an effective and efficient manner. A critical planning

consideration for the location of any new advertising sign is the optimum height needed to obtain effective visibility of the advertising face to its desired audience, the majority of who are in their vehicles and viewing from road level. Locating a sign structure too high can make its message delivery just as ineffective as one which is too low and therefore unreadable. In addition, the greater the height, the more the construction cost so there is always a strong economic benefit to be gained by maintaining the sign height at the minimum optimum viewing level.

Most importantly, Council must acknowledge the fact that the ‘nature, scale and intensity’ of advertising signs in a rural setting is very different to those located in a city centre, industrial or commercial area. In a rural setting, one would expect to view fewer signs which are well spaced apart (e.g. 300m) from one another given the important visual amenity issues which need to be addressed to protect vistas, views etc. In contrast, in an industrial, commercial or city centre area one would find larger signs located closer together (i.e. spaced 100m apart from one another), to respond effectively to the type of zoning and nature of land uses that exist in such environments. These areas may also exhibit less important natural or scenic visual qualities that require preservation. As such, it is reasonable to suggest different spacing requirements, with respect to different environments/ zonings.

The OMA is aware that there is a concern within the community about the occurrence of an over proliferation of billboard signage on roads and transport corridors. OMA members however, do not want to see a multitude of signs in any one location as this weakens the commercial impact and viability of their signage. Visual amenity issues and concerns regarding clustering of signs can be addressed by requiring reasonable spacing between signs. Restricting placement to “one per premises” can potentially prevent a significant income source for a rural property owner who has a large rural property which spans across several kilometres.

05 SCHEDULE 6 - PLANNING SCHEME POLICY 6.3 ADVERTISING DEVICES

In line with the Zone Codes, the Draft Plan’s Planning Scheme Policy 6.3 Advertising Devices (included within Schedule 6), fails to support the requirements of the outdoor advertising industry. This is in relation to the planning scheme assessment criteria for advertising devices provided within the Policy and in particular the focus of the Policy on signage design within the Township Zone. The Policy fails to recognise the varied nature of the Moreton Bay Region and focusses on signage within the smaller Township areas. The Township areas are important to the region for their scenic amenity values, but are extremely different to other major economic centres, where signage plays an integral role in active economic and community growth.

06 DIGITAL SIGNAGE

The technology of outdoor advertising is constantly evolving, bringing with it new opportunities for better achieving public interest and industry objectives. Static and non-static electronic message display can add to a streetscape, be more environmentally friendly, avoid occupational health and safety issues associated with changing screens and help disseminate emerging or community information. The OMA supports specific regulation to guide the development of such technology on a permissible and reasonable basis and has worked with Councils and State Governments across Australia on this specific matter.

In the past five years the use of digital rather than static signage has grown across Australia. Currently digital technology makes up 13.9%² of total OOH advertising revenue and it will continue to grow.

The OMA considers that a Planning Scheme Advertising Devices Code for the Council should include performance criteria/outcomes for digital advertising signs, as demonstrated within the OMA's 'Model Advertising Devices Code'.

The Queensland Government has worked with the OMA to develop guidelines around digital signage which are included as part of the 'Department of Transport and Main Roads 'Roadside Advertising Guide 2013'. In addition the largest Queensland Council, Brisbane City Council, has prepared 'Technical Guidelines for Advertisements with Illumination &/or Electronic Display Components'.

Digital technology is increasingly being accepted as the new way to advertise given its flexibility, creativity and versatility, and it is important that this is acknowledged within the Moreton Bay Regional Council Planning Scheme.

07 RECOMMENDATION

Given the structure of the new planning scheme with Council's intention to incorporate advertising development controls within the respective Zone Codes, the OMA requests that the Council reviews the alternative wording of the Zone Code provisions provided as Attachment 2 to this submission. We are pleased to offer the reworked clauses which aim to realise the economic benefits of the region, whilst upholding the environmental features and quality of urban forms that characterise the Moreton Bay area.

As an alternative, we strongly suggest that Council adopt the OMA's Model Advertising Devices Code as part of the Planning Scheme. The Code has been a product of years of research, expended by the outdoor media industry and planning professionals. The OMA's Code has been presented to and is supported by the Queensland Department of State Development, Infrastructure and Planning.

The OMA members are committed to working with Council to develop an advertising policy that ensures all advertising structures, regardless of size or content, are located in areas permitted by Council and are well integrated within the supporting

² Based on second quarter 2014 revenue numbers – Outdoor Media Association

environment to maintain the significant environmental features and urban fabric of the region.

The OMA appreciates your time in considering this submission and looks forward to having the opportunity to work with the Moreton Bay Regional Council to further develop the Moreton Bay Regional Council Planning Scheme and the provisions which regulate outdoor advertising throughout the region.

Should you have any questions regarding this submission, please contact the OMA's Senior Policy Adviser, Emma Luttrell on (02) 9357 9900.

ATTACHMENT 1

OMA Model Advertising Devices Code

ATTACHMENT 2

Proposed Amendments to Zone Codes to meet requirements of Outdoor Advertising Industry

The OMA recommends that the following Zone Codes should be amended to read as follows:

1. Centre Zone Code

- | | |
|--------------------------------|----------------------------------|
| i. Caboolture Centre Precinct | v. District Centre Precinct |
| ii. Morayfield Centre Precinct | vi. Local Centre Precinct |
| iii. Petrie Centre Precinct | vii. Specialised Centre Precinct |
| iv. Strathpine Centre Precinct | |

Advertising Devices	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ol style="list-style-type: none"> Not contribute to visual clutter or be overbearing or visually dominate; Complement the urban centre character and amenity of the area, which focuses on the promotion of economic activity and social interaction. To support this, advertising devices should maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; Be compatible with existing centre/industry development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrates with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; Maintain active frontages and casual surveillance of the street; Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types;</p> <ol style="list-style-type: none"> Awning; Fence; Freestanding; Roof; Wall/facade. <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 2) for guidance on satisfying the above criteria.</p> <p><u>Delete:</u> The total combined sign face area of all devices (excluding freestanding) does not exceed the lesser of:</p> <ol style="list-style-type: none"> 2m² per tenancy; 10m² per site. <p><u>Insert:</u> <i>The total combined sign face area of all devices does not exceed 1m² per every metre of site frontage, or 50m² in total, whichever is the lesser area.</i></p> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p>

	<p>Where a freestanding advertising device:</p> <p><u>Delete:</u></p> <ul style="list-style-type: none"> a. A maximum of 1 is located on the site with a total sign face not exceed the lesser of: <ul style="list-style-type: none"> i. 2m² per tenancy; ii. 10m² per site. b. The height does not exceed 6m above natural ground level. <p><u>Insert:</u></p> <ul style="list-style-type: none"> a. <i>A maximum of 2 freestanding signs are located on the site for any site which exceeds 100m length of street frontage.</i> b. <i>The height does not exceed 15m above natural ground level.</i> c. <i>The sign face area of the freestanding sign must not exceed 48 m².</i> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p>
<p>The siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring;</p> <ul style="list-style-type: none"> a. Site lines are not obstructed; b. All traffic signs and signals remain visible from all angles; and c. The passage of pedestrians, cyclists and motorists is not obstructed. 	<p>Freestanding advertising devices are setback a minimum 1m from the front boundary and 3m from the side and rear boundary.</p>

2. Community Facilities Zone Code

- i. Abbey Precinct
- ii. Airfield Precinct
- iii. Infrastructure and Utilities Precinct
- iv. Lakeside Precinct
- v. Special Use Precinct

Advertising devices	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ol style="list-style-type: none"> a. Not contribute to visual clutter or be overbearing or visually dominate; b. Complement the low intensity, low built form character and amenity of the Community Facilities Zone; c. Be compatible with existing development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrate with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; d. Maintain active frontages and casual surveillance of the street; e. Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and f. Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types:</p> <ol style="list-style-type: none"> a. Awning; b. Fence; c. Freestanding; d. Roof; e. Wall/Facade. <p>Note – Refer to Planning Scheme Policy – Advertising devices (section 2) for guidance on satisfying the above criteria.</p>
	<p><u>Delete:</u></p> <p>The total combined sign face of all advertising devices on the site (excluding freestanding) does not exceed 2m².</p> <p><i><u>Insert:</u></i></p> <p><i>The total combined sign face of all advertising devices on the site does not exceed 1m² per every metre of site frontage, or 50m² in total, whichever is the lesser area.</i></p> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p>
	<p>Where a freestanding advertising device:</p> <p><u>Delete:</u></p> <ol style="list-style-type: none"> a. A maximum of 1 is located on the site; b. The total sign face area does not exceed 2m²; c. The height does not exceed 6m above natural ground level.

	<p><u><i>Insert:</i></u></p> <ul style="list-style-type: none"> <i>a. A maximum of 2 freestanding signs are located on the site for any site which exceeds 100m length of street frontage;</i> <i>b. The total sign face area does not exceed 48m²;</i> <i>c. The height does not exceed 8m above natural ground level.</i> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p>
<p>The siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring;</p> <ul style="list-style-type: none"> a. Site lines are not obstructed; b. All traffic signs and signals remain visible from all angles; and c. The passage of pedestrians, cyclists and motorists is not obstructed. 	<p>Freestanding advertising devices are setback a minimum 1m from the front boundary and 3m from the side and rear boundary.</p>

3. Emerging Community Zone Code

- i. Interim precinct
- ii. Transition precinct

Advertising Devices	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ul style="list-style-type: none"> a. Not contribute to visual clutter or be overbearing or visually dominate; b. Complement the low density (large lot), low intensity and open area residential character and amenity of the area. c. Be compatible with existing development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrates with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; d. Maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; e. Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and f. Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types:</p> <ul style="list-style-type: none"> a. Fence; b. Freestanding; c. Wall/facade. <p>Note – Refer to Planning scheme Policy – Advertising Devices (section 2) for guidance on satisfying the above criteria.</p> <hr/> <p><u>Delete:</u></p> <p>A maximum of 1 advertising device is located on the site with a total sign face area not exceeding 1m².</p> <p><i>Insert:</i></p> <p><i>The total combined sign face of all advertising devices on the site does not exceed 1m² per every metre of site frontage, or 50m² in total, whichever is the lesser area.</i></p> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p> <hr/> <p><u>Delete:</u></p> <p>Freestanding advertising devices have a maximum height of 1.5m above natural ground level.</p> <p><i>Insert:</i></p> <p><i>Where a freestanding advertising device:</i></p> <ul style="list-style-type: none"> a. A maximum of 2 freestanding signs are located on the site for any site which exceeds 100m length of street frontage; b. The total sign face area does not exceed 48m²; c. The height does not exceed 8m above natural ground level.

<p>The siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring;</p> <ul style="list-style-type: none">a. Site lines are not obstructed;b. All traffic signs and signals remain visible from all angles;c. The passage of pedestrians, cyclists and motorists is not obstructed.	<p>Freestanding advertising devices are setback a minimum 1m from the front boundary and 3m from the side or rear boundaries of the site.</p>
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4. Environmental Management and Conservation Zone Code

There are no changes proposed to this code, as OMA members are unlikely to require third party advertising devices in this zone to ensure the significant landscape values, ecological/ environmental qualities and environmental integrity remains protected.

Advertising devices	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ol style="list-style-type: none"> Not contribute to visual clutter or be overbearing or visually dominate; Complement the low intensity, natural environment and ecologically significant character and amenity of the area; Be compatible with existing development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrate with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; Maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types:</p> <ol style="list-style-type: none"> Fence; Freestanding; Wall/facade. <p>Note – Refer to Planning scheme Policy – Advertising Devices (section 2) for guidance on satisfying the above criteria.</p> <p>A maximum of 1 advertising device is located on the site with a total sign face area not exceeding 0.3m².</p> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p> <p>Freestanding advertising devices have a maximum height of 1.5m above natural ground level.</p>
<p>The siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring;</p> <ol style="list-style-type: none"> Site lines are not obstructed; All traffic signs and signals remain visible from all angles; and The passage of pedestrians, cyclists and motorists is not obstructed. 	<p>Freestanding advertising devices are setback a minimum 1m from the front boundary and 3m from the side or rear boundaries of the site.</p>

5. Extractive Industry Zone Code

Advertising devices	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ol style="list-style-type: none"> Not contribute to visual clutter or be overbearing or visually dominate; Complement the open area, low intensity and low built form character and amenity of the area; Be compatible with existing development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrate with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; Maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; Maintain active frontages and casual surveillance of the street; Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types:</p> <ol style="list-style-type: none"> Fence; Freestanding; Wall/facade. <p>Note – Refer to Planning Scheme Policy – Advertising devices (section 2) for guidance on satisfying the above criteria.</p>
	<p><u>Delete:</u></p> <p>The total combined sign face area of all devices on the site does not exceed 5m².</p> <p><u>Insert:</u></p> <p><i>The total combined sign face of all advertising devices on the site does not exceed 1m² per every metre of site frontage, or 50m² in total, whichever is the lesser area.</i></p> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p>
	<p><u>Delete:</u></p> <p>A maximum of 1 freestanding advertising device is located on the site with a maximum height of 1.5m above natural ground level.</p> <p><u>Insert:</u></p> <p><i>Where a freestanding advertising device:</i></p> <ol style="list-style-type: none"> <i>A maximum of 2 freestanding signs are located on any site which exceeds 100m length of street frontage;</i> <i>The total sign face area does not exceed 48m²;</i> <i>The height does not exceed 15m above natural ground level.</i>

<p>The siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring;</p> <ul style="list-style-type: none">a. Site lines are not obstructed;b. All traffic signs and signals remain visible from all angles; andc. The passage of pedestrians, cyclists and motorists is not obstructed.	<p>Freestanding advertising devices are setback a minimum 1m from the front boundary and 3m from the side or rear boundaries of the site.</p>
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6. General Residential Zone Code

- i. Coastal Villages Precinct
- ii. Suburban Neighbourhood Precinct
- iii. Next Generation Neighbourhood Precinct
- iv. Urban Neighbourhood Precinct

There are no changes proposed to this code, as OMA members are unlikely to require third party advertising devices in this zone to ensure the significant community values, residential amenity and character, and residential aesthetical values remain protected.

Advertising Devices	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ul style="list-style-type: none"> a. Not contribute to visual clutter or be overbearing or visually dominate; b. Complement the character and amenity of the area, which focuses on small scale non-residential uses, including retail and commercial activities and community uses, whilst also considering the predominate density and form of residential land uses within close proximity; c. Be compatible with existing development including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrate with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; d. Maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; e. Maintain active frontages and casual surveillance of the street; f. Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and g. Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types;</p> <ul style="list-style-type: none"> a. Awning; b. Fence; c. Freestanding; d. Roof; e. Wall/facade. <p>Note – Refer to Planning scheme Policy – Advertising Devices (section 2) for guidance on satisfying the above criteria.</p> <hr/> <p>The total combined sign face area of all devices (excluding freestanding) does not exceed the lesser of :</p> <ul style="list-style-type: none"> a. 1.5m² per tenancy; b. 10m² per site. <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p> <p>Where a freestanding advertising device:</p> <ul style="list-style-type: none"> a. A maximum of 1 is located on the site with a total sign face not exceed the lesser of: <ul style="list-style-type: none"> i) 1.5m² per tenancy; ii) 10m² per site. <p>The height does not exceed 6m above natural ground level.</p>

	<p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p>
<p>The siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring;</p> <ul style="list-style-type: none"> a. Site lines are not obstructed; b. All traffic signs and signals remain visible from all angles; and c. The passage of pedestrians, cyclists and motorists is not obstructed. 	<p>Freestanding advertising devices are setback a minimum 1m from the front boundary and 3m from the side or rear boundaries of the site.</p>

7. Industry Zone Code

- i. Mixed Industry and Business Precinct
- ii. Light Industry Precinct
- iii. General Industry Precinct
- iv. Restricted Industry Precinct
- v. Marine Industry Precinct

Advertising Devices	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ol style="list-style-type: none"> a. Not contribute to visual clutter or be overbearing or visually dominate; b. Complement the industry character and amenity of the area, which focuses on a mix of industrial land uses; c. Be compatible with existing development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrate with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; d. Maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; e. Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and f. Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types;</p> <ol style="list-style-type: none"> a. Awning; b. Fence; c. Freestanding; d. Roof; e. Wall/facade. <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 2) for guidance on satisfying the above criteria.</p> <hr/> <p><u>Delete:</u></p> <p>The total combined sign face area of all devices (excluding freestanding) does not exceed the lesser of:</p> <ol style="list-style-type: none"> a. 2m² per tenancy; b. 10m² per site. <p><i>Insert:</i></p> <p><i>The total combined sign face of all advertising devices on the site does not exceed 1m² per every metre of site frontage, or 50m² in total, whichever is the lesser area.</i></p> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p>

	<p><u>Delete:</u></p> <p>Where a freestanding advertising device:</p> <ul style="list-style-type: none"> a. A maximum of 1 is located on the site with a total sign face not exceed the lesser of: <ul style="list-style-type: none"> iii. 2m² per tenancy; iv. 10m² per site. b. The height does not exceed 6m above natural ground level. <p><u>Insert:</u></p> <p><i>Where a freestanding advertising device:</i></p> <ul style="list-style-type: none"> <i>a. A maximum of 2 freestanding signs are located on any site which exceeds 100m of length of street frontage;</i> <i>b. The total sign face area does not exceed 48m²;</i> <i>c. The height does not exceed 15m above natural ground level.</i> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p>
<p>The siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring;</p> <ul style="list-style-type: none"> a. Site lines are not obstructed; b. All traffic signs and signals remain visible from all angles; and c. The passage of pedestrians, cyclists and motorists is not obstructed. 	<p>Freestanding advertising devices are setback a minimum 1m from the front boundary and 3m from the side or rear boundaries of the site.</p>

8. Limited Development (Constrained Land) Zone Code

- i. Extremely High Risk Precinct
- ii. High Risk Precinct

There are no changes are proposed to this code as these areas are considered unsuitable for third party advertising.

Advertising Devices (where in the High Risk Precinct and on a lot fronting Williams Street – Dayboro, Main Street – Samford or Station Street – Samford)	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ul style="list-style-type: none"> a. Not contribute to visual clutter or be overbearing or visually dominate; b. Be compatible with existing development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrate with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; c. Maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; d. Maintain active frontages and casual surveillance of the street; e. Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and f. Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types;</p> <ul style="list-style-type: none"> a. Awning; b. Fence; c. Roof; d. Wall/facade. <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 2) for guidance on satisfying the above criteria.</p> <p>The total combined sign face area of all devices does not exceed the lesser of :</p> <ul style="list-style-type: none"> a. 2m² per tenancy; b. 10m² per site. <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising devices (section 3) for sign face area calculation.</p>
<p>Advertising devices are to reinforce the low key, country town character, by being:</p> <ul style="list-style-type: none"> a. Simple in shape and graphics; b. Similar in scale to the adjacent approved development; c. Integrated into the design and elevation of the building; d. Not dominating building facades and streetscapes; and e. Traditional rather than modern styling. 	<p>Advertising devices are provided in accordance with Planning Scheme Policy – Advertising Devices (section 4).</p>
<p>The advertising device is designed, constructed and located to avoid potential human harm and obstruction of water flows and loss of flood storage</p>	<p>The advertising device is not in the form of a freestanding type.</p>

Advertising devices (where in the High risk Precinct and not on a lot fronting Williams Street – Dayboro, Main Street – Samford or Station Street – Samford)	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ul style="list-style-type: none"> a. Not contribute to visual clutter or be overbearing or visually dominate; b. Complement the character and amenity of the area, having regard to the nature and extent of adjacent activities; c. Be compatible with existing development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrate with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; d. Maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; e. Maintain active frontages and casual surveillance of the street; f. Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and g. Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types;</p> <ul style="list-style-type: none"> a. Fence; b. Wall/facade. <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 2) for guidance on satisfying the above criteria.</p> <hr/> <p>A maximum of 1 advertising device is located on the site with a total sign face area not exceeding 0.3m².</p> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising devices (section 3) for sign face area calculation.</p>
<p>The advertising device is designed, constructed and located to avoid potential human harm and obstruction of water flows and loss of flood storage.</p>	<p>The advertising device is not in the form of a freestanding type.</p>

9. Recreation and Open Space Zone Code

i. Sports and Recreation Precinct

Advertising devices (where in the Sports and Recreation Precinct)	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ol style="list-style-type: none"> Not contribute to visual clutter or be overbearing or visually dominate; Complement the sport and recreation character and amenity of the area, which focuses on the ongoing function of facilities for the benefit and enjoyment of the community; Be compatible with existing development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrate with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; Maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; Maintain active frontages and casual surveillance of the street; Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types;</p> <ol style="list-style-type: none"> Awning; Fence; Freestanding; Roof; Wall/facade. <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 2) for guidance on satisfying the above criteria.</p> <p><u>Delete:</u> The total combined sign face area of all devices (excluding those noted below) does not exceed 10m² per site.</p> <p><u>Insert:</u> <i>The total combined sign face of all advertising devices on the site does not exceed 1m² per every metre of site frontage, or 50m² in total, whichever is the lesser area.</i></p> <p>Note – Advertising devices that meet the following criteria are excluded from the maximum sign face area above.</p> <p>The advertising device does not directly and immediately face towards:</p> <ol style="list-style-type: none"> A public road other than the site’s public internal road network; A residential property; Any other public or private place <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p>

	<p><u>Insert:</u></p> <p><i>Where a freestanding advertising device:</i></p> <ul style="list-style-type: none"> <i>a. A maximum of 2 freestanding signs are located on a site which exceeds 100m length of street frontage;</i> <i>c. The total sign face area does not exceed 48m²;</i> <i>d. The height does not exceed 8m above natural ground level.</i> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p>
<p>The siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring;</p> <ul style="list-style-type: none"> a. Site lines are not obstructed; b. All traffic signs and signals remain visible from all angles; and c. The passage of pedestrians, cyclists and motorists is not obstructed. 	<p>Freestanding advertising devices are setback a minimum 1m from the front boundary and 3m from the side or rear boundaries of the site.</p>

10. Rural Zone Code

- i. Hamlet Precinct
- ii. Agriculture Precinct
- iii. Cedarton Foresters Cooperative and Mt Nebo Plant Nursery Precinct
- iv. Woodfordia and Abbey Surrounds Precinct
- v. Wamuran Rural Living Investigation Precinct.

Advertising Devices	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ol style="list-style-type: none"> a. Not contribute to visual clutter or be overbearing or visually dominate; b. Complement the open area, low intensity and low built form character and amenity of the area; c. Be compatible with existing development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrate with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; d. Maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; e. Maintain active frontages and casual surveillance of the street; f. Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and g. Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types;</p> <ol style="list-style-type: none"> a. Fence; b. Freestanding; c. Wall/facade. <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 2) for guidance on satisfying the above criteria.</p> <hr/> <p><u>Delete:</u></p> <p>The total combined sign face area of all devices on the site does not exceed 5m².</p> <p><i>Insert:</i></p> <p><i>The total combined sign face of all advertising devices on the site does not exceed 1m² per every metre of site frontage, or 50m² in total, whichever is the lesser area.</i></p> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p> <hr/> <p><u>Delete:</u></p> <p>A maximum of 1 freestanding advertising device is located on the site with a maximum height of 1.5m above natural ground level.</p> <p><i>Insert:</i></p> <p><i>Where a freestanding advertising device:</i></p> <ol style="list-style-type: none"> a. Advertising devices have a separation distance of 300m in the same direction of travel, with a maximum of 6 advertising devices in the same direction of travel for a distance of 5km; b. The total sign face area does not exceed 48m²; and

	<i>c. The height does not exceed 8m above natural ground level.</i>
<p>The siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring;</p> <ul style="list-style-type: none"> a. Site lines are not obstructed; b. All traffic signs and signals remain visible from all angles; and c. The passage of pedestrians, cyclists and motorists is not obstructed. 	<p>Freestanding advertising devices are setback a minimum 1m from the front boundary and 3m from the side or rear boundaries of the site.</p>

11. Rural Residential Zone Code

Advertising Devices	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ol style="list-style-type: none"> Not contribute to visual clutter or be overbearing or visually dominate; Complement the character and amenity of the area, which focuses on small scale non-residential uses, including retail and commercial activities and community uses, whilst also considering the predominate density and form of residential land uses within close proximity; Be compatible with existing development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrate with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; Maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; Maintain active frontages and casual surveillance of the street; Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types;</p> <ol style="list-style-type: none"> Awning; Fence; Freestanding; Roof; Wall/facade. <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 2) for guidance on satisfying the above criteria.</p> <hr/> <p><u>Delete:</u> The total combined sign face area of all devices (excluding freestanding) does not exceed the lesser of:</p> <ol style="list-style-type: none"> 1.5m² per tenancy; 10m² per site. <p><u>Insert:</u> <i>The total combined sign face of all advertising devices on the site does not exceed 1m² per every metre of site frontage, or 50m² in total, whichever is the lesser area.</i></p> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p> <p><u>Delete:</u> Where a freestanding advertising device:</p> <ol style="list-style-type: none"> A maximum of 1 is located on the site with a total sign face area not exceeding the lesser of: <ol style="list-style-type: none"> 1.5m² per tenancy 10m² per site. The height does not exceed 6m above natural ground level.

	<p><u>Insert:</u></p> <p><i>Where a freestanding advertising device:</i></p> <ul style="list-style-type: none"> <i>a. Advertising devices have a separation distance of 300m in the same direction of travel, with a maximum of 6 advertising devices in the same direction of travel for a distance of 5km;</i> <i>b. The total sign face area does not exceed 48m²;</i> <i>c. The height does not exceed 8m above natural ground level.</i> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p>
<p>The siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring;</p> <ul style="list-style-type: none"> d. Site lines are not obstructed; e. All traffic signs and signals remain visible from all angles; f. The passage of pedestrians, cyclists and motorists is not obstructed. 	<p>Freestanding advertising devices are setback a minimum 1m from the front boundary and 3m from the side or rear boundaries of the site.</p>

12. Township Zone Code

- i. Township Centre Precinct
- ii. Township Convenience Precinct
- iii. Township Residential Precinct
- iv. Township Industry Precinct

Advertising Devices	
<p>Advertising devices are of an appropriate number, type, design, scale and location to:</p> <ul style="list-style-type: none"> a. Not contribute to visual clutter or be overbearing or visually dominate; b. Be compatible with existing development, including the surrounding streetscape and landscape. Advertising devices should be considered as another design element, which integrate with the architecture, scale, proportions and style of buildings, landscaping, structures and other advertising devices located both within and adjacent to the site; c. Maintain a human scale and not interfere with the form and function of a pedestrian friendly environment; d. Maintain active frontages and casual surveillance of the street; e. Minimise any potential adverse impacts on adjoining sites, such as overshadowing or the loss of key views and view corridors; and f. Not diminish or cause irreversible damage to any cultural heritage values present on the site or those associated with a heritage site, item or object. 	<p>Advertising devices located on the site are in the form of one or more of the following types;</p> <ul style="list-style-type: none"> a. Awning; b. Fence; c. Freestanding; d. Roof; e. Wall/facade. <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 2) for guidance on satisfying the above criteria.</p> <hr/> <p><u>Delete:</u></p> <p>The total combined sign face area of all devices does not exceed the lesser of:</p> <ul style="list-style-type: none"> a. 2m² per tenancy; b. 10m² per site. <p><i>Insert:</i></p> <p><i>The total combined sign face of all advertising devices on the site does not exceed 1m² per every metre of site frontage, or 18m² in total, whichever is the lesser area.</i></p> <p>Note – For sign face area calculation, a single advertising device has no more than 2 display faces, each of which has an internal angle of no more than 45 degrees to the other display face.</p> <p>Note – Refer to Planning Scheme Policy – Advertising Devices (section 3) for sign face area calculation.</p> <hr/> <p><u>Delete:</u></p> <p>A maximum of 1 freestanding advertising device is located on the site with a maximum height of 1.5m above natural ground level.</p>

	<p><i><u>Insert:</u></i></p> <p><i>Where a freestanding advertising device:</i></p> <ul style="list-style-type: none"> <i>a. A maximum of 1 freestanding sign is located on the site;</i> <i>b. The total sign face area does not exceed 18m²;</i> <i>c. The height does not exceed 8m above natural ground level.</i>
<p>Advertising devices are reinforce the low key, country town character, by being:</p> <ul style="list-style-type: none"> a. Simple in shape and graphics; b. Similar in scale to the adjacent approved development; c. Integrated into the design and elevation of the building; d. Not dominating building facades and streetscapes; e. Traditional rather than modern styling. 	<p>Advertising devices are provided in accordance with Planning Scheme Policy – Advertising Devices (section 4)</p>
<p>The siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring;</p> <ul style="list-style-type: none"> a. Site lines are not obstructed; b. All traffic signs and signals remain visible from all angles; c. The passage of pedestrians, cyclists and motorists is not obstructed. 	<p>Freestanding advertising devices are setback a minimum 1m from the front boundary and 3m from the side or rear boundaries of the site.</p>