



10 February 2016

Ms Lisa Desmond
Chief Executive Officer
c/- Planning Services
PO Box 1943
Hervey Bay Qld 4655

Email: planning.scheme@frasercoast.qld.gov.au

Dear Ms Desmond

Outdoor Media Association: Submission to Amendment to Fraser Coast Planning Scheme

Thank you for the opportunity to comment on the Amendment to the Fraser Coast Planning Scheme. The Outdoor Media Association (OMA) is commenting on Amendment Item Five – Amendments to the Advertising Devices Code. The OMA is supportive of the proposed Amendments to the Advertising Devices Code.

01 BACKGROUND

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 policy for outdoor advertising that is both fair and equitable to governments, the industry and the community.

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

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

OMA members display advertisements 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 AMENDMENT TO THE FRASER COAST PLANNING SCHEME

The OMA is supportive of Council's proposal to amend Clause 9.1.1, Advertising Devices Code, Acceptable Outcomes AO14.3, to allow for billboards on sites within the "billboard acceptable area" and all zones except for the residential and rural residential zones.

The OMA is also supportive of Council's proposal to amend and add to the Acceptable Outcomes AO2.1 for the illumination of advertising devices (including billboards) located in centre zone, industry zone or specialised centre zone, or associated with a business that operates at night.

03 COMMENT

The OMA acknowledges that the Council includes an Advertising Devices Code within its Planning Scheme.

The OMA has also completed a Model Advertising Code for Queensland's Regional Council areas. This Code was developed in liaison with the Queensland Department of Local Government and Planning. A copy of the Code is included as Attachment 1 to this letter. The Code sets out the Acceptable Outcomes (in terms of maximum sign size and sign height etc.) for the commercial operations of the OOH business.

The Acceptable Outcomes provided by Fraser Coast Regional Council, differ from those required by the OMA, as follows:

1. Advertising Face Size: The Council sets 18m², as the maximum signface area for freestanding signs, whereas the OMA sets a maximum face area of 48m².
2. Sign Height: The Council restricts the height of freestanding signs to a maximum height of 6 metres, whereas the OMA sets the height to 12 metres in industrial, CBD and commercial zones, and the permissible building height in rural zones.

Whilst the OMA recognises that the current amendments to the Planning Scheme, do not address size and height controls for freestanding signs (including billboards), these are matters that the OMA would like to raise with Council for consideration in any future amendment process.

The standard billboard sizes used by the OOH industry are as follows:

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

A common misunderstanding is that the industry wants at all times to use the largest size sign structures available to project the largest advertisement. However, the key

objective differs as it is to ensure delivery of an advertising message in an effective and efficient manner. The larger the size of the advertising sign the higher construction costs for the industry, so there is a clear economic benefit to constructing an advertising sign of a size and height suitable for the location. The size of the sign is dependent on several factors such as the road size, road category and travel speed.

The OMA would welcome the opportunity to discuss the industry's requirements further with council and we would be pleased to visit council at a time convenient to you to do this. The contact at the OMA for meeting arrangements is Cathy Towers, Planning and Policy Officer on telephone number 02 9357 9900 or email cathy.towers@oma.org.au.

Thank you for your consideration of the matters raised in this letter.

Kind regards



Tess Phillips
Senior Policy Adviser

Encl.

