

PLANNING POLICY No. 9

Signage

1.0 PURPOSE OF THE PLANNING SCHEME POLICY

The purpose of this policy is to assist in the implementation and application of the Signage Code and to state what the design criteria are that applies to different types of signage that the Signage Code requires to be met.

2.0 DESIGN CRITERIA FOR SIGN TYPES

In the assessment of any application under the City Plan for an Advertising Sign, the Rockhampton Regional Council requires a number of Performance Criteria to be complied with. These performance criteria are set out in the Signage Code with an Acceptable Solution specified. This policy provides details on how an applicant can determine if a proposal is in accordance with an Acceptable Solution set out in the code for a Performance Criteria.

2.1 Maximum Total Sign Face Area

The Maximum Total Sign Face Area for any given site is to be limited to the higher of the areas calculated using the following methods:

- (a) Boundary Length Method (see section 2.1.1);
- (b) Building Elevation Method (see section 2.1.2);

The total sign face area for a particular site shall be calculated by summing the individual sign face areas of all advertising signs with the exception that for advertising signs capable of accommodating an advertisement on both front and back the sign face area of one side only need contribute to the total area. The total sign face area calculated shall be a true representation of the proposed advertising sign. To remove any doubt, decorating lines, stripes and architectural trims whether illuminated or non-illuminated (that are not part of a logo, trademark, etc.), do not form part of the calculated total sign face area.

For both methods (section 2.1.1 and 2.1.2) for a site with more than one (1) tenancy or business, the Maximum Total Sign Face Area is increased by 25%.

For a site with more than one street frontage (ie. corner sites) the Maximum Total Sign Face Area for each street frontage shall be calculated separately and all advertising signs shall be positioned so as to face the relevant street for which the calculation has been made. Sign Face Area cannot be transferred from one frontage to another.



2.1.1 Boundary Length Method

The boundary Length Method is based on the length of the site fronting the street on which the advertising sign is to be located.

Under this method the Total Sign Face Area (TSFA) is calculated as follows:

$$\text{TSFA} = \text{Length of Site Frontage} \times 1\text{sqm}$$

Note. If on a corner that has been truncated, measure from the point created by extending both property boundaries facing the street through each other as if there never had been a truncation.

2.1.2 Building Elevation Method

The building Elevation Method is based on the height and width of the building fronting the street on which the signage is to be located or to which the signage will refer to (or more specifically a business, group or organisation within the building).

The following Table 1 provides the basis for calculating the Total Sign Face Area to be allocated for a site containing a single or multistorey building. For the purposes of Table 1 the building elevation width of a storey in a building is calculated by projecting the floor area of each storey onto a horizontal plane and measuring the horizontal width of the frontage of each storey to the street frontage, to which the advertising signage will face and the Total Sign Face is being calculated for. To remove any doubt, a mezzanine or partial storey is a storey for the purposes of Table 1 below.

Sign face area per metre of building elevation width	Storey
0.25 m ² /m	5 th storey
0.25 m ² /m	4 th storey
0.25 m ² /m	3 rd storey
0.25 m ² /m	2 nd storey
0.5 m ² /m	1 st storey
1.0 m ² /m	Ground storey

Table 1

The manner in which the area is measured is as follows;

For a building such as that shown below in Figure 1, the process is to look at the development in plan view and to then project the building elevation towards the street that the Total Sign Face Area is being calculated for as shown in Figure 2.



ROCKHAMPTON CITY PLAN
PLANNING SCHEME FOR THE CITY OF ROCKHAMPTON

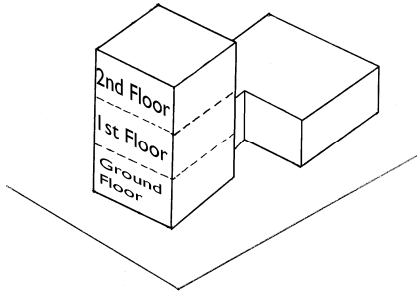


Figure 1

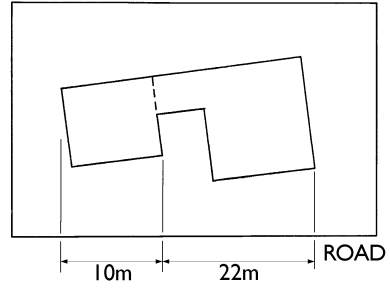


Figure 2

The total Ground Floor building elevation width is 32 metres, while the width for both the 1st and 2nd storeys is 10 metres. Based on Table 1, the Total Sign Face area to the road using this method is 32m + 5m + 2.5m, totalling 39.5 metres.



2.1.3 Examples

Example 1: Site with Single Tenant

A two (2) storey building has a street frontage building width of 17.5 metres and is located on an allotment with a street frontage of 32 metres, therefore

By Building Elevation Method:

$$\begin{aligned} \text{TSFA} &= 17.5 \text{ m} \times 1.0 \text{ sqm} && \text{(ground floor)} \\ &+ 17.5 \text{ m} \times 0.5 \text{ sqm} && \text{(first storey)} \\ &= 26.25 \text{ sqm} \end{aligned}$$

By Boundary Length Method

$$\begin{aligned} \text{TSFA} &= 35 \times 1 \text{ sqm} \\ &= 35 \text{ sqm} \end{aligned}$$

In this example the Boundary Length Method would be used to determine the Maximum Total Sign Face Area for the site. This total advertising sign area can be incorporated anywhere within the site facing the street frontage used to calculate the Boundary Length Method.

Example 2: Site with Multiple Tenants

A site has a frontage of 20 metres and multiple tenancies, therefore the boundary length method:

$$\begin{aligned} \text{TSFA} &= 20 \times 1 \text{ m}^2 \\ &= 20 \text{ m}^2 \end{aligned}$$

Add 25%

$$\begin{aligned} \text{TSFA} &= 20 \times 1.25 \\ &= 25 \text{ m}^2 \end{aligned}$$

2.2 Sites Not Facing Onto A Street But Visible From Nearby Streets

Where a building is visible from a nearby street but does not front or have direct access to that street the building may contain advertising signs which are visible to the street subject to the Maximum Total Sign Face Area being calculated using the Building Elevation Method with the visible building width being used in place of the actual building width in the calculations.



3.0 FREESTANDING SIGNS

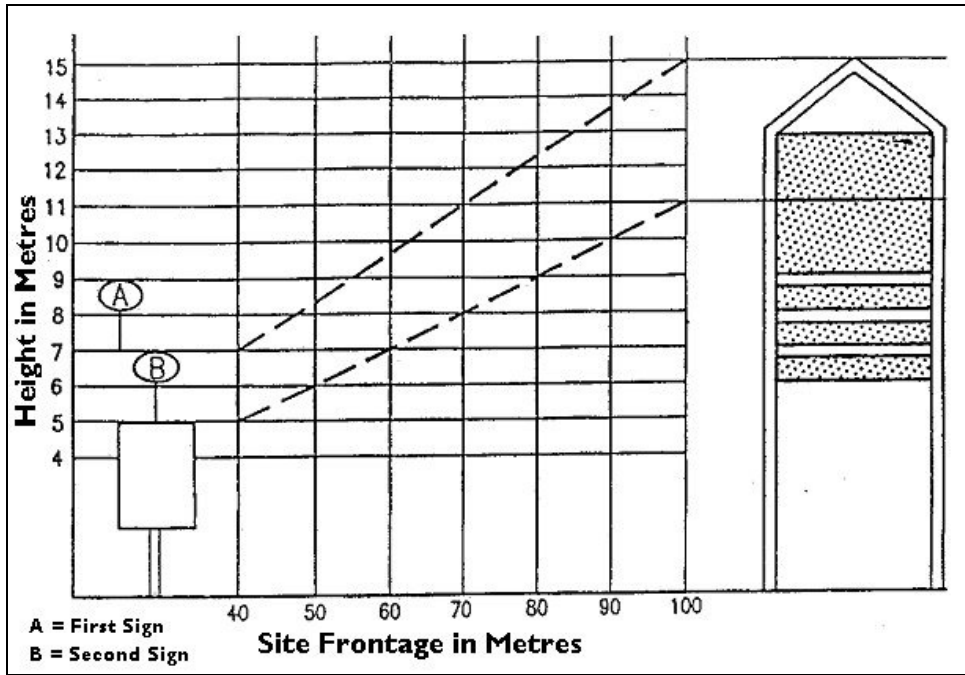
A Freestanding Sign is any advertising sign which is self supporting and independent of any building.



3.1 Design Criteria for Freestanding Signs

An application for a Freestanding Sign shall comply with the following design criteria:

- (a) the maximum height of a Freestanding Sign shall not exceed that provided in the following diagram (and section 3.2) unless otherwise stated;



(refer to section 3.2 on how to calculate this diagram)

- (b) the minimum spacing between two or more Freestanding Signs on a site shall not be less than the combined height of both signs multiplied by a factor of 2 (ie, a site with two signs 6.0m and 3.0m in height will require a spacing of 18m);
- (c) a minimum clearance of 3m shall be maintained from all side boundaries;
- (d) the sign face area of a Freestanding Sign shall not exceed 35% of the Maximum Total Sign Face Area using the Boundary Length Method;

3.2 Maximum Permitted Heights for Freestanding Signs

The height of a Free Standing Sign is determined by the width of the site to the road frontage along which the freestanding sign will be erected or orientated towards. Where a site has a road frontage of less than 41 metres, the maximum height of one (1) Free Standing Sign is 7 metres. It is inconsistent with this policy, and therefore not permitted, that a site with a frontage of less than 41 metres has a second Freestanding Sign.

For a site that has a road frontage of 41 metres or more and there is one (1) Freestanding sign proposed to be located along or orientated



towards a street frontage of the site, the maximum height of the Freestanding Sign is calculated as follows;

$$\text{Height} = 7 \text{ metres} + ((\text{Frontage} - 40\text{metres}) \times 0.133)$$

Where there is proposed to be two (2) or more Freestanding Signs located along or orientated towards a street frontage of the site, the maximum height of the additional Freestanding Signs to the first, are calculated as follows

$$\text{Height} = 5 \text{ metres} + ((\text{Frontage} - 40\text{metres}) \times 0.0833)$$

4.0 ILLUMINATED AND FLASHING SIGNS

4.1 Illuminated Signs

Advertising signs illuminated by means of either internal or external artificial light shall be designed to satisfy the following design criteria.

4.1.1 *Design Criteria for Illuminated Signs*

An illuminated sign shall comply with the following design criteria:

- (a) the light shall not spill beyond the site and/or create a nuisance to any adjoining property (as per the provisions set out in the Environment Protection Act); and
- (b) the advertising sign shall be designed and operated to so as to ensure the amenity of an area is not detrimentally effected; and
- (c) the intensity of any artificial light shall also be maintained at a level to ensure any passing traffic is not blinded or otherwise distracted.

4.2 Flashing Signs

A Flashing Sign is any advertising signs provided with artificial light, which is wholly or partially capable of flashing on and off at intervals.

These advertising signs are in general discouraged by Council. The establishment of a Flashing Sign shall be at the discretion of the Council and where approved shall be governed by the same requirements as an Illuminated Sign (see Part 4.1.1), in addition to any extra design criteria considered appropriate. Flashing Signs will not be supported in, or in the vicinity of, any Residential Area.

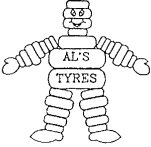


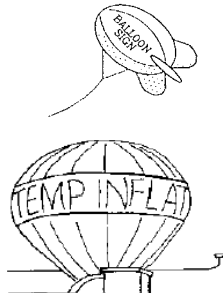
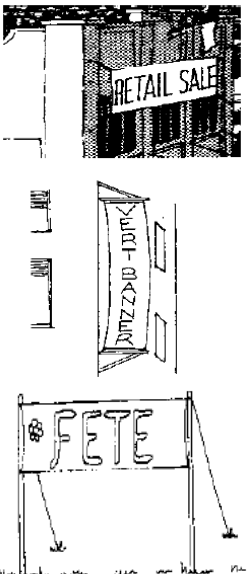
5.0 DEFINITIONS OF DIFFERENT SIGN TYPES

The definitions set out below in the following Table define each different Sign Type that is referred to in the Signage Code as well as other parts of this Planning Scheme. The pictures shown under each Sign Type heading are for illustrative purposes only, showing one or more examples of the Sign Type that is defined. These definitions also support section 6.0 of this Policy.



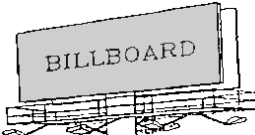
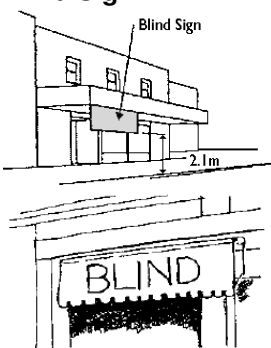
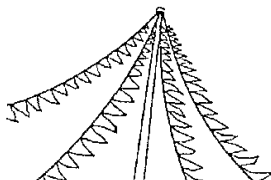
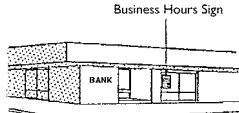

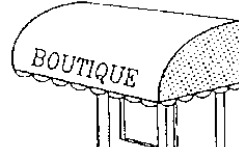
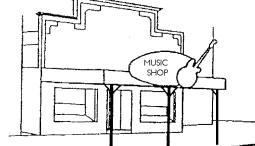
ROCKHAMPTON CITY PLAN
PLANNING SCHEME FOR THE CITY OF ROCKHAMPTON



SIGN TYPE	DEFINITION
<p>3-Dimesnional Sign</p> 	<p>A 3-Dimensional Sign is any advertising sign that is designed to replicate or copy a real world object or shape. The replica may be;</p> <ul style="list-style-type: none"> • enlarged, miniaturised or equal in scale, and/or • freestanding or form part of a freestanding sign
<p>Above Awning Sign</p> 	<p>An Above Awning Sign means any advertising sign located on top of and attached to an awning or verandah which is situated over a public roadway.</p>
<p>Awning Fascia or Return Fascia Sign</p> 	<p>An Awning Fascia or Return Fascia Sign is any advertising sign painted or otherwise attached to the fascia or return fascia of an awning.</p>
<p>Balloon/Kite Sign</p> 	<p>Is any advertising sign, containing a fixed or captive balloon or kite or the like, including a blimp, cold air inflatable device or a tethered 'lighter than air' device.</p>
<p>Banner Sign</p> 	<p>A Banner Sign is any advertising sign intended to be suspended from any structure, or pole either with or without supporting framework and displaying an advertisement applied or painted on paper, plastic or similar material, or fabric of any kind.</p>



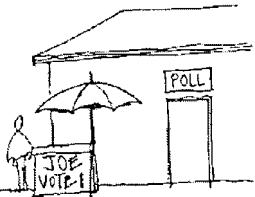
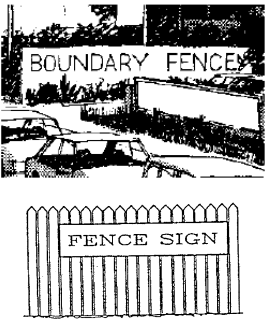
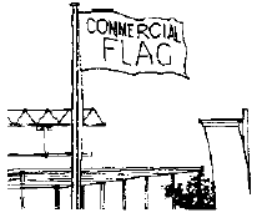
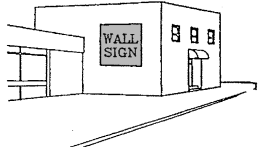
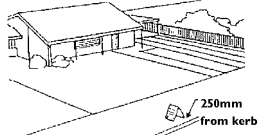
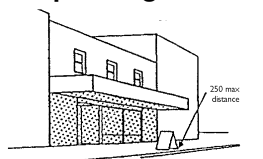
ROCKHAMPTON CITY PLAN
PLANNING SCHEME FOR THE CITY OF ROCKHAMPTON

<p>Billboard Sign</p> 	<p>A Billboard Sign is any advertising sign generally characterised by having a width greater than its height and is normally positioned on one or more vertical supports. These advertising signs shall generally be Freestanding Signs however in exceptional circumstances they may be mounted on the side of a building.</p>
<p>Blind Sign</p> 	<p>A Blind Sign is any advertising sign painted or applied to a flexible material suspended from an awning, verandah or wall</p>
<p>Bunting</p> 	<p>Bunting includes any decorative flags, pennants and streamers.</p>
<p>Business Hours Sign</p> 	<p>A Business Hours Sign is any advertising sign used to display the hours in which the business operates and/or if the business is open or not.</p>
<p>Business Name Plate Sign</p> 	<p>A Business Name Plate Sign is any advertising sign intended to display the name and/or occupation of the business occupant or occupants and may include the hours of operation of the business.</p>
<p>Canopy Sign</p> 	<p>A Canopy Sign is any advertising sign painted or applied onto a canopy structure.</p>
<p>Created Awning Sign</p> 	<p>A Created Awning Sign is any advertising sign consisting of a creative advertisement attached to the fascia of an awning and which projects beyond the natural line of the awning and therefore interrupts the natural lines of the awning.</p>




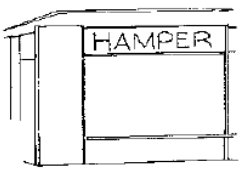
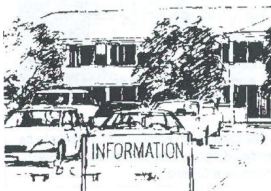


ROCKHAMPTON CITY PLAN
PLANNING SCHEME FOR THE CITY OF ROCKHAMPTON



<p>Election Sign</p> 	<p>An Election Sign is any fixed or portable advertising sign identifying candidates, registered political parties or groups standing at a Local, State or Federal Government election or poll or in connection with a referendum.</p>
<p>Fence Sign</p> 	<p>A Fence Sign is any advertising sign painted or otherwise affixed to a fence, where the fence acts as a permanent partition, screen or barrier normally along the boundary of a property. This does not include a Sporting Field Fence Sign, Real Estate Sign, Public Notification Sign, Trade Sign or Election Sign.</p>
<p>Flag Sign</p> 	<p>A Flag Sign is any advertising sign in the form of a flag, which is flown from a masthead, fixed either to or in front of a building or suspended from any structure, or pole. Any masthead, structure or pole able at any time to fly a flag is taken to also be part of a Flag Sign.</p> <p>To remove any doubt this does not include the Australian flag (including armed forces), Queensland flag, Rockhampton Regional Council flag or any other similar type of flag.</p>
<p>Flush Wall Sign</p> 	<p>A Flush Wall Sign is any advertising sign painted or otherwise affixed upon and confined within the limits of a wall of a building. It does not include a Real Estate Sign, Public Notification Sign, Trade Sign or Election Sign.</p>
<p>Footpath Real Estate Sign</p> 	<p>A Footpath Real Estate Sign is a Footpath Sign (as described below) displayed temporarily to facilitate the sale, auction, lease or letting of a property or to indicate the location of property including display homes and newly subdivided estates.</p>
<p>Footpath Sign</p> 	<p>A Footpath Sign is any advertising sign, normally portable or temporary, located in the road reserve (normally on the footpath) including sandwich board and A-frame advertising signs but not a Footpath Spinning Sign.</p>
<p>Footpath Spinning Sign</p>	<p>A Footpath Spinning Sign is any advertising sign positioned on the footpath, which is characterised by either a spinning or rotating panel by way of mechanical means or wind driven energy.</p>

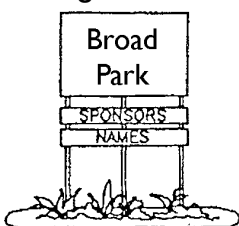
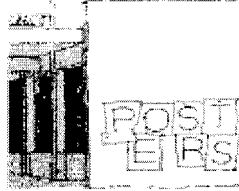

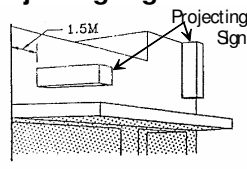
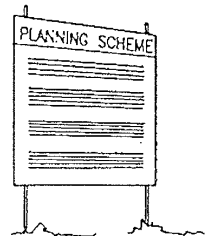
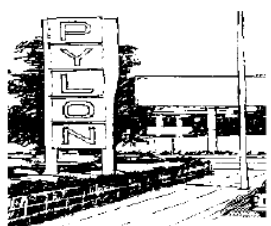


ROCKHAMPTON CITY PLAN
PLANNING SCHEME FOR THE CITY OF ROCKHAMPTON

<p>Ground Sign</p> 	<p>A Ground Sign is any advertising sign, which identifies the site and is normally erected at a driveway entrance on the ground as a permanent structure. This includes any entry statement into a development such as a residential estate, industrial estate, and the like.</p>
<p>Hamper Sign</p> 	<p>A Hamper Sign is any advertising sign located above the door head or its equivalent height and below that awning level or verandah of a building. It may be painted or otherwise affixed upon the building face.</p>
<p>Information Board Sign</p> 	<p>An Information Board Sign is any advertising sign displaying;</p> <ul style="list-style-type: none"> (a) community information and/or directions to places of interest including locality maps and street directories, for example tourist signs, or (b) information related to the use of facilities or features of an activity undertaken on a site (for example a church displaying service times, a scout hall displaying the activities for the next year, etc), or (c) when located within a site where construction is taking place, displayed only until construction is completed, information about the construction project (not for the purposes of selling parts of the construction project, eg units). Information displayed could be the name of consultants, contractors and the like, the owner of the construction project, the cost of the project and an artists impression of the completed development; or (d) historical information about a place, building or area.
<p>Mobile Sign</p> 	<p>A Mobile Sign is any advertising sign that is not located in the road reserve, not permanently attached to any building or structure, and is portable, including;</p> <ul style="list-style-type: none"> (a) sandwich board advertising signs; (b) A-frame advertising signs; (c) spinning advertising signs; (d) self supporting stand upright signs able to be carried by a person; and (e) self supporting stand upright signs too heavy to be carried by a person and therefore mounted on wheels. <p>To remove any doubt, if located in road reserve it is defined as either a Footpath Real Estate Sign, Footpath Sign or Footpath Spinning Sign depending on the characteristics of the sign.</p>
<p>Newsagency Sign</p> 	<p>A Newsagency Sign is any advertising sign consisting of a small non-illuminated, moveable advertising sign at the side of a footway advertising items for sale and includes a standard wire cage with a removable insert used to advertise daily newspapers.</p>


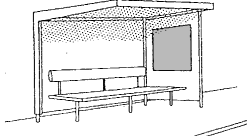
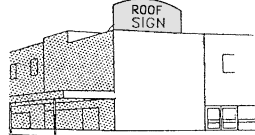

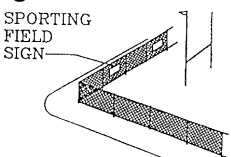



ROCKHAMPTON CITY PLAN
PLANNING SCHEME FOR THE CITY OF ROCKHAMPTON

<p>Park Sign</p> 	<p>A Park Sign is any advertising sign that identifies a sporting club associated with the use of an area of public open space as well as their sponsors. To remove any doubt it does not include any sign or part of a sign that states the name of an area of public open space, that name being the name approved by a resolution of the Council.</p>
<p>Poster Sign</p> 	<p>A Poster Sign is any advertising sign which is characterised as 'bill sticking' and is fixed to a surface by way of adhesive or other means and which is not otherwise defined.</p> <p>These advertising signs include all posters and stickers attached to the external surfaces of buildings, utility poles and street furniture, etc, but excludes any poster or sticker attached to an existing approved advertising sign.</p>
<p>Projected Image Sign</p> 	<p>An Advertising Sign that is an Illuminated Sign projected onto a surface as a static or moving image.</p>
<p>Projecting Sign</p> 	<p>A Projecting Sign is any advertising sign mounted to and projecting from the façade of a building.</p>
<p>Public Notification Sign</p> 	<p>A Public Notification Sign is any advertising sign erected in accordance with a legislative or statutory requirement. They are Freestanding Signs or signs affixed to a building, structure or fence. These advertising signs are not for permanent display, more so these advertising signs are erected and dismantled in accordance with the legislative or statutory requirements (ie. Public notification for Town Planning Impact Assessment signs).</p>
<p>Pylon Sign</p> 	<p>A Pylon Sign is any advertising sign consisting of a Freestanding Sign generally characterised by the fact that its height is greater than its width, mounted on one or more vertical supports.</p>

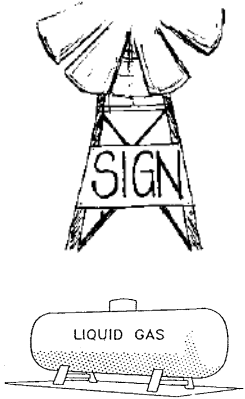
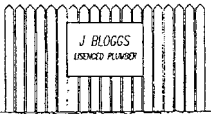
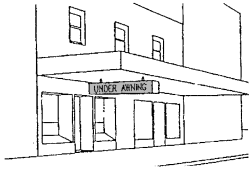
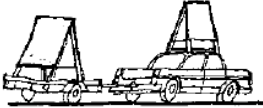



ROCKHAMPTON CITY PLAN
PLANNING SCHEME FOR THE CITY OF ROCKHAMPTON

<p>Real Estate Sign</p> 	<p>A Real Estate Sign is any advertising sign displayed temporarily on the site to which the advertisement relates to facilitate sale, auction, lease or letting of the property.</p>
<p>Road Reserve Sign</p> 	<p>A Road Reserve Sign is any advertising sign that is;</p> <p>(a) located within a road reserve; and</p> <p>(b) not fixed to a building awning or canopy that overhangs road reserve; and</p> <p>(c) not otherwise defined in this Policy as a Footpath Real Estate Sign, Footpath Sign or Footpath Spinning Sign.</p> <p>To remove any doubt it does not include signage that displays information such as bus timetables, postal collection times, number to call in emergency or when malfunction occurs, etc.</p> <p>As an example, it includes</p> <ul style="list-style-type: none"> • an internally illuminated Advertising Sign erected on a street sign pole or traffic signal; • an Advertising Sign hanging from a streetlight pole such as a banner; • an Advertising Sign displayed on a bus shelter, rubbish bin, power pole, telephone box, post office box, or any other permanent structure or piece of infrastructure within the road reserve.
<p>Roof Sign</p> 	<p>A Roof Sign is any advertising sign located on the roof of a building.</p>
<p>Sign Written Roof Sign</p> 	<p>A Sign Written Roof Sign is any advertising sign painted or otherwise affixed to the roof cladding of a building.</p> <p>These advertising signs do not include an advertising sign attached to a roof in the context of a Roof Sign as otherwise defined.</p>
<p>Sporting Field Fence Sign</p> 	<p>A Sporting Field Fence Sign is any advertising sign painted or otherwise affixed to a fence marking the boundaries of a playing field with the advertising sign displayed towards the playing field. Where displayed away from the playing field, for example towards road reserve, it is defined as a Fence Sign.</p>
<p>Stallboard Sign</p> 	<p>A Stallboard Sign is any advertising sign located below the ground floor window. It may be painted or otherwise affixed upon the building face.</p>



ROCKHAMPTON CITY PLAN
PLANNING SCHEME FOR THE CITY OF ROCKHAMPTON

<p>Structure Sign</p> 	<p>A Structure Sign is any advertising sign painted or otherwise affixed to any structure which is not a building. The structure includes batching plants, conveyor housings storage, liquid or gas tanks, and the like.</p>
<p>Trade Sign</p> 	<p>A Trade Sign is any advertising sign erected on a site by a contractor carrying out work on the site (eg. builder, painter, electrician).</p>
<p>Under Awning Sign</p> 	<p>An Under Awning Sign is any advertising sign attached to/or suspended under an awning or verandah</p>
<p>Vehicle Sign</p> 	<p>A Vehicle Sign is any advertising sign placed, fixed or painted on any motor vehicle, trailer or boat apparently stopped on a public road or private property for the primary purpose of displaying such advertising sign.</p> <p>A Vehicle Sign does not include any advertising sign that is painted or otherwise affixed to any furniture removal van, delivery truck, trade vehicle, bus, taxi or other vehicle which is operating in the normal course of business. It also does not include any advertising sign that is displaying that the vehicle is for sale or rent when the vehicle is;</p> <ul style="list-style-type: none"> • parked in a Vehicle Showroom or Workshop; or • parked on the premises of the owner of the vehicle
<p>Window Sign</p> 	<p>A Window Sign is any advertising sign painted or otherwise affixed to the glazed area of any window. These advertising signs also include devices that may be suspended from the window frame but does not include project displays or showcases to be viewed by pedestrians.</p>



6.0 SIGN GROUPS FOR THE PURPOSES OF LEVEL OF ASSESSMENT TABLES FOR PLANNING AREAS

Each Sign Type is contained within a Sign Group that is used within the Level of Assessment Tables of each Planning Area within the City. The location of each Sign Group within the Level of Assessment Tables will determine the level of assessment that the development of a sign type

ROCKHAMPTON CITY PLAN
PLANNING SCHEME FOR THE CITY OF ROCKHAMPTON

or category will have within that Area. The Sign Groups are defined in Schedule 1 of this Planning Scheme Policy.



ROCKHAMPTON CITY PLAN
PLANNING SCHEME FOR THE CITY OF ROCKHAMPTON

SCHEDULE 1

CHAPTER 6
PLANNING POLICY No. 9

Sign Type	GROUP						
	Residential Area or Precinct	Residential Consolidation Area	Commercial Area or Precinct	Environmental Protection Area	Industrial Area or Precinct	Rural Area	Special Use Area
3-Dimensional Sign			B		B		
Above Awning Sign							
Awning Fascia or Return Fascia Sign	B	B	A	B	A	B	B
Balloon/Kite Sign			B				
Banner Sign	B	B	A				
Billboard Sign							
Blind Sign	B	B	A	B	A	B	B
Bunting			B				
Business Hours Sign	A	A	A	A	A	A	A
Business Name Plate Sign	A	A	A	A	A	A	A
Canopy Sign	B	B	A	B	A	B	B
Created Awning Sign	B	B	A	B	A	B	B
Election Sign	A	A	A	A	A	A	A
Fence Sign	B	B	A	B	A	B	B
Flag Sign			B		B		
Flush Wall Sign	B	B	A	B	A	B	B
Footpath Real Estate Sign	A	A	A	A	A	A	A
Footpath Sign	B	B	A	B	B	B	B
Footpath Spinning Sign	B	B	A	B	B	B	B
Ground Sign	B	B	A	B	A	B	B
Hamper Sign	B	B	A	B	A	B	B
Information Board Sign	A	A	A	A	A	A	A
Mobile Sign	B	B	A	B	A	B	B
Newsagency Sign	B	B	A	B	A	B	B
Park Sign	A	A	A	A	A	A	A
Poster Sign							
Projected Image Sign							
Projecting Sign	B	B	A	B	A	B	B
Public Notification Sign	A	A	A	A	A	A	A
Pylon Sign			B		B		
Real Estate Sign	A	A	A	A	A	A	A
Road Reserve Sign	A	A	A	A	A	A	A
Roof Sign			B		B		
Sign Written Roof Sign							
Sporting Field Fence Sign	A	A	A	A	A	A	A
Stallboard Sign	B	B	A	B	A	B	B
Structure Sign			B		A	B	
Trade Sign	A	A	A	A	A	A	A
Under Awning Sign	B	B	A	B	A	B	B
Vehicle Sign							
Window Sign	B	B	A	B	A	B	B

