

**IPSWICH CITY COUNCIL
SUBORDINATE LOCAL LAW NO. 50 (CONTROL OF
TEMPORARY ADVERTISEMENTS)**

Summary Of Provisions

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This Subordinate Local Law is to be read with Local Law No. 50 (Control of Advertisements)

1 Citation

This Subordinate Local Law may be cited as Subordinate Local Law No.50 (Control of Temporary Advertisements)

2 Objects

The objects of this subordinate local law are to ensure that temporary advertisements:

- (1) are constructed and maintained to essential standards of public safety; and
- (2) complement or, at least do not unreasonably detract from, desirable characteristics of the natural and built environment in which the advertisements are exhibited.

3 Permitted Advertisements - (Local Law – section 5(1)(a))

- (1) A temporary advertisement will constitute a permitted advertisement under Local Law – section 5(1)(a), if it:
 - (a) (i) complies with the Building Act 1975; and
 - (ii) meets the Performance Criteria for Temporary Advertisements, as set out in Section 4 below; and
 - (iii) meets the Standards for Temporary Advertisements as set out in Section 5 below; or
 - (b) is attached to a street sign, bus shelter or the like in accordance with an agreement with Council for a fixed period.
- (2) The term does not include an advertisement which an authorised person has determined in writing not to be a permitted advertisement.

4 Performance Criteria for Temporary Advertisements

- (1) All Areas
The advertisement shall:
 - (a) relate directly to the site where it is displayed;
 - (b) not result in alteration to the silhouette of a building by extending vertically beyond or above walls, parapets or roofs;
 - (c) not cover or obscure architectural features of a building;

- (d) where possible, reduce visual clutter of the streetscape by providing fewer, more effective signs, and where appropriate maintain a balance by removing other existing advertisements;
- (e) be designed and situated so as not to expose an unsightly rear view of the sign;
- (f) not detract from the streetscape of the locality where it is erected;
- (g) be designed to provide a clear message to those in close proximity;
- (h) not flash, revolve or involve the production of sound or smell;
- (i) not distract motorists' or pedestrians' view of traffic;
- (j) not protrude in a manner that could interfere with the access of pedestrians or damage vehicles; and
- (k) be constructed of quality materials which are able to be maintained in a neat, clean and tidy manner at all times.

(2) Residential Areas

The proposed advertisement shall:

- (a) remain a minor component of the overall use of the site;
- (b) not be illuminated; and
- (c) be carefully designed and sited so that advertising is discreet and sympathetic to the residential built form and amenity of the locality.

(3) Historical Areas

The proposed advertisement shall:

- (a) be designed with features which complement the cultural heritage significance and streetscape value of the area; and
- (b) not be illuminated.

(4) Commercial Areas

The proposed advertisement shall:

- (a) be placed in a manner that does not detract from other signage in the locality having regard to the style, scale, alignment or pattern displayed; and
- (b) respect the visual rights of neighbouring property owners and not obscure, dominate or overcrowd the view of existing or prospective development on neighbouring sites.

(5) Industrial Areas

The proposed advertisement shall be of a scale which is appropriate to the property, buildings and activities undertaken on site.

(6) Rural and Open Space Areas

The proposed advertisement shall:

- (a) complement the area in which it is located by not detracting from any natural physical features or the character of the locality; and
- (a) be of a scale that complements the site and the surroundings on which it is to be displayed.

(7) Special Use / Other Areas

The proposed advertisement shall:

- (a) complement the area in which it is located by not detracting from any natural physical features or the character of the locality; and
- (b) be of a scale that complements the site and the surroundings on which it is to be displayed. Standards for Temporary Advertisements

5 Standards for Temporary Advertisements

“A” Framed Signs

(1) “A” Framed Signs must:

- (a) be limited to two (2) signs per business premises per road frontage;
- (b) have a minimum width of 0.6m, a maximum width of 1.2m, a minimum height of 0.6m and a maximum height of 1.2m;
- (c) be removed from the road reserve when the business is not open; and
- (d) be located:
 - (i) adjacent to the façade of the building; or
 - (ii) between the building and the road frontage property boundary where the building is set back from the road frontage property boundary; or
 - (iii) wholly within an area between 0.8m and 1.5m from the kerb; and
 - (iv) there must be a minimum 1.8m wide section of the footpath free of signage for the movement of pedestrians;
 - (v) where a site containing multiple tenancies, directly in front of the façade of the relevant tenancy; and
- (e) not be located on the concrete or paved section of a footpath where the footpath has one or more grass verges; or
- (f) otherwise located in a position approved in writing by an authorised person.

Election signs

(2) Persons proposing to display election signs must prior to the display of any election sign:

- (a) complete the prescribed form and lodge same with the local government; and
- (b) pay the deposit in the amount set out in the current Register of Ipswich City Council Fees and Charges, with such deposit being refundable upon removal of all of the signs within 14 days after the day of the election.

(3) Election signs must:

- (a) not be erected or cause to be erected on any road or in any park or reserve or land under the control of Council, except on an approved advertising device; and
- (b) not be an illuminated sign nor a sign made of reflective material;
- (c) not be erected so that any sign interferes with the safety of vehicular or pedestrian traffic; and
- (d) be removed within 14 days after the day of the election.

Mobile Signs

- (4) Mobile Signs must :
- (a) be limited to one advertisement displayed on the premises or land to which the advertisement relates; and
 - (b) have a maximum height of 2.0m and a maximum width of 1.2m; and
 - (c) be secured to prevent danger to pedestrians and traffic in high wind situations; and
 - (d) not be located on a footpath or in a park or reserve unless
 - (i) the site is subject to a lease and the sign is displayed in accordance with the provisions of the lease; or
 - (ii) the sign relates to an approved use in a park.

Real Estate Signs

- (5) Real Estate Signs must:
- (a) be displayed on the site to which the advertisement relates; and
 - (b) be limited to one (1) sign per selling agent per road frontage; and
 - (c) have a maximum area of 1.5m² for residential and historic areas and 3.0 m² for commercial, industrial, rural or open space and special use / other areas.

Event Signs

- (6) Inflatable Event Signs, must:
- (a) be displayed on the site to which the advertisement relates; and
 - (b) if of a balloon, blimp or kite structure, be fixed no higher than 15m from the ground to the top of the device; and
 - (c) not be erected for more than 14 days in any 90 day period; and
 - (d) be able to withstand all weather conditions with the structure or supports certified by a structural engineer; and
 - (e) where displayed for longer than seven days, be checked weekly to ensure the inflation and attachments are properly maintained; and
 - (f) conform to the height provisions contained in the Defence Area Control Regulations (refer Part 11.4.9 Development Constraints Overlays – Defence Facilities) of the Ipswich Planning Scheme.
- (7) Horizontal Banner Event Signs, must:
- (a) be erected on the site; and
 - (b) be limited to one temporary advertisement displayed on the premises to which the advertisement relates; and
 - (c) be displayed for not more than 14 days in any 90 day period; and
 - (d) not cover or hide any architectural features of a building; and
 - (e) have a maximum area of 8m².
- (8) Vertical Banner Event Signs, must:
- (a) be erected on the site; and
 - (b) be limited to one temporary advertisement displayed on the premises to which the advertisement relates; and
 - (c) be displayed for not more than 14 days in any 90 day period; and
 - (d) have a maximum width of 0.6m and a maximum area of 2m²; and

- (e) have a height which does not project above the gutter line of the building.
- (9) Community Event (Fete) Signs, must:
- (a) be a temporary advertisement located on the premises to which the advertisement relates; and
 - (b) be displayed no earlier than two weeks before the event and be removed the day following the event.

Construction Signs

- (10) Construction Signs, must:
- (a) be erected on the site; and
 - (b) have a maximum of one sign per construction company, consultant or sub-contractor per street frontage; and
 - (c) have a maximum area of 8m²; and
 - (d) be removed at the end of the construction or refurbishment period.

Schedule 1

In this subordinate local law –

Commercial Areas means land located in the following zones and localities—Part 4, Urban Areas—Major Centres Zone (division 9); Local Retail and Commercial Zone (division 10); Part 5, City Centre—CBD Primary Retail Zone (division 4); CBD North – Secondary Business Zone (division 5); CBD Primary Commercial Zone (division 6); CBD Secondary Commercial Zone (division 7); CBD Top of Town Zone (division 8); CBD Medical Services Zone (division 9); and CBD Residential High Density Zone (division 10); Part 8, Rosewood—Town Centre Zone (division 4); and Part 9, Township Areas—Township Business Zone (division 8) in the Planning Scheme for the Area of the City of Ipswich.

Historic Areas means land located in the following zones and localities—Part 4, Urban Areas—Character Areas – Housing Zone (division 7); and Character Areas – Mixed Use Zone (division 14); Part 8, Rosewood—Character Areas – Housing Zone (division 6); Part 9, Township Areas—Township Character Housing Zone (division 5); and Township Character Mixed Use Zone (division 6) in the Planning Scheme for the Area of the City of Ipswich.

Industrial Areas means land located in the following zones and localities—Part 4, Urban Areas—Local Business and Industry Zone (division 11); and Local Business and Industry Investigation Zone (division 12); Part 6, Regionally Significant Business Enterprise and Industrial Areas—Regional Business and Industry Zone (division 4); and Regional Business and Industry Investigation Zone (division 5); Part 7, Amberley Air Base and Aviation Zone (division 4); Part 8, Rosewood—Service Trades and Showgrounds Zone (division 5); and Part 9, Township Areas—Showgrounds, Sport, Recreation, Service Trades and Trotting Zone (division 9) in the Planning Scheme for the Area of the City of Ipswich.

Residential Areas means land located in the following zones and localities—Part 4, Urban Areas—Large Lot Residential Zone (division 4); Residential Low Density Zone (division 5); Residential Medium Density Zone (division 6); Business Incubator Zone (division 15); and Bundamba Racecourse Stables Area Zone (division 16); Part 8, Rosewood—Residential Low Density Zone (division 7); Residential Medium Density Zone (division 8); and Urban Investigation Zone (division 9); Part 9, Township Areas—Township Residential Zone (division 4); and Stables Residential Investigation Zone (division 8) in the Planning Scheme for the Area of the City of Ipswich.

Rural and Open Space Areas means land located in the following Planning Scheme zones and localities—Part 4, Urban Areas—Future Urban Zone (division 8); Local Business and Industry Buffer Zone (division 13); Recreation Zone (division 17); Conservation Zone (division 18); and Limited Development (Constrained) Zone (division 19); Part 6, Regional Business and Industry Buffer Zone (division 6); Part 8, Rosewood – Recreation Zone (division 10); Part 10, Rural Areas—Rural A (Agricultural) Zone (division 4); Rural B (Pastoral) Zone (division 5); Rural C (Rural Living) Zone (division 6); Rural D (Conservation) Zone (division 7); and Rural E (Special Land Management) Zone (division 8) in the Planning Scheme for the Area of the City of Ipswich.

Special Use/Other Areas means land located in the following zones and localities— Part 4, Urban Areas—Special Uses Zone (division 20); and Special Opportunities Zone (division 21); Part 8, Rosewood—Special Uses Zone (division 11); Part 9, Township Areas—Special Uses Zone (division 10); and Part 10, Rural Areas—Special Uses Zone (division 9) in the Planning Scheme for the Area of the City of Ipswich.

Temporary Advertisement means a sign that is constructed in a manner which would allow the sign to be readily removed or relocated. The definition includes signs which can be attached to a stationary anchor point on a building, structure or the ground¹.

The definition includes:

- (a) **“A” Framed Signs**, which are advertisements that are highly portable and are generally described as an ‘A’ shape but may include inverted ‘T’ signs and any non-fixed freestanding shop front sign.
- (b) **Construction Signs**, which are advertisements erected on a property or structure during construction or refurbishment of a building or structure.
- (c) **Election Signs**, which are signs which identify a candidate standing at an election.
- (d) **Event Signs**, which are advertisements which announce a local event of a cultural, educational, recreational, religious or social nature or relate to any matter in conjunction with such an event and include Inflatable Signs, Horizontal Banner Signs, Vertical Banner Signs and Community Event (Fete) Signs.
- (e) **Mobile Signs**, which are portable freestanding lightweight signs, generally with wheels, which can be easily moved around a site.
- (f) **Real Estate Signs**, are advertisement which facilitate the sale, auction, leasing or letting of properties.

Vehicle includes a trailer.

¹ An advertisement for a Brothel on the premises on which it is located is permitted and governed by the Code contained in the Prostitution Regulations 2000

Certification Statement

This and the proceeding seven (7) pages bearing my initials is a certified copy of Subordinate Local Law 50 (Control of Temporary Advertisements), made in accordance with the provisions of the Local Government Act 1993, by the Council of the City of Ipswich by resolution dated 20 April 2005.

Chief Executive Officer