

FACT SHEET



Signs & Advertising Devices

Local Law No 1 and Subordinate Local Law No 1 (Administration) 2018

Mareeba Shire Council regulates advertising devices to ensure they are safe and compliment the locality. Some advertising devices require Council approval. It is the signage owners' responsibility to comply with Council's requirements.

Permanent Advertising Devices

Permanent advertising devices require approval. The following approvals and permits may be required for permanent advertising:

- Building approval
- Local Law approval or
- Planning Scheme approval.

Temporary Advertising Devices

Some temporary advertising sign types are classed as a "Permitted Sign" and do not require approval however compliance with the prescribed requirements is necessary. Where a sign is not a permitted sign, or does not meet the prescribed requirements criteria, an application for approval is required.

Prescribed Requirements

The **prescribed requirements for advertising devices** are that -

- (a) the advertising device, including any structure associated with the support of the advertising device, must be structurally sound and safe; and
- (b) the display of the advertising device must not cause obstruction of, or distraction to, pedestrian or vehicular traffic on a road or any road-related area; and
- (c) an advertising device must not be located so as to form a background to a road or road-related area when viewed from any direction; and
- (d) an advertising device must not reflect any vehicle headlight glare towards—
 - (i) a road; or
 - (ii) a road-related area; or
 - (iii) a sensitive place; and
- (e) an advertising device that is illuminated must be shielded to prevent the illumination of any road or road-related area and the illumination of the advertising device must not

extend further than 3m from the advertising device; and

(f) an advertising device may only be erected on premises with the written consent of the registered owner or trustee of the premises and the advertiser must produce the written consent to the local government on demand; and

(g) an advertising device that advertises premises, or an activity conducted on the premises, which is not installed on the premises, must not diminish the visual amenity of the locality on which the advertising device is installed; and

(h) only 1 advertising device that is visible from a road may be installed on premises; and

(i) an advertiser must not install an advertising device within 200m of an intersection of 2 roads unless the advertising device does not cause obstruction of, or distraction to, pedestrian or vehicular traffic; and

(j) the advertiser of an advertising device must maintain the advertising device in good order and repair; and

(k) the advertising device must not be installed on or can be viewed from a State- controlled road; and

(l) an advertising device installed on a local government controlled area or road must not be attached to, or supported by, a tree, shrub or similar vegetation that is in its natural state (whether dead or alive); and

(m) an advertising device must not be attached to local government or main roads infrastructure or signs; and

(n) an advertising device must not be situated on the paved area of the road or on traffic islands; and

(o) the advertiser of an advertising device must maintain a public liability insurance policy that complies with the local government's published standards for public liability insurance for advertising devices, unless the advertising device is a garage sale sign, lost pet sign, election sign, fresh produce signs (not associated with a roadside stall) or a rural identification sign; and

(p) the advertiser of an advertising device must produce documented evidence of public liability

insurance mentioned in paragraph (o) to an authorised person upon request.

Permitted Signs

Banner Signs

- **Vertical Banner Signs (FLAGS)**
 - Do not number more than 1 sign per property
 - Do not cover any architectural feature of a building
 - Do not project above the roofline
 - Do not exceed a maximum width of 0.6m
 - Are no larger than 2m² in face area
- **Horizontal Banner Signs (BANNERS)**
 - Do not number more than 1 sign per property
 - Do not cover any architectural feature of a building
 - Are no larger than 8m²

Construction Signs

- Are only exhibited on a property or structure during construction or refurbishment of a building or structure.
- Are not positioned on a road, footpath or building (other than the one under construction)
- They have a maximum height of 2m
- Contain only project details and real estate information

Event signs

- Are not located on a State Controlled Road (these require approval)
- Do not number more than 8 signs for the same event
- Are not in place earlier than 4 weeks before the event
- Are removed within 48 hours of completion of the event

Garage Sale Signs

- No more than 4 signs
- Are only installed a day before the sale
- Are removed within 24 hours after the sale

Fresh Produce for Sale Signs

- Are not adjacent to a residential property
- Are no larger than 1.08 m² in face area
- Do not number more than 2 signs per seller

Portable signs (sandwich boards)

- Not greater than 1m² in face area on any face

- Are no wider than 750mm
- Are only placed adjacent to the business being advertised
- Are secured to prevent danger to pedestrians and traffic outside the site in high wind situations
- Includes an A Frame sign and a Sandwich Board
- Do not number more than 1 sign per business per road frontage

Real Estate Signs

- Advertise a property for sale, lease or auction
- Not greater than 3m² in face area
- Are not positioned on a road, footpath or building (other than the building being advertised)

Roadside Stall Signs

- Are not adjacent to a residential property
- Are no larger than 1.08 m² in face area
- Do not number more than 2 signs per seller

Placement of Permitted Signs

Permitted temporary advertising devices that are placed on local government controlled roads are to be attached to **timber stakes** and be positioned;

- at least 4m off the edge of the road in a 50-60km/hr speed environment
- at least 6m off the edge of the road in a 80-100km/hr speed environment
- the offset distances applying unless signs are positioned on an existing property boundary or tree line or on top of a road cutting, located inside prescribed parameters

Permitted temporary advertising devices that are placed on state government controlled roads require approval from Department of Transport and Main Roads and compliance with the *Transport Infrastructure Act 1994*.

For more information, contact Council on 1300 308 461 or visit www.msc.qld.gov.au.