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**PROPOSED PLANNING SCHEME POLICY 10**

**MAREEBA SHIRE COUNCIL PLANNING  
SCHEME 2016**

**Advertising Devices with an Electronic Display  
Component**



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## Explanatory Statement

This Explanatory Statement is produced as supporting material to Proposed Planning Scheme Policy 10 - *Advertising Devices with an Electronic Display Component* of the Mareeba Shire Council Planning Scheme 2016.

The Mareeba Shire Council Planning Scheme 2016 categorises permanent advertising devices as operational work.

The definition of advertising device is as follows:

***Advertising Device*** - Any permanent structure, device, sign or the like intended for advertising purposes. It includes any framework, supporting structure or building feature that is provided exclusively or mainly as part of the advertisement.

Advertising devices may either be *Accepted development subject to requirements*, or *Code Assessable*, depending on the particular sign and its location.

Regardless of the level of assessment, the Planning Scheme's Advertising Devices Code is applicable.

To date, most advertising device applications within Mareeba Shire have been for conventional signs with fixed printed/painted advertisements.

Changing trends in the advertising industry has seen a rise in the use digital advertising signage elsewhere and it is only a matter of time before Council is required to consider an application for digital advertising signage.

The primary causes for concern with the use of digital advertising signage are moving imagery and the luminance or brightness factor that can contribute to visual and cognitive distractions for the driver and road user. It is important to ensure the right balance of brightness and to avoid creating unnecessary distractions.

To ensure that appropriate guidance material is available for future digital advertising signage, proposed Planning Scheme Policy 10 has been drafted.

The proposed policy is intended to inform the assessment of an application for Operational Works (Advertising Device) where the proposed advertising device includes an Electronic Display Component (EDC).

The proposed policy requires an applicant to provide the nominated information to demonstrate compliance with performance outcomes PO1, PO2(a), (d), (e) and PO4(a), (b) of the Advertising devices code.

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## SC6.11 Planning Scheme Policy 10 - Advertising Devices with an Electronic Display Component

### 1. Purpose

The purpose of this policy is to set out the information that is required by Council to inform the assessment of an application for Operational Works (Advertising Device) where the proposed advertising device includes an Electronic Display Component (EDC).

The policy will ensure that an advertising device with an EDC:

- displays content that does not cause a visual or cognitive distraction to drivers or road users.
- is constructed and maintained to required standards of public safety; and
- complements and does not detract from desirable characteristics of the natural and built environment in which the advertising device is exhibited.

### 2. Applicability

This policy is used to support the application of the Advertising devices code.

This policy applies to an application for Operational Works (Advertising Device) where the proposed advertising device includes an Electronic Display Component (EDC).

To assist in interpretation, the following definition shall apply:

**EDC** – (Electronic Display Component) part or the whole of a sign which utilises an image projector, bulbs, LED's, LCD or similar devices which are used to present the content of the sign. Also referred to as Digital Displays.

The information required by this policy is necessary to demonstrate compliance with performance outcomes PO1, PO2(a),(d),(e) and PO4(a),(b) of the Advertising devices code.

### 3. Information to be provided with a development application

This information is to be provided as part of a well-made application to inform the assessment of an application for Operational Works (Advertising Device) where the proposed advertising device includes an EDC.

The application is to include sufficient information to demonstrate that the EDC will achieve the following:

#### 1.0 DIGITAL DISPLAY FEATURES

- 1.1 The digital display of the advertising device must incorporate an automatic error detection system which will turn off the display or display a blank screen should the advertising device malfunction.
  - 1.2 The digital display of the advertising device must incorporate a minimum of two (2) automated ambient light sensors capable of supporting a minimum of five (5) levels of stepped dimming to ensure digital display luminance can adjust automatically in response to surrounding ambient light conditions from dark of night to fully sunlit conditions.
  - 1.3 The digital display of the advertising device must provide for onsite control, operation, configuration and diagnosis of the digital display.
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- 1.4 Messages must remain static for a minimum dwell time of eight (8) seconds, and are not to scroll across the digital display or incorporate flashing, blinking, revolving, pulsating, high contrast or rotating effects animation.
- 1.5 Each change of advertisement is to be completed instantaneously (i.e. within 0.1 of a second).

## 2.0 DIGITAL DISPLAY ADVERTISEMENTS AND MOVEMENT

- 2.1 The digital display of the advertising device must not be split to display multiple advertisements on the one digital display.
- 2.2 Advertisements must not display text, photographs or symbols depicting, mimicking or that could be reasonably interpreted as a traffic control device.
- 2.3 Advertisements must not invite traffic to move contrary to any traffic control device, or turn where there is fast moving traffic.
- 2.4 Advertisements must not use colours in combinations or shapes that could be reasonably interpreted as a traffic control device.
- 2.5 Advertisements must only promote a single, self-contained advertising message that is clear, succinct, legible and easily understood at a glance. The use of text components in a sequential manner, whereby text refers to or is reliant on previous or successive screen displays in order to convey an advertising message is not permitted.

*Note: An advertising message refers to the main point the advertisement is attempting to convey to its target audience. This condition seeks to ensure that drivers in particular are not required to spend an excessive amount of time reading and interpreting advertisements.*

- 2.6 Changeover animation effects such as 'fade', 'zoom', or 'fly-in' between advertisements must not be used.
- 2.7 A blank black, white, or any coloured screen must not be displayed between advertisements.
- 2.8 Advertisement that comprise of, or incorporate moving visual images, such as videos or animations must not be displayed.

*Note: Video refers to a recording or the streaming of moving visual images captured by or using a video camera. Animation refers to a simulation of movement created by displaying a series of pictures or frames either digitally or otherwise.*

- 2.9 The Advertising Device must not be capable of playing audio nor synchronised with any outdoor sound system utilised for advertising purposes.
- 2.10 Indiscriminate use of colour must be avoided and adequate contrast provided between text components and their background to ensure legibility and readability of the advertisement at a glance.

## 3.0 ILLUMINANCE AND LUMINANCE

- 3.1 Any lighting devices associated with the signage, such as sensory lighting, must be positioned on the site and shielded so as not to cause glare or other nuisance to nearby residents or motorists. Night lighting must be designed, constructed and operated in accordance with 'Australian Standard AS4282 – Control of the obtrusive effects of outdoor lighting'.

3.2 Luminance levels of the Advertising Device must not exceed the applicable levels listed in *Table 1* below.

**Table 1: Luminance levels Advertising Device**

Ambient Condition Description	Dimming Level	Advertising Device Illuminance Vertical Component (lx)	All Colours		Bailey's Sign Nit Setting	
			Screen Luminance (Cd/m <sup>2</sup> ) Max	Screen Luminance (Cd/m <sup>2</sup> ) Min	MAX (nit)	MIN (nit)
Sunny Day	5	40000	6300	2800	6000	2800
Cloudy Day	4	4000	1100	500	1100	500
Twilight	3	400	480	260	480	260
Dusk	2	40	380	120	380	120
Night	1	<4	340	80	270	80

*Note: Illuminance refers to the intensity of light falling at a given place on a lighted surface when measured by a lux meter and expressed as luminous flux per unit area (otherwise known as lux (lx)). Luminance refers to the intensity of light per unit area of its source when measured by a luminance meter and expressed as candela per square meter (cd/m<sup>2</sup>). It is often used to describe the perceived brightness of a light source.*