

Major Entry Community Signage

Date of Resolution

These guidelines were adopted by Council on 8 November 2016 and take effect from 21 November 2016, in accordance with section 2.3(2) of the Planning Scheme.

Purpose of the Guideline

Digital advertising devices are an emerging technology and provide the opportunity for real time, attractive, changeable messaging to the public, including community information and emergency communications.

This guideline is intended to apply to development applications for advertising devices used for major entry community signage that utilise digital advertising media. This specialised form of electronic advertising device does not include advertising devices that do not offer these community benefits.

The purpose of this guideline is to assist with the interpretation of the Ipswich Planning Scheme and to clarify Council's planning intent relating to major entry community signage along gateways and approach routes in the Ipswich local government area.

This guideline sets out matters to be considered when proposing development for major entry community signage. This guideline complements the Planning Scheme's Advertising Devices Code and the Department of Transport and Main Roads' (DTMR) *Roadside Advertising Guide*.

Council's Implementation Guidelines are intended to apply a standard approach to the interpretation and implementation of the relevant aspects of the Planning Scheme. They offer a degree of certainty and formality to applicants, Council and the community. This guideline does not change the level of assessment outlined in the relevant zone or the code provisions of the Planning Scheme.

Definitions

For the purposes of this Implementation Guideline, the following terms have the meaning as set out below:

'Digital Advertising Sign' means a digital sign face that displays electronic images or messages that are changeable.

'Major Entry Community Signage' means an Advertising Device which utilises a Digital Advertising Sign for the purpose of entry statements to major centres and includes community information, emergency messaging and advertising. Major entry community signs may take the form of Billboards, Wall Signs, Pole Signs or Pylon Signs.

Major entry community signage generally has a sign face area of 40m² or greater.

Guidelines

1. Placemaking Opportunity

Major entry community signage should be used as an effective placemaking tool to foster connections between people and place. Done effectively, major entry community signage can help draw attention to and distinguish an area from another, as well as promote a sense of place.

Major entry community signage is to be located at major gateways and approach routes to major centres as determined by Council and is to incorporate placemaking elements such as architectural and landscaping treatments that reinforce the identity of the local area and the subject site and its surrounds.

Community and emergency messaging are to be included to provide a community benefit by increasing awareness and community building opportunities, and through the promotion of local events, goods and services.

2. Site Context

Major entry community signage is to consider the site context and appropriateness of the location to ensure the device positively contributes to the streetscape and site surrounds. The design and placement of major entry community signage should be complementary and integrated into the built form and the immediate area.

The form, scale and placement of major entry community signage should not cause driver distraction or increase the risk of an accident on the road network.

Devices that interrupt or obscure important view corridors or architectural elements, or that may create a nuisance, or that are likely to detract from an area or create negative outcomes are not supported.

It is intended that major entry community signage is located primarily in commercial and industrial areas, and generally avoids residential areas, historic areas (ie. character areas, character places or identified Places of Interest) and open space areas. Consideration may be given to the location of major entry community signage in special use or rural areas based on the merit of the proposal and predominant use of the area.

3. Information to be Conveyed

The information conveyed by major entry community signage is important for promoting placemaking and providing community information. To meet this intent and pursuant to an agreement with Council, the major entry community signage is to provide:

- (a) a minimum of 10% of each hour dedicated to the advertisement of local community information (eg. major community events, weather and time information, population growth figures, etc.); and
- (b) additionally, emergency messaging (eg. flood, bushfire, storm, missing child alerts, etc.).

Major entry community signage may display third party advertising where the advertising is generally limited to the promotion of businesses, goods and services which can be accessed or purchased within the Ipswich local government area to support and foster local business activity.

4. Non-Proliferation

To ensure the major entry community signage achieves its purpose as a major entry statement, the location of the devices is limited to gateways and major approach routes, and are to be located such that:

- (a) only one major entry community sign is provided at each gateway location; and
- (b) no device is located closer than 5km in Urban Areas and 10km in Rural Areas from another major entry community sign to provide adequate separation and minimise the proliferation of these devices.

Council may consider a lesser separation where exceptional circumstances exist in relation to physical separation of existing or proposed sites.

5. Specific Planning Outcomes

The following is provided to assist with the interpretation of the relevant assessment criteria in relation to the establishment of major entry community signage and should be read in conjunction with the Advertising Devices Code (Part 12, Division 14).

The assessment of proposals for major entry community signage should consider the following:

(1) Location and Design

The design and location of the signage should:

- (a) be appropriate to the location;
- (b) achieve a high quality appearance;
- (c) positively contribute to the streetscape, architecture and character of the immediate area;
- (d) be integrated with existing buildings, landscaping, streetscapes and public spaces;
- (e) ensure the scale, mass and architectural character is consistent with the immediate and surrounding area;

- (f) avoid locations identified in DTMR's *Roadside Advertising Guide* that may have a distractive influence on drivers or negatively impact on road safety;
- (g) avoid high risk locations such as those with a history of accidents;
- (h) incorporate relevant CPTED principles;
- (i) ensure the advertising device does not create a hazard or nuisance in terms of lighting, glare or reflectivity into residential or public use areas;
- (j) consider other established advertising devices to avoid visual clutter and proliferation of advertising.

(2) Content

The content of the signage should:

- (a) not distract motorists, pedestrians or cyclists;
- (b) not imitate, confuse or reduce the effectiveness of traffic control devices such as traffic lights, road signage or appear to provide instruction to drivers;
- (c) only display one (1) advertisement at a time and should not display multiple advertisements simultaneously; and
- (d) remain static at all times and not include the display of animated, flashing or moving imagery.

(3) Operation

The operation of the signage should:

- (a) not include blank screens between advertisements;
- (b) complete the changing of displayed advertisements instantaneously (ie. less than 0.5 seconds);
- (c) include a minimum dwell time of 10 seconds where visible from roads with a signed speed of less than 80km/hr and 25 seconds for roads 80km/hr or greater.
- (d) display a blank black screen in the event of a malfunction or failure;
- (e) include automatic intensity control (ie. automatic dimming);
- (f) be switched off between 11.00 p.m. to 6.00 a.m. in any sensitive area as determined by Council; and
- (g) include community information and emergency messaging (eg. flood, bushfire, storm, missing child alerts, etc.) pursuant to an agreement with Council.

(4) Time Limited Approvals

- (a) Council may impose a time limit on the approval having regard to likely future development in the area.



6. Pre-lodgement Discussion and Development Assessment

Where a development application is proposed for major entry community signage, it is recommended that landowners or applicants engage early with Council officers to identify whether the proposal is suitable and to discuss any possible issues.

7. Advice Referral

Major entry community signage proposed in proximity to state controlled roads may trigger referral to the Department of Transport and Main Roads (DTMR) in accordance with the *Sustainable Planning Act 2009* (SPA).

In some instances, Council may refer a development application not triggered under the SPA to the DTMR for advice. For example, where the major entry community signage has the potential of being visible from a state controlled road.

