

Estate and Directional Signage

Date of Council Resolution

These guidelines were adopted by Council on 28 April 2009 and took effect from that date in accordance with section 2.3(2) of the Planning Scheme.

Purpose of the Guideline

These guidelines are intended to assist with:

- (a) the design, placement, content and timeframes for advertising and directional signage associated with land releases in new estates;
- (b) the design, placement and content of permanent estate entry walls; and
- (c) directional signage for major shopping centres.

Estate signage may involve internal (on-site) and external (off-site) signage. External signage should be limited to signage that provides directions to an estate or major shopping centre, rather than advertising.

Council's Implementation Guidelines are intended to apply a standard approach to the interpretation and implementation of relevant aspects of the Planning Scheme. They offer a degree of certainty and formality to applicants, Council and the community. Where an applicant is proposing a variation to the guidelines the onus is on the applicant to demonstrate the facts and circumstances to support the variation.

Guidelines

1. Internal (on-site) signage overview

- (1) Internal estate signage may be used to advertise the sale of land and the location of the stage currently being sold. This may include 'branding' of the estate and the location of facilities such as a sales office or a display village.
- (2) It is anticipated that internal signage would normally be provided at the entry to the estate or as part of a display office or display village.
- (3) Additional internal directional signage may be allowed where it is reasonably required to assist customers to find their way to access current stages from the estate entry or display facilities / sales office.
- (4) All estate signage is to be designed, constructed and installed in a manner which:-
 - (a) enhances the overall visual amenity of the estate and its surrounds; and
 - (b) does not cause nuisance or disturbance or affect the safety of people accessing the estate or other nearby persons.
- (5) Accordingly, estate signage should:-
 - (a) maintain a high quality, attractive appearance;

- (b) avoid visual clutter, particularly avoiding a proliferation of signs. (Signs should be no closer than 50 metres apart, unless otherwise specifically approved);
- (c) include secure fittings to avoid storm or wind damage;
- (d) not constitute a pedestrian or vehicle hazard;
- (e) not distract, or obstruct the view of, drivers; and
- (f) be located within land parcels unless otherwise specifically approved.

- (6) Council may require the removal of any estate signage which it considers has an adverse impact on amenity or public safety.
- (7) Where permanent or semi permanent signs or entry walls are provided, the official suburb name is to be provided in the same font and orientation and not less than half the size of the estate name.
- (8) Incorrect use of official place names also contravenes the Place Names Act.

2. Permanent Entry Walls

- (1) Permanent entry walls are sometimes utilised as an identifier for an estate.
- (2) These walls can create confusion through residents and visitors believing that the name on the entry wall is the formal suburb name.
- (3) This can result in problems with mail delivery and more importantly, with emergency service provision owing to confusion between estate names and official place names in computerised response systems.

Figure 1



- (4) Permanent entry walls are to be located wholly within lots and will generally not be accepted within public land so as not to become a maintenance burden for Council.
- (5) Where a lot contains a permanent entry wall, the developer will be required, as a condition of approval, to notify a purchaser that the wall is located on the subject land.

- (6) Permanent entry walls are to be designed and constructed to ensure that they do not compromise safety (i.e. clear sight lines and appropriate sight distances need to be maintained).
- 3. **Display Office Signage**
 - (1) Signage associated with a display office is to be provided in accordance with the building signage provisions as contained in the Advertising Devices Code (Refer to Part 12 Division 14 of the Planning Scheme).
 - (2) Such signage should be of a scale consistent with the display office and provide for estate branding and site information such as the site layout.
 - (3) Relevant signage details should be lodged at the same time as the Development Application for the display office.
 - (4) An example of appropriate display office signage is shown in Figure 2 below.
 - (5) All signage associated with the display office is to be removed upon substantial cessation of the use of the display office or as otherwise determined by Council.

Figure 2



- 4. **Display Village Signage**
 - (1) Signage for a display village may include estate branding opportunities and the advertising of builders/construction companies working on the site.
 - (2) Branding banner signs or flags may be allowed within the approved display village area provided they are erected in a manner that does not cause visual clutter and that they maintain an appropriate scale in respect to their surroundings.
 - (3) Banner signs will generally be limited to one banner per property.
 - (4) Builder's signage will generally be limited to one sign per construction site and be of a scale and design compatible with the site and the display village as a whole.
 - (5) Appropriate examples of display village signage are shown in Figure 3.
 - (6) All signage associated with the display village is to be removed upon substantial cessation of the use of the display village, or as otherwise determined by Council.
 - (7) Approval may also be obtained pursuant to Clauses 6 and 8 for temporary directional signage (refer to Figures 5, 6 and 7).
 - (8) Such temporary directional signage may involve the substitution of the words 'Land Sales' with 'Display Village' or such other derivative or variation as approved by Council.

Figure 3



- 5. **General Branding Signage and Internal Direction Signage**
- (1) These signs should be small in scale (i.e. less than 2 square metres in area) and used to promote the projected image of the estate and may include developer logos and slogans.
- (2) Appropriate sign types may include banners, flags and freestanding pole signs, as illustrated in Figure 4 below.
- (3) Specific approval may be granted for attractive pole signs (see Figure 4) in median strips or footpath areas, where Council considers they do not:-
 - (a) cause visual clutter;
 - (b) have an adverse impact on the visual amenity of the area; and
 - (c) have an adverse impact on pedestrian or vehicle safety.
- (4) Internal directional signs may be used to assist in way finding to the sales office, display village or current selling stages from the entry to the estate.
- (5) Signs are to be removed from the estate upon substantial completion of lot sales or such other time as required by the relevant development approval, or as otherwise determined by Council.
- (6) Signage for each stage is to be located wholly within the stage unless otherwise approved by Council and is to be moved to the next stage (if applicable) upon the substantial completion of the sales for that stage or such other time as required by the relevant development approval, or as otherwise determined by the Council.
- (7) Signage in close proximity to occupied dwellings (e.g. within 20 metres) is generally not supported.

Figure 4



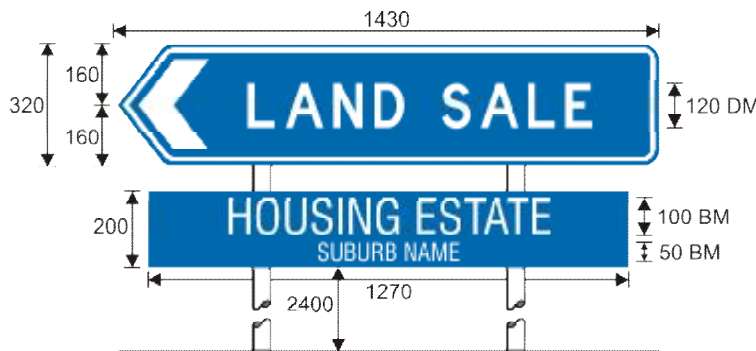
- 6. **External (off-site) signage for difficult to locate estates**
- (1) External signage should:

- (a) be limited to the provision of temporary directional signage in accordance with Figures 5, 6 or 7;
- (b) generally be limited to one sign per estate, provided at a single location to indicate the most convenient route to the land sales site from the nearest major road (i.e. typically Council's strategic road network);
- (c) generally be located within the same suburb as the land sales site (except where the site is close to a suburb boundary); and
- (d) generally not be provided where a land sales site abuts a major road and the land sales area (current stage) is visible from that road.
- (2) Wherever possible, estates should 'share' the same land sale directional sign, as demonstrated in Figure 7 in order to avoid the overall proliferation of signs at major intersections.
- (3) The developer should provide all relevant signage details, inclusive of the location and specifications at the time of making the application for the sign.
- (4) Unless otherwise determined by Council, the temporary directional signage should :-
 - (a) provide a minimum 2.4m head clearance from the lowest point of the sign; and
 - (b) be set back a minimum of 2.0m and maximum of 5.0m from the nearest traffic lane.
- (5) The developer shall be responsible for the installation and removal of the signage with the signage to be removed once estate land sales are substantially complete, or as otherwise determined by Council.
- (6) The developer shall lodge a bond with Council to adequately cater for the removal of the signage.
- (7) Council has complete discretion as to whether or not it will permit the erection of these signs and their design, size and location, particularly in order to:-
 - (a) avoid the proliferation of such signs along key routes and at key intersections; and
 - (b) maintain public safety for road users and nearby residents.
- (8) Where the sign indicates an estate name, it is also to include the official place name (i.e. suburb name) under the Place Names Act (see Figures 5, 6 and 7).
- (9) Once the sign is erected, it becomes the property of Council and remains so thereafter.



- (10) Unless otherwise determined by Council , the signage shall conform with the standard sizing identified in Figures 5, 6 and 7.
- (11) The use of external advertising signage (e.g. billboards) erected for the purposes of advertising the estate is generally not supported.
- 7. Directional Signs - Major Shopping Centres
 - (1) Directional signs to major shopping centres (i.e. greater than 10,000m²) are permitted, subject to approval.
 - (2) Such signage is generally limited to shopping centres which are remote from the major road network and are difficult to locate without a sign.
 - (3) Unless otherwise determined by Council , the signage shall conform with the standard sizing identified in Figures 5 and 6.
- 8. Approvals Required
 - (1) Please contact Council's Development Counter on 3810 6888 or visit Ipswich City Council's website: www.ipswich.qld.gov.au and click on 'PD Online' to ascertain what approvals are required for estate signage.
 - (2) In most cases approval will be required under the planning scheme and depending on the type and size of the sign, a building works approval may also be required.
 - (3) Approval will also be required from the Engineering and Environment Manager (Development Branch) regarding the installation of directional signage within road reserves.
 - (4) The application will be assessed on its merit taking into account existing adequate provision of directional signage within the immediate area.
 - (5) In conjunction with approval for external estate directional signage the applicant is required to include clear and accurate road names in its marketing and advertising package to complement this signage policy.

Figure 5 – Type A Land Sales and Estate Name Sign involving a Single Estate



Land Sale Sign:

- (1) Sign to be Class 1 WA White Reflective Legend, Arrow and Border on Class 1 Blue Reflective Background.
- (2) Legend: AS1744 Series D, Medium Spacing, 120 font size.

Estate Name Sign:

- (3) Sign to be Class 1 WA White Reflective Legend on Class 1 Blue Reflective Background.
- (4) Legend: AS1743.2 Series B, Medium Spacing, 100 font size.
- (5) Legend: AS1743.2 Series B, Medium Spacing, 50 font size.

Note: Generally a single estate solution suitable for Collector and Trunk Collector Roads.



Figure 6 –Type B Land Sales and Estate Name Sign involving a Single Estate



Land Sale Sign:

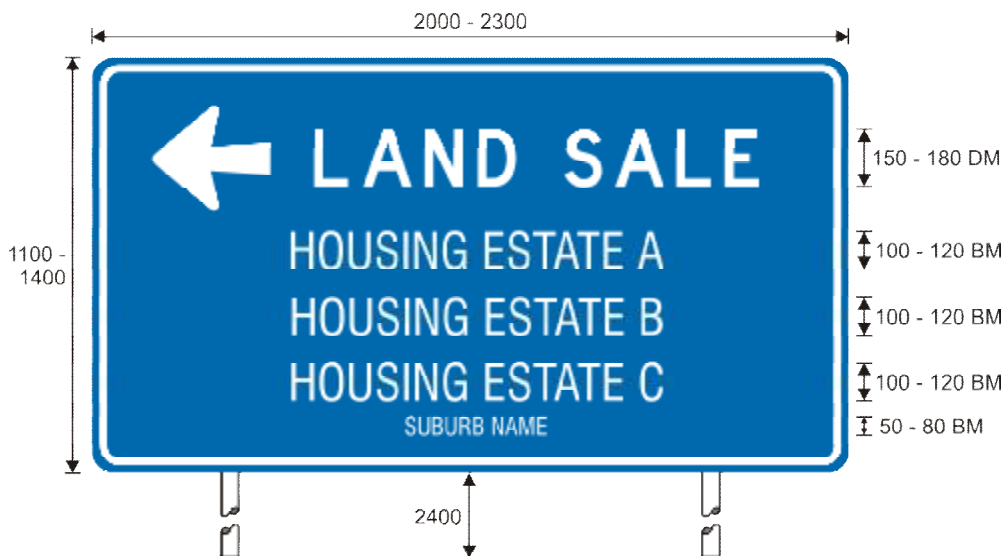
- (1) Sign to be Class 1 WA White Reflective Legend, Arrow and Border on Class 1 Blue Reflective Background.
- (2) Legend: AS1744 Series D, Medium Spacing, 150 font size.

Estate Name Sign:

- (3) Sign to be Class 1 WA White Reflective Legend on Class 1 Blue Reflective Background.
- (4) Legend: AS1743.2 Series B, Medium Spacing, 100 font size.
- (5) Legend: AS1743.2 Series B, Medium Spacing, 50 font size.

Note: Generally a single estate solution suitable for Trunk Collector and Sub Arterial Roads.

Figure 7 –Land Sales and Estate Name Sign involving Multiple Estates



Land Sale:

- (1) Sign to be Class 1 WA White Reflective Legend, Arrow and Border on Class 1 Blue Reflective Background.
- (2) Legend: AS1744 Series D, Medium Spacing, 150-180 font size.

Estate Name:

- (3) Sign to be Class 1 WA White Reflective Legend on Class 1 Blue Reflective Background.
- (4) Legend: AS1743.2 Series B, Medium Spacing, 100-120 font size.
- (5) Legend: AS1743.2 Series B, Medium Spacing, 50-80 font size.

Notes:

- (1) Generally a multiple estate solution suitable for Sub Arterial and Arterial Roads.
- (2) These signs may be progressively replaced to add additional estate names as approved by Council.

