

IMPLEMENTATION GUIDELINE NO. 18

In accordance with Council resolution on 29 May 2025, this implementation guideline ceases to have effect from 1 July 2025



Estate Signage

Date of Council Resolution

These guidelines were originally adopted by Council on 15 August 2001 and took effect from the 31 August 2007 in accordance with section 2.3(2) of the Planning Scheme. The guidelines were amended by Council on:

- 28 April 2009 and took effect on that date; and
- 26 February 2019 and took effect on 4 March 2019.

Purpose of the Guideline

These guidelines are intended to assist with:

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

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 temporary 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.

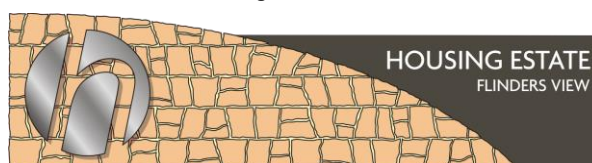
(7) Where permanent or semi permanent signs or entry walls are provided, the official suburb name is to be provided in the same font and orientation and not less than half the size of the estate name.

(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.

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. 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.