

Advertising Devices Code

Gympie Regional Council Planning Scheme 2013

The Advertising Devices Code was adopted on 24 February 2021 and commenced on 15 March 2021 with the *Gympie Regional Council Planning Scheme 2013*.

This fact sheet provides an overview of the Advertising Devices Code, defines what an advertising device is and outlines whether a development application may be need to be submitted to council.

What is an advertising device?

The Planning Scheme defines an 'advertising device' as *"any permanent structure, device or sign or the like intended for advertising purposes. It includes any framework, supporting structure or building feature which is provided exclusively or mainly as part of the advertisement."*

A description of different advertising device types (including a diagram) is included within the Advertising Devices Code in the Planning Scheme.

Some of the common advertising devices include a freestanding sign, flush wall sign and fence sign. Refer to the following artist's impression for examples.

What is the purpose of the Advertising Devices Code?

The purpose of the Advertising Devices Code is to ensure that advertising devices suit the character of the surrounding area, and minimise potential safety impacts. The Code determines whether an advertising device:

- is designed for, and integrates with its setting;
- complements its setting including adjacent public places and the local streetscape;
- impacts on the appearance of a scenic route or area, heritage site or area, or public open space;
- impacts on the appearance of rural, rural residential, residential areas or the industry investigation zone;
- is safely secured and not a hazard; and
- is appropriate for the location in terms of scale and design.



Freestanding Sign



Flush Wall Sign



Fence Sign

Do I need to lodge a development application for an advertising device?

A development application for operational work for an advertising device must be submitted to council where the sign type is identified in the Planning Scheme in Table 5.28 Operational Work (Advertising Device) as “Accepted development subject to requirements” and the proposal does not comply with the “Accepted development subject to requirements” provisions within the Advertising Devices Code e.g. Acceptable Outcomes.

A development application for operational work is required where the advertising device falls into the categories of Code or Impact Assessment e.g. a roof-top sign or a third party advertising device.

If the proposed advertising device complies with these requirements, a development application is not required.

Third party advertising device

A third party advertising device is an advertising device placed on a premises to advertise material not associated with that premises.

A development application must be submitted to council for impact assessment for a third party advertising device. The Advertising Devices Code identifies areas where third party advertising devices will not be supported by council.

Installation of advertising devices on the footpath

A-frame and other advertising devices on footpaths are not regulated by council’s Planning Scheme but require Local Law approval. Penalties may apply if these advertising devices are not approved.

However, council exempts the placement of some smaller signs from regulation under Schedule 9 section 2 of Subordinate Local Law No 1. For a list of these exemptions, please refer to “Standards for the conduct of prescribed activities (Local Laws)” at gympie.qld.gov.au/local-laws

For information about local laws approvals, contact council’s Regulatory Services branch on 1300 307 800 or council@gympie.qld.gov.au

Need further information?

To find out the zoning of your property visit <https://maps.gympie.qld.gov.au/>

To find a description of all advertising device types (including to view a diagram), determine categories of development and assessment for operational work (advertising device), or view a copy of the Advertising Devices Code please visit gympie.qld.gov.au/gympie-regional-council-planning-scheme

If you are unsure of the type of advertising device you require, the zoning of your property, or if a development application needs to be submitted for assessment, contact council’s Development Assessment Team:

Email: planning@gympie.qld.gov.au

Phone: 5481 0454

If a development application needs to be submitted, council’s Development Assessment Team can assist.

For further information about the *Gympie Regional Council Planning Scheme 2013* or other strategic planning matters, visit gympie.qld.gov.au or contact council’s Strategic Planning team on PlanningScheme@gympie.qld.gov.au

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