

# **Community Response Movable advertising device information pack**



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#### **Acknowledgements**

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#### **Disclaimer**

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## **Movable advertising devices**

Movable advertising devices on council and state-controlled areas are managed by the Sunshine Coast Council. Sunshine Coast Council is committed to providing a well-managed region that promotes and attracts visitors while ensuring a safe and healthy environment.

### **What does this pack include?**

This information pack has been provided to outline the parameters in the local laws around movable advertising devices to help you best plan the placement of signs for your business or event.

### **This pack does not include:**

#### **Permanent signage**

This information pack does not include information relating to permanent signage. For more information on permanent signage please contact council.

#### **Election signage**

This information pack does not include the parameters for election signage. For more information on election signage please contact council.

## The Local Law

Schedule 8 of *Subordinate Local Law No. 1 (Administration) 2011* provides businesses and events with clear parameters concerning the management of movable advertising devices. Schedule 8 was adopted by council at its ordinary meeting on 25 July 2013.

### How does it work?

Schedule 8 of *Subordinate Local Law No. 1 (Administration) 2011* defines a list of movable advertising devices which do not require approval from council provided they meet certain self-assessable parameters at all times.

Where someone wishes to use an exempt advertising device outside these parameters or wishes to use an advertising device not listed in this information pack an approval is required from council prior to displaying the device.

### Does it affect me?

If you are a business, charity, school, real estate or anyone wishing to use a movable advertising device for the purpose of attracting people to an event (i.e. open home, garage sale, or fete etc.) or your business then Schedule 8 will have implications for you.

The majority of movable advertising devices are self-assessable if displayed in accordance with the prescribe parameters detailed in the subordinate local law and as outlined in this information pack.

Only a few types of movable advertising devices now require an approval (e.g. a road banner, inflatable advertising device and mobile motor vehicle where the primary use of the vehicle is for advertising).

### How do I apply for an approval?

Before applying for an approval, check the parameters for the movable advertising device you wish to display. If your movable advertising device falls within these parameters no approval is required.

If you wish to operate outside of the prescribed parameters for the display of a movable advertising device then you will need to complete an application form available on council's website outlining the type of device and how you wish to use it. Council will then assess your application and provide you with an approval or refusal.

## Conditions that will normally be imposed on an approval

The council has outlined a list of conditions that will normally be imposed on an approval for a movable advertising device which does not fall within the required parameters.

**Note:** Additional conditions may be imposed at the time of approval.

For all approvals within the Sunshine Coast local government area the approval holder must:

- Comply with safety requirements specified in the approval
- Comply with any structural standards or codes under law
- Where relevant, comply with the current Standards Association of Australia's Wiring Rules
- Provide the local government any certificates specified in the approval, such as:
  - o a certificate of structural adequacy from a qualified engineer
  - o a certificate demonstrating no conflict with underground services
  - o proof that the approval holder has and maintains public liability insurance coverage for an amount of no less than \$20 million dollars nominating Sunshine Coast Council as an interested party.

There are also three types of movable advertising devices listed in the local law which have additional conditions which will be imposed at the time of approval:

- An **inflatable device** any fixed or captive envelope, balloon, blimp or kite, whether a cold-air inflatable or lighter than air aerial device
- A **road banner** a device constructed of a flimsy or flexible material (including but not limited to paper, canvas, vinyl, plastic or cardboard) positioned across a roadway
- A **mobile motor vehicle sign** a sign displayed on a vehicle where such display is the primary use of the vehicle

Please see Appendix A for a list of these parameters.

## For more information

Copies of council's local laws are available at:

- Council's website:
  - o Go to [www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au)
  - o Click 'Council' and select 'Local Laws'
- Council libraries
- Council's Customer Service Centres

If you have further questions or concerns about placing movable advertising devices on public land after reviewing the information in this pack please contact council.

## Requirements for all movable advertising devices

*Local Law No. 1(Administration) 2011* allows for an exempt advertising device to be placed in a location without an approval providing it meets the following requirements:

- The device is listed in *Local Law No. 1 (Administration) 2011* under *Schedule 8* and the form and placement of the movable advertising device is within the parameters prescribed for the relevant type of advertising device.

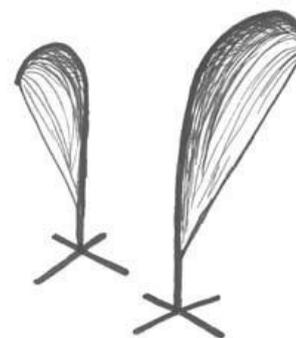
For your convenience the exempt advertising devices are described in this information pack with a list of the parameters for each advertising device.

- The placement of the advertising device is not likely to cause:
  - o harm to human health and safety; or
  - o property damage; or
  - o a nuisance; or
  - o obstruction of pedestrian or vehicular traffic; or
  - o environmental harm; or
  - o environmental nuisance; or
  - o a detrimental impact on the amenity of the area; or
  - o obstruction of a view or vista from any premises.

## Free standing flag

### Definition:

A free standing flag including any free standing flag-style advertising device, including a feather banner or tear drop



### Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed in a public area.

#### Parameters for a free standing flag

The free standing flag must meet all the below parameters to be self-assessable.

- The sign may have a maximum height of 2.0meters; and
- The sign may be displayed during the duration of the event to which the sign relates
- The sign shall be removed at the close of business each day
- A maximum of two (2) signs may be displayed for the business or event being advertised
- The sign shall be positioned at least 60cm from the kerb
- The sign shall be positioned to provide a clear pedestrian corridor of 1.8 metres.

## Bunting and streamers

### Definition:

Bunting or streamers includes bunting, streamers, flags or similar flimsy materials attached to a rope or line stretched between two points.



### Self-assessable parameters:

Devices that fall outside these parameters will require approval from council prior to being displayed.

#### Parameters for buntings and streamers

The bunting and streamers must meet all the below parameters to be self-assessable.

- The bunting and streamers shall not be erected higher than six (6) meters above the ground level of the site or no higher than the gutter line of any building on the site, whichever is the lesser
- The bunting and streamers shall not be placed on the roof of a building
- The bunting and streamers shall not be affixed to trees, lighting standards or power poles on a public place
- The bunting and streamers shall not extend over car parking areas
- The bunting and streamers shall be displayed only if constructed to withstand consequent wind or other loads.
- The bunting and streamers may be displayed for a period of 7 days prior to, and on, the day or days of the event
- The bunting and streamers shall be removed within the course of, or immediately at the conclusion of, the event

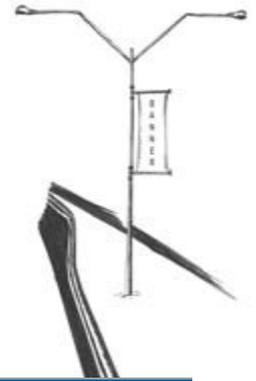
# Banner sign

## Definition:

A banner sign includes a banner in fabric, vinyl or other material suspended or attached to a fixture

## Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



### Parameters for a banner sign

The banner sign must meet all the below parameters to be self-assessable

- The banner sign may only be attached to non-wooden light or power poles or poles specifically designed for banners
- The banner sign may only be displayed on a road reserve where the speed limit does not exceed 80 kilometres per hour
- The banner sign shall be predominately of a community nature or benefit
- The banner sign shall not be displayed on light poles located at signalised intersections, roundabouts or interchanges
- The banner sign shall not be placed within 30 meters of signalised intersections or roundabouts
- The banner sign shall not exceed a total face area of 2.5m<sup>2</sup> and 0.9 meters in width
- The banner sign may be displayed for a maximum of four (4) weeks
- The banner sign will be placed to have a minimum vertical clearance beneath the banner of 2.4 meters where the banner overhangs a footway and 5.4 meters over a traffic lane
- Where the banner sign is installed on Energex infrastructure, installation must be carried out by an approved and licensed contractor
- The banner sign shall be secured to prevent flapping over roadways or other infrastructure
- The banner sign shall be securely attached
- The banner sign shall be made from durable waterproof material
- The banner sign shall incorporate appropriate secured reinforced eyelets
- The banner sign shall incorporate durable release mechanisms to withstand severe wind conditions
- The banner sign shall be limited to one (1) sign per 10 meters of the street front boundary

## Event direction sign

### Definition:

An event direction sign includes any sign intended to provide information about the location of facilities or features of an event site (for example, designating the entrance to a festival or directions to event parking).

### Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



#### Parameters for an event direction sign

The event direction sign must meet all the below parameters to be self-assessable

- The sign/s may be displayed for 7 days prior to, and on the day or days of the event
- The sign/s shall be removed within the course of the, or immediately at the conclusion of the event
- A maximum of 20 signs may be displayed (unless otherwise listed on your event approval)
- Each sign may have a maximum face area of 0.6m<sup>2</sup>
- The sign/s shall be removed by the end of the day following the event
- The sign/s may not be placed on any part of the road including a footpath, median strip, traffic island or roundabout
- The sign/s will be constructed to withstand consequent wind or other loads.

## Footway sign

### Definition:

A footway sign includes a sign placed on a footway or next to a road for the purposes of promoting home produce, fund raising or an event

### Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



#### Parameters for a footway sign

The footway sign must meet all the below parameters to be self-assessable

- The sign may have a maximum face area of 1.2m<sup>2</sup>
- One (1) sign may be displayed on the day of the activity
- The sign shall be fixed securely on the ground
- The sign shall be removed at the close of business each day
- The sign shall be constructed to withstand consequent wind or other loads
- The sign shall be placed to provide a clear pedestrian corridor of 1.8 meters

## Fete or charitable event sign

### Definition:

A fete or charitable event sign includes temporary non-illuminated sign advertising non-profit, short-term events such as a fete, fair, or festival for charitable, religious, education, child care, sporting organisations or the like.



### Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.

#### Parameters for a fete or charitable event sign on a private place

The sign on a private place must meet all the below parameters to be self-assessable

- A banner type sign of non-rigid material suspended at both ends may have a maximum face area of 8m<sup>2</sup>
- A rigid type sign may have maximum face area of 2.4m<sup>2</sup>
- A free standing flag may have a maximum face area of 2.4m<sup>2</sup>
- The sign/s shall be constructed to withstand consequent wind or other loads
- The sign/s may be include bunting and streamers
- The sign/s may be exhibited on each frontage of the site of a fete or the property of the organisation holding the activity
- The sign/s may be exhibited two (2) weeks prior to the day of the event
- The sign/s shall be removed by the end of the day following the event

#### Parameters for a fete or charitable event sign on a public place (i.e. a directional sign)

The directional sign/s must meet all the below parameters to be self-assessable.

- The sign/s may be displayed for 7 days prior to, and on the day or days of the event
- The sign/s shall be removed within the course of, or immediately at the conclusion of the event
- A maximum of 20 signs may be displayed (unless otherwise listed on your event approval)
- Each sign may have a maximum face area of 0.6m<sup>2</sup>
- The sign/s shall be removed by the end of the day following the event
- The sign/s may not be placed on any part of the road including a footpath, median strip, traffic island or roundabout
- The sign/s will be constructed to withstand consequent wind or other loads

# Real estate sign

## Residential

### Definition:

A temporary advertisement to facilitate the sale, auction or rental of a residential property or properties

### Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed



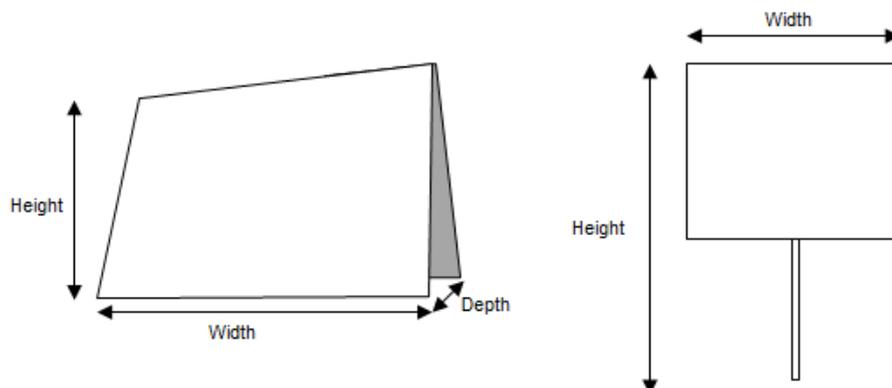
### Parameters for a real estate (residential) sign on a private place

The real estate (residential) sign must meet all the below parameters to be self-assessable
<input type="checkbox"/> The sign/s may have a total maximum face area of 2.16m <sup>2</sup>
<input type="checkbox"/> Each agency may display one (1) sign until the property is sold/leased/auctioned or rented
<input type="checkbox"/> The sign/s shall be securely fixed to a wall/fence or placed securely on the ground adjacent to the premises

For example: If a property is being represented by Company A and Company B, both Company A and Company B may advertise using one (1) sign each provided that together their signs do not exceed the face area of 2.16m<sup>2</sup>.

### Parameters for a real estate (residential) sign on a public place (i.e. directional signs)

The real estate (directional) sign must meet all the below parameters to be self-assessable
<input type="checkbox"/> The sign may have a maximum height of 1m from the ground to the top of the sign
<input type="checkbox"/> The sign may have a maximum width of 0.6m
<input type="checkbox"/> The sign may have a maximum depth of 0.6m
<input type="checkbox"/> The sign shall be securely fixed on the ground
<input type="checkbox"/> The sign may be displayed only on the day when a premise is open for inspection, being auctioned, leased or open for rental
<input type="checkbox"/> The maximum number of signs shall not exceed five (5) at the time of Open House/Auction/Lessee or Rent



## Commercial

### Definition:

A temporary advertisement to facilitate the sale, auction or rental of a commercial or retail property or properties

### Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed



### Parameters for a real estate (commercial) sign on a private place

The real estate (commercial) sign must meet all the below parameters to be self-assessable

- The signage may only have a maximum face area of 5m<sup>2</sup> per street frontage property
- The signage shall be securely fixed to the premises
- The signage shall be removed from the premises within fourteen (14) days of the property reaching settlement or being leased.

## Industrial

### Definition:

A temporary advertisement to facilitate the sale, auction or rental of an industrial property or properties

### Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed



### Parameters for a real estate (industrial) sign on a private place

The real estate (industrial) sign must meet all the below parameters to be self-assessable

- A total face area of 5m<sup>2</sup> may be exhibited for each 50m of frontage or part thereof, up to a maximum face area of 20m<sup>2</sup> per street frontage of a property
- Where the signage is exhibited on a window, it shall not exceed 2.16m<sup>2</sup> per street frontage of a property.
- The signage shall be removed from the premises within fourteen (14) days of the property reaching settlement or being leased.

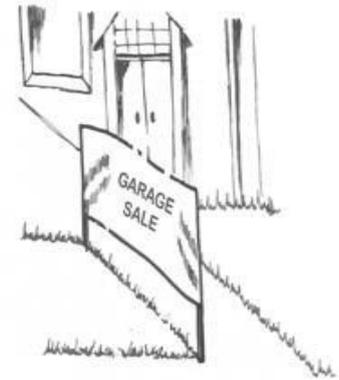
# Garage sale sign

## Definition:

A garage sale sign is a temporary advertisement for a household garage sale.

## Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed



### Parameters for a garage sale sign on a private place

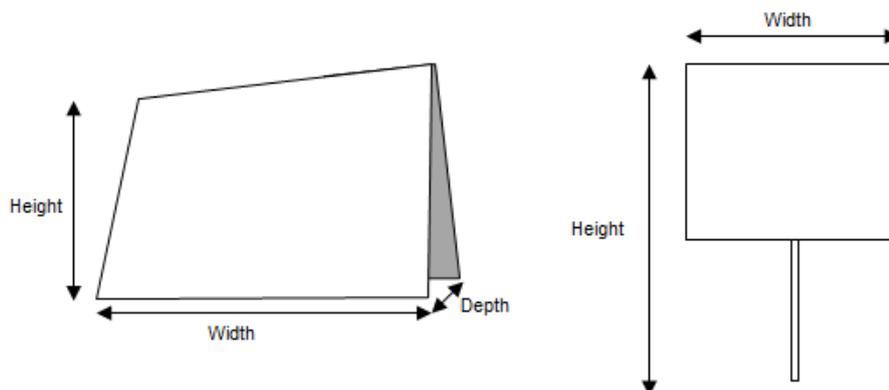
The garage sale sign must meet all the below parameters to be self-assessable

- The sign may have a total maximum face area of 1.2m<sup>2</sup>
- One (1) sign may be displayed on the property on the day of the event
- The sign shall be securely fixed to a wall/fence or placed securely on the ground adjacent to the premises
- The sign shall be removed within 24 hours after the event

### Parameters for a garage sale sign on a public place (i.e. directional signage)

The garage sale sign must meet all the below parameters to be self-assessable

- The sign may have a maximum height of one (1) metre
- The sign may have a maximum width of 0.6 metres
- The sign may have a maximum depth of 0.6 metres
- A maximum of one (1) sign may be displayed three (3) days before the event
- A maximum of five (5) signs may be displayed on the day of the event
- The sign shall be securely fixed on the ground
- The sign shall be removed within 24 hours after the event
- The sign shall not be placed on a tree, council-owned infrastructure or other vegetation



## Portable interchangeable letter sign

### Definition:

A portable interchangeable letter sign includes a portable (including through built-in wheels) self-supporting sign displaying interchangeable letters

### Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



### Parameters for a portable interchangeable letter sign

The sign must meet all the below parameters to be self-assessable

- The sign may have a maximum face area 2m<sup>2</sup>
- One (1) sign may be displayed per street frontage
- The sign is allowed in lieu of a Sandwich Board/ A frame/ Blackboard type sign
- The sign shall be constructed to withstand consequent wind or other loads
- The sign shall be placed to provide a clear pedestrian corridor of 1.8m and at least 60cm from the kerb
- The Sign shall be removed at close of business each day

## Site Information sign

### Definition:

A site information sign includes any sign providing information about the use of facilities or features of a site

### Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.



### Parameters for a site information sign

The sign must meet all the below parameters to be self-assessable

- The sign may have a maximum face area 2m<sup>2</sup>
- The sign shall be constructed to withstand consequent wind or other loads
- The sign may be display the name, logo or slogan of an organisation having tenure of the property or control of the land on which the sign is exhibited
- The sign shall be placed on or as close to the property boundary as possible
- The sign shall be removed at the end of each day or at the end of the event

## Footway dining furniture sign

### Definition:

A footway dining furniture sign includes signage displayed on dining furniture, such as umbrellas and wind breaks on the footway



### Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.

#### Parameters for a footway dining furniture sign

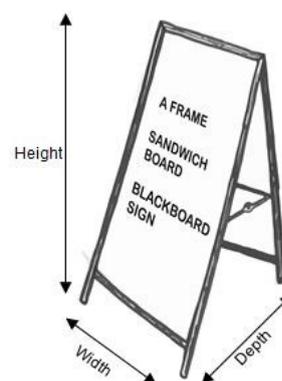
The sign must meet all the below parameters to be self-assessable

- The sign shall be constructed to withstand consequent wind or other loads
- The sign shall be removed at the end of each day
- The sign shall allow for occupants of the footpath dining area to be visible from all public places in the vicinity

## Sandwich board sign

### Definition:

A sandwich board sign includes a portable, freestanding sign, normally supported by an 'A' or inverted 'T' frame, sometimes containing a blackboard surface and typically displayed on a footway.



### Self-assessable parameters:

Signage that falls outside these parameters will require approval from council prior to being displayed.

#### Parameters for a sandwich board sign

The sign must meet all the below parameters to be self-assessable

- The sign may have a maximum height of 0.9m from the ground to the top of the sign
- The sign may have a maximum width of 0.6m
- The sign may have a maximum depth of 0.6m
- The sign may comprise only one (1) sign per business, or two (2) signs per business if the business premises has two (2) road frontages (except in the case of a home-based business, which shall have a maximum of one (1) sign) adjacent to the premises
- The sign shall be displayed to withstand consequent wind or other loads
- The sign shall be positioned to provide a clear pedestrian corridor of 1.8m and be at least 60cm from the kerb
- The sign may not have moving, rotating or animated parts, such as a spinner sign
- The sign may be exhibited only during trading hours and may not be used for the display of merchandise
- The sign may be displayed in lieu of a Portable Interchangeable Letter sign

## Glossary of terms

### Election signage

As defined in *Local Law No. 1 (Administration) 2011* an **election sign** means a device that is able, or is intended to influence a person about voting at an election or affect the result of an election.

### Exempt advertising device

As defined in *Local Law no. 1 (Administration) 2011, schedule 8 (Placement of movable advertising devices)* and exempt advertising device is means:

A movable advertising device that satisfies all of the following requirements:

- (a) The movable advertising device is one of the types of advertising devices listed and defined in column 1 of table 1 of *schedule 8* (noted in this information pack) and
- (b) The form and placement of the advertising device is within the parameters prescribed for the relevant type of advertising device in column 2 of table 1 of *schedule 8* (noted in this information pack) and
- (c) The placement of the movable advertising device is not likely to cause: harm to human health and safety, property damage, a nuisance, obstruction of pedestrian or vehicular traffic, environmental harm,

environmental nuisance, a detrimental impact on the amenity of the area or obstruction of a view or vista from any premises.

### Face area

The area of the sign facing the public for the purpose of communicating the advertising message.

**Example 1** if your sign is 1m in height x 0.5m wide and only has advertising material printed on one sign of the sign, the face area of the sign is  $1\text{m} \times 0.5\text{m} = 0.5\text{m}^2$

**Example 2** if your sign is 1.5m in height x 1m wide and has two sides displaying advertising material, the face area of your sign is  $1.5\text{m} \times 1\text{m} \times 2 = 3\text{m}^2$

### Movable advertising devices

As defined in *Local Law No. 1 (Administration) 2011* a **movable advertising device** means an advertising device that is easily relocated or moved by a person, but does not include an election sign.

### Self-assessable

For the purposes of this information pack self-assessable refers to parameters which you can use to determine if your movable advertising device requires an approval. Devices that meet all the self-assessable criteria for the specific type of device do not require an approval.

## Appendix A

### Conditions that will ordinarily be imposed on approvals for certain movable advertising devices

The following movable advertising devices require approval before being displayed. This appendix outlines the conditions that will ordinarily be imposed on an approval for these signs.

**Note:** Additional conditions may be imposed at the time of approval.

#### Inflatable device

##### Definition:

Inflatable device includes any fixed or captive envelope, balloon, blimp or kite, whether a cold-air inflatable or lighter than air aerial device.

##### Conditions that will normally be imposed on approvals:

Note: additional conditions may be imposed at the time of approval.



#### Conditions for an inflatable device

##### Balloons

- Must not exceed a maximum of 8 metres in height and 6 metres in diameter
- Shall be deployed by a qualified operator
- May only be displayed if tethered by a minimum of two (2) safety tested tether lines
- May only be inflated with cold air or non-flammable, non-toxic gas (e.g. helium)
- May not be displayed more than 20 metres above the ground
- May be displayed for a maximum of seven (7) days in any 90 days
- Shall only be deployed following submission to the local government of a report from a qualified structural engineer certifying that the cables and other fixings are adequate for the purpose

##### Blimps

- May be a maximum of 8 metres in height and 2 metres in diameter
- Shall be deployed by a qualified operator
- May only be displayed if tethered by a minimum of two (2) safety tested tether lines
- May only be inflated with cold air or non-flammable, non-toxic gas (e.g. helium)
- May not be displayed more than 20 metres above the ground
- May be displayed for a maximum of seven (7) days in any 90 days
- Shall only be deployed following submission to the local government of a report from a qualified structural engineer certifying that the cables and other fixings are adequate for the purpose

## Road banner

### Definition:

A road banner includes a device constructed of a flimsy or flexible material (including but not limited to paper, canvas, vinyl, plastic or cardboard) positioned across a roadway.



### Conditions that will normally be imposed on approvals:

Note: additional conditions may be imposed at the time of approval.

#### Parameters for road banner

- The device is a maximum height of 5.7 metres above street level
- The device is fixed to supporting buildings
- The device is exhibited only for the period determined by the local government and specific in the approval
- The device is not displayed until the approval holder
  - submits to the local government a report from a qualified engineer certifying that the cables and fixings are adequate for the purpose
  - submits to the local government a drawing showing how the banner sign cables will be fixed to the supporting buildings or other structures
  - demonstrates that the clearances of the banner sign and associated fixtures are adequately positioned from any electricity reticulation cables to the satisfaction of the electrical provider
  - provides copies of permission to exhibit from all other interested agencies (for example Queensland Police Service)

## Mobile motor vehicle sign

### Definition:

A mobile motor vehicle sign includes a sign displayed on a vehicle where such display is the primary use of the vehicle.



A motor vehicle includes all types of vehicles such as (but not limited to) trailers, caravans, trucks and scooters.

### Conditions that will normally be imposed on approvals:

Note: additional conditions may be imposed at the time of approval.

#### Conditions for a mobile motor vehicle sign

- The device has a maximum length of 3.5 metres
- The device has a maximum height of two (2) metres
- The device has a maximum area of seven (7) square metres
- The vehicle is parked for longer than five (5) minutes on any carriageway
- No more than one (1) sign is displayed under an approval





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