

4.0 ADVERTISING DEVICES

Advertising Devices in accordance with the controls on this sheet are exempt in accordance with this Plan of Development.

PLANS AND DOCUMENTS
referred to in the PDA
DEVELOPMENT APPROVAL

Approval no: DEV2016/768

Date: 2 June 2017



Notes

Currency period

- 1. Unless otherwise agreed to in writing, all advertising devices nominated on this plan are not permitted to remain longer than 20 years from either the date that approval is granted for the last lot or once the last residential lot is sold within the estate, whichever is the earliest.
- 2. After these times, the Advertising Devices must be removed.

Construction

- 3. Construction of Advertising Devices is limited to 6:30am – 6:30pm Monday to Saturday, and may not occur outside of these hours, on Sundays or on public holidays.

Visual amenity and safety of movement

- 4. An advertising device is not to be animated or revolve or flash.
- 5. The advertising devices are to be treated to reduce glare and reflectivity.

Standards for signs

- 6. A Banner Sign is permitted where complying with the following criteria:
 - a. Does not exceed a maximum sign face area of 2.5m²
 - b. Where a flag on a flagpole:
 - Does not exceed a maximum height of 9m;
 - Is set a minimum of 2.4m from ground level; and
 - Is limited to 1 flag per 10m of street front boundary.
- 7. Building / Structure Façade Sign is permitted where complying with the following criteria:
 - a. The sign is painted on, attached to or otherwise incorporated into a wall of a building / structure does not project above the wall of the building / structure;
 - b. The sign is painted on, attached to or otherwise incorporated into a window of a building is limited to a window on the ground floor of the building;
 - c. The sign is painted on, attached to or otherwise incorporated into the fascia of a building:
 - Does not prejudice above or below the fascia of the building;
 - Has a maximum height of 30% of the height of the building / structure; and
 - Has a maximum total face of 25% of the building façade.
- 8. Directional Sign is permitted where complying with the following criteria:
 - a. Has a maximum height of 1.2m above ground level; and
 - b. Has a maximum total face area of 1m².
- 9. Free Standing Sign is permitted where complying with the following Criteria:
 - a. Has a maximum height of 8m;
 - b. Has a maximum width of 6m per advertising face;
 - c. Being a pole, pylon or billboard sign or v sign, has a minimum clearance above ground level of 2.4m where pedestrian access is to occur under the Free Standing Sign;
 - d. For billboard and v signs, avoids visual clutter by adhering to the following:
 - No more than 2 billboard or v signs are erected per 100m of road frontage to the site;
 - A separation of at least 60m from another billboard or v sign on the same road frontage, or 200m if either sign has an electronic component; and
 - Does not include bunting.
- 10. Sales Office Sign is permitted where complying with the following criteria:
 - a. Is located on premises lawfully operating as a Sales Office;
 - b. Limited to 1 per road frontage; and
 - c. Has a maximum face area of 5m²
- 11. A Third Party Sign is permitted to be erected on land owned or under the control of Mirvac, and intended to advertise the emerging community.

Definitions:

Advertising Device

Any permanent structure, device, sign or the like intended for advertising purposes. It includes any framework, supporting structure or building feature that is provided exclusively or mainly as part of the advertisement.

Banner Sign

A device that:

- a. comprises only cloth, paper, flexible plastic, fabric or other non-rigid material; and
- b. is suspended from a structure or pole with or without supporting framework.

Building / Structure Façade Sign

A sign which is painted on, attached to or otherwise incorporated into the wall, window, canopy or fascia of a building or structure.

Note—Examples of a building façade sign:

- Awning fascia sign being an advertising device painted on, attached to or incorporated into the fascia of an awning, balcony or veranda.
- Canopy sign being an advertising device painted on or otherwise incorporated into a canopy of a building.
- Hamper sign being an advertising device painted on, attached to or otherwise incorporated into the area between a door head and the underside of an awning, balcony or veranda.
- Building name sign being an advertising device painted on, attached to or otherwise incorporated into the wall of a building naming or identifying a building by the use of a logo or the like.
- Wall sign being an advertising device painted on, attached to or otherwise incorporated into a wall of a building or structure (fence).
- Window sign being an advertising device painted on, attached to or otherwise incorporated into a window of a building.

Directional Sign

A sign providing information in respect of the operation of an activity on the premises.

Note—Examples of a directional sign:

- entrance sign;
- parking sign;
- menu board.

Face Area

In relation to an advertising device, where the advertising device has:

- a. only one face, the greater of the area of:
 - the advertisement panel or board as installed; or
 - a rectangular figure best enclosing the advertising message, logo or figure;
- b. more than one face, the sum of the area of each of the faces where each is calculated separately in accordance with paragraph (a).

Free Standing Sign

A sign permanently attached to the ground on its supportive structure independent of any building.

Note—Examples of a freestanding sign:

- A billboard sign being an advertising device the width of which is greater than the height and which may be positioned on the ground or mounted on one or many vertical supports;
- A v sign being an advertising device the width of which is greater than the height and which may be positioned on the ground or mounted on one or many vertical supports where the two advertising faces are arranged at an angle to each other addressing the road frontage;
- A ground sign being an advertising device which in effect sits on or rises out of the ground;
- A pole sign being an advertising device which may be positioned on the ground or mounted on one or more supports;
- A vertical banner free standing sign being an advertising device of non-rigid material normally fixed at the top and bottom to brackets extending from a freestanding pole.

Legend

- Site Boundary
- Area 1 Boundary
- ★ Free Standing Sign

FIGURE 2: INDICATIVE LOCATIONS OF PRIMARY ADVERTISING DEVICES