

Advertising Signs

FACT SHEET

Brisbane City Council is responsible for administering the Local Law that regulates how, where and what kind of advertising signs can be used outdoors in Brisbane.

Before you erect an advertising sign you need to know the following.

- What types of advertising signs you can have in your area.
- If you are required to apply for a licence.
- If you need to pay a fee and if so, how much.
- What supporting documentation you need to submit with your application.

This fact sheet will help you get the answers you need. Specifically, it will tell you:

1. **how to find out your property zoning** and what City Environment you are in - you need to know this because City Environment areas are used to determine if a particular sign type is suitable for a particular area.
2. advertising **sign types**
3. which signs are
 - **Permitted (P)** – these signs do not require Council approval (unless on a heritage site)
 - **Licenseable (L)** – these signs require an application to be submitted to Council to obtain approval and a licence
 - **Prohibited (X)** – these signs are not allowed*
4. **fees and charges** applicable to each sign type
5. how to apply for an **advertising sign licence**

PROPERTY ZONING

Sign classification will depend on which City Environment the sign is located in. The different City Environments are:

- City Centre Environment
- Business Centres Environment
- Industry Environment
- Residential Environment
- Green Space Environment

How do I find out the property zoning?

Check the City Plan classification of the property where the sign will be located. To do this you can:

- visit www.brisbane.qld.gov.au and search for "**property zoning search**",
- phone Council's Customer Contact Centre on (07) 3403 8888, or
- visit one of Council's Regional Business Centres.

Once you have the City Plan classification, refer to the conversion table on page 2 to identify which City Environment the property falls into.

Phone (07) 3403 8888 to check if your property is a heritage site.



CONVERSION TABLE

CITY PLAN AREA CLASSIFICATIONS -> SIGNS CITY ENVIRONMENTS		
City Plan Area Classification		Equivalent Signs City Environment
CN	Conservation Area	Greenspace Environment
CR	Character Residential Area	Residential Environment
CU1	Community Use Area (Cemetery)	Residential Environment
CU2	Community Use Area (Community facilities)	Business Centres Environment
CU3	Community Use Area (Crematorium)	Residential Environment
CU4	Community Use Area (Education purposes)	Residential Environment
CU5	Community Use Area (Emergency services)	Business Centres Environment
CU6	Community Use Area (Health care purposes)	Business Centres Environment
CU7	Community Use Area (Railway activities)	Industry Environment
CU8	Community Use Area (Utility installation)	Classification of dominant adjacent area
EC	Emerging Community Area	Residential Environment
EI	Extractive Industry Area	Industry Environment
EP	Environmental Protection Area	Greenspace Environment
FI	Future Industry Area	Industry Environment
GI	General Industry Area	Industry Environment
HI	Heavy Industry Area	Industry Environment
HR	High Density Residential Area	Residential Environment
LI	Light Industry Area	Industry Environment
LMR	Low to Medium Density Residential Area	Residential Environment
LR	Low Density Residential Area	Residential Environment
MP1	Multi-purpose Centre (City Centre)	City Centre Environment
MP2	Multi-purpose Centre (Major Centre)	Business Centres Environment
MP3	Multi-purpose Centre (Suburban Centre)	Business Centres Environment
MP4	Multi-purpose Centre (Convenience Centre)	Business Centres Environment
MR	Medium Density Residential Area	Residential Environment
PK	Parkland Area	Greenspace Environment
RU	Rural Area	Greenspace Environment
SP1	Special Purpose Centre (Major hospitals and medical facility)	Business Centres Environment
SP10	Special Purpose Centre (The Brisbane Market)	Business Centres Environment
SP11	Special Purpose Centre (Vehicle sales and service)	Business Centres Environment
SP12	Special Purpose Centre (Mixed industry and business)	Business Centres Environment
SP13	Special Purpose Centre (Office park)	Business Centres Environment
SP14	Special Purpose Centre (Cottage industry and retail)	Business Centres Environment
SP15	Special Purpose Centre (Marina)	Residential Environment
SP16	Special Purpose Centre (South Bank)	Business Centres Environment
SP2	Special Purpose Centre (Major educational and research facility)	Business Centres Environment
SP3	Special Purpose Centre (Major defence and communications facility)	Residential Environment
SP4	Special Purpose Centre (Major sporting stadium)	Business Centres Environment
SP5	Special Purpose Centre (Entertainment centre)	Business Centres Environment
SP6	Special Purpose Centre (Airport)	Industry Environment
SP7	Special Purpose Centre (Port)	Industry Environment
SP8	Special Purpose Centre (Major residential institution)	Business Centres Environment
SP9	Special Purpose Centre (Correctional centre)	Residential Environment
SR	Sport and Recreation Area	Greenspace Environment

IMPORTANT POINTS

- Service stations are always deemed to be in a Business Centre Environment.
- If you believe that your property's area classification or City Environment does not reflect how the site is actually used, please contact Council.

HOW DO I DETERMINE MY SIGN TYPE?

Once you know what zone or City Environment the property is in, you then need to know your sign type. To do this refer to a copy of the *Advertisements Subordinate Local Law 2005* for detailed definitions, sketches and relevant conditions of every sign type.

Obtain a copy of the Law online at www.brisbane.qld.gov.au, ask for a copy at any of Council's Regional Business Centres or phone (07) 3403 8888.

IS MY SIGN PERMITTED, LICENSEABLE OR PROHIBITED?

Please refer to the table below to identify which signs are permitted (P), licenseable (L) or prohibited (X), in the relevant City Environment and what fee level you need to pay when a licence is required.

Please note that within this table:

- **P** indicates permitted
- **L** indicates licenseable
- **X** indicates prohibited

TYPE OF ADVERTISEMENT	City Environments					Fee Level when licence required
	City Centre Environment	Business Centres Environment	Industry Environment	Residential Environment	Greenspace Environment	
Above Awning Sign	X	X	X	X	X	
Animated Sign	L	L	L	X	X	2
Awning Fascia Sign	P	P	P	X	X	
Billboard Sign	X	L	L	X	X	2
Blackboard Sign	P	P	P	X	X	
Blind or Canopy Sign	P	P	P	X	X	
Boundary Fence Sign	X	P	P	X	X	
Bunting and Streamers	X	X	X	X	X	
Business Promotion Sign	P	P	P	X	X	
Changeable Message Sign	L	P	P	X	X	1
Commercial Flag Sign	P	P	P	X	X	
Construction Project Directory	P	P	P	P	P	
Construction Site Sign	P	P	P	P	P	
Construction Site Fence Sign	P	P	P	P	P	
Created Awning Fascia Sign	L	L	L	X	L	1
Display Home & Estate Sales Sign	P	P	P	P	P	
Election Sign	P	P	P	P	P	
Electronic Graphic Display Screen	L	L	L	X	X	2
Fete/Charity Event Sign	P	P	P	P	P	
Fly Poster Panel	P	P	P	P	P	
Fly Poster Sign (other than where located on a fly poster panel)	X	X	X	X	X	
Footway Dining Furniture Advertising	P	P	P	X	X	
Footway Sign	X	P	P	X	X	
Garage Sale Sign	X	P	P	P	P	
Ground Sign	L	L	L	L	L	1
Hamper or Stallboard Sign	P	P	P	P	P	
High-Rise Building Sign	L	L	L	X	X	2
Home Business Sign	P	P	P	P	P	
Inflatable Sign	X	X	X	X	X	
Information Sign	P	P	P	P	P	

TYPE OF ADVERTISEMENT	City Environments					Fee Level when licence required
	City Centre Environment	Business Centres Environment	Industry Environment	Residential Environment	Greenspace Environment	
Mega Banner	L	L	L	X	X	2
Mobile Motor Vehicle Sign	L	L	L	L	L	1
Motor Vehicle Sales Bunting	X	P	P	X	X	
Motor Vehicle Sign (Standing)	X	X	X	X	X	
New Estate Sales Sign	X	L	L	L	L	1
New Sign type not specified in Subordinate Local Law						2
Newsagency Sign	P	P	P	P	P	
Off-site Directional Sign	X	X	X	X	X	
Pole Sign	L	L	L	X	X	2
Projected Image Sign	L	L	L	X	X	1
Projecting Flag Sign	P	P	P	P	P	
Projecting Sign	L	L	L	X	X	1
Pylon Sign	X	L	L	X	X	2
Real Estate Sign	P	P	P	P	P	
Road Banner Sign	L	L	L	X	X	2
Roof Sign	L	L	L	X	X	2
Signwritten Roof Sign	X	X	L	X	X	1
Sky Sign	X	X	X	X	X	
Sporting Field Fence Sign	X	P	P	P	P	
Statutory Sign	P	P	P	P	P	
Temporary Bunting and Streamers	P	P	P	P	P	
Temporary Inflatable	L	L	L	X	X	2
Transport Infrastructure Sign	L	L	L	L	L	2
Under Awning Sign	P	P	P	X	P	
Vertical Banner Building Sign	L	L	L	X	X	1
Vertical Banner Freestanding Sign	L	L	L	X	X	1
Wall Sign	L	L	L	X	X	1
Window Sign	P	P	P	X	X	

IMPORTANT POINTS

- All permitted signs are subject to conditions outlined in the Advertisements Subordinate Local Law 2005.
- If a sign is proposed on a heritage site, or in relation to a large development regardless of the City Environment, you are required to lodge an application with Council.
- Where a particular sign is not prohibited across all city environments an application may be submitted to Council for assessment.

Advertising signs Fees 2008/2009

Fees payable for outdoor advertising signs

Level 1 Application and Assessment Fees	
1-5 signs	\$448
6-10 signs	\$778
11 or more signs	\$1,110
Level 2 Application and Assessment Fees	
1-5 signs	\$691
6-10 signs	\$1,240
11 or more signs	\$1,790
Annual licence fee	
Resubmission of application if application is deemed to be incomplete	\$109
Temporary licence fee	\$96
Transfer of licence	\$54.50
Recovery of confiscated sign	\$154

IMPORTANT POINTS

- Payment of application and annual licence fees are required at lodgement. If the application is not approved, the licence fee will be refunded
- Please note, the application will not be accepted if fees are incorrect
- Level 2 application and assessment fees will automatically apply to all applications for:
 - heritage sites
 - relating to large developments
 - that contain both level 1 and level 2 signs
 - for prohibited sign types
- If you are an organisation listed in Appendix A of Council's Fees and Charges, you are exempt from fees. If you are a not-for-profit sporting, educational or child care organisation not listed in Appendix A, you can still be exempt from fees if you provide a statutory declaration.

HOW DO I APPLY FOR A LICENCE?

To obtain an application form go to www.brisbane.qld.gov.au, visit one of Council's Regional Business Centres or phone (07) 3403 8888.

Complete the application form and submit it with the following information:

- relevant fees
- site plan including the location of all existing and proposed signage, building footprints, roads and landscaping
- site photos (electronic pdf files recommended)
 - of each frontage
 - of view facing outwards from the position of the proposed sign
 - of any existing signage on the site
- photo or scaled drawing of sign showing (electronic pdf files recommended)
 - sign size and shape
 - fixing details
 - illumination

Applications can be submitted at any of Council's Regional Business Centres or mailed to Brisbane City Council, GPO Box 2596, Brisbane 4001.

ADDITIONAL DOCUMENTS

- For a mega banner or a road banner include a public liability letter and a certificate of structural adequacy from a certified engineer with your application.
- A certificate of structural adequacy may be requested throughout the assessment process for other sign types.
- For a temporary inflatable sign include a public liability letter.
- For a mobile motor vehicle sign include the vehicle registration number.
- If you are not the owner of the property you must obtain written consent from the property owner to erect signage. You are responsible for providing proof of owner's consent upon request.

MULTIPLE SIGNS

- Approval for multiple signs on one property for a single licence holder may be sought on one application form.
- Approval for multiple signs on multiple properties, where those properties are not part of a single large development and where the signs relate to multiple licence holders, must be sought on separate applications. That is, you must submit one application per site per licence holder.
- Approval for multiple signs on large developments such as a new residential estate or shopping centre should be sought on a single application as an Advertising Package. The application is required to contain all proposed signs whether permitted or licenseable, however only those signs requiring a licence need to be paid for.
- It is the property owner's responsibility to manage the total maximum sign area allowable for the site.

MORE INFORMATION

The following URLs and documents will assist you in finding out more about outdoor advertising signs.

- **Advertisements Subordinate Local Law 2005 booklet**
- **Advertising Sign Application form**
- www.brisbane.qld.gov.au
- www.dlgp.qld.gov.au

**Brisbane City Council
Information**
GPO Box 1434
Brisbane Qld 4001

Printed on recycled paper



J2007-02233
© Brisbane City Council 2005

For more information
visit www.brisbane.qld.gov.au
or call (07) 3403 8888