

Installation of advertising devices for real estate

Mackay Regional Council understands that businesses use advertising devices that capture the attention of motorists and pedestrians to advertise their business and the services that they provide.

These devices form an integral part of how businesses economically market themselves and assist in drawing people to their business that they may not normally reach.

Do advertising devices need an approval?

Mackay Regional Council regulates the installation of all advertising devices to ensure they are safe and complement the locality.

Advertising devices that meet the self-assessable criteria do not require an approval. The self-assessable criteria can be found in Mackay Regional Council's Subordinate Local Law No. 1.4 (Installation of Advertising Devices) 2011. The criteria set out in this Local Law refers to most of the devices that would be found in our region. Advertising devices that do not comply with the self-assessable criteria will require an approval.



How do I apply for an approval?

Applications can be located on the [Mackay Regional Council website](#).

Email the application form to install the advertising device with a layout plan, details of the device including what will be written/advertised, certification from an engineer for the device, land owners' permission, and

any other information that would be considered important to help with the application process to developmentsservices@mackay.qld.gov.au.

Application fees

A full list of all the Mackay Regional Council fees can be found on the council website under [the current cost recovery fees and charges](#).

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Approved sign types

The following advertising devices may be installed without the need for an application or approval.

Some of the self-assessable criteria listed in this fact sheet are the more popular devices utilised by businesses. A complete list of each device type and criteria can be found within Mackay Regional Council's Subordinate Local Law No. 1.4 (Installation of Advertising Devices) 2011. This is available on the Queensland Government website under the Local Laws database.



Real estate sign

A real estate sign is a temporary, non-illuminated advertising device which promotes the sale, auction, lease or letting of premises.

The criteria for a real estate sign (other than a directional real estate sign) is:

- The advertising device must not interfere with the safe and convenient passage of pedestrians or detract from the amenity of the area in which it is situated or unreasonably obstruct existing views.
- The advertising device must not have a face area in excess of 2.4m² and the number of real estate signs displayed at

the premises must not exceed one (1) sign for each agent marketing the premises up to a maximum of three (3) signs.

- The advertising device must not be displayed for more than 14 days after the sale of the premises identified in the advertising device or more than six months in any 12-month period.
- The advertising device must be kept erect and maintained in a good state of repair at all times and if a high fence, foliage or the like obscures the advertising device, it must be located as close as practicable to the street front boundary of the premises.
- If the advertising device is displayed on land which is not a public place a maximum of three (3) advertising devices may be displayed.
- The face area of each advertising device must not exceed 2.4m.
- The advertising device must only be displayed on the day that the premises offered for sale is open for public inspection or offered for sale by auction and must be located in close proximity to the premises.
- The advertising device must not be displayed on a road except subject to approval of an authorised person.

The criteria prescribed for a directional real estate sign is:

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Roadside directional sign

A roadside directional sign is an advertising device located on a road related area to advertise an open house day, estate, development or auction of premises which are difficult to locate.

The criteria for a roadside directional sign is:

- The advertising device must not have a face area in excess of 0.6m² and be located in the vicinity of the auction, estate, development or open house advertised on the device and not be displayed on a median strip,
- The advertising device must not cause a hazard to pedestrian or vehicular traffic and must not be displayed on a motorway or a limited access road.
- The advertiser of the device must take out and maintain public liability insurance cover in an amount not less than \$20,000,000 against claims for personal injury and property damage resulting from the display of the advertising device.
- A roadside directional sign may only be placed on a road reserve between 6pm on Friday and 6pm on the following Sunday and roadside directional signs must be used together, or in sequence, to direct people to premises which are the subject of an auction, estate, development or open-house and must be located within a reasonable distance of the premises.

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Banner sign

A temporary advertising device intended to be suspended from a structure or pole with or without supporting framework displaying an advertising device applied or painted to fabric or similar material of any kind; and includes real estate, for lease, auction, inspection and directional messages.

The criteria prescribed for a banner sign is:

- The advertising device must only be displayed for short term promotional purposes and the advertising device must not have a face area in excess of 2.4m².
- The advertising device may only be displayed for 14 days or less within any 90-day period

prior to the function or occasion advertised on the device.

- It must be affixed to a structure that will accommodate wind loadings for the area and the device must not be affixed to a tree, lighting or power pole on a local government-controlled area or a road.
- It must not be erected above the gutter line or on the roof of a building.

Estate sales sign

An estate sales sign is an advertising device displayed for the primary purpose of the promotion or sale of land within an industrial or residential estate or development.

The criteria for an estate sales sign is:

- If the advertising device is double sided the advertising device must not have a face area in excess of 2.4m² on either side and if the advertising device is single sided the advertising device must not have a face area in excess of 2.4m².
- If the advertising device is displayed on premises in an area used for residential purposes, the premises must be vacant and in close proximity to the estate or development advertised on the advertising device and the advertising device must not face adjoining premises unless it is more than 3m from each boundary of the premises
- The advertising device may only be displayed on premises for whichever is the lesser of twelve (12) calendar months and fourteen (14) days after the last lot comprising part of the estate or development is sold.



For more information phone council on 1300 MACKAY (1300 622 529) or visit the website mackay.qld.gov.au