

Installation of advertising devices

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 the 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 our website under the [current cost recovery fees and charges](#).

Installation of advertising devices

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 considered to be 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.

Mobile sign

A mobile sign is a temporary portable self-supporting sign which is free-standing and may be mounted on wheels to facilitate movement and includes an A-frame sign and a sandwich board but does not include a free-standing sign or a real estate sign.

The criteria for a mobile sign is:

- The face area of the advertising device must not exceed 2.5m² on either side of the device and the display of mobile signs must not exceed one advertising device for each shop or business fronting a road.

- Where the advertising device advertises a particular shop or business, the device must identify the shop or business. It may only be placed on the premises of the shop or business it is advertising. The mobile sign can only be placed in a local government-controlled area or near a road if no part of the advertising device is placed within 1.8m of the street front boundary, or 1.8m from the building line, or within the 1.8m pedestrian zone. The advertiser must also 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.

- The advertising device must be placed so as to minimise visual clutter and kept erect and maintained in a good state of repair at all times. It must be secured so as to prevent danger to pedestrian and vehicular traffic in windy conditions and removed when the business is not operating.
- The number of face areas of the device must not exceed two and the device must not be illuminated.

Boundary fence sign

A boundary fence sign is an advertising device painted or otherwise affixed to a fence



that has been designed to permanently delineate or identify a boundary alignment or enclosure.

The criteria for a boundary fence sign is:

- A maximum of one boundary fence sign may be displayed on any premises and the whole of the advertising device must be contained within the fence outline.
- The advertising device must be located on the front property boundary of the premises and the size and form of the advertising device must be in scale and proportion with the fence on which the advertising device is displayed.
- If the advertising device is not painted on the fence, the advertising device must not project more than 30mm from the fence and the advertising device must not be illuminated

Installation of advertising devices

- The advertising device must be secured so as to prevent danger to pedestrian and vehicular traffic in windy conditions.

Motor vehicle sign

A motor vehicle sign is an advertising device, including a variable message sign affixed to, placed upon, or beside a vehicle, caravan or trailer apparently stopped on rateable land for the primary purpose of displaying the advertising device.

The criteria for a motor vehicle sign is:

- The device must not have a face area in excess of 6m² and not extend beyond the dimensions of, as the case may be, the vehicle, caravan or trailer.
- It must not cause a hazard to pedestrian or vehicular traffic, be static, and if the advertising device is illuminated, or has an electronic display component, it must comply with each of the specific illumination criteria and the specific display content criteria.

Trade works sign

A trade works sign is a temporary advertising device that advertises trade work or construction work that is being carried out on the premises. For example, the

activities of a painter or a tiler.

The criteria prescribed for a trade works sign is:

- A maximum of one trade works sign per trade may be displayed on any premises and the face area of the advertising device must not exceed 0.6m².

Home-based business sign

A home-based business sign is an advertising device that displays the name or services provided by the occupier of a lawfully established home-based business premises which is painted or otherwise affixed to a building, wall or fence at the premises or free-standing on the premises.

The criteria for a home-based business sign is:

- The face area of the advertising device must not exceed 0.3m² and a maximum of one advertising device may be displayed on any premises.

Banner sign

A banner sign is 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 for a banner sign is:

- The device must only be displayed for short term promotional purposes and the device must not have a face area in excess of 2.4m².
- The 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.
- The device 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.
- The advertising device must not be erected above the gutter line or on the roof of a building.

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