

# Approval to Install an Advertising Device Application

Local Law 1 (Administration 2012) and  
Subordinate Local Law 1.4  
(Installation of Advertising Devices) 2012

Address all communications to  
**The Chief Executive Officer**

PO Box 974, Ayr Qld 4807  
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enquiries@burdekin.qld.gov.au

**NOTE: SUBMISSION OF THIS APPLICATION DOES NOT GUARANTEE APPROVAL. INSTALLATION OF AN ADVERTISING DEVICE IS NOT PERMITTED UNLESS WRITTEN APPROVAL IS GRANTED.**

## This application is for approval to install: (Please ✓ or ✗ )

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> A or T frame/Mobile sign | <input type="checkbox"/> Roof/sky sign             | <input type="checkbox"/> Inflatable sign |
| <input type="checkbox"/> Under awning sign        | <input type="checkbox"/> Billboard / Hoarding sign |  |

## Section 1: Applicant Details (Please print)

Full Name:			
Company Name:			
Contact person (for company)		ACN:	
Postal Address			
Telephone:		Mobile	
Email:			

## Section 2: Business Details for Advertising Device

Name of Business:			
Address of Business			
ABN/ARBN:			
Telephone:		Mobile	
Business Email:			
Postal Address:			

Is this an application for an A-frame or mobile sign?  Yes  No

If Yes, please go to Section 4, otherwise please continue to Section 3.

## Section 3: Consent from land owner (if applicable)

Are you (the applicant) the owner of the property referred to in this application?  Yes  No

If No, either the landowner is to complete the following or attach a letter from the owner giving approval for the installation of the advertising device on their property.

I, \_\_\_\_\_ owner of \_\_\_\_\_  
*Insert name* *Insert property address for advertising device*

[Real Property Description: Lot \_\_\_\_\_ on \_\_\_\_\_ ] consent to this application for approval to install an advertising device on my property.

Signature:		Date:	
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#### Section 4: Details of proposed advertising device

Dimensions of sign in mm:	Face Width	X	Face Height
Overall height from ground:		Construction Material	
Number of faces:		Area per face	
Illuminated (if yes, please provide details below):			<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the advertising device either attached to the building, or on the footpath adjacent to the business address provided in Section 2			<input type="checkbox"/> Yes <input type="checkbox"/> No
If no, where is the sign to be located:			
Please note: If the proposed advertising device is located on a state-controlled road Council will forward details of your application to Department of Transport and Main Roads as required.			
Please refer to Conditions of Approval Information Sheet at the end of this application and the sign specific information.			
If there is insufficient room please attach further information.			

#### Section 4A: Further details for Inflatable Signs

What is the timeframe for the display of the inflatable sign?	days	from	/ /	to	/ /
Have you previously had an approval for an inflatable sign?				<input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, when was the last approval issued?					
How will the device be secured?					
Has this method of securing the inflatable device been certified by an accredited engineer?					
<input type="checkbox"/> Yes <input type="checkbox"/> No					
If approved, a copy of certification is to be provided to Council prior to the display of the device. Please include in the location map details on power lines and other public services.					

#### Section 4B: Further details for Roof / Sky Signs

Are there any other Roof / Sky signs on the same building?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, how far is it from the existing sign/s to the proposed sign?	metres
Is the Roof / Sky sign to be installed with 'guide wires'?	<input type="checkbox"/> Yes <input type="checkbox"/> No

#### Section 4C: Further details for Awning Signs

What is the distance from the lowest level of the sign to the footpath	metres
Are there any other Under Awning signs nearby	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, what is the distance from the nearest Under Awning sign to this proposed sign?	metres

#### Section 4D: Further information for Billboard / Hoarding Signs

How far is the sign from the property boundaries?	Road frontage	metres
	Nearest side boundary	metres
Is there an existing billboard/hoarding sign on this property?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, what is the distance from the existing sign to this proposed advertising device?		metres
Is this application for more than one Billboard/Hoarding Sign on this property?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, what is the minimum distance separating each advertising device?		metres

#### Section 5: Standard public liability insurance

The applicant/s must:

- For the duration of the term of the approval, maintain in full force and effect a standard public liability insurance policy:
  - in the joint names of the approval holder and the local government; and
  - covering their respective rights, interests and liabilities to third parties in respect of accidental death of, or accidental bodily injury to, persons or accidental damage to property; and
  - for an amount of no less than \$10 million for any single event; and
- prior to the commencement of the activity, provide the local government with a certificate of currency for the standard public liability insurance policy; and
- indemnify the local government and the state government\* against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon, the local government or the State as a result of the activity.

Name of insurance company:	
Policy number:	
Amount:	\$
Date policy expires:	

\*Please note indemnifying the state government is only required if the advertising device is to be located on a main road, or state government controlled land

#### Section 6: Document Checklist

<input type="checkbox"/>	completed all Sections of this Application (as applicable to my application)
<input type="checkbox"/>	provided consent from Landowner (if applicable)
<input type="checkbox"/>	attached a location map to a suitable scale
<input type="checkbox"/>	provided a sketch/plan/artist impression of advertising device
<input type="checkbox"/>	provided evidence of my current \$10 000 000.00 public liability insurance
<input type="checkbox"/>	completed all Sections of this Application (as applicable to my application)

**Section 7: Declaration and Signature**

Declaration: I hereby apply for permission to install an advertising device as described above. I understand that should approval be granted that the sign shall not be changed (excluding advertised information) unless prior approval in writing is obtained from Council. I, the above named applicant, do sincerely declare that the information shown above is true and correct.

I also enclose the non-refundable application fee. I understand that this fee does not guarantee permit approval.

Signature of Applicant:		Date:	
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**Information Privacy Act 2009.** Burdekin Shire Council is collecting the personal information you provide on this form in accordance with Subordinate Local Law 1.4 (Installation of Advertising Devices) 2012 for the purpose of assessing your application, monitoring and enforcement. Where approval has been granted on a main road this information may be given to the Department of Transport and Main Roads. Your information will not be disclosed to any other third party without your consent unless required or authorised by law.

**Office Use Only**

Fee Paid	\$	CSO Initials		Applic. No		Prop ID No	
Receipt No				Action	<b>LIC</b>	Land ID No	
Date Paid	/ /					Function ID No	

## Information Sheet

### Conditions of Approval for Advertising Devices

Subordinate Local Law 1.4 (Installation of Advertising Devices) 2012

- 1) The conditions of an approval that may be imposed include –
  - a) a requirement to comply with specified safety requirements; and
  - b) the time when the prescribed activity must be carried out (for example business hours); and
  - c) specify standards with which the undertaking of the prescribed activity must comply; and
  - d) require the approval holder to –
    - i) carry out specified additional work such as earthwork and landscaping; and
    - ii) take out and maintain public liability insurance as specified by the local government and produce documentary evidence of the insurance to the local government before commencement of the prescribed activity; and
    - iii) give the local government specified indemnities; and
    - iv) maintain structures erected or installed, or vegetation planted, under the approval, in good condition; and
    - v) remove a structure erected or installed, under the approval, at the end of a stated period unless the local government has received and approved an application for renewal of the term; and
    - vi) exhibit specified signage warning about the conduct of the prescribed activity; and
    - vii) construct the advertising device from specified materials; and
    - viii) maintain the advertising device in good order and repair; and
    - ix) install the advertising device at a specified location, or in a specified manner; and
    - x) take specified measures to illuminate, or control the illumination of, the advertising device; and
    - xi) restrict the dimensions of the advertising device.
- 2) The conditions of an approval may require the approval holder to take specified measures to
  - a) prevent harm to human health or safety of persons involved in, or affected by, the undertaking of the prescribed activity; and
  - b) prevent loss of amenity or nuisance resulting from the undertaking of the prescribed activity; and
  - c) ensure that the undertaking of the prescribed activity does not cause unsafe movement or obstruction of pedestrian or vehicular traffic.

In addition to the above, the following may also apply

#### **Mobile Sign (includes A – frame signs)**

- 1) A mobile sign –
  - a) is a temporary portable self supporting sign which is free-standing and may be mounted on wheels to facilitate movement; and
  - b) includes an A-frame sign and a sandwich board; but
  - c) does not include a free-standing sign or a real estate sign.
- 2) The criteria prescribed for a mobile sign are –
  - a) the face area of the advertising device must not exceed 2.5m<sup>2</sup> on either side of the advertising device; and
  - b) the display of mobile signs must not exceed 1 advertising device for each shop or business fronting a road; and
  - c) where the advertising device advertises a particular shop or business, the advertising device must identify the shop or business; and
  - d) the advertising device may only be placed on the premises of the shop or business it is advertising or promoting on a local government controlled area or a road if –

- i) no part of the advertising device protrudes more than 1m from the street front boundary of the premises; and
  - ii) the advertising device is not a hazard to pedestrian or vehicular traffic; and
  - iii) the advertiser takes out and maintains public liability insurance cover in an amount not less than \$10,000,000.00 against claims for personal injury and property damage resulting from the display of the advertising device; and
- e) the advertising device must be
- i) placed so as to minimise visual clutter; and
  - ii) kept erect and maintained in a good state of repair at all times; and
  - iii) secured so as to prevent danger to pedestrian and vehicular traffic in windy conditions; and
- f) the number of face areas of the advertising device must not exceed 2; and
- g) the advertising device must not be illuminated.

### **Inflatable Sign**

- 1) An inflatable sign is a fixed or captive balloon, including a tethered lighter than air device which is displayed in conjunction with a special event such as a fete, fair, circus, sales promotion or the like.
- 2) The criteria prescribed for an inflatable sign are –
  - a) the advertising device must not be displayed for more than 14 days in any 90 day period; and
  - b) the method of securing the advertising device must be certified as to standard by an accredited engineer prior to the display of the advertising device; and
  - c) the location of the advertising device must be such that the display of the advertising device will not interfere with any power lines or other public services; and
  - d) the advertiser must take out and maintain public liability insurance cover in an amount of not less than \$10,000,000.00 against claims for personal injury and property damage resulting from the display of the advertising device; and
  - e) the advertiser must produce to the local government on request evidence of the existence of the insurance specified in paragraph (d).

### **Roof / Sky Sign**

- 1) A roof / sky sign is an advertising device fitted to the roof of a building
- 2) The criteria prescribed for a roof / sky sign are –
  - a) the advertising device must be contained within the existing or created outline of the building on which it is displayed; and
  - b) if the advertising device creates a new outline for the building – the advertising device must be designed to appear as if it were part of the original building, or in some other way match or compliment the architecture of the building; and
  - c) the advertising device must not extend horizontally beyond the edge of the roof of the building on which it is displayed; and
  - d) the advertising device must not be displayed less than 3m from any other roof / sky sign displayed on the building; and
  - e) if there is more than 1 advertising device on a building, the advertising devices must match, align or otherwise be compatible with each other; and
  - f) the source of illumination of the advertising device must be internal and not cause excessive light spill; and
  - g) if the advertising device has a face area greater than 1.2m<sup>2</sup>, the advertiser must obtain an engineer's certification for any structure dedicated for the support of the advertising device; and
  - h) the advertising device must be installed without 'guide wires' or exposed supporting framework.

### **Under Awning Sign**

- 1) An under awning sign is an advertising device affixed underneath, or suspended from an awning or verandah.
- 2) The criteria prescribed for an under awning sign are that the advertising device must –

- a) have a minimum clearance of 2.4m between its lowest point and any directly adjacent road related area; and
- b) not have a horizontal dimension greater than the width of the awning, a vertical dimension of more than 0.5m or a thickness of more than 0.3m; and
- c) be orientated at right angles to the front of the building on which it is displayed; and
- d) not be displayed less than 3m from another under awning sign; and
- e) not be displayed less than 1.5m from each side boundary of the premises on which it is displayed; and
- f) not project beyond the awning or verandah to which it is affixed.

**Billboard / Hoarding Sign**

- 1) A billboard / hoarding sign is an advertising device which –
  - a) is free standing; and
  - b) has a face area greater than 2.4m<sup>2</sup>; and
  - c) has a face area width greater than its face area height; and
  - d) is normally elevated from the ground supported by 1 or more vertical columns, pylons or poles; and
  - e) is an erected structure used primarily for the display of advertising matter.
- 2) The criteria prescribed for a billboard / hoarding sign are –
  - a) The advertising device must –
    - i) not have a face area in excess of 48m<sup>2</sup>; and
    - ii) not have a height in excess of 15m; and
    - iii) not face adjoining premises unless it is more than 3m from each boundary of the premises; and
    - iv) not be located or constructed as to expose an unsightly back view of the advertising device; and
    - v) not have more than 2 faces; and
  - b) if the advertising device has 2 faces – the angle between each face must not be more than 45 degrees unless the space between each face is filled or cladded; and
  - c) only 1 double-sided billboard / hoarding sign may be displayed on premises except where the street front boundary of the premises exceeds 100m; and
  - d) if the street front boundary of the premises exceeds general 100m, more than 1 double - sided billboard / hoarding sign is permitted, however, each billboard / hoarding sign must be not less than 100m apart; and
  - e) the advertising device must not be displayed less than 3m from any side boundary of the premises; and
  - f) the advertising device must be installed without 'guide wires' or exposed supporting framework.