

ADVERTISING DEVICES - (SIGNAGE) - MEASURING SIGN FACE AREA

How is the sign face area of an advertising device (sign) measured?

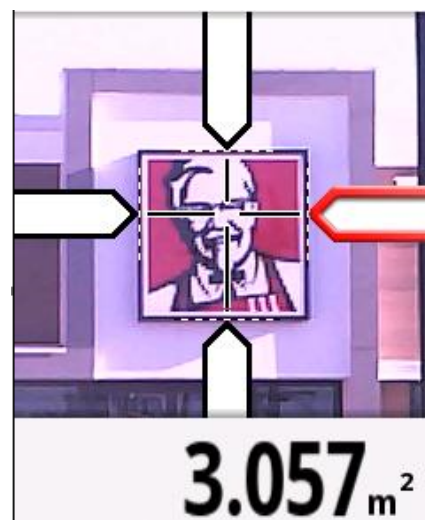
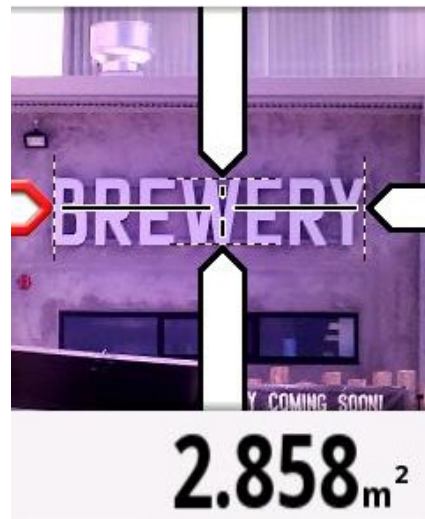
The sign face area measurement of a sign includes: —

- the area, measured around the perimeter of the advertising device wholly containing all collective features of the advertising device, inclusive of any words, logos, branding, images, colours, decorative lines, stripes, borders and architectural trims that immediately surround and form part of the advertising device;
- the external painting of a building if—
 - (i) the external painting includes the use of colours in patterns, symbols, messages or the like for business branding purposes; or
 - (ii) the external painting consists of signs which promote the business conducted from the building or a product, event or activity undertaken at the building; or
 - (iii) the external painting conveys information, instructions or directions relevant to a business activity conducted from the building.

The sign face area measurement of a sign does not include:—

- (i) the external painting of a building with a single colour or multiple colours or paint trims where the colour or paint trim forms part of the architectural treatment of the building and does not constitute corporate branding, but notwithstanding this, natural colours consistent with the Noosa landscape are preferred and encouraged, and bold colours such as reds, blues and yellows are not encouraged, and are not consistent with the Noosa look and feel; or
- (ii) safety, warning or wayfinding signs, where not part of a corporate logo.

Example measurements of sign face area



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What is the maximum sign face area allowed for each permanent sign type?

The maximum sign face area requirements and dimensions for each sign type are specified in Schedule 10 – Installation of Advertising Devices of Subordinate Local Law No. 1 (Administration) 2015.

The maximum sign face area for permanent signs is summarised below.

Sign type	Maximum sign face area *
above awning sign	1.5 m ²
awning fascia sign	4.0 m ²
under awning sign	1.5 m ²
business name plate	0.3 m ²
community service organisation sign	4.0 m ²
created awning line sign	4.0 m ²
flag pole sign	2.0 m ²
fence sign	4.0 m ²
hamper sign	4.0 m ²
home based business sign	0.3 m ²
multi-tenancy arcade sign	2.0 m ²
sporting field sign	4.0 m ²
stall board sign	4.0 m ²
wall sign	4.0 m ²
window sign	4.0 m ²
LCD digital screen window sign	0.5 m ²
vertical sign	1.5 m ²
Freestanding sign, pole sign or pylon sign	4.0 m ²

*The maximum sign face area of a sign in the Industrial zone is 6.0 m² (excluding Eumundi Noosa Rd and Walter Hay Dr which is 4.0 m²).

What is the maximum sign face area allowed for each temporary sign type?

The maximum sign face area for temporary signs is summarised below.

Sign type	Maximum sign face area
development construction hoarding	4.0 m ²
election sign	1.1 m ²
event directional sign	0.54 m ²
real estate sign	2.16 m ²
open for inspection / auction day sign	0.3 m ²
real estate directional sign	0.3 m ²
garage sale sign	0.3 m ²
prize home direction sign	0.3 m ²
sandwich board / A frame sign	0.54 m ² each side

Note: All detailed requirements for advertising devices are contained in **Schedule 10 – Installation of Advertising Devices of Subordinate Local Law No. 1 (Administration) 2015** available on Council's website.

<https://www.noosa.qld.gov.au/downloads/file/2094/subordinate-local-law-1-certified-consolidated-version-20-feb-2020>