

What is advertising?

Advertising devices are controlled by the planning scheme and local laws. A local laws permit is required when an advertising device is:

- not regulated under the planning scheme
- not prohibited by the local law
- not permitted by the local law

Advertising devices regulated under the planning scheme include:

- a permanent sign, structure or other device used, or intended to be used for, advertising
- a structure or part of a building, whose primary purpose is to support the sign, structure or device

Prohibited advertising

Prohibited advertising includes:

- beacon, flashing and revolving lights
- vehicle advertising other than painted on the vehicle
- more than one aerial and free-standing advertising per business on a TRC-controlled area or road.

Permitted advertising

Advertising devices that do not require a permit include most commercial advertising where the activity Permitted advertising is conducted on the premises, does not impede use of the footpath, is consistent with the character of the area and does not emit excessive glare or reflection.

Other permitted signs are temporary advertisements, real estate advertisements, event signs, construction site signs, roadside stall signs and election signs.

Election signs are not specifically dealt with under the current local laws.

All permitted signs must be structurally sound, kept free of graffiti and must not:

- harm public health and safety
- cause property damage
- cause nuisance
- distract pedestrians or motorists
- obscure a motorist's view
- cause environmental harm
- detrimentally impact on amenity
- cause unreasonable obstruction of views.

The proposed local law also provides for the removal, remedy and/or repair of advertising devices, which was not previously covered.

