

Fact Sheet

Signs and advertisements

Is approval needed?

Ipswich City Council regulates advertising devices to ensure they are safe and complement the locality. Most advertising devices require council approval. It is the signage owners' responsibility to comply with council's requirements. Penalties may apply for displaying signs or advertisements that have no approval or do not comply.

Advertising signs may be permanent or temporary.

Permanent advertisements

Permanent advertisements are defined in Part 12, Division 14 – Advertising Devices Code of the Ipswich Planning Scheme. A copy is available at Development.i under the Online Services section at Ipswich.qld.gov.au.

Note: a development application is generally required for permanent signs or advertisements unless exempt under Schedule 9 – Exempt Advertising Devices of the Ipswich Planning Scheme.

If you require information on the application process please contact council.

Permanent signs or advertisements include:

- **Billboard:** A sign with a freestanding display surface which incorporates the freestanding structure upon which the sign is located. The width of the sign is greater than its height. The area of the sign face has a maximum area of 40m² and the entire height of the billboard does not exceed 10m.
- **Window sign:** Either on the inside or outside of a window, at street level, window signs are used to promote the goods and services available from the business displaying the sign. Window signs are not to cover or obscure more than 25% of the window.
- **Wall sign:** A sign which is painted on or attached to the wall of a building. Sizing restrictions are determined based on the size of the wall but are not to cover more than 75% of the area of the wall or exceed a total area of 40m².
- **Ground sign:** This sign sits directly on the ground and does not require any supporting poles or framework. Ground signs are to be no higher than 1.8m above the natural ground level with a maximum sign face area of 10m².



Billboard example



Wall sign example

Temporary advertisements – must meet minimum standards

A temporary advertising device must comply with the minimum standards specified in councils Subordinate Local Law No. 3.1 (Commercial Licensing) 2013 (Schedule 2, Part 1) and must also comply with Schedule 2, Part 2 General minimum standards. A copy of the local law is available at ipswich.qld.gov.au/about_council/media/corporate_publications/local_laws.

If you require information on the application process please contact council.

Temporary signs or advertisements include:

- **Construction signs:** Erected on a property or structure during construction or refurbishment of a building or structure. They have a maximum area of 8m² and no more than one sign per street frontage is permitted for each construction company, consultant or sub-contractor.
- **'A' framed signs:** Are portable and may also include inverted 'T' signs and any non-fixed freestanding shop front sign. They must measure between 0.6m-1.2m in both width and height. These signs are to be located within an area between 0.8m and 1.5m from the kerb with a minimum of 1.8m wide section of the footpath free of signage for the movement of pedestrians.
- **Event signs:** Announce a local cultural, educational, recreational, religious or social event, or any related matter. They include inflatable signs, horizontal banner signs (maximum area 8m²), vertical banner signs (maximum width 0.6m, maximum area 2m²) and community event (fete) signs.
- **Real estate signs:** Facilitate the sale or letting of properties. A maximum of one sign for each selling agent is allowed per road frontage and must be displayed on the property. The sign can be no more than 1.5m² for residential/historic areas and 3m² for commercial, industrial, rural or open space and special use/other areas.
- **Mobile signs:** Are portable, freestanding lightweight signs (often with wheels) which can be easily moved around the site. They are permitted a maximum height of 2m and a maximum width of 1.2m.



Mobile sign example



Real estate sign example



'A' frame sign example