



**NATIONAL CAPITAL AUTHORITY**

*Australian Capital Territory  
(Planning and Land Management) Act 1988*

**NATIONAL CAPITAL PLAN**

**AMENDMENT 25  
SIGNS POLICY AMENDMENTS**

**June 2000**

**THE NATIONAL CAPITAL PLAN**  
**AMENDMENT 25 (SIGNS POLICY AMENDMENTS)**

Amend the National Capital Plan as follows:

1. Amend Clause 2.2 - Designated Area “Main Avenues and Approach Routes” by inserting additional sentences at the end of (i) in Detailed Conditions of Planning, Design and Development as follows:

*“Commercial roadside signs, are not permitted in road reservations, except on bus shelters. Non-commercial signs may be permitted where they comply with the Design and Siting Conditions for signs as set out in Appendix H.”*

2. Amend Appendix A “Land Use Definitions” by inserting the following definition:

**“Commercial Roadside Sign**

*A sign, other than real estate temporary directional signs, erected within road reservations to advertise goods and services or nearby commercial events, such as auctions or sales, and includes placards, sandwich boards, posters and the like.”*

3. Amend Appendix H “Design and Siting Conditions” by -

- (a) inserting in the contents page a new section to “PART 3: SIGNS” to read -

***“5. Signs on Unleased Land”***

- (b) amending the Preamble to “ 3 **SIGNS**” by deleting the last paragraph;
    - (c) deleting all the words in section 4.1 in “4. FREESTANDING SIGNS” and replacing them by the following words -

***“4.1 Freestanding signs may be approved on business leases provided that:***

- (i) *unnecessary repetition or multiplicity is avoided*

- (ii) *sign content, other than on billboards at Canberra International Airport, is restricted to the name, insignia and type of business activity combined with the advertising of the principal product or services being offered on the site*
- (iii) *the height of freestanding signs, other than billboards at Canberra International Airport, shall not exceed 4 metres within residential neighbourhoods and 6 metres in other locations*
- (iv) *the surface area of freestanding signs, other than billboards at Canberra International Airport, shall not exceed 3m<sup>2</sup> within residential neighbourhoods and 6m<sup>2</sup> in other locations except that the maximum surface area of a sign identifying a shopping centre shall be determined having regard to the particular circumstances and merits of a proposal*
- (v) *billboards erected at Canberra International Airport are in accordance with the Canberra International Airport Outdoor Signage Plan at 4.4*
- (d) inserting the following words immediately after the words "Freestanding signs" in section 4.3 in "4. FREESTANDING SIGNS" -

*“, other than billboards at Canberra International Airport, ” ;*

- (e) inserting a new section immediately after 4.3 as follows -

#### **“4.4 Canberra International Airport Outdoor Signage Plan**

##### **Introduction**

- i. *The Canberra International Airport Outdoor Signage Plan is a plan for those outdoor signs within the Airport Terminal precinct (Figure H1) which are larger in surface area than 6 square metres.*

##### **Location**

- ii. *The plan indicates the likely location of outdoor signage within the Airport Terminal precinct. These locations may be varied with the approval of the National Capital Authority.*
- iii. *All such signs must be within the Airport Terminal precinct.*
- iv. *The signs must be situated so that their scale is sympathetic to the surrounding environment and appropriate for the Airport.*

### *Design*

- v. *The design of the signs must be of a high quality and character, befitting the National Capital.*
- vi. *All such signs will be double sided. Alternatively, the rear face of a sign must be screened to the satisfaction of the National Capital Authority.*

### *Size*

- vii. *The advertising area of billboards will be limited to a standard size no greater than 12.66 metres by 3.35 metres.*
  - viii. *The advertising area of gantries will be limited to a standard size no greater than 22.8 metres by 2.6 metres."*
- (f) adding immediately after section 4. FREESTANDING SIGNS a new section entitled "5. SIGNS ON UNLEASED LAND" (which follows at Annexure 1); and
- (g) adding a definition, in alphabetical order, in the section on DEFINITIONS as follows -
- "Billboard" - means a sign erected for the purpose of advertising products or services which are not being offered on a site on which the sign is erected."*

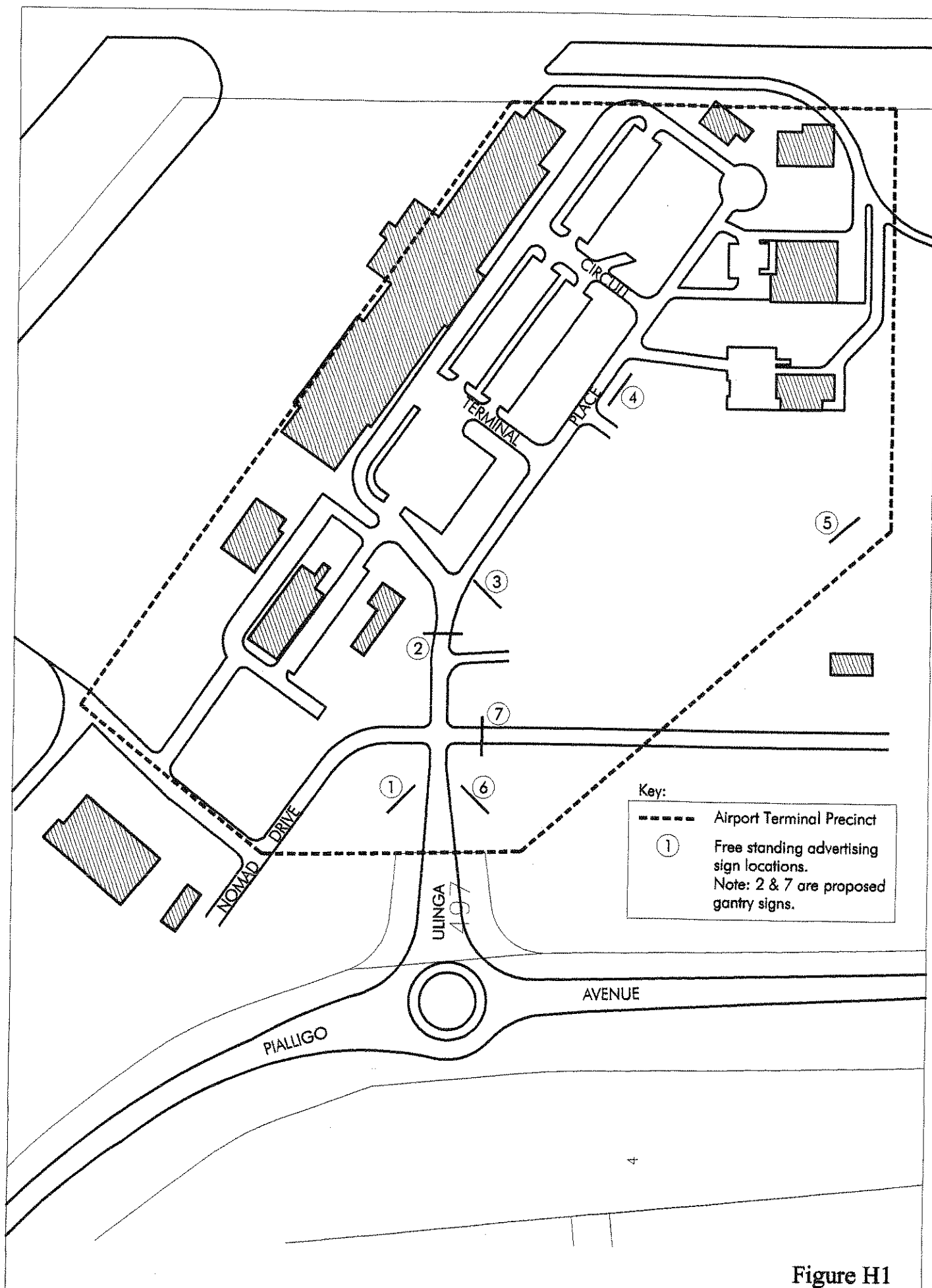


Figure H1

# CANBERRA AIRPORT OUTDOOR SIGNAGE PLAN



## **5. SIGNS ON UNLEASED LAND**

### **5.1 Real Estate Roadside Sign**

Real estate signs which direct the public to sites currently for sale or lease may be placed on the verge of roadways subject to the removal of the signs at the end of each day. Such signs should generally –

- be of an A-frame structure;
- be located further than 20 metres from a road intersection;
- not be located on Main Avenues adjacent to the Parliamentary Zone, on ANZAC Parade or on the approaches to the Prime Minister's Lodge or the Governor-General's residence;
- have a surface dimension not greater than 900 mm width and 1200 mm height and a maximum height above ground level of 1500 mm;
- be firmly secured to the ground while on display;
- not be animated;
- display direction to the property for sale or lease and the agent's name with the agent's name/logo occupying an area of not greater than 50 per cent of the sign; and
- not have a highly reflective surface.

### **5.2 Hawkers' Signs**

Hawkers' signs in Designated Areas may only be displayed where they –

- are not within the National Triangle or on Main Avenues or Approach Routes (except in relation to events or otherwise approved by the Authority or on or near construction sites);
- are not less than 1 kilometre from other hawkers;
- include one sign of moderate scale at the site of standing and not more than one additional sign on each side of the road approaching the site;
- are approved by a relevant agency of the ACT Government as being safe from a traffic point of view;
- have a surface dimension not greater than 900 mm width and 1200 mm height and a maximum height above ground level of 1500 mm;
- do not have highly reflective surfaces; and
- are removable and only displayed on site during hours of operation.

### **5.3 Community Roadside Signs**

Community roadside signs, which advertise local events not subject to an entry or site fee, may be placed on the verge of roadways or other unleased lands, subject to their removal at the end of the advertised event. Each community organisation may only display a maximum of six movable signs for one week prior to the advertised event. Such signs should generally –

- be of an A-frame structure;
- be located further than 20 metres from a road intersection;
- not be located on Main Avenues adjacent to the Parliamentary Zone, ANZAC Parade and the approaches to the Prime Minister's lodge and the Governor-General's residence;
- have a surface dimension not greater than 900 mm width and 1200 mm height and a maximum height above ground level of 1500 mm;
- be firmly secured to the ground while on display;
- not be animated;
- only contain the name of the organisation and information related to the forthcoming event;
- not impede maintenance activities such as mowing of grass;
- not be offensive; and
- not have a highly reflective surface or be iridescent in colour.

### **5.4 Flags and Banners**

Subject to traffic safety assessment by the relevant ACT Government agency flags and banners may be displayed within road reserves. Such signs should generally comply with the following –

- approval may be granted by the National Capital Authority for the display of event banners and flags where these are of a standard which is consistent with the values of the National Capital and are not in the form of a commercial advertising sign;
- banners may be suspended across Northbourne Avenue and London Circuit from vertical supports;
- banners on light poles are not permitted in ANZAC Parade;
- the use of light poles for the flying of banners is to meet the requirements of the ACT Government's policy in respect of the use of its assets;
- when erected on Territory Land flags and banners may only be installed by direct arrangement with an agency or contractor of the ACT Government;

- the erection of flags in any location is not to be in conflict with the flag protocols administered by the Commonwealth Government's Award and National Symbols Branch;
- flags and banners identifying the ACT Visitor Information Centre are permitted in the road verge adjacent to the centre, but not in the median;
- banners on light poles should not compromise existing landscapes;
- the use of commercial wording or sponsorship acknowledgment is limited to no more than 20 per cent of the banner;
- all costs associated with the design, manufacture, installation and removal of banners or flags are to be met by the applicant;
- materials used in flags and banners must be able to withstand the effects of rain, sun and wind without colours running or fading or fabrics tearing due to wind loads;
- materials used in flags and banners are not to be highly reflective; and
- flags and banners may be displayed for up to two weeks before an event, during an event and for no more than 48 hours after the event.

## **5.5 Major Events Signs**

### **5.5.1 Changing Events Signs**

Signs promoting or describing an event at an institution may be erected and displayed on approved structures, or in an approved manner, without further approval subject to the following criteria being met –

- the signs are erected and displayed for specific periods during the display, program or event;
- the content of the sign is not offensive and relates to its context;
- commercial wording or sponsorship acknowledgment occupies no greater than 20 per cent of the sign.



### **5.5.2 Groups of Signs for Events**

**Groups of signs, promoting a major event conducted for more than two days, may be displayed where such signs are of a similar type to an approved sign without the need for separate approval of each sign where –**

- **they seek to promote an event or program of special significance and broad community interest;**
- **they are not displayed in ANZAC Parade or adjacent to the Prime minister's Lodge or the Governor General's residence;**
- **they are not displayed in the median of road reserves;**
- **the contents of the signs are not offensive and harmonise with the landscape;**
- **they are not garish or iridescent;**
- **they are not highly reflective;**
- **commercial wording or sponsorship acknowledgment occupies no greater than 20 per cent of the sign;**
- **promotional signs are displayed for no longer than 2 weeks prior to the event;**
- **directional signs are only displayed during the days of the event; and**
- **they are removed within 48 hours of the conclusion of the event.**

## **5.6 Services and Commercial Directional Signs**

### **5.6.1 Services Signs**

**Signs that provide direction to service outlets such as emergency services, food, accommodation, service stations, pharmacies, religious centres, and the like should meet the following conditions –**

- **signs for services located away from Main Avenues and Approach Routes, should be generally in the form of internationally recognised symbols and not include business names ;**
- **service signs on sites fronting Main Avenues and Approach Routes should only be located on the site on which the service is provided; and**
- **service venues are to be shown in a list of places and on a services location map agreed to by the National Capital Authority**

### 5.6.2 Commercial Directional Signs

Signs to provide direction to business centres may only include the name of the relevant Town Centre, Group Centre or Local Centre.

Signs to business activities outside of commercial centres may be erected in the form of finger boards and should comply with the following –

- there are to be no more than 5 commercial directional signs as finger boards attached to poles at any one location;
- the signs are to be erected by, and remain the property of, the ACT Government ;
- the display of the signs is to be managed so as to be kept in an orderly fashion and in good repair; and
- the signs should conform to Section 3 of the Australian Standard 1742.5 – 1997: *Street name and community facility name signs*

### 5.7 Site Identification Signs

Signs erected in public places to identify the name of the places such as parks, squares, walks, historic sites, open spaces and the like should comply with the following –

- signs in the National Capital Open Space System should be consistent in design in terms of style, size and materials used and should be part of a hierarchy of signs which reinforces the significance of the Open Space System. The hierarchy of such signs should be for primary signs at the site entry and secondary signs comprising –
  - ✓ directional signs
  - ✓ destination indicators
  - ✓ place name signs
  - ✓ interpretive signs;
- sponsorship names are not permitted as part of signs where the signs are on Main Avenues or Approach Routes, in the National Capital Open Space System, in the Parliamentary Zone, near the Prime Minister's Lodge or the Governor General's residence.

- markers or signs identifying places may include dedication information or historic information about the place on or near where the sign is located; and
- site identification signs are to be erected by, and remain the property of, the Commonwealth (on National Land) or the ACT Government on (Territory Land).

## 5.8 Tourist Destination Signs

Signs, which direct the public to major tourist sites and places, should generally comply with the following –

- tourist drives may be identified by a system of numbers and colours on standard signs placed along the drives with detailed information of attractions along the route available for visitors in published form at visitor information centres;
- tourist drive numbers should be incorporated in new tourist destination signs or may be fixed as a separate sign beneath destination signs or traffic signs;
- groups of attractions, located at a single destination, may be identified by displaying the group destination name on a series of signs which lead up to that destination;
- tourist destination signs, other than tourist route signs, are to be at the last major turn-off to the venue;
- individual attractions may be identified as features of this centre on a single sign on arrival at the centre;
- sponsorship will not be permitted on tourist destination signs other than those which have naming rights for the destination;
- the signs should conform to the *Australian Standard 1742.6 – 1990: Service and tourist signs for motorists*;
- the main entry points to the Parliamentary Zone may be signalled by distinctive signs such as banners or place signs located in the verges of the Main Avenues;
- the signs are to be erected by, and remain the property of, the ACT Government;
- excessive repetition of tourist destination signs should be avoided;
- signs are to be painted metal and all single-sided signs are to be painted on the visible reverse side; and

- a system of standard symbols, lettering and colour schemes should be followed in directing the travelling public to tourist venues.

## **5.9 Advertising Signs on Street Furniture**

Advertising signs may be displayed on bus shelters subject to the following -

- only one advertising sign will be permitted on each bus shelter;
- the sign is to be of a dimension not exceeding 1.5 metres by 1 metre;
- the sign may be side illuminated;
- the sign structure is to be an integral part of the design of the shelter on which it is displayed; and
- such signs are not permitted in ANZAC Parade or on bus shelters in Commonwealth, Kings and Constitution Avenues or the area bounded by these Avenues.

## **5.10 Tourist Radio Identification Signs**

Tourist and visitor information radio identification signs will be considered where they comply with the following -

- a single radio station notice may be displayed on a single pole;
- for multiple station identification in one location the design is to be in the form of a combined notice board which may display up to five radio station frequencies;
- the signs may be located in the Visitor Information Centre on Northbourne Avenue and within car parks of major institutions which function as tourist attractions;
- tourist radio identification signs displaying only the frequency of a station may be permitted in the Information Lay-bys on Approach Routes but not elsewhere on the Main Avenues and Approach Routes; and
- the signs are to be painted metal structures with white lettering on a blue background showing only the frequency and the broadcaster identification letters or numbers.

### **5.11 Billboards**

Billboards are not permitted on unleased land in the Designated Areas.

### **5.12 Tourist Information Signs**

Tourist information signs on Approach Routes, other than tourist directional signs, are to comply with the following -

- The hierarchy of signs on Approach Routes is to include -
  - a border marker sign which is a single purpose sign to mark the border between the ACT and NSW. Such markers may be on either side of the road at the border;
  - a City of Canberra identification sign, of a scale less than that of the border sign, may placed in the road verge away from and following the border sign;
  - tourist information lay-bys may contain a number of pedestrian scale sign boards displaying -
    - ✓ a guide map of the Territory
    - ✓ welcoming messages in different languages
    - ✓ changeable signs advertising major events in Canberra; and
    - ✓ signs directing visitors to the Visitor Information Centre on Northbourne Avenue.
  - Visitor Information Centre signs which identify the distances to the Centre and use the internationally recognised information symbol.