

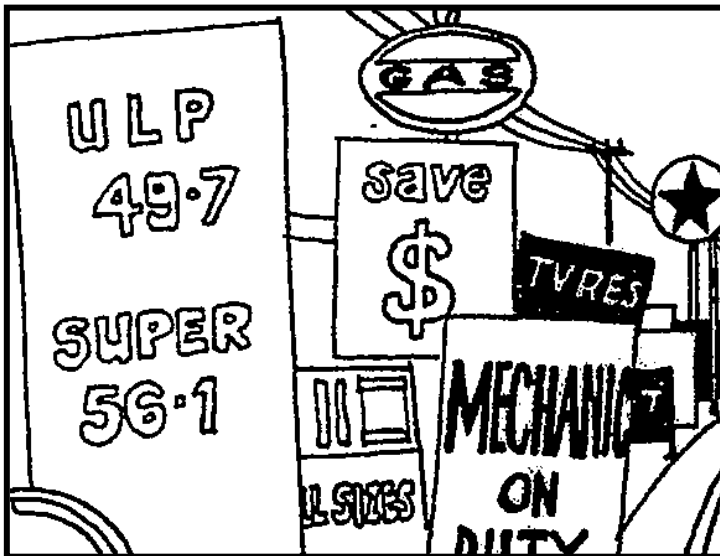
Outdoor Advertising

Why is Planning Consent required?

This guide has been developed to assist the development of signs in and around the urban environment. Outdoor advertising is required to be designed and located to:

- Complement and improve the character and amenity of the area within which it is located, including the appropriate rectification of existing unsatisfactory situations;
- Maintain equity of exposure for every business premises;
- Preserve the communities right to not be exposed to advertising other than in appropriate areas; and
- Be concise and efficient in communicating with the public to avoid proliferation of confusing and cluttering information or number of advertisements.

POOR ADVERTISING



Bad – proliferation of signs

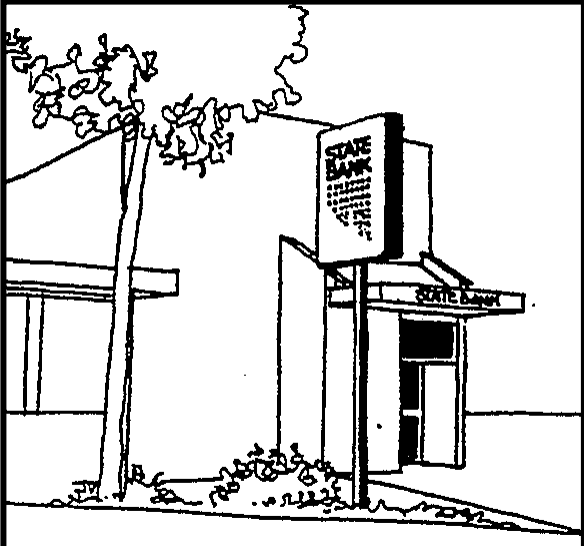
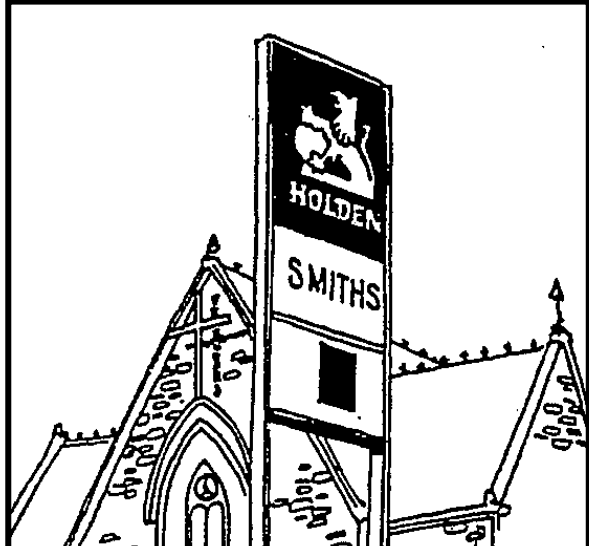
UNDERSIRABLE – PROLIFERATION OF SIGNS AND UNNECESSARY DUPLICATION

Advertisements or advertising displays should:

- Convey in simple, clear and concise language, symbols, print style, layout and small number of colours, the owner / occupier and/or generic type of business, merchandise or services;
- Be minimised in number to avoid proliferation of advertisements or advertising displays;
- Be of a form, scale and size and in locations appropriate to the character of the local and to preserve reasonable exposure to the public for all adjacent sites;
- Not have an adverse impact on the amenity of adjacent land uses and area that are visible to;
- Conceal the supporting structure from view wherever possible;

- Be completely contained within boundaries of the subject property and if road widening is applicable be within the proposed property boundary realignment;
- Be unified in colour, style, placement and proportion to present a coordinated theme and design for a site, centre or building;
- Be designed, made and presented in a high quality manner, and be maintained in good repair and condition at all times; and
- Be designed and located to avoid damage, pruning or lopping of on site landscaping or street trees or trees that are identified as significant trees under the current significant tree legislation;

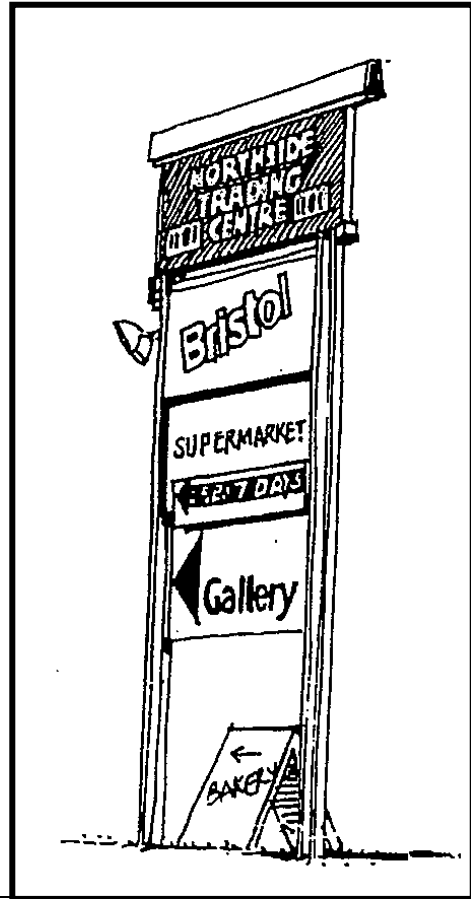
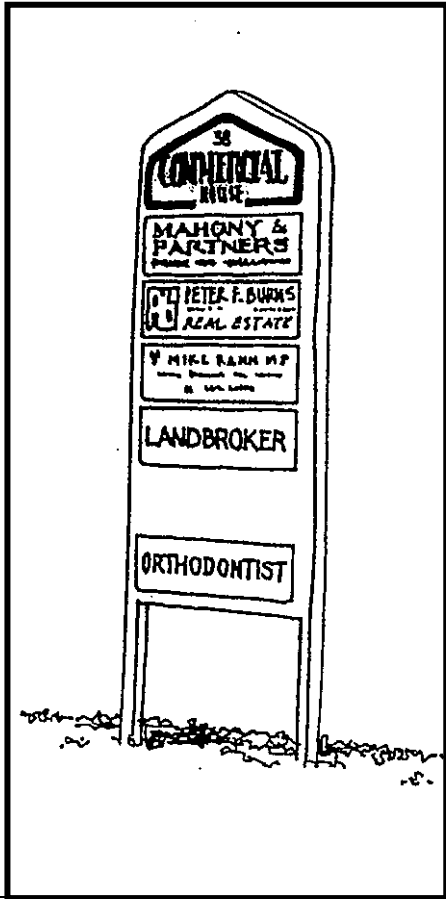
Desirable location and scale Vs undesirable scale and form

Good – sign in character with building	Bad – sign out of character with adjacent building
	

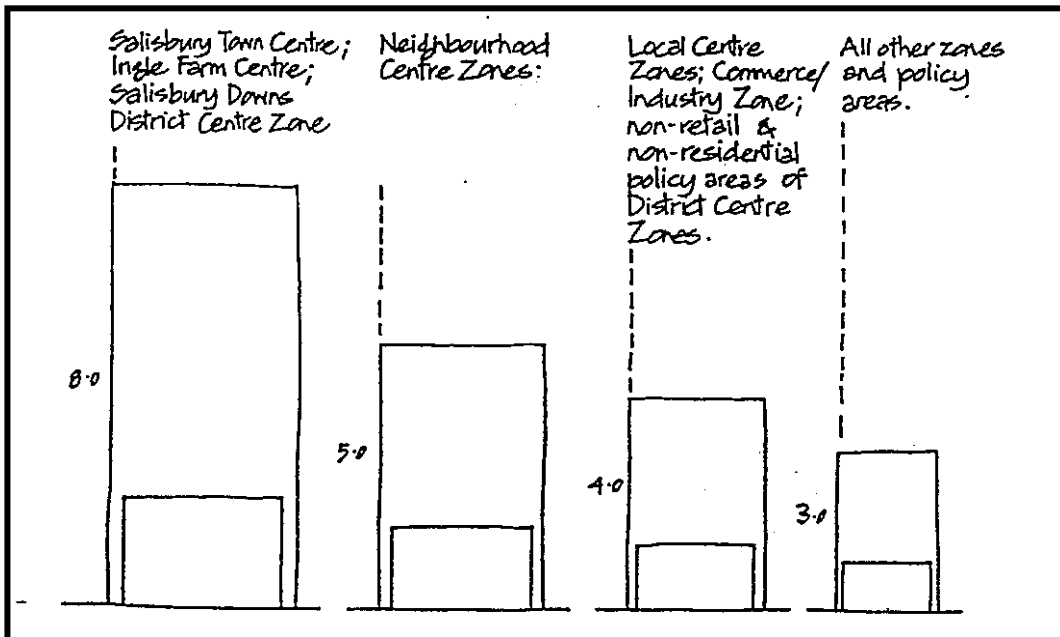
FREE STANDING ADVERTISEMENTS (Not attached to the building)

- Should be limited to only one primary advertisement or advertising display per site or complex;
- Should be of a consistent design theme with other advertising on buildings within the site or complex;
- May incorporate the name or nature of each business or activity within the site or complex in the single advertisement;
- Should be integrally designed, with graphics and colour coordinated panels mounted below the more predominant main complex or site identity display;
- Should be of a scale and size compatible and complimentary with development on the site and in keeping with the character of the locality; and
- Should not exceed the following maximum heights;

<p>Good – integrally designed with coordinated panels mounted below main site identification</p>	<p>Bad – uncoordinated graphic styles</p>
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Height limitations in various zones and policy areas



ADVERTISEMENTS FLUSH MOUNTED TO A BUILDING SHOULD:

- Be of appropriate colour, scale and proportion, and of an integrated design to be coordinated and complementary with the architectural form and design of the building the advertisement or advertising display is located upon; and
- Not be located upon the roof or above the walls of a building, unless the advertisement or advertising display is appropriately designed to form an integrated and complementary extension of the existing building.

ADVERTISEMENTS ERECTED ON A VERANDAH OR PROJECTED FROM A BUILDING WALL SHOULD:

- Have a minimum ground clearance of 2.5 metres;
- Where erected on a verandah, not exceed the length or width of the veranda;
- Be positioned no closer than 400mm from the kerb; and
- Where projecting from a wall, the sign area must be attached directly to the wall.

ADVERTISEMENTS OR ADVERTISING DISPLAYS SHOULD NOT BE ERECTED UPON:

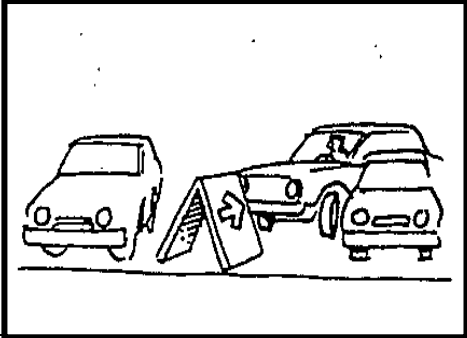

- A public footway or verandah post;
- A vehicle adapted and exhibited primarily as an advertisement; or
- Residential land unless associated with an authorised Home Activity or
- On private land that over hangs Council property.

PORTABLE, EASEL OR A – FRAME ADVERTISEMENTS SHOULD ONLY BE DISPLAYED WHEN:

Refer to Moveable Signs Guide (on public areas)

- No other appropriate opportunity exists for an adequate coordinated and permanent advertisement or advertising display;
- No obstruction or infringement of safety occurs to pedestrian or vehicle movement;
- No unnecessary duplication or proliferation of information or advertisements or advertising display results; and
- There is accordance with all the following.
 - No conflict with any relevant objectives or principles with the Salisbury Development Plan.
 - Co-ordination and uniformity with the theme and design of all other advertisements on the subject site or building;
 - Restriction to a minimum number, generally one per site, or one per major road frontage/entry if located upon a large corner site;
 - Location of sign placement to be approved by Council (not to block vision/pedestrian access);
 - Be located immediately in front of the business;
 - Securely fixed or locked in position when erected;
 - Constructed and maintained in good quality and condition;

- Not rotate or contain flashing lights;
- No encroachment beyond the boundary alignment of the subject site or into carparking areas;
- No damage to or removal of any landscaping on the site;
- Not exceed 900mm in height, 600mm in width or 600mm in length; and
- Shall not have a base area in excess of 0.6 square metres.
- Only displayed during the hours the subject business is open for trading; and
- There may be an advertisement additional to the single advertisement referred to as above, or two if there is a significant second road frontage, of up to 1.5 square meters in advertisement area per face and 1.8 metres in height, displayed by a petrol filling station's current fuel prices are displayed thereon.

Bad – encroachment into parking areas	Bad – damage to landscaping
	

ADVERTISEMENTS INCORPORATING ANY FLAGS, BUNTING, STREAMERS, OR SUSPENDED OBJECTS SHOULD:

- Not be displayed in residential area;
- Be placed or arranged to complement and accord with the scale of the associated development, and other than flags, should not exceed the height of the building they are attached or related to; and
- Be kept in good repair and condition at all times.

Bad – bunting, banners and flags too high and out of scale	Good – flags and bunting in scale with building
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BUILDING CONSENT

Generally, any signs that require structural calculation will need Building Consent also. An application for building consent is assessed against the Technical Requirement of the Building Code of Australia and other relevant standards to ensure the structural safety of the advertising and supporting structure.

PUBLIC NOTIFICATION

Significant signs (particularly those on main arterial roads) may require public notification.

WHEN IS THE COMMISSIONER OF HIGHWAYS CONSULTED?

Council is required to consult with Transport SA if the Advertisement is within 100 metres of traffic signals, where the display:

- Is internally illuminated, incorporating red, yellow, green, or blue lighting; or
- Incorporates a moving display or message; or
- Incorporates flashing lights.
- Please Note, the applicant should allow 4 weeks for Transport SA to reply to Council regarding the application.

OTHER SIGN OPTIONS

Council has developed policies regarding Corporate Signage. If you would like any further information please do not hesitate to contact Development Services on 8406 8209. Refer to the Corporate Signs Guide.

If you require any further information on signage please request a copy of Councils 'Outdoor Advertising Design Guide'.

Please note that the information contained herein is intended as a guide only. Further clarification of these matters can be obtained from the Development Services department.

Telephone (08) 8406 8209 or email development@salisbury.sa.gov.au