

Signage

Information Sheet 11

Do I need approval to erect or replace signage?

There are a number of different factors to be considered when determining whether a sign (or advertising display) requires development approval. For example, the approved use of the land can restrict the type and size of signage that is allowed to be established on the site without development approval.

In other cases, the positioning of the signage on the building will affect whether approval is required. In some instances, there may be a condition on a previous approval that restricts the size, siting and content of the advertising.

Existing signage can usually be replaced without development approval, as long as the advertising area is not increased. In any event, you should contact Council with details of your proposed signage so that it can be determined whether or not development approval would be required.

Can I have a sign at my home that advertises my business?

A sign cannot be erected on residential land without prior development approval. The only signage permitted is an identification sign, which may identify the address of the property on which it is situated, but it cannot identify or advertise your business activity.

This type of identification sign can be up to 0.2m² in area, but cannot be internally illuminated, move, flash or reflect light so as to be an undue distraction to motorists. A smaller sign identifying the business could be located within the property, on the proviso that it is not readily visible from the street.

Do I need approval for signage on a non-residential building?

Signage that is displayed on a building used primarily for retail, commercial, office or business purposes does not require development approval, but only if the property is not a State heritage place and if the advertising display:

- is located on the front wall of the building; and
- does not move; and
- does not flash; and
- does not reflect light so as to be an undue distraction to motorists; and
- is not internally illuminated; and
- is not displayed or erected above any verandah or the fascia of a verandah; and
- if there is no verandah, then no part of the advertisement is more than 3.7m above ground level.

If any of these criteria are not satisfied, then development approval would be required. Particularly, signage on the side walls of buildings, even if the side walls face a street, laneway or open car park.



Can I have a temporary sign for a special event?

An advertising display that is situated on private property and announces a local event of a religious, educational, cultural, social or recreational character, or that relates to an event of a political character, does not require development approval but only if the property is not a State heritage place and if the advertising display:

- in combination with any other signs on the site, does not exceed a total area of 2m²; and
- is displayed for a period not exceeding one month prior to the event and one week after the conclusion of the event; and
- does not move, flash or reflect light so as to be an undue distraction to motorists; and
- is not internally illuminated.

Can my builders put up a sign while they are doing work?

An advertising display can be erected without approval on land on which building work is being lawfully undertaken, but only if the property is not a State heritage place and if the advertising display:

- contains information that refers to the work being undertaken; and
- is not more than 3m² in area; and
- does not move; and
- does not flash; and
- does not reflect light so as to be an undue distraction to motorists; and
- is not internally illuminated.

Can I have a sign on the footpath?

The placement of a temporary (moveable) sign on the footpath would require an authorisation from Council under the Local Government Act.

Permits issued for temporary footpath signage are generally limited to those located adjacent approved businesses.

Do I need approval for a real estate sign?

A real estate "for sale" or "for lease" sign does not require approval if it is situated on the land that is for sale or lease, but only if the property is not a State heritage place and if the advertising display:

- is not more than 4m² in area; and
- does not move; and
- does not flash; and
- does not reflect light so as to be an undue distraction to motorists; and
- is not internally illuminated.

The sign must be removed within 2 weeks after the completion of the sale or the entering into of the lease.

For further information:

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What should I consider if lodging an application for signage?

Different zones have different guidelines

Throughout the Council area, advertisements should be designed so that the location, siting, size, shape and materials are compatible with existing buildings on the site and with other signs in the locality. Advertising displays attached to buildings should not be located on the roof or higher than the walls of a building.

Signage should not incorporate flags, bunting or streamers, and should be minimised in number to reduce visual clutter. A consistent signage theme should also be established for multi-tenancy buildings.

Building rules consent may be required

Free-standing signs require development approval, which includes both planning and building rules consents. Signs that are painted onto buildings would only require planning consent.

Signage that is attached to a building will also require building rules consent, so that it can be ensured that the method of fixing is adequate and so the structural integrity of the building is not unduly affected. Details of the sign's structure and method of attachment will be required for this assessment to occur.

DPTI referral may be required

A proposed sign that is located adjacent to an existing arterial road and would be within 100m of a signalised intersection or a pedestrian actuated crossing will be referred to the Department of Planning, Transport and Infrastructure (DPTI), who consider such proposals on behalf of the Minister for Transport, if the sign is proposed to:

- be internally illuminated and incorporate red, yellow, green or blue lighting; or
- incorporate a moving display or message; or
- incorporate a flashing light.

In addition to increasing the time frame for assessment, Council must have regard to the comments received from DPTI when making a decision on the application.

If approval is required, what are the size limits for new signs?

Free-standing (pylon) signs

Generally, no more than one free-standing (pylon) sign should be established per property. In addition to provisions related to signage across the Council area, the Development Plan contains criteria that are specific to signage within particular zones.

In the Commercial Zone, District Centre Zone and the Business Policy Area (in the Urban Core Zone), an application for a free-standing (pylon) sign would be assessed against the following criteria:

| Site frontage | Max. height | Max. width | Maximum area |
|---------------|-------------|------------|--|
| 0-40m | 6m | 2.4m | 3m ² for the first tenant and 1.5m ² per tenant thereafter |
| 40-80m | 7m | 3m | 4m ² for the first tenant and 1.5m ² per tenant thereafter |
| > 80m | 8m | 3m | 5m ² for the first tenant and 1.5m ² per tenant thereafter |

In the Neighbourhood Centre Zone, Mixed Use Zone and the Urban Corridor Zone (except in the Business Policy Area), an application for a free-standing (pylon) sign would be assessed against the following criteria:

| Site frontage | Max. height | Max. width | Maximum area |
|---------------|-------------|------------|--|
| 0-20m | 3m | 1.2m | 2m ² for the first tenant and 1m ² per tenant thereafter |
| > 20m | 4m | 1.5m | 3m ² for the first tenant and 1m ² per tenant thereafter |



Signage fixed to a building or wall

In mixed use or corridor zones, advertisements should not exceed 25% of the ground floor wall area on the façade the sign is placed. Additionally, advertisements in these zones should be:

- no higher than the height of the finished floor level of the second storey of the building to which it relates;
- where located below canopy level, flush with the wall or projecting horizontally;
- where located at canopy level, in the form of a fascia sign; and/or
- where located above the canopy, flush with the wall and within the height of the building

In the Neighbourhood Centre Zone, Mixed Use Zone and the Urban Corridor Zone, an application for fixed signage would be assessed against the following criteria:

| Land use | Max. Advertisement area | |
|---------------------------|-------------------------|--|
| | Base area | Plus an additional area per metre of property frontage |
| Shop | 4m ² | 0.4m ² |
| Other non-residential use | 2m ² | 0.2m ² |

In the Commercial Zone, an application for fixed signage would be assessed against the following criteria:

| Land use | Max. Advertisement area | |
|---------------------------|-------------------------|--|
| | Base area | Plus an additional area per metre of property frontage |
| Shop | 3m ² | 0.2m ² |
| Other non-residential use | 1.5m ² | 0.1m ² |

Any advertisement in a Historic (Conservation) Zone

Any advertisement or advertising display greater than 0.2m² in area, or that moves, rotates, flashes or incorporates an animated display or running lights, is non-complying in the Historic (Conservation) Zone.

Portable, easel or A-frame signs

While A-frame signs are commonly placed on the footpath with permission from Council under the Local Government Act, when located on private property these types of signs would require development approval.

When approval is required, the size of the sign should be limited to a maximum height of 0.9m, while the maximum advertisement area on each face of the sign should be no more than 0.54m².

Signage that projects over the footpath

Except in mixed use and corridor zones, advertisements or advertising displays erected on a verandah or that project from a building wall should:

- have a minimum clearance of 2.5m above the footpath;
- not be closer than 450mm to the kerb line;
- where erected on the side or front of a verandah, not exceed the width or length (respectively) of the verandah; and
- where projecting from a wall, have the edge of the advertisement or advertising display abutting the surface of the wall.

Signage on sunblinds

Advertisements on sunblinds should not exceed 50% of the total sunblind area. The sunblind upon which the advertisement is established should not be within 8m of a road junction.

Third-party advertising displays (billboards)

The provisions of the Development Plan do not encourage or support the establishment of billboards. Generally, advertisements should only convey the occupier or generic type of business on the site, while displays that project above the roofline of a building are not supported. Opportunities for third-party advertising are therefore generally limited to existing billboards.

For further information:

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