

Signs



What do we mean by “signs”?

“Signs” include a wide variety of methods of displaying advertisements. Examples include a painted sign, mural, signboard, signbox, visual display screen or image, visual display or projection device, lamp, globe, floodlight, banner, bunting and streamer and structures.

What do we mean by “advertisement”?

The display of a product, service or event or publicizing a political message in a public medium.

Do I need approval to erect or replace a sign?

There are a number of different factors to consider when determining whether a sign (also known as an advertising display) requires development approval, including its purpose, location and size. Generally, a new sign will require development approval.

In most cases, existing signage can be replaced without development approval, as long as the advertising area is not increased or its location changed.

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.

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

The Council must consult with the Department of Planning, Transport and Infrastructure (DPTI) if the proposed advertisement is on an arterial road and within 100 metres of traffic signals and:

- Is internally lit with red, yellow, green, or blue lighting
- Incorporates a moving display or message; or
- incorporates flashing lights

You are encouraged to contact Council to discuss your proposed sign and check if development approval is required.

Variable Message Signs (VMS)?

Variable Message Signs have become an increasingly popular form of advertising in recent times. They are transportable and moveable and generally have a changing LED advertisement message display.



Things to consider, about the use of a VMS sign prior to lodging a Development Application:

- The VMS should be located entirely on private land
- No part of the structure should encroach on Council land or neighbouring properties
- Should not hinder or obscure neighbouring business advertisements
- Should not be located within a designated car park on the site
- Should not be located within a location that Council consider is a hindrance to traffic vision.
- Should not be displayed adjacent to a road with traffic speeds exceeding 60kmph
- Should not cause a light overspill or nuisance to neighbouring properties
- The advertising message should remain static for a minimum of 30 seconds
- Should not display any third party advertisement
- Should only be in operation during business hours
- Will require a referral to the Department of Planning, Transport and Infrastructure if located within 100 metres of traffic lights.

Do I need approval?

Approval is required if it fits within the following;

- If the sign is being used for advertisement purposes;
- Whether the VMS is to be displayed temporarily or will be permanent;
- Whether the sign is moveable or fixed.

Approval is not required if the sign is being used for traffic hazard warnings or scheduled road works

Development Application Information Required

When you lodge a development application for a sign or VMS, the following should be submitted to Council:

- A completed Development Application Form
- A signed Powerline Declaration Form
- A copy of the current Certificate of Title (both pages)

Site Plan

- Minimum scale 1:200, with 1:100 preferred, showing all structures on the land
- Existing carpark and landscaping
- North point
- Boundaries and dimensions of the site
- Location of proposed sign(s) or VMS, showing setbacks from boundaries and structures

Elevation Plan

- Elevations of sign(s) indicating dimensions
- Details on nature of display i.e. colours, advertisement component, message display times, period of display and lettering style
- Proposed hours of operation
- Position of street trees, service authority poles, traffic related signs, and fences
- The form of illumination - internal or external (if applicable)
- Any existing advertisements that are to be removed or retained
- For VMS a photo of the VMS indicating height of unit and advertisement to be displayed

Building Information

- Fixing specifications for proposed signage
- If freestanding, engineered construction details of sign, including footing specifications

The above information is advisory and a guide only to give you a general understanding of the key points associated with the approval system. It is recommended that you seek professional advice or contact the City of Mitcham, Development Services on 8372 8888 or email development@mitchamcouncil.sa.gov.au regarding any specific enquiries or further assistance, concerning the use and development of land. Being properly prepared can save you time and money in the long run.