

What advertisements do and don't need approval?

As a general rule, all advertisements need development approval from Council.

However the following advertisements do not require a development approval.

- Advertisements located on the front façade of an existing approved business or community facility, provided:
 - it does not move, flash, reflect light to create distraction to motorists; and
 - is not internally illuminated; and
 - is located below any verandah or fascia (and in any event less than 3.7m above ground level)
- Replacement advertisements where the advertisement will not change in size to that existing or introduce illumination or animation to the advertisement;
- Real estate "For Sale" or "For Lease" advertisements (subject to criteria being achieved) provided they are:
 - located on the land which is for sale or lease (not the road verge); and
 - not more than 4m² in advertisement area; and
 - removed within 2 weeks of completion of the sale or entering into the lease; and
 - not illuminated, flash or animated in any way.
- Temporary advertisements on private property for local religious, educational, cultural, social, recreational events, provided they are:
 - limited to an advertising area no greater than 2m² (for all signs across the site); and

- displayed for no more than 1 month prior to the event and 1 week following the event; and
- not illuminated, flash or animated in any way; and
- Advertisements relating to building work on a site, provided the advertisement:
 - relates to the works being undertaken
 - is no greater than 3m² in area
 - is not illuminated, flash or animated in any way.
- Movable (A-frame) signs under the *Local Government Act 1999* that are placed on the road verge.
- Advertisements related to a Home Activity provided the advertisement:
 - is no larger than 0.2m² in area; and
 - is not internally or externally illuminated, move or flash

Note that for State Heritage Places, the above examples will still need a development approval.

Note that A-frame signs will only be acceptable if they comply with [Council's Moveable Signs By-Law](#).

What should I consider if I need approval for an advertisement?

There are a number of design and placement considerations which will determine whether an advertisement will be supported by Council. These are determined by the Planning and Design Code which will provide guidance on an appropriate size and placement based on the relevant zone.

Note that the below criteria will need to be assessed based on local circumstances, and balanced overall across all Code policies.

Size and Height

An acceptable advertisement size and height is dictated by the relevant zone and can vary based on the following zones:

Zone	Max Area	Max Height
Neighbourhood type zones	0.3m ²	On wall or fence
Local Activity Centre Zone	4m ²	5m
Suburban Activity Node Zone	4m ²	6m
Suburban Business Zone	6m ²	8m
Employment Zone:	8m ²	6m
Strategic Employment Zone	8m ²	6m

Council will also take into account the look and feel of what is in the immediate area, including the number and size of any other existing advertisements. As a general rule, advertisements should match the height and design of the main buildings on the land.

Location of advertisement

The location of the advertisement is important having regard to:

- how it contributes or detracts from the look and feel of a site and part of a street;
- implications for safety, such as sight lines for entries and exit points of driveways, corners etc.

Advertisements located above the facade levels of buildings, and on roofs, are considered inappropriate and are typically not supported.

Number of Advertisements

The number of advertisements that exist in the area, and importantly, the site itself will be taken into account.

Council will want to avoid visual clutter and confusion caused by too many advertisements on any one site and prefers a single common freestanding advertisement hoarding for sites with multiple tenancies.

Use of flags, bunting, or streamers contribute to visual clutter, detract from the appearance of properties and should be avoided.

Materials

Council will seek the use of materials and finishes that are professionally constructed and finished. Council also seeks to ensure that materials are robust and will age appropriately.

In some circumstances, Council may also consider the frangibility of structures where they interface with road junctions, for the safety of road users, should there be an accident.

Illumination and Animation

Council understands that the trend in advertisements is to use illuminated and LED panels. Whilst this in itself is not resisted, the manner in which illumination occurs is important in that it can both impact on surrounding properties and affect safety of traffic.

Illuminated advertisements need to be supported by an assessment of the level of light generated, demonstrating appropriate standards can be achieved.

Advertisements that move or are animated in any way can cause distraction to motorists and therefore are typically not supported.

What process does my application go through?

All advertisement applications fall within the performance assessed pathway, meaning they will be assessed on their merits against the relevant parts of the Planning and Design Code.

Advertisements within 100m of traffic control devices on arterial roads will trigger a referral to the Commissioner of Highways, where the Commissioner can direct Council to refuse a proposal or apply conditions to any approval.

Outside of these situations, Council will still seek comments from its engineers to make sure any sign does not pose an unacceptable risk to safety of road users.

Advertisements that achieve the height criteria applied within the relevant zone do not require public notification.

Building rules consent may be required

Free-standing signs need development approval, including planning and building consents.

Signs painted on buildings only need planning consent as part of their Development Approval.

Signs attached to buildings also need Building Consent to ensure they are securely fixed and don't affect the building's structure. You'll need to provide details of the sign's structure and attachment method for this assessment.

What information is needed for a development application?

Like any other development application, applications for advertisements will need to provide:

- a site plan showing the location of any advertisements on the land
- elevations, showing the overall height, extent of advertising area, colours and finishes of the advertisement.

In addition, depending on the nature of the advertisement and its location, the following information may also be needed in support of your proposal:

- Light Impact Assessment by a qualified lighting consultant demonstrating that any proposed internal illumination (or LED panel illumination) will achieve relevant Australian Standards
- Traffic safety assessment by a qualified traffic consultant where the advertisement is location near traffic signals or a road junction. Confirmation of the achievement of the Department for Transport and Infrastructure's specific criteria would aid in any future referral of an application (if required).

Further information

If you require further information please contact Development Services on 8375 6600 or email planning@marion.sa.gov.au.