



SIGNS

The City of Victor Harbor Development Plan allows for the design and location of signs and advertisements that will be in keeping with the building to which they relate, the character of the area, and that enhance the streetscape.

What is a sign?

A sign means every painted sign, mural, or other sign, signboard, visual display or projection device, other advertising device, banner, bunting and streamer, including any background as well as any lettering and any advertising structure. In some cases illumination of a sign may require approval by Council.

To display certain outdoor advertisements you must have a Development Approval from the Council before you erect or display the sign. In some instances, you *may* only need a Planning Consent. Further consents may be required when a sign is altered or replaced.

Exempt advertisements

The following types of outdoor advertisement are exempt and do not require an application provided they are not internally illuminated, moving, flashing or reflective and they accord with certain conditions regarding their maximum area, location and nature as follows:

In regard to “A” frame signage please see movable sign information sheet.

- **Advertisements displayed in windows of non-residential premises**
 - are displayed under an existing verandah or below 3.7m in height where no verandah exists
 - on the primary facade of the building only.
- **Residential property identification (eg street number, property name, professional plate)**
 - maximum area 0.2 square metres
 - no more than two such advertisements are displayed in relation to the same building.

- **Property Sale, Let or Auction**
 - sign is situated on the land which is for sale or tender
 - maximum area of 4 square metres
 - sign removed within two weeks after the completion of the sale.
- **Local event banner (Religious, educational, cultural etc)**
 - maximum area of 2 square metres
 - displayed for a period not greater than one month prior to the event and one week after the event.
- **Building work**
 - advertisement relates to the building work undertaken on-site
 - maximum advertising area of 3 square metres.

If the proposed outdoor advertisement does not meet this criteria a development application is required.

Planning Consent

An application for Planning Consent is assessed against the Council’s Development Plan, which ensures advertisements are designed and located to:

- be simple in form and provide for instant recognition;
- not dominate or unreasonably obscure other advertisements;
- not result in visual clutter;
- utilise structural supports or fixing mechanisms concealed from public view or effectively integrated into the design of the advertisement frame; and
- have dimensions and locations which ensure their appropriate and unobtrusive integration with the overall facade of the building.

Building Consent

To ensure the advertisement and its supporting structure is structurally safe, an application for Building Consent may be required to assess the structure against the technical requirements of the Building Code of Australia and Council policies and other relevant standards.

How to make an application

Submit a Development Application Form to Council with any other information relevant to your proposal. Development Application Forms are available from Council or Council's website.

The following information should be submitted with your application:

Site plan details (provide 2 copies)

The site plan should be drawn to a recommended scale of at least 1:200 (1cm reps 2m), showing:

- the outline of existing buildings, advertisements, allotment boundaries and other relevant structures;
- the location of the proposed advertisement on the property or buildings; and
- the position of street trees, service authority poles, traffic related signs, and fences.

Elevation plans (provide 2 copies)

An elevation plan drawn to a scale of at least 1:100 (1cm reps 1m), or a photo of the advertisement(s), including support structures or the building(s) showing:

- the design of the advertisement(s), including dimensions, shape, lettering, style, message, colours,
- materials and method of construction and support (including distance above the ground);
- any existing advertisement(s) that are to be removed or retained; and
- the form of illumination – internal or external – if applicable.

How much does it cost?

Details of fees should be checked with Council Officers within the Planning & Regulatory Services Department.

In certain circumstances Council may need to notify the public or consult with the Commissioner of Highways which would incur additional fees.

When is public notification required?

In some circumstances, Council is required to notify the public. This is necessary when the development is not minor and is likely to be the subject of reasonable objection from adjoining owners, or when it is listed in the Development Plan as '*non-complying*' due to its height or display area.

Please refer to Council's "Public Notification" information guide for further information.

When is the Commissioner of Highways consulted?

The Council must consult with the Commissioner of Highways (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.

How long does the application take?

Council will deal with your application as quickly as possible. However, you should set aside at least 8 weeks for assessment. It may take longer if additional information is needed or if public notification or a referral is necessary.

Want to know more?

The above information is advisory and a guide only to give you a general understanding of the key points associated with the development assessment system. It is recommended that you seek professional advice or contact the City of Victor Harbor regarding any specific inquiries or for further assistance concerning the use and development of land. Being properly prepared can save you time and money in the long run.

While care has been taken to ensure the accuracy of material contained in this publication, no responsibility will be accepted for any errors or omissions.

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