



Australian
Institute of
Architects

Draft transport
corridor outdoor
advertising and
signage guidelines

Submission to Department of
Planning & Environment

28 January 2016

SUBMISSION BY

Australian Institute of Architects – NSW Chapter
ABN 72 000 023 012
Tusculum, 3 Manning Street
POTTS POINT NSW 2011
Telephone: 02 9246 4055
Facsimile: 02 9246 4030
email: nsw@architecture.com.au

PURPOSE

This submission is made by the NSW Chapter of the Australian Institute of Architects (the Institute) to the Department of Planning & Environment in response to the Options for Low Rise Medium Density Housing as Complying Development Discussion Paper.

At the time of the submission the office bearers of the NSW Chapter are:

Shaun Carter (President), Joe Agius (Immediate Past-President), Sarah Aldridge, Melonie Bayl-Smith, Nigel Bell, Callantha Brigham, Jacqui Connor, Chris Jenkins, Alex Kibble, Debra McKendry-Hunt, Andrew Nimmo, Kirsten Orr, Shahe Simonian, Howard Smith, Ksenia Totoeva, Paul Walter.

The Office Manager of the NSW Chapter is Audrey Braun. This paper was prepared by Murray Brown, Policy Advisor, for Chapter Council.

INFORMATION

Who is making this submission?

- The Australian Institute of Architects (the Institute) is an independent voluntary subscription-based member organization with approximately 11,553 members who are bound by a Code of Conduct and disciplinary procedures.
- The Institute, incorporated in 1929, is one of the 96 member associations of the International Union of Architects (UIA) and is represented on the International Practice Commission.
- The Institute's New South Wales Chapter has 3,348 members, of which 1,951 are registrable architect members – representing 43% of all registered architects in NSW.

Where does the Institute rank as a professional association?

- At 11,553 members, the RIAA represents the largest group of non-engineer design professionals in Australia.
- Other related organisations by membership size include: The Design Institute of Australia (DIA) - 1,500 members; the Building Designers Association of Australia (BDAA) - 2,200 members; the Australian Institute of Landscape Architects (AILA) - 1,435 members; and the Australian Academy of Design (AAD) - 150 members.



Australian
Institute of
Architects

Draft transport
corridor outdoor
advertising and
signage guidelines

General comments

The Institute is pleased to have the opportunity to respond to this draft document.

One of the primary aims of the Institute is to promote quality in the built environment. The government should therefore take every opportunity to minimise clutter and promote the highest possible design quality of outdoor advertising.

This is an area where strongly framed public interest policies also serve the advertiser's interests. It's not only the aesthetic environment of our cities that suffers in an environment of visual noise and clutter; the message of each advertiser is also diminished.

Animated outdoor screens present a more potent visual attraction to the eye than static poster advertisements and are therefore a greater risk to road safety.

It is particularly important that advertising is subservient to the built form and the natural environment. A well-designed and respectful advertisement is more likely to have a positive impact on the travelling public than a poorly located sign that is of inferior design.

The Institute generally supports the proposals in the draft guideline and makes the following specific comments:

Sign clutter controls (p. 15)

Sightlines and perceptions of visual clutter will vary depending on the speed of a moving vehicle; therefore the separation between signs needs to vary in accordance with the speed limit.

Roof or sky advertisements (p.18)

The guideline rightly notes that an advertisement must be 'no higher than the highest point of any part of the building that is above the building parapet', yet the caption with the accompanying illustration indicates that approval is 'dependent on specific location details'. In the Institute's view, advertisements of this kind are never acceptable, particularly in this case, where signage has been placed above the three public facades of the building.

Freestanding advertisements criteria (p. 18)

The sign in the left hand photograph on Page 19 appears to be higher than the motorist's normal angle of vision, and could therefore pose a safety hazard.

Building wraps and hoardings criteria (p. 21)

The guideline could actively encourage temporary signs that explain the work on the building being erected, repaired or altered or, alternatively, art work that is appropriate to the site.