

Town of Gawler Signage



When does signage require Development Approval?

Any signage on private land exceeding 0.2 square metres (i.e. the size of a standard nameplate) requires **Development Plan Consent** from Council before it can be erected.

Any signage exceeding two metres in height (whether protruding from the ground, or mounted on a building or verandah) requires **Building Rules Consent** from Council before it can be erected. This does not include painted signage.

Development approval is required if the proposed signage requires either Development Plan Consent or Building Rules Consent.

What information do I need to provide to apply for Development Approval?

Providing Council with clear and accurate information will help to avoid delays with the assessment of your application. Unless otherwise advised by Council staff, the following information must be submitted with all development applications for signage. Applications that do not contain this information will take longer to assess or may not be accepted for lodgement. It is recommended that you use the checklist below to ensure that all relevant information is provided.

- Fully completed Development Application Form – form is available at Council offices or can be downloaded from Council's website.
- Payment of Development Application Fees – fees will be advised when lodging your application. Please contact Council if you wish to know which fees will apply beforehand
- Current Certificate of Title for the Subject Land – Refer to Certificate of Title Information Sheet for how to obtain a copy of your Certificate of Title if you do not already have one
- Site Plan – 3 copies, drawn to a scale of 1:100 or 1:200, showing the following information:
 - North point
 - Boundaries and dimensions of the entire site as per the current Certificate of Title
 - Location of proposed structure on the land
 - Location of all existing buildings and signage, and location of proposed signage

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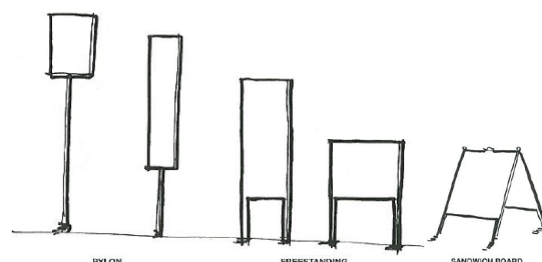
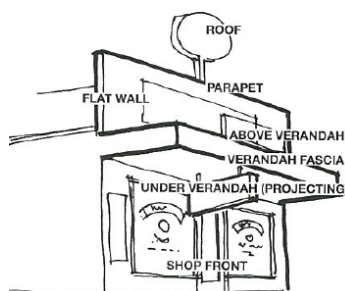
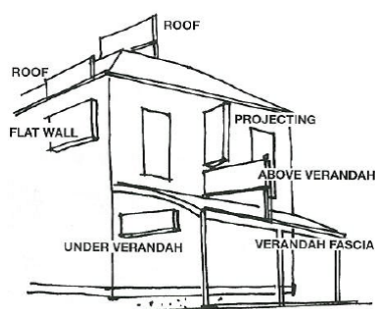
- Elevations, Diagrams and Specifications – 3 copies, drawn to a scale of 1:100 or 1:200 (where applicable), showing the following information:
- All elevations of the proposed signage as presented to the site's boundaries
- The dimensioned overall height of the proposed signage from natural ground level
- Detailed drawings of how the signage is fixed to the foundation (soil) and/or building facia where applicable
- Details of any artwork, logos, materials, finishes and colours of the proposed signage
- Details of any proposed lighting (internal illumination, floodlighting, flashing or blinking)
- Details of any moving components associated with the sign(s) including digital displays

Please note that many signage companies will provide you with relevant drawings and mounting details when you order the structure.

Can I erect signage on Council (public) land?

To enquire about erecting signage on public land (e.g. A-frame signage) please Council's General Inspectorial Department on (08) 8522 9234.

DEFINITION OF SIGNAGE TYPES



Most of Gawler's commercial properties, particularly along Murray Street and Adelaide Road, are located in a Historic Conservation Zone and many are listed as Heritage Places. As such, there are specific design guidelines that apply to the appearance and presentation of buildings in these areas, particularly relating to signage. The examples below outline the type of design criteria that Council assesses all applications for signage.

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SIGNAGE GUIDELINES

FLAT WALL SIGNAGE

Maximum Number:

1 per side wall and 1 per rear wall

Size and Scale:

Shall be in scale and integrated with the architectural features and elements of the building gable wall

Position:

Shall be positioned so as to not conceal architectural features or detailing of existing building



UNDER VERANDAH SIGNAGE

Maximum Number:

1 per tenancy

Minimum Clearance to Pavement:

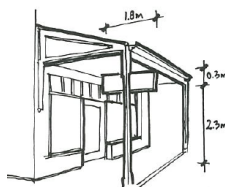
2.9 metres

Maximum Width:

2.9 metres

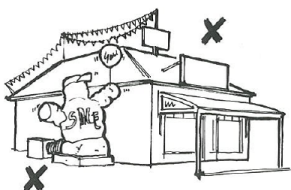
Maximum Height:

0.3 metres



ROOF AND BUNTING

All forms of inflatable signs, bunting and roof signs are not appropriate



PROJECTING SIGNAGE

Maximum Number:

1 per site

Maximum Width:

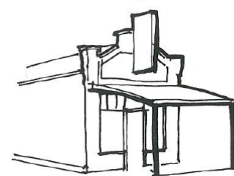
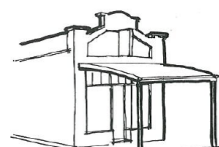
1.2 metres

Maximum Height:

1.8 metres

Location:

Below parapet



VERANDAH BLIND SIGNAGE

Minimum Clearance of Any Fixed Blind:

2.9 metres



SHOP FRONT SIGNAGE

Maximum Coverage:

30% of shop front (including windows)

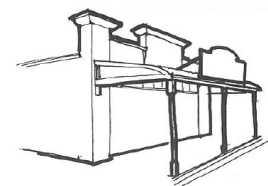
Placement:

Integrated with architectural features or detailing of existing shopfront



ABOVE VERANDAH SIGNAGE

Not Appropriate



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VERANDAH FASCIA SIGNAGE

Placement and Size:
Shall be in scale and integrated with the architectural features and elements of the building.



PYLON AND FREESTANDING SIGNAGE

Supermarkets:

Max height 6 metres
Max sign face area 5.0sqm

All Other Cases:

Max height 6 metres
Max sign face area 3.0sqm

Town Centre Historic Conservation Zones:

Max sign face area 2.2sqm

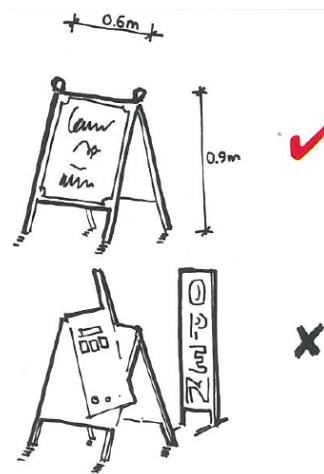


SANDWICH BOARD SIGNAGE

Maximum number:
1 per tenancy

Maximum Height:
0.9 metres

Maximum Width:
0.6 metres



MOBILE SIGNAGE

Not Appropriate



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Use restraint and respect building architecture:

Use of architectural features to display advertising is preferred.



Sensitive use of architecture on a shop front.



Appropriate scale, sometimes signs detached from buildings produces better results.



Overstated and cluttered shop fronts do not show restraint.



Over-stated, over-scaled advertising is not appropriate.



Views of adjoining buildings, particularly those of heritage value, should not be obscured.



Advertising on Heritage buildings needs careful attention:

Good use of architecture to advertise product services is preferred.



Good design is effective:

Well-designed and maintained verandah blinds with simple lettering and clear message.



Keep messages simple:

A simple message is legible.



Signage on heritage buildings that is internally illuminated is bulky. It obscures architectural detailing.



Signage which creates interest and adds variety of place.



Building identifiers with comprehensive directories are not legible.



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Signage in Adelaide Road commercial area:

Offices and retail uses with a residential scale and setback 6 metres or more, a modest pylon or freestanding sign is appropriate



Buildings with a minimum setback (3.0m or less) have limited opportunity for pylon signs or similar. In these cases shopfront, wall, projecting or under-verandah signage will be utilised.

Signage in local shopping and business precincts:

Pylon or freestanding signs as major identifiers are appropriate. Signage should not be too high, and not duplicate business/shop front advertising.

Preferred



Duplication



Signage in industrial areas:

The principal form of advertising should be pylons or freestanding signs, but clutter created by over-use of product advertising is not appropriate.



Clutter



Signage in open space and recreational areas:

Retain long vistas and views of open spaces and natural features. Do not compromise them by third party advertising.



Signage limited to building or use identifiers and only modest use of sponsorship (third party) advertising.

Signage in open space and recreational areas:

Community signage can be cluttered, detracting from the amenity of public areas.



Directional signage can be overstated.



Community signage can be illegible because it is too small or too many.



Symbols reduce words and therefore clutter.

