



# The Coorong District Council Information Guide

## Planning & Development

### Advertising Signage

#### Introduction

The Coorong District Council area will be improved by the encouragement of an ordered and engaging system of signs that promote the area as a place to visit, stay and enjoy. The Coorong District Council appreciates the need for legible and well located signs throughout the area for direction, locality information and advertising purposes. It is also realised that the proliferation of inappropriate signs can cause confusion and frustration for visitors and locals alike, and has the potential for causing significant detriment to the amenity of rural areas in particular.

The Coorong District Council Development Plan allows for the identification and promotion of businesses and services through signs, where such signs are in accordance with the Coorong District Council Development Plan and do not compromise public safety, dominate or obscure other signs or result in visual clutter.

#### Do you need an Approval?

All advertising signs require some form of approval from Council.

**A frame (sandwich boards) Signs** do not require development approval or the payment of fees. However, these signs should be constructed and located in accordance with By Law – Moveable Signs, which states that the maximum size should be 900mm x 600mm.

**Finger (Directional) Signs** require approval from Council. These signs require a payment of \$120 for approval and installation by Councils Infrastructure and Assets Department. The maximum number of finger signs is four per pole (including the street sign). Emergency services and community services are given priority for these signs. **Check council policy for finger signs**

**Private & Commercial Advertising Signs.** A Development Application is required.

#### Appropriate Signs

Generally signs should:

- Be designed so the structural supports are either concealed from public view or of minimal impact;
- Be coordinated and complementary to buildings or sites occupied by a number of tenants;
- Be sited on the property directly related to the activity being advertised;
- Not dominate or obscure other signs or result in visual clutter;
- Be constructed of durable materials and maintained in good condition;
- Be designed to respect the character of heritage and townscape buildings.

93a Railway Terrace (PO Box 399) Tailem Bend SA 5260  
www.coorong.sa.gov.au

In addition, they must comply with the relevant principles in the Coorong District Council Development Plan. The General Objectives for outdoor Advertisements include creating an urban environment and rural landscape not disfigured by advertisements, advertisements in retail, commercial and industrial urban areas designed to enhance the appearance of those areas and create advertisements not hazardous to any person.

The location, siting, size, colour, shape and materials of construction of advertisements should be:

- Consistent with the Outdoor Advertising Development Standards and Guidelines found within Table C00D/2 within the Coorong District Council Development Plan.
- Consistent with the purpose of the zone and the character of the urban or rural locality; and
- In harmony with any buildings or sites of historical significance or heritage value in the locality.

#### Quality of Signs

Signs should be tasteful, high quality and well crafted. Signmakers are encouraged to design artistically attractive signs with interesting graphics and construction. Intricacy and individuality are encouraged as opposed to standard 'off the shelf' designs. Strobe lights, activated lighting, moving or rotating signs, cardboard or foam lettering signs are considered to lower the amenity of the area, or be a distraction to motorists, and will not be approved.

#### Size

The size of a sign is determined by the scale of the building and adjoining buildings and should not dominate or ignore the architectural design of the building.

#### Materials, Colours & Lettering

The details of the signs are up to the owners or tenants involved. What matters is that the sign respects and complements the building and streetscape in which it is located.

#### Illumination of Signs

Signs can be externally or internally illuminated. The best way to light a sign is by using external means, such as a small discreet spotlight. Internally lit signs are not permitted within heritage areas as they are incompatible with heritage buildings.

#### Multiple Tenancies

When a building has several tenancies, consideration should be given to using a thematic approach to signage to ensure co ordination or one central sign for all tenancies be adopted.



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#### Streetscape Considerations

A sign should have regard to fitting into the streetscape in which it is to be located. In order to aim for an attractive streetscape, it is important that a sense of continuity be created along the street. This can be achieved by coordinating new signage on individual buildings. Uncluttered groups of shops with legible, well-designed signs is much more attractive than a 'hotch potch' of competing signs which only confuse the shopper and detract from the streetscape.

#### Other Considerations

Signs and advertisements should be fixed in a way which does not damage the building fabric. New signs should be able to be removed in the future without damaging the older historic fabric.

Fixing directly onto stone or brick is discouraged as this causes significant damage.

The manner of fixing should not be visible once the sign is removed. All attachment devices, wiring, clips and cabling shall be concealed from view.

#### Further Information

For any queries regarding Advertising Signage please contact Council's Planning Officer on (08) 8572 3611.

*Development Information Guides are intended to help applicants to submit applications which are complete, well prepared, and can be processed efficiently. The information provided is intended as a general guide only and applicants are encouraged to refer to The Coorong District Council's Development Plan and to seek advice from our staff if necessary.*