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SIGNS	IS012
	Responsible Officer: MDS
	Issue Date: 24/09/2024
	Next Review Date: September 2028

The Yorke Peninsula Council area will be improved by the encouragement of an ordered and engaging system of signs that promote the area as an easy place to visit, stay and enjoy.

The Yorke Peninsula 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.

The Planning and Design Code (the Code) allows for the identification and promotion of businesses and services through signs, where such signs are in accordance with the Code, providing they do not compromise public safety, dominate or obscure other signs or result in visual clutter.

Do you need Approval?

Most signs require some form of approval.

A Frame (Sandwich Board) Signs do not require development approval or the payment of fees. However, these signs should be constructed and located in accordance with Council's By-Laws.

Finger (Directional) Signs require approval from Council. Finger signs must be approved and installed by Council's Assets and Infrastructure Services department. Supply and installation costs for finger signs for businesses are borne by the business and can vary depending on the amount of wording proposed for the sign. 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.

Advertising Signs may require Development Approval. Refer to PlanSA code.plan.sa.gov.au
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;
- Not obstruct or interfere with road users.

In addition, they must comply with the relevant principles in the Code.

Heritage Signage

The Yorke Peninsula Council contains many areas and buildings that are of historic importance. Council is committed to managing new development within the relevant zones and places in a way which maintains and reinforces this historic character. This information guide aims to indicate Council's preferred approach for new signs and advertising within an historic context.

When handled properly, advertising and signs can provide interest and character to shops and streets. Handled badly, they can dominate buildings or streetscapes and severely compromise the amenity of an area. A careful balance is needed to give commercial premises the exposure they need in a positive manner without compromising the attractiveness of the buildings or streetscapes.

Heritage signs should provide clear identification of shops and commercial premises in a simple and clear manner. They are most effective when their number is minimised and the message is simple and relevant to the reader. For example:

- Use colours and lettering appropriate to the age of the building;
- Define and enhance a building rather than conceal any architectural features or details;
- Not dominate a building or compromise its appearance by signage;
- Not contribute to visual clutter. Signs on individual premises should be coordinated;
- Signs not extending above the lowest point of the roof;
- Be removable without damaging the historic fabric of the building concerned.

Quality of Signs

Signs should be tasteful, high quality and well crafted. Signwriters 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 and will not be approved.

Style

Signage should be consistent with the age and period of the building concerned. However, signs can be modern or period, so long as they respect the building. It can be useful to research and understand the particular period and style of the building. Early photography of old shops and commercial premises often show early advertising which could be restored or adapted for new signs.

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. As set out above, 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 coordination or adopting one central sign for all tenancies.

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 are much more attractive than a hodgepodge 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 should be concealed from view.

Further Information

For any queries regarding signs please contact Council's Development Services Department on (08) 8832 0000.