

If the proposed works affect signs in original fabric also refer to Chapter 3 – Demolition. Refer also to the relevant Planning Scheme – including the State Planning Policy Framework, the Local Planning Policy Framework, and applicable Zones and Overlays (particularly the Heritage Overlay).

12.1 Objectives

To ensure that signs are appropriate to the era, style and Cultural Heritage Significance of the Heritage Place

To ensure the retention and Conservation of signs that contribute to the significance of the Heritage Place

12.2 Rationale

*The contribution of all aspects of cultural significance of a place should be respected.
(Burra Charter)*

Signs can provide evidence of previous use and social change. Some signs are landmarks.

Signs may be individually significant or may be part of a Contributory Element.

12.3 Matters for Consideration

In assessing proposals for the construction of new signs, or Alterations to or demolition of an existing significant sign, consideration should be given to whether:

- **the Conservation of the sign in situ is possible;**
- **the proposed sign complements the Heritage Place in its location, size, materials and illumination; and**
- **the proposed sign would dominate the Heritage Place.**

12.4 Development Guidelines

The following guidelines and examples are intended to assist when new signs or Alterations to signs are being considered. They are based on some common settings, but will not be appropriate for every situation. Heritage Places should be approached on a case by case basis and there is no 'one-size-fits-all' answer to development. Use the Statement of Significance to inform decisions.

It is acknowledged that there may be other ways to achieve the objectives. Where alternative methods are proposed, the planning permit application should be accompanied by a written explanation that shows how the objectives will be achieved.

12.4.1 Historic Signs

All signs that contribute to the significance of an Individual Heritage Overlay (HO) or an Area HO should be retained.

Significant signs should be maintained using best practice Conservation techniques.

12.4.2 New Signs

Signs should not dominate a Contributory Element or a Heritage Place.

Advertising signs should be placed where they would have traditionally been placed.

Signs should be limited to a level consistent with traditional coverage.

Signs should not be located where they would obscure or detract from a feature of the building, e.g. a window, a view to a Heritage Place, or in front gardens.

Views to individually significant signs should be maintained.

New signs should be readily removable.

Fixings for new signs should not damage the fabric of a Heritage Place.



Image: Lorraine Huddle



Inappropriate signs in a Heritage Area

12.4.3 Size of New Signs

There is no standard size for signs. The appropriate size will vary according to the character of a Heritage Place. Standard corporate sign sizes may not be appropriate.

12.4.4 Placement of New Signs

Signs are discouraged in locations where there is no history of signs, e.g. on houses.

Sky signs, large freestanding and billboard signs are discouraged in all locations within a Heritage Overlay.

The location of signs should not interrupt views into and within Heritage Places.

Signs should not be painted on previously unpainted masonry surfaces.

12.4.5 Design of New Signs

Reproduction of historic advertising styles is not necessary for new signs.

Respectful but clearly modern design is preferred for new signs.

Colours should be appropriate to the Heritage Place. In some instances this may require departure from standard corporate advertising colours.

12.4.6 Illumination of New Signs

New signs should not be internally illuminated unless this is a characteristic of the Heritage Place. External lighting should be limited to be consistent with the character of a Heritage Place.

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