



# ***Business Signage Guidelines*** *for Historic Areas*



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## 1.0 INTRODUCTION

*The Business Signage Guidelines for Historic Areas* are intended to be used as a preliminary guide to the style type and location of business signage for the historic Port of Echuca and the Rushworth High Street area. They are intended to assist in the preparation of a Planning Permit Application and to provide direction as to what is generally acceptable for business identification signage. The Council's Heritage Advisor should be consulted for any proposed signage that might fall outside these guidelines. Please contact Council offices for assistance with any signage queries or for the preparation of a Planning Permit application.

Echuca and in particular the Port of Echuca and Rushworth have a notable range of historic places of national, state and local significance. There is a great cultural diversity to be found within these historic areas. There are significant: archaeological sites (including maritime); aboriginal cultural heritage places; buildings; streetscapes; industrial sites; natural features and cultural heritage landscapes including riverine landscapes. These places combine to produce a distinctive and unique character found nowhere else in Australia. They also, represent a significant asset and resource for the Campaspe Shire.

The objectives of heritage controls and this includes signage, is to conserve and enhance heritage places. The development and implementation of consistent heritage controls assists in providing a clear direction for the management of heritage places. Signage can enhance and complement heritage buildings. Inappropriate signage can diminish the aesthetic significance of a heritage place and reduce the integrity of the historic character of a heritage precinct. These Guidelines are intended to provide standards that will assist in maintaining the historic values of the Echuca Port area and Rushworth central area.

The Guidelines include recommendations for: appropriate fonts; colour palettes, proportion and scale of a sign and location of signage. These guidelines are based on the National Trust [Melbourne] publication: National Trust of Australia (Victoria) publication '*Lettering and signs on buildings c1850-1890*', written by George Tibbetts, 1984.

## 2.0 PLANNING CONTROLS

The Campaspe Shire Planning Scheme<sup>1</sup> contains a number of planning policies which must be considered when assessing application for signage in the Heritage areas. These include Clause 15 dealing with Built Environment and Heritage (SPPF), Clause 22.02 Heritage Policy (LPPF), the Heritage Overlay at Clause 43.1 and the Advertising Signs Policy at Clause 52.05. All places included in the Schedule to the Heritage Overlay require a Planning Permit for all signage; painting and works which will change the external appearance of a heritage place.

However, not all places included in the Schedule to the Heritage Overlay are required to meet the objectives of *The Business Signage Guidelines for Historic Areas*. Those that are required to observe the guidelines are mapped on page 4 & 5 of these guidelines. These guidelines are intended to assist in the preparation of a Planning Permit Application for all those places affected by the guidelines.

It is recommended that all significant places outside the mapped area also consider using these guidelines as a basis for their signage.

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<sup>1</sup> Go to the following site for information regarding the Campaspe Planning Scheme  
<http://planningschemes.dpcd.vic.gov.au/index.html>

### 3.0 MAPS SHOWING AREAS AFFECTED BY BUSINESS SIGNAGE GUIDELINES

#### 3.1 Echuca Historic Area

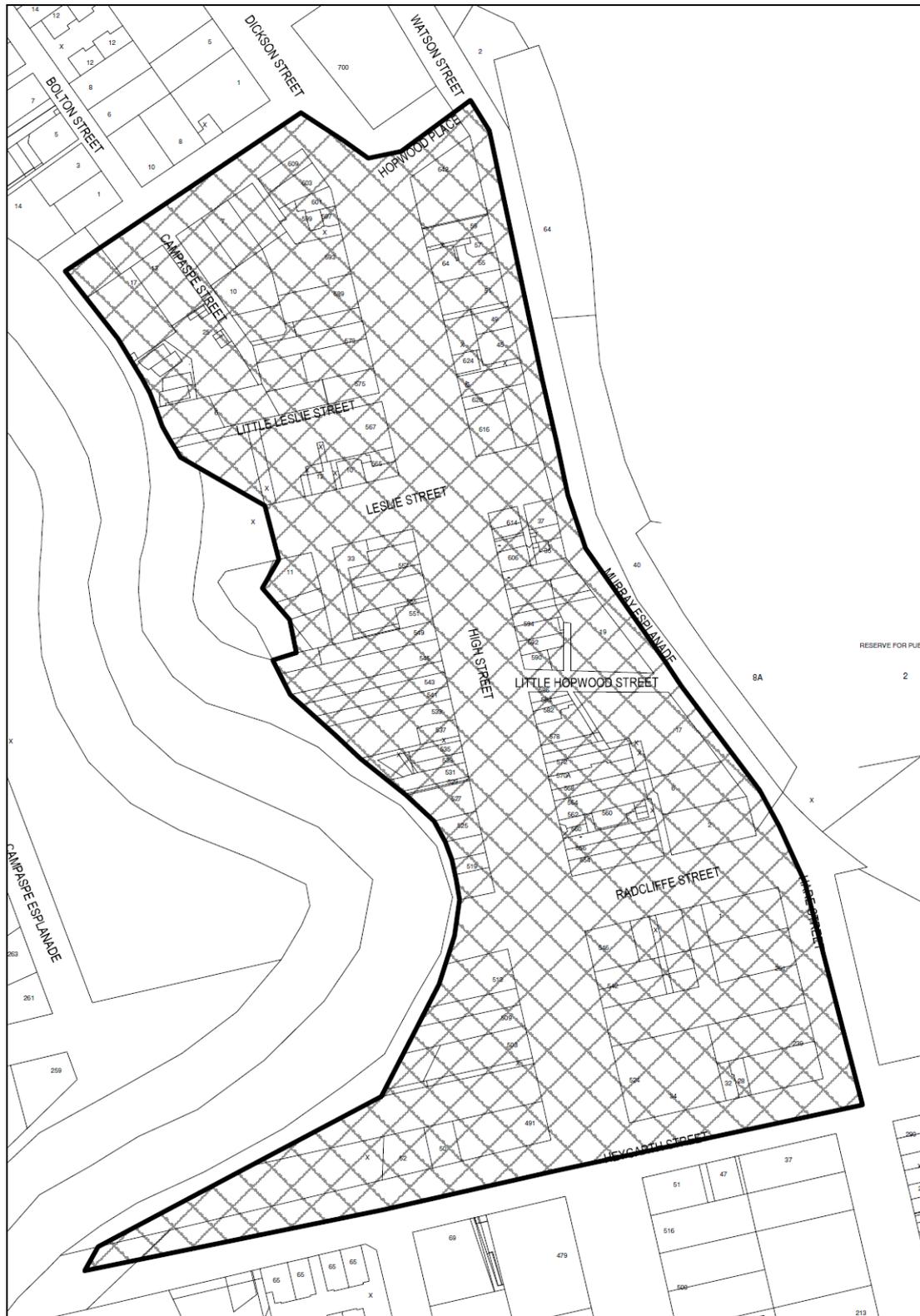


Figure 1 The extent of Echuca Historic Area that is covered by the Historic Guidelines

### 3.2 Rushworth Historic Area



Figure 2 The extent of Rushworth Historic Area that is covered by the Historic Guidelines

#### 4.0 GENERAL COMMENTS

Signage design should consider the architecture and historic characteristics of the significant building and/ or significant place. These qualities should not be compromised by inappropriate design, size, location and/or colour scheme of any new signage. This means that signage should not detract from, or obscure, any important features of the building. In many instances – such as in a historic precinct the wider streetscape context should also be considered.



#### 4.1 General Conservation Issues

Signage fixing can damage historic built fabric. It is recommended that the advice of the Heritage Advisor is sought when fixing signs to historic fabric. There are appropriate methods that can be used that will not result in costly repairs to external finishes.

#### 4.2 Original Historic Signage

It is strongly recommended that any surviving original signage be retained. If any original signage is uncovered please contact the Heritage Advisor as it should at least be recorded and professional conservation advice should be sought.

#### 4.3 Public Interest and Safety Signage

Public interest signage, road signage, directional signage and/or other non commercial but essential signage will not necessarily have to meet the signage guidelines and could be provided with an exemption. Refer to Clause 73 of the Campaspe Planning Scheme for definitions of Outdoor Advertising Signs or seek advice from council's planning staff.

## 5.0 INTERNALLY ILLUMINATED SIGNS

Signs should generally not be illuminated internally, flashing, pulsing or moving. If signage illumination is required a spot light directed at the sign might be considered – but this will need to be a merit/performance based assessment. Consideration will include an assessment of the potential impact this type of lighting might have on the setting, historic character and/or any potential diminishment of the cultural heritage significance of the place. The provision of spot lighting will also need to address the objectives of Clause 52.05 of the Campaspe Planning Scheme - Advertising Signs.

## 6.0 SIGNWRITING TECHNIQUES

Traditional sign writing techniques are strongly supported.

The use of applied raised and/or cut out lettering should be avoided unless there is historic precedent for this type of relief lettering. If there is a precedent then the raised lettering should complement the original historic character of the relief signage.

The use of reflective and /or polished finishes or metallic type finishes to the signage panels should be avoided.

## 7.0 CORPORATE SIGNAGE, CORPORATE COLOUR SCHEMES & LOGOS

The painting of a building in corporate colours is a form of signage and is not supported.

All corporate signage should also meet the objectives of the signage policies and guidelines.

Logos on their own or as part of a corporate signage package will be assessed on an individual basis, and be subject to a merit based assessment. The objectives of the signage policy will be used determine the appropriateness and compatibility of the logo.



Corporate Signage that has been designed to meet the objectives of similar Guidelines

## 8.0 APPROPRIATE LOCATIONS FOR SIGNAGE

The size and location of signage should be kept to a reasonable minimum taking into account the architectural elements of the building and the ability to read the sign from a distance. Signage proportions traditionally relate to the architectural features. For instance parapet signage is generally at larger scale when compared to signage found on fascias. The scale of lettering should reflect the size of the sign and its location. Most historic commercial buildings have been designed to accommodate signage – these types of architectural cues should be observed. Typically, historic commercial buildings had a number of places for signage. There are a number of documentary sources to assist in identifying appropriate places and these include historic images.



**This signage has been designed to observe traditional locations, size and style of signage**

### 8.1 The number of signs on any one place

The number of signs should be minimal and restricted to the name of the business and/or proprietor, the name of the building (if applicable) and name of the service or products retailed from the premises. Repetitive signage on the same elevation is not supported.



**This signage has a traditional basis to its design and locations.**

### 8.2 Signs on Glass

Sign writing is allowed on the window glass but it must relate a description of the business only. The signage should not obscure the whole of the shop front window. The glass should

not be painted out below the top lights. If there are no top lights then the glass should not be painted out below 2 000 mm from the ground level Painted signs on windows should be discreet, and not clutter or dominate the shop window.

**8.3 Projecting Roof Signs and Signage Projecting From Shop Front Walls**

Unless there is a historic precedent roof signs, signs that project out from the fascia of the verandah and or building faces are generally not supported.

**8.4 Under Awning Signage**

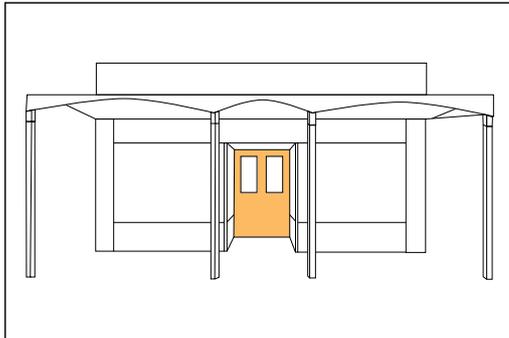
Under awning signage must have a minimum setback of 600 mm from the back of the kerb and a minimum of 2700 mm clearance from the footpath.



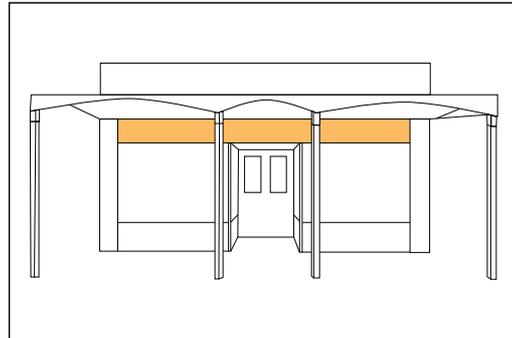
**Appropriate Under Awning Signage**

### 8.5 Locations for Signage Based On Traditional Locations

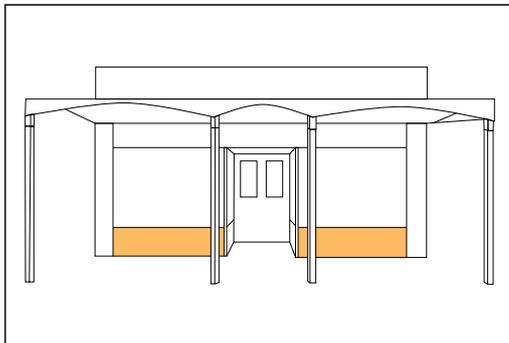
The following diagrams provide recommended locations for signage and are based on traditional locations for signage. Any deviation from traditional locations will need to be discussed with the Heritage Advisor. If the signage is to be located on a non traditional location, the proposed signage should not obscure or detract from any architectural features and this includes any original historic signage.



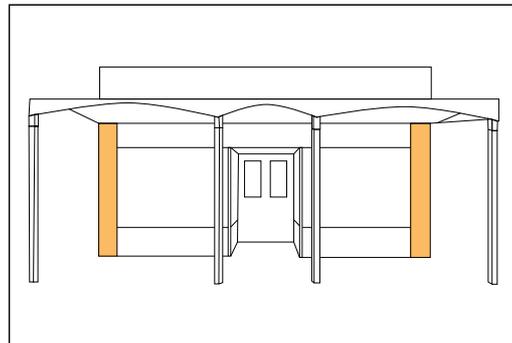
1. Sign on doorway or on door surrounds



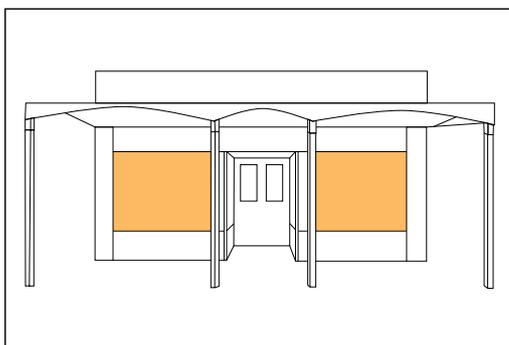
2. Sign along top of windows under verandah



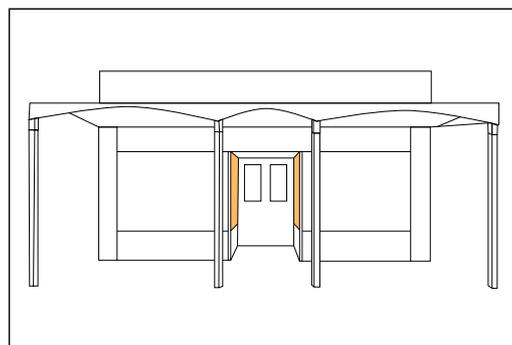
3. Sign below front windows



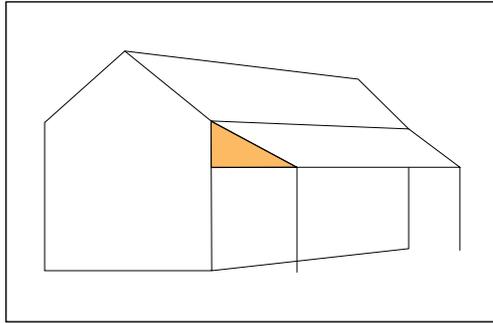
4. Sign on outer sides of windows



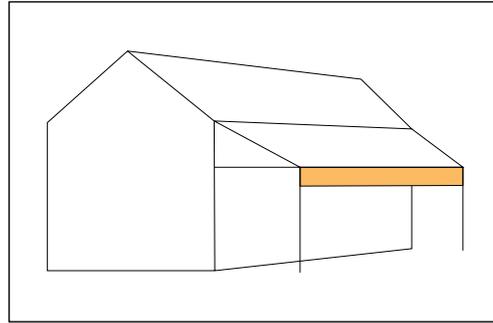
5. Sign on windows



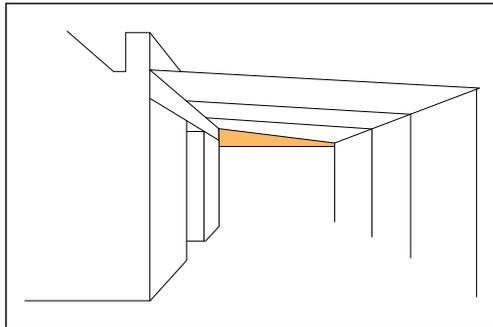
6. Sign on windows flanking passage to front door



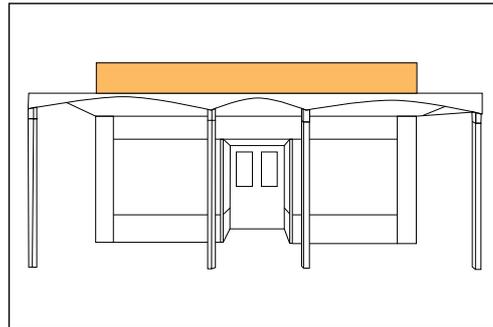
**7. Sign on outside end of verandah**



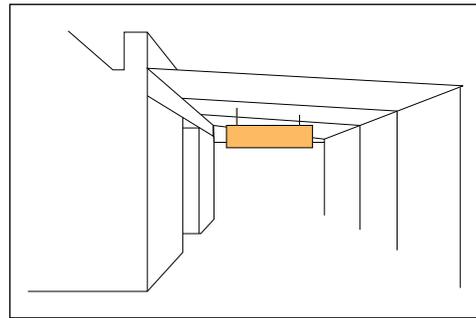
**8. Sign on fascia of verandah**



**9. Sign on inside of end of verandah**



**10. Sign on parapet**



**11. Sign below verandah at right angles to main axis of building**

## **9.0 COMMERCIAL SIGNAGE ON RESIDENTIAL BUILDING TYPES**

If a historic residential building has become a commercial premise, the signage should be respectful of that buildings original domestic architecture. In these instances signage might need to be remote from the building – on a free standing sign or other more subtle interpretations.

## **10.0 SIGNAGE NOT ASSOCIATED WITH BUILT FABRIC**

### **10.1 Pedestrian Barriers & Umbrellas**

Signage should observe the objectives of the guidelines or be subject to a merit based assessment.

### **10.2 Awnings or Window Blinds**

Signage on awnings or window blinds is generally not supported but may be subject to a merit based assessment. If required it should be of basic text relating to the business provided without photographs or illustrations.

### **10.3 A-Frame Signage**

A Local Law permit is required for A-frame signage.

### **10.4 Bunting, banners, flags**

Buntings, banners and flags are not supported.

The exceptions being the Australian, the Aboriginal and the Torres Straits Islands flags.

### **10.5 Temporary Signage**

Temporary banners within 3 months of the event happening are supported. See Clause 52.05 of the Campaspe Planning Scheme

### 11.0 RECOMMENDED FONTS

All text or letters on signage is to be in upper case, small capitals may also be used in the following fonts (or as discussed with the Heritage Advisor);

Times New Roman (e.g. 5. Sign on windows)

**ABCDEFGHIJKLMN OPQR  
STUVWXYZ&,;:-  
£1234567890**

Grotesque sans serif (e.g. 2. Sign along top of windows under verandah)

**PLATE, GLASS,  
AND OTHER EFFECTS.**

Robert Thorne's Egyptian (e.g. 3. Sign below front windows)

**W. THOROWGOOD.**

Helvetica (e.g. 4. Sign on outer sides of windows)

**ABCDEFGHIJKLMN OP**

**12.0 RECOMMENDED COLOURS**

It is difficult to use established paint companies colour charts and their colour brand names as these change yearly. What follows is a chart which has used the Australian Standard Reference and the Australian Standard Name. While these types of references are not always identified on paint charts, most reputable paint suppliers will be able to match a colour to these standards.

**NOTE** The use of fluorescent and iridescent paints is not supported.

**RECOMMENDED BACKGROUND COLOURS**

<b>Australian Standard Reference</b>	<b>Australian Standard Name</b>
Y22	Custard
Y31	Lily Green
Y32	Flummery
Y33	Pale Primrose
Y34	Cream
Y35	Off White
Y43	Parchment
Y44	Sand
Y45	Manilla
Y52	Chamois
Y53	Sandstone
Y54	Oatmeal
Y55	Deep Stone
Y56	Merino
X31	Raffia
X32	Magnolia
X33	Warm White
X34	Driftwood
X42	Biscuit
X43	Beige
R34	Mushroom Pink
G33	Lettuce
G55	Lichen
N11	Pearl Grey
N22	Cloud Grey
N33	Lightbox Grey

**RECOMMENDED COLOURS FOR TEXT/ACCENT/SHADOW COLOURS**

<b>Australian Standard Reference</b>	<b>Australian Standard Name</b>
Y41	Olive Yellow
Y43	Parchment
Y44	Sand
Y45	Manilla
Y51	Bronze Olive
Y52	Chamois
Y53	Sandstone
Y54	Oatmeal
Y55	Deep Stone
Y56	Merino
Y61	Black Olive
Y62	Sugar Cane
Y63	Khaki
Y65	Mushroom
Y66	Mudstone
X21	Pale Ochre
X31	Raffia
X32	Magnolia
X32	Warm White
X33	Driftwood
X41	Buff
X42	Biscuit
X43	Beige
X45	Cinnamon
X51	Tan
X52	Coffee
X53	Golden Tan
X54	Brown
X55	Nut Brown
X61	Wombat
X62	Dark Earth
X63	Ironbark
X64	Chocolate
X65	Dark Brown
R44	Possum
R52	Terra Cotta
R53	Red Gum
R55	Claret
R62	Venetian Red
R63	Red Oxide
R64	Deep Indian Red
R65	Maroon
P52	Plum
B13	Navy Blue
B62	Midnight Blue
B64	Charcoal
G11	Bottle Green
G12	Holly
G14	Moss Green

G15	Rainforest Green
G16	Traffic Green
G23	Shamrock
G24	Fern Green
G25	Olive
G34	Avocado
G43	Surf Green
G52	Eucalyptus
G53	Banksia
G54	Mist Green
G55	Lichen
G56	Sage Green
G61	Spruce
G62	River Gum
G63	Deep Bronze Green
G64	Slate
G65	Ti-tree
G66	Environment Green
G67	Zucchini
N15	Homebush Grey
N22	Cloud Grey
N23	Neutral Grey
N24	Silver Grey
N25	Birch Grey
N33	Lightbox Grey
N35	Light Grey
N41	Oyster
N52	Mid Grey
N53	Blue Grey
N54	Basalt
N55	Lead Grey
N43	Pipeline Grey
N44	Bridge Grey
N45	Koala Grey
N61	Black

**The following are to be used as accent colours only:**

Y16 Inca; R15 Gold; B11 Rich Blue; B51 Periwinkle; N14 White