



Clarence... a brighter place

# Heritage Signage Guidelines

These guidelines have been prepared to assist applicants, particularly within Richmond, when preparing a planning application for signage approval. These guidelines seek to support and enhance the heritage values of the commercial precinct of Richmond within the context of the current planning scheme.

Any proposed signage should consider the architecture and historic characteristics of the building and surroundings. The local historic heritage should not be compromised by inappropriate design, size, location and/or colour scheme of any new signage.

It is important to note that some signage approved under previous planning schemes would be regarded as inconsistent with the current planning scheme. Those signs are able to remain, given their previous approval.

## 1. NUMBER OF SIGNS

### Recommended

The number of signs should be minimal, preferably no more than two signs per business.



Business displaying one sign

### Not suitable

- Creating visual confusion or clutter from the use of too many signs.
- The use of more than one sign to display the same message.



Too many signs displaying the same message

## 2. SIGN LOCATION

### Recommended

- Signs should be placed in a manner to allow the architectural details of the building to remain prominent.
- Consideration should be given to the placement of a sign on the property so as not to detract from the streetscape of Richmond when viewed from the frontage.
- Where possible, signs should be placed on the building that would traditionally have been

### Not suitable

- A sign should not conceal the heritage character or detail of the building.
- Signs placed above a historic parapet or roof line.
- Signs should not obscure more than a quarter of the window space.
- A sign should not dominate or obscure any historic signs forming an integral part of a building's cultural heritage values.



## Recommended

used as an advertising area, for examples please see the diagrams on page 5.

- All signs should be kept within the property's boundaries.
- The size of window signs should be kept to a minimum.
- The sign should only be for displaying the name of the business and/or proprietor, the name of the building and the name of the service or products retailed.



The buildings remain the dominant feature of the street.



Small window sign and display.

## 3. DESIGN

### Recommended

- Design signs to respect and reinforce the character of the area and its buildings.
- It is not necessary to recreate an historic sign, however modern trademark or proprietary logos may not always be appropriate. Some modification to the size, colour, materials and illumination may be necessary to be sympathetic to the heritage character.
- Contemporary signage may be used where the design compliments the surrounding historic characteristics.
- The size of the sign should be appropriate to the size of the property in which it relates and to the streetscape.
- The scale of lettering should complement the size of the sign and the property it relates.
- Fonts for signs should either reflect original

### Not suitable

- Painting a new sign on an unpainted masonry wall on a heritage building.



Signage dominates the streetscape & view of this neighbouring building.



Signs outside the property's boundary and on the footpath.

### Not suitable

- A new sign should never dominate the heritage values of a place.
- Large fonts that dominate the sign and diminish the heritage values of the place or precinct.
- Large signs that dominate the building and/or streetscape.



Modern trademark signs that are inappropriate due to design, colour and size.

## Recommended



- lettering type or be complimentary to the heritage values of the place.
- Signs that are discreet, small in size and of low visual impact are preferred.

Modern signs that complement the surrounding character.

## 4. COLOUR

### Recommended

The number of colours used should be restricted and be of a colour that relates and/or is subservient to the building colour.



Signs are in keeping with the building.

### Not suitable

Excessively bright colours or materials.



Blue does not relate to the building or to the surrounds.

## 5. ILLUMINATION

### Recommended

- External signs should be illuminated by external lighting shining upon the sign and not the sign itself being internally illuminated.
- Should a sign be illuminated, soft, subtle lighting should be used that does not detract from the character and cultural heritage values of the property and streetscape.

### Not suitable

Where possible, signs should not be luminous or fluorescent as this detracts from the significance of the area.

## 6. REDUNDANT SIGNS AND STRUCTURES

### Recommended

Signs and fittings that are no longer relevant or in use on the property should be removed.

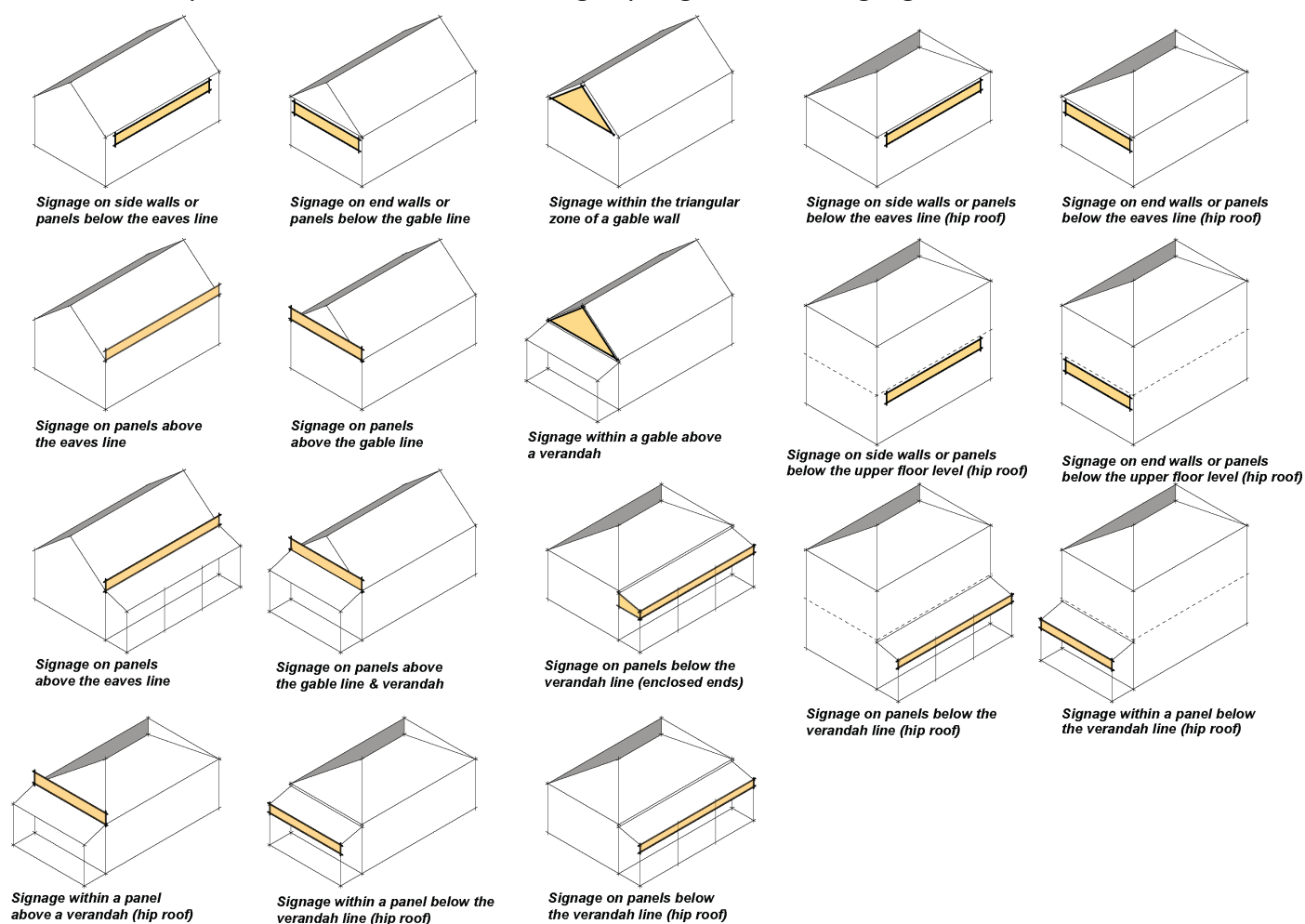
## 7. EXISTING ORIGINAL SIGNAGE

### Recommended

- Any surviving original signage should be retained.
- Repainting or replacing of historic signs should only be undertaken if the significance of the sign will not be affected by the proposed works. Council should be contacted before any works are undertaken.

## 8. TRADITIONAL LOCATIONS FOR SIGNAGE ON BUILDINGS

The following diagrams provide examples of traditional locations for signage on buildings. It is recommended any proposed signage should be located in any of the following locations, however, should the signage be located on a non-traditional part of the building, then it should not obscure or detract from any architectural features, including any original historic signage.



## 9. RECOMMENDED FURTHER READINGS

- Clarence City Council Infosheet – Heritage Advisory Service.
- Richmond Cultural Resource Management Plan: a plan for managing the cultural resources of the township of Richmond, Tasmania 2000, (Michael Shield & Associates in association with Don Goldworthy & Associates).
- Richmond Townscape Study, Clarence City Council 2014.
- Clarence Interim Planning Scheme 2015.
- Richmond Bridge Conservation Management Plan, Department of State Growth 2017.