

**HERITAGE
SIGNAGE GUIDELINES**



by

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I INTRODUCTION

The guidelines:

- Are intended to be used in conjunction with the Council's guidelines for the treatment of heritage buildings and their recommended colour schemes.
- Apply to all buildings that utilise signage as part of their visual composition, whether as part of a street frontage or as individual buildings within an open landscape. No distinction is made [or intended] between listed heritage buildings and other non-listed older or contemporary buildings.

All guideline matters related to surfaces or areas above the ground floor of a building are referred to as "above verandah", whether a building has a verandah or not.

Where a mandatory, or partial mandatory approach is adopted for these guidelines, their implications should be taken into account in the design of all new building developments or alterations where these will clearly attract advertising signage as part of their use.

II INTENTIONS OF THE GUIDELINES

The guidelines describe a preferred relationship between a building and its signage. While they are specifically directed to effects of advertising signage, they also apply to any other signage (public or private) related to a building.

The preference refers to four important qualities of comfortable and effective public environments: variety, scale, continuity and architectural cohesion or integrity.

The guidelines address the ways that building signage can be encouraged to maintain and enhance these qualities for Timaru District's commercial / retailing street environments and other public environments where signage has a presence.

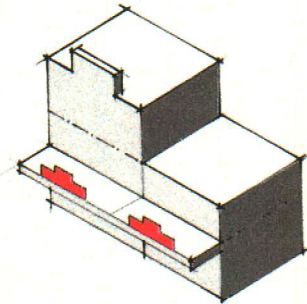
Taking each of these qualities in turn:

- **Variety** refers to all those visual qualities of a built environment that make evident the full scope of building (or public space) uses that currently occur, or that have occurred in the past
- **Scale** refers to the visual clues that convey the true size and dimensions of a public environment and its buildings relative to the particular physical size and dimensions of the observer.
- **Continuity** refers to those qualities of an environment that convey the processes of time, the effects of change and an individual's position within, or relative to these processes. This quality has a slightly different, but compatible, meaning to "heritage" quality. Where a heritage building strategy is informed by "continuity", buildings of heritage significance are encouraged to accommodate change without undermining or devaluing their integrity as expressions of past conditions.
- **Architectural Cohesion** refers to the compositional qualities of a building and its street frontage(s) and the way they visually convey the overall architectural idea of the building.

III GUIDELINES

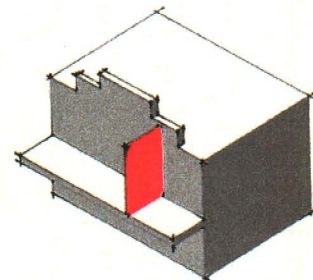
Fourteen signage guidelines are proposed. These are:

- 1 Encourage signage that is physically contained by the overall dimensions of an individual building and its street frontage. This accounts for situations:
- Where two or more neighbouring buildings are in a single ownership or tenancy; or
 - Where arrangements have been made between adjoining building owners / tenants to overlap signage between two buildings in such a way that the visually-individual nature of separate buildings is obscured from the street.

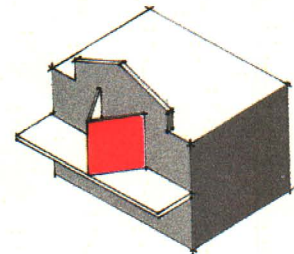


- 2 Encourage above-verandah signage whose size, form and location do not obscure the overall architectural composition [and hence, the scale] of a building from its street frontage. This applies regardless of how modest or intricate a building's architectural composition or details are. Specifically:

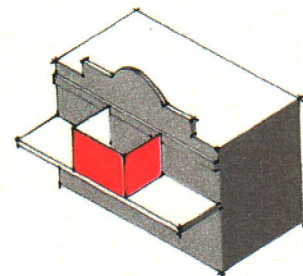
- (a) Avoid such signs set at right angles to a building frontage where these obscure a view of the upper levels of the building and its composition from the sign's direction of approach; or, at least, limit such signs to less than one third the height of the above-verandah building frontage.



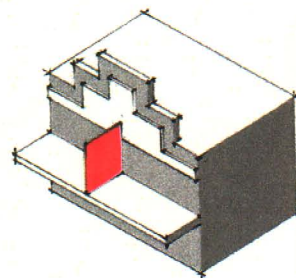
- (b) Avoid the use of such signs suspended off a building frontage where these signs involve separate vertical surfaces angled to face opposite directions of street approach. The extra width involved in these angled constructions means that these signs often obscure significant areas of a building's above-verandah frontage.



- (c) Avoid such signs where they take on a box, three-sided or three-dimensional form, in direct competition with the overall composition of their host building.

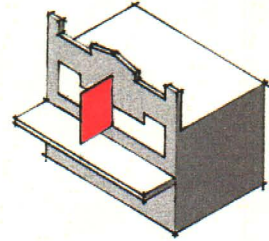


- 3 Where the architectural modelling or expressed detail of a building's above-verandah surfaces are extensive, or cover substantial areas of these surfaces, avoid the use of above-verandah signs either suspended off, or otherwise attached to these sections of a building's frontage. This accounts for circumstances where a building's parapet and entablature details combine with the modelling of its first floor string course with no gap, or flat wall surface, separating them.

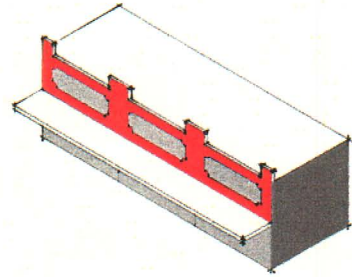


TIMARU HERITAGE SIGNAGE GUIDELINES

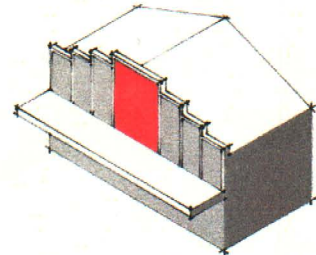
- 4 Where the architectural composition of a building's street frontage is symmetrically arranged, or has a clear compositional logic to it, signage of all types should be positioned to strengthen this logic rather than obscure or contradict it.



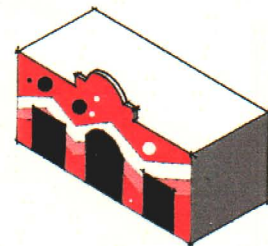
- 5 Where a number of separate tenancies [or ownerships] and their signage subdivide a single building frontage, encourage the building tenants or owner(s) to maintain an above-verandah colour scheme that:
- expresses the architectural unity of the whole building and its street frontage; and
 - provides a strong colour foil, or backdrop, to any above-verandah signage.



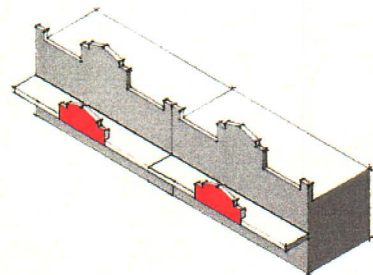
- 6 Where a building's original design allowed for [or provided obvious positions for] signage, these should be the first choice for locating a building's signage.



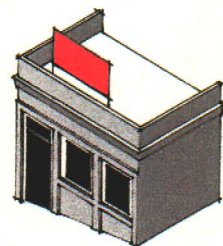
- 7 Avoid the painting of entire buildings, or street frontages to buildings, as signs, or in the branding colours or standard corporate livery of chain retail outlets where these obscure or make it difficult to observe or appreciate the overall architectural composition of a building or its street frontage.



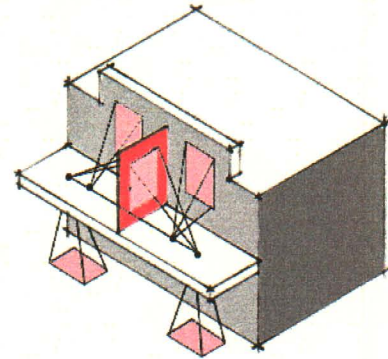
- 8 Where a single building frontage is divided up into several tenancies (or ownerships), encourage these individual tenancies to develop consistent sign locations, sign sizes and the same type face for each individual tenant sign. Where possible, relate these to a constant overall colour scheme for the host building.



- 9 Large, free-standing signs suspended off the roof of a building are acceptable where these are clearly separated from the roof surfaces, parapet edges and the general, overall form of the building.



- 10 Encourage building owners and tenants to adopt the following principles for the night lighting of their buildings, tenancies and related signage.
- Light both a building's (or tenancy's) street frontage as well as it's related signage. Avoid lighting only the signage.
 - Use different intensities of light, lighting types and lighting technologies to make a distinction between foreground [signage] and background [building frontage] elements. This will ensure that the night appearance of commercial/retail streets and strips expresses the same recommended relationship between buildings and their signage evident in the daylight.

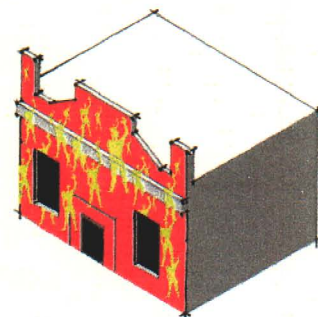


- 11 Encourage the use of lighting systems for buildings and signs that utilise concealed light sources [spotlights, floodlighting, etc]. While internally illuminated signs are generally acceptable, discourage the permanent use of neon; illuminated, moving-strip signage; flashing lights; rows of naked light bulbs or festoon lighting.

The intention here is to encourage the use of unobtrusive light sources that support and enhance the intention of the other guidelines. Light systems that form a direct and assertive part of an advertising display should be actively discouraged.

Dairies involve a special case of signage application. They have a tendency to attract larger scaled and, often, significantly more signage than the typical retail/commercial building. The dairy's current competitive environment is such that it needs to make itself as assertive and physically obvious as possible within a retail street or an isolated setting. For these reasons it is recommended that the council:

- 13 Tolerate the more assertive presence of signage associated with a dairy's contemporary competitive environment. Ensure that this issue is taken into account when assessing a dairy's signage proposals against the underlying intent of the signage guidelines.



- 14 When creative and unexpected proposals for signage, that appear to contradict all or some of these guidelines, inevitably occur, assess the proposals against the objectives and underlying rationale of the guidelines. In these cases, avoid applying the guidelines in too rigid a fashion, and focus on their objectives. Acknowledge that there may be other ways of achieving these underlying objectives than the guidelines promoted here.

