

11 February 2011

Business signage under review

Indigo Shire Council has *Business Signage Guidelines* that were developed to protect the unique streetscapes and commercial centres of the shire's townships.

Indigo Mayor Cr Ali Pockley says that the character and historic aspects of the shire's townships are fundamental to tourism, various community events and economic activity, and also create a unique atmosphere enjoyed by residents.

"Council wants to review the *Business Signage Guidelines* to see if they still reflect what is valued in the community," Cr Pockley said.

"The Indigo Shire includes townships that are recognised nationally for their cultural heritage significance and we need to bear this in mind as we review the guidelines to see if they are still effective or need changing.

"The current guidelines are intended to be used as a preliminary guide to the style, type and location of business signage in our heritage precincts. This review does not mean opening up the shire to all forms of bold corporate signage, but rather to see if what we currently have in place still does what the community wants."

Part of the shire-wide review is a survey to gauge residents' views. The survey, a Discussion Paper and information about heritage are on the Council's new website at www.indigoshire.vic.gov.au. Follow the link from Council Updates on the Home Page. The survey and discussion paper are also available at: Customer Service Centres.

"The current guidelines control business marketing and signage and some changes may be needed," Cr Pockley said. "This is an important issue and Council wants to hear your ideas."

The closing date for the Reply Paid survey is Friday 11 March.

END

**For more information:
Mayor, Cr Ali Pockley
0448 803 411**