

1 March 2011

Signs for the times

Guidelines that cover business signage in Indigo Shire are currently being reviewed.

Indigo Mayor Cr Ali Pockley said the guidelines were important, particularly for a heritage shire, as they helped maintain the character and historic nature of Indigo's townships.

"But there have been some issues recently where business owners have expressed concern that the guidelines restrict the way they conduct their business," Cr Pockley said.

Cr Pockley said some of the concerns involved the use of lower case and upper case letters in signage, particularly where a business owner wants to put their email or website address, usually lower case, in a prominent position on their business.

"Other issues raised have included the desire to reflect a modern business with a contemporary business sign on an historic building; temporary banners staying up beyond the proper timeframe and in effect becoming permanent; signage on glass windows or doors of business premises; A frames which cover a variety of styles and colours; and whether Council's own signage complies with the Guidelines," Cr Pockley said.

"We need to find the right balance between the needs of business owners and maintaining the cultural integrity of our historic streetscapes and buildings. The current guidelines are intended to be used as a guide to the style, type and location of business signage in our heritage precincts. This review is to find out if what we currently have in place still does what the community wants."

The Council is seeking feedback from business and community members from across the shire. Some responses have been received to date, but they are mostly from Beechworth and Yackandandah.

"This affects all our towns and we are keen to hear what people have to say from right across the Shire," Cr Pockley said.

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

END

Caption: Indigo Mayor Cr Ali Pockley is urging people to provide feedback to Council on its signage guidelines.

For more information:
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