PLANNING PERMIT REQUIREMENTS

A Planning Permit is required for all signage, painting, blinds, outstands on footpaths, banners and any other works which change the external appearance of a heritage place. Permit application requirements are detailed inside the back cover of these guidelines.

The commercial areas of Beechworth, Rutherglen, Yackandandah and Chiltern are all covered by Heritage Overlay controls under the Indigo Planning Scheme. For detailed information on Heritage Overlay Areas go to Planning Maps Online: http://services.land.vic.gov.au/maps

Or go to the Council website and make an enquiry at:

http://www.indigoshire.vic.gov.au/Planning_Building/Heritage/Heritage_Advisory_Service

Permit application forms are available from Council offices and online at:


'A' frame signage requires a Local Law permit. Forms are available from Council offices and online at:


CONTACT DETAILS

Indigo Shire Council
PO Box 28 Beechworth Victoria 3747
www.indigoshire.vic.gov.au
info@indigoshire.vic.gov.au
PHONE: 1300 365 003 or 03 5728 8000
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Introduction

These guidelines have been prepared to help interpret and apply the signage policy and controls of the Indigo Planning Scheme. They are intended to provide guidance on the types, format, location, colours and style of signage that will be supported by Council in heritage areas. The guidelines should be used with the Indigo Shire Signage Colour Chart.

Before you start work on any external areas you will need to obtain a Planning Permit. A Planning Permit is a legal document that gives permission for a development on a particular piece of land. To obtain a permit, an application must be made to Council. Planning Permits contain written conditions and have endorsed plans that show what is approved. The proposed development must satisfy all the conditions on a planning permit and comply with the endorsed plans.

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Why have Business Signage Guidelines

Indigo Shire has a number of townships that are recognised nationally for their highly significant streetscapes. Council is responsible for ensuring the significance of historic places is conserved. This means making sure that all new work, including all signage, maintains the historic character of an area.

The preservation of the authenticity of Indigo’s heritage places is integral to maintaining the outstanding cultural heritage values. The integrity of the heritage streetscapes within the townships draws many visitors to the region. It has also become an increasingly desirable place to live and this is largely because of its historic character.

The result is that cultural heritage tourism has become one of the Shire’s main economic drivers. The preservation of the historic character and setting assists most businesses in the Shire to maintain a competitive advantage within the region.

The commercial success of the townships and the liveability of the Shire - set against this desirable historic character - has provided the incentive for signage controls, as this will assist in the preservation of these important heritage places.

Introduction of new elements (signage) within existing streetscapes represents a challenge for conservation. It is a delicate balance between supporting a vibrant and diverse community while still maintaining the unique heritage character found within the Shire’s historic townships.
Heritage buildings and places play a key role in the overall presentation, character and appearance of the Shire and are enjoyed by residents and visitors alike. They display a distinctive regional character and are distinguishable from city counterparts. It is important that this point of difference be preserved and protected from the changeable fashion driven trends found in many of our cities.

One of the most remarkable aspects of the Shire is the high degree of integrity retained in built form and in particular the intactness of the commercial centres. In recognition of these remarkable assets Council has worked at developing a readily identifiable brand for the promotion of the Shire. This branding relies on the preservation of its irreplaceable historic character and unique aesthetic traditions.

The continued preservation of the historic character and historic settings will help most businesses in the Shire to maintain a competitive advantage and the benefits obtained from cultural heritage tourism.

Development and signage can erode the significance and character of heritage places.
What is the historic precedent for these guidelines?

The guidelines are based on the research undertaken by the National Trust during the 1970s. During this period, the townships of Beechworth and Maldon were identified as being notable 19th century goldfield townships. The National Trust in association with the University of Melbourne investigated what was typical signage from the 19th century and where it was traditionally located. The findings were published in - *Lettering and Signs on Buildings c1850-1900*. This document has informed best practice heritage preservation controls since the late 1970s and early 1980s.

This approach to signage has proven to be commercially successful and is recognised as being an appropriate and equitable method for the control of business signage. It has long been recognized by Council that consistent signage is integral to the branding and promotion of the Shire as a historically unique area and policies have been adopted to implement consistent controls.

These guidelines set out font style (lettering design) and a colour range that is appropriate for general use. These are based on the historic precedents identified by the National Trust and the University of Melbourne.
Conservation of Signage

Original signage and replica signage that has attained cultural significance such as the signage created for film sets in the 1970s and 1980s in Chiltern will generally need conservation.

Conservation is required to be carried out in accordance with Conserving Historic Signs: Conservation Guidelines for Historic Signs and New Signs on Heritage Buildings, Heritage Office, Department of Planning, NSW, 2006. This is a specialist skill and must not be attempted by unqualified tradespeople. Please contact Council for further advice on conservation issues.

Chiltern Signage – prepared for a film set c1980
What is Supported?

Lettering used for signs on buildings during the nineteenth century was characterised by boldness and clarity of expression. Lettering was clearly formed such that from a distance it remained legible. Contrast increases legibility and most signs had a light background on which darker letters appeared.

The lettering fonts were usually of an austere type with an absence of the more florid (highly decorative) and complex fonts.

In general the following 19th century principles have been adopted in these Guidelines as they reflect what was typically found in the Indigo Shire during its most culturally significant post contact periods of development.

That is:
- UPPER CASE lettering
- Traditional locations of signage
- Symmetry within the signage layout [design and location of signage]
- Similar fonts
- Proportional location and proportional size of lettering
- Appropriate colours [See the Indigo Shire Signage Colour Chart for a list of colours]

It is not necessary to replicate historic signage but the principles of historic signage need to be adopted. However, if original signage or sufficient evidence remains this will need to be conserved and must not be removed.
Font Styles

The style of fonts supported in these Guidelines reflects the identified font types in use in Indigo Shire in the period 1860 - 1900 which is the period of primary post contact significance for the Shire.

There are a broad range of fonts that meet the principles for signage outlined in these guidelines. The examples below include ROCKWELL EXTRA BOLD, CAMEBRIA MATH, ARIAL BLACK, and are modern fonts from Microsoft Word that display the characteristics of the nineteenth century font types in common use in Indigo Shire.

Fonts that meet these characteristics are readily supported for use in signage. Further detail on fonts is provided in Lettering and Signs on Buildings c1850-1900. A copy is available on Council’s web site www.indigoshire.vic.gov.au

Lettering

Lettering used was of a simple unembellished type, set out as uniform capital letters.

The practice from the second half of the nineteenth century was for lettering on signage to be either Slab serif or Sans serif (without serif).

A serif is the small line attached to the end of a stroke in a letter or symbol. A font with serifs is called a serif font. A font without serifs is called sans serif.
A slab serif (also called Mechanistic, Square serif, Antique or Egyptian) is a type of serif font characterized by thick, block-like serifs. Serif terminals from the period are blunt and angular. Slab serifs were invented in and most popular during the nineteenth century.

Evidence suggests that in Indigo, the use of Sans serif fonts predominated over Slab serif.

Font designs based on sign painting traditions (or vice versa) from the period can be referred to as block lettering and are extremely bold, intended to grab attention.

The most common fonts used in Indigo had the following characteristics:

- They are square in section based on the compositional principles used to create Roman fonts.
- Only capitals are used.
- Letters are not compressed.
- Heavy thick letters with an even line and unbracketed serifs (an abrupt serif that meets the stem at a 90° angle).

**SLAB SERIF**

**ROCKWELL EXTRA BOLD ***

- Heavy thick letters with an even line with bracketed slab serifs which introduces a curve that flows into the stem of the letter.

**SLAB SERIF**

**CAMBRIA MATH ***
Sans serif. This type has heavy thick letters of an even line without serifs.

**SANS SERIF**

**ARIAL BLACK** *

* Comparable Windows font but modified to have heavy, thick letters.

**Case – Lower or UPPER**

Lower case lettering on external signs and/or mixtures of lower case with upper case were rarely used in nineteenth century lettering schemes.

While the general practice was to use uniform capital letters, evidence suggests that a small number of signs had words set out in capitals but with the first letter (and sometimes the last) slightly taller than the other letters. Limited use of this stylistic variation can be used as part of the signage.

All text or letters are required to be in UPPER CASE.
Arrangement of letters on signs

The arrangement of letters needs to be symmetrical around an axis cutting through the centre of the sign. The location of a sign on the front façade of the building is required to be symmetrical to the overall design of the building – unless there is an historic precedent or the building has an irregular façade which makes this impossible.

Symmetrical location of a sign and arrangement of letters with relation to the design of the building.

Signage not symmetrical to façade of building.
Repetition of signs and overdevelopment

Signage should be limited to the areas of traditional sign boards and should not dominate the architectural details of the building.

An overdevelopment of signage on any building will not be supported.

Over repetition of signs is not supported.
**Graphic Devices**

Graphic devices include ornamental scrolls and backgrounds, flaring of the ends of individual sans serif letters, shaded lettering, high-lighting, cast shadows and waving patterns.

Shaded letters that give a three dimensional feature are supported.

Ornamental Scrolls and backgrounds can be supported within the context of the building design. Buildings such as hotels, emporiums, eating houses often had additional elements within the signage. These could include scrolls, banners and shaded letters. See page 8 for an original sign showing scrollwork. These types of decorative features can be considered on their merit.
Colour

All colour combinations will need the support of the Heritage Advisor.

The *Indigo Shire Signage Colour Chart* has been informed by and developed with reference to the National Trust of Australia (Victoria), Technical Bulletin 1.1, *Exterior Paint Colours*, 1977.

The National Trust Technical Bulletins prescribe standards applicable to the restoration of old buildings in Victoria, and to sympathetic development in the neighbourhood of these buildings or in areas of historical or architectural significance. Use of the standards is intended to ensure that the quality of old buildings and areas is not inadvertently destroyed by modern work.

Traditionally where buildings were painted, the main colours used were various shades of cream. Signage board background colours reflect this and are commonly the same as the overall building colour with a contrasting border around the signage board.

A wider range of colours are appropriate to door and window joinery, verandah posts, valances, bargeboard, ornamental works, signwriting, trimmings and metal fittings. This range includes the various shades of cream as well as Indian Red, black and dark tints, off white, chrome green and Prussian Blue.

The *Indigo Shire Signage Colour Chart* uses the current Australian Standards Colour Chart AS2700-2011 to provide an indicative range of colours that were available and used in the nineteenth century.

Websites such as [http://www.e-paint.co.uk/colour_alternatives.asp](http://www.e-paint.co.uk/colour_alternatives.asp) can be used to compare colours from different standards.
INDIGO SHIRE SIGNAGE COLOUR CHART

These colours are recommended to be used in an appropriate combination, chosen to complement the exterior colour scheme of the building.

The colour chart is intended for use with the Indigo Shire Council Signage Guidelines.

While these colours are given as an indication of colours which are acceptable as text, accent and shadow colours, final approval must be obtained in the form of a planning permit.

TEXT/ACCENT/SHADOW COLOURS

NEUTRALS

YELLOWS

YELLOW-REDs

REDS/PURPLES/BLUES

GREENS

Please note, the range of colours presented in this colour chart are based on the National Trust Technical Bulletin 1.1 ‘Exterior Paint Colours’ (1977). The range of colours presented in this colour chart relate to signage only. They are not intended as a guide to colours suitable for external paint colours for buildings.
INDIGO SHIRE SIGNAGE COLOUR CHART

BACKGROUND COLOURS

Selected colours are suitable for use as signage background. As a principle, signage background is a light colour, with darker text.

Various shades of cream are suitable for painted buildings. Background colours refers to the signage board base colour.

Example 1:
- Border colour is Cloud Grey and Background Colour Magnolia
- Text colour is Bronze Olive and Cane Sugar with black outline
- Text shadowing is solid and darker for lighter text
- Text is centred and all characters are capitalised
- Fonts used are Serif Bold and Cambria Math, which are good examples of Serif Font

Example 2:
- Background colour is Pearl Grey with a Lettuce green border
- Text colour is Claret with black outline
- Text is centred and all characters are capitalised
- Background colour is lighter than the text

ACCENT COLOURS ONLY

These bold and bright colours are suitable for very limited use in signage as accent only.
What principles should be used in selecting a colour scheme?

Signage should be of high contrast with bold dark letters on a light background.

Unlike print or web advertising, signage needs to be readable in low light, the rain, and direct sun. Fine pastel text might look good, but it doesn’t make your message easy to read.

There is a simple rule for maintaining readability in difficult visibility: Print your sign design in grey scale. If you can’t clearly read it, neither will your customers in bad visibility.

For good readability:

- Choose text colours that contrast in intensity with the background colour.

- Don’t rely on different colours of the same intensity for text and background, e.g. red text on a blue background. It looks bright, but if you print these in greyscale, the text and background are hard to distinguish. Therefore, readability is bad in low light.

Choosing and Manipulating Colours

Modern paints colours are usually achieved by adding pigment to a standard base. Each colour card colour has a formula to ensure consistency. These formulae can be manipulated to achieve variations to the advertised colour. This can usually be done at the point of purchase.

Any manufacturer’s colour can be replicated in another product.

Some deep colours are made independent of a base and can be added to, but not reduced in strength.

Changing the strength of colours can assist in achieving a desired effect, especially where variations of the same colour are desired.
Signage Location

Historically buildings had typical locations for signage. This might be a panel on the parapet, verandah fascia or under awning hanging sign. Some signage was located on exposed side walls. It is important that the historic locations are respected as this supports the historic character.

The following locations can be considered for contemporary signage: Parapets; frieze panels; end spandrels closing a verandah; horizontal fascia or trimming boards along the outer edge of the verandah and facing the street and under awning signage.

*Conserving Historic Signs: Conservation Guidelines for Historic Signs and New Signs on Heritage Buildings, Heritage Office, Department of Planning, NSW, 2006.*

Under awning signage must have a minimum 600mm setback from the road [back of kerb] and a minimum of 2700 mm clearance from the footpath.
Traditional Locations for signage – refer to shaded areas on the following diagrams. Signage outside of the traditional areas will not be supported.

Sign along the top of windows under verandah

Sign below front windows

Sign on windows

The extent of signage will need to be limited to ensure that the glazed areas remain transparent. Glazing cannot be painted out.
Sign on inside end of verandah

Sign on parapet

Sign on outside end of verandah

Sign on fascia of verandah

**Lighting**

Internally illuminated signs are not supported.

Spot lighting from a concealed or unobtrusive source and independent of the sign and the structure supporting the sign will be considered on its merits.
Signage on street furniture or similar

Signage on barriers – this is not to be visible from the streetscape. Limited signage on the inside face of barriers can be considered on a case by case basis depending on the impact on the streetscape and locality of the barriers and proposed signage.

Signage on awnings or blinds

This is not supported.

Signage on umbrellas - can only be on the underside of the umbrella.

‘A’ Frame Signage

‘A’ Frame Signage requires a Local Law Permit.

A Frame signage will need to comply with the Signage Guidelines.

Are Logos or Pictorial Type Images Supported?

Logos or pictorial images will be assessed on their ability to complement and be sympathetic to the objectives of the signage policy.

Logo boxes, where an integral part of the sign, must remain subservient and not dominate the signage and in all cases must comply with the principles outlines above.

Logos are unlikely to be supported on the building facades. Logos are more likely to be supported on under awning signage.
Signage Specification

Material

Painted signs are preferred.

Vinyl stick-ons may be considered in special circumstances.

Signage panels constructed from Colorbond metal or reflective/high gloss back boards are not supported. Where existing metal parapets are in-situ this material will need to be respected and painted only.

The permit application will need to specify if the signage is to be painted directly onto the building surface or attached. If attached, the material which is to be attached to the building surface will need to be specified.

Fixings for signage

Any sign that is to be fixed to the building fabric will need to include the method of fixing in the planning application.

New signs should be readily removable and not degrade the building surface.

Signs on glass

A permit will be required for signage to the external and internal face of the glazing. This should form part of the permit application. The extent of signage will need to be limited to ensure that the glazed areas remain transparent and part of the active shop front. Glazing cannot be painted out.
Corporate Signage

Painting of buildings in corporate colours is a form of signage and is not supported except in circumstances where the corporate colours are in themselves appropriate as traditional wall and joinery colours.

There will be no exceptions for corporate signage – all corporate signage will need to meet the objectives of the signage policies and guidelines.

Supported

Not Supported
What is not supported

Unless it is demonstrated to conform with these guidelines and the Signage and Heritage Policies of the Indigo Planning Scheme the following is not supported by council:

- Corporate signage.
- Bunting or merchandise banners or similar.
- Projecting poles with signage flags or buntins.
- Electronic signage including neon signs, internally illuminated signs, animated signs and flashing signs.
- Signage that projects out from verandahs or building faces.
- Up stand signage on verandah roofs.
- Signage on awnings or blinds.
- Permanent banners.
- Repetition of signs on the same elevation.

These guidelines are intended to provide direction as to what is generally acceptable for business signage. They do not constitute a rigid set of rules, and Council’s Heritage Adviser should be consulted regarding any proposed signage that falls outside these guidelines.

Planning Permit Applications for signage, painting, or advertising material that has the potential to degrade, compromise or to diminish the integrity of places of cultural heritage significance or to compromise the setting of places of cultural heritage significance will not be supported.
In addition to the principles outlined above in these guidelines, it is policy that:

• Advertising signage is only to be erected on the property where the advertised activity is to take place.

• If new or additional signs are proposed for an existing use or development, consideration will be given to rationalizing all signs on the property.

**Planning Scheme Provisions**

The following planning scheme provisions relate to planning permits for signage: Clause 43.01 – Heritage Overlay; Clause 22.03-10 – Advertising sign policy; Clause 52.05 – Advertising signs; Clause 65 – Decision guidelines


**Reference Materials**

Tibbits, George & National Trust of Australia (Victoria) 1977, *Lettering and signs on buildings, c.1850-1900*, National Trust of Australia (Victoria), [South Yarra, Vic.]

Lewis, Miles (Miles Bannatyne) & Blake, Alison, (joint author.) 1977, *Exterior paint colours*, National Trust of Australia (Victoria), [South Yarra, Vic.]

Indigo Shire Signage Colour Chart

• Border colour is Cloud Grey and Background Colour Magnolia
• Serifa Bold and Cambria Math Font (A Serif font)
• Text shadowing is darker for lighter text.
• Bronze Olive and Sugar Cane text with black outline
• Text is centred and all characters capitalised

• Background Colour is Mushroom
• Rockwell Extra Bold Font in Deep Indian Red with Black Outline (A Serif font)
• Text shadowing is lighter for darker text
• Text is centred and all characters capitalised

• Background colour Raffia
• Arial Black (A Sans Serif font) and Cambrian Math font (A Serif font)
• Text is centred and all characters capitalised
• Text colour is Basalt with Black outline and Golden Tan
• Background colours Pearl Grey and Lettuce
• Rockwell Extra Bold (A Serif font) and Arial Black Font (A Sans Serif font)
• Text is centred and all characters capitalised
• Claret text colour with black outline

• Background colour is Driftwood
• Font is Serifa Bold (A Serif Font) and Franklin Gothic (A Sans Serif font)
• Text colour is Zucchini Green and Brown
• Text is centred and all characters capitalised
• Text Shadowing is lighter for darker text

• Background colour is Bronze Olive and Border colour is Merino
• Fonts are Candara and Bookman Old Style
• Text colours are Manilla and Warm White
• Text Shadowing is darker for lighter text
• Text is centred and all characters capitalised
Planning Permit Application Requirements

In addition to a completed application form and a copy of title for the subject land, an application must be accompanied by a site plan, elevation plans, photographs or other methods to accurately describe:

- The location of the proposed sign on the site or building and distance from property boundaries.
- The location and size of existing signage on the site including details of any signs to be retained or removed.
- The location and form of existing signage on adjoining properties and in the locality.
- The dimensions and height above ground level of the proposed sign.
- The colour, lettering style and materials of the proposed sign.
- Colour swatches of the proposed colour scheme.
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• The colour, lettering style and materials of the proposed sign.

• Colour swatches of the proposed colour scheme.