



## **Sustainable Management of Historic Heritage Guidance**

### **Information Sheet 21**

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#### **Assessing Impacts of Advertising Signs on Historic Heritage**

##### **Principles**

For many commercial buildings, advertising signs are often essential for the continued economic viability and occupation of the building.

The NZHPT promotes high quality advertising signage that does not compromise the integrity of any historic place and area, including its surroundings.

##### **Checklist for assessing signage proposals:**

- The proposed sign should acknowledge and respect the character of the façade.
- The proposed sign should follow historically documented precedents for the locality both in style and in proportion. They should be located in places that would traditionally been used as advertising areas.
- The proposed sign should be appropriate in terms of size and location. Generally they should be discreet and should not cover or obscure any significant views, areas, and heritage features, including shop fronts, verandas and balustrades. They should not necessitate the removal of decorative features or detailing.
- The proposed sign should use appropriate methods of attachment. They should not cause irreversible damage to the original fabric.

##### **Other matters that may be relevant:**

- The location of side-wall signs should be carefully considered. They should not dominate the wall or detract from the historic significance of the place.
- Corporate or standardised trademark advertising should be adapted to suit the individual location and building. The branding of buildings in corporate colours by painting should be discouraged and avoided.
- Illuminated signs should be carefully considered. If signs are to be lit, they should preferably be illuminated by external lighting.
- Signs should be limited in number so to avoid unduly visual cluttering effects.

## Acknowledgements

The standards adopted in this information sheet were adapted from Heritage Victoria, Australia, *Guidelines for the Assessment of Heritage Planning Applications*, 2000 and were revised for the New Zealand context by the NZHPT with the assistance of the Ministry for the Environment and heritage consultants: Chris Cochran, Michael Kelly, and Karen Greig.

Source: NZHPT, *Sustainable Management of Historic Heritage Guidance Series*, Discussion Paper No.2, Assessment of Effects on the Historic Environment, 3 August 2007.

The NZHPT welcomes any feedback and comments on this information sheet.

Comments can be provided to **information@historic.org.nz**. (Attention: Sustainable Heritage Guidance).