

SIGNAGE—MINOR AND TEMPORARY WORKS

This technical note provides information about the type and extent of new signage that may be erected at a registered place under General Exemption.

Background

Signage is an essential part of carrying on a business. A range of new signage that does not harm the cultural heritage significance of a place has been approved under General Exemption. Any new signage erected at a registered place must suit its size, scale and design. Existing significant signage and other significant fabric must not be damaged or removed.

New signage under General Exemption

New signage approved under General Exemption includes:

- temporary signage in a shop window
- a real estate sign that is removed within 10 days of the sale or letting of the place
- non-illuminated interpretative signage to aid understanding of the cultural heritage significance of the place
- promotional signage in the form of a flag or banner that is displayed for a maximum of eight weeks
- additions to existing name boards such as memorial and honour boards.

Signage erected under General Exemption must:

- be located in a way, and be of a size, that does not obscure nor damage significant fabric
- be removable without causing damage to significant fabric.

The signage must not:

- conceal or remove existing significant signage
- obstruct significant views to and from the place
- be painted directly onto any part of the significant fabric of the place (except for honour and name boards)

Use of signage must be guided by the Burra Charter and conserve the cultural heritage significance of the place.

Significance

To care for a place with cultural heritage significance it must be known why the place has value and what those values are before work is undertaken. Historic buildings often have qualities not found in contemporary buildings—striking street elevations, mature garden settings, generous room volumes with high ceilings, decorative wall and ceiling finishes—all contributing to a unique or special character. When planning new signage it is essential to recognise what is important and special about the place and ensure that these characteristics or the significant building fabric is not damaged.

Temporary signage

Temporary signage must:

- be located behind or on the glass surface of a window
- not be internally illuminated or flashing
- suit the size, scale and design of the place
- not involve fixings that penetrate significant fabric of the place.

Real estate signage

A real estate sign may be erected that indicates the place is for auction, sale or letting and that provides display-related particulars. The sign must be removed within 10 days of the sale or letting of the place.

Interpretative signage

Interpretative signage may be erected that is non-illuminated and provides information to aid understanding of the cultural heritage significance of the item or place. It may be free-standing or attached to the building. It must not damage significant fabric including landscape or archaeological features or obstruct significant views to and from the registered place.

Flags or banners

A promotional flag or banner associated with the use of the place may be displayed. A flag or banner may be shown for a maximum of eight weeks. It must not damage significant fabric, including landscape features, nor obstruct significant views to and from the registered place.

Honour boards

Under General Exemption, additions may be made to existing honour boards that are in current use at a registered place, for example, updating names on commemorative plaques or memorial boards to record local involvement in later military conflicts. Additions to honour boards must match the existing lettering in style, material, size, spacing and colour and must not damage significant fabric. The work must be carried out by skilled tradespeople.

More information is available in the *General Exemption Certificate: War Memorials*.

Permanent signage

Permanent signage requires development approval and is not approved under General Exemption.

Note: local laws

Local government regulates signage and advertising under local laws. Signage on a registered place must comply with local government regulations. Contact your local council for information about the installation of signage in your area.

References

M Walker & P Marquis-Kyle, *The illustrated Burra Charter: good practice for heritage places*, Australia ICOMOS Inc., Burwood, 2004.

Internet publications

NSW Heritage Office, *Heritage Information Series – Standard Exemptions for Works Requiring Heritage Council Approval* www.heritage.nsw.gov.au

A specific General Exemption Certificate: War Memorials is available from <http://www.ehp.qld.gov.au>.

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