



HASTINGS DISTRICT COUNCIL Central Character Precinct Sign Guide

COME AND DISCUSS YOUR SIGN REQUIREMENTS WITH THE HASTINGS DISTRICT COUNCIL, FOR FREE DESIGN ADVICE AND ASSISTANCE.

SIGNS IN THE CITY

Signs are an essential component of the city and can enhance or devalue the visual integrity of the streetscape. Well designed signs can add to the vitality of the street while clearly directing or attracting the public, but poorly designed signs detract from the experience of the city, obscuring building features and giving a cluttered, disorganised impression.

THE CENTRAL CHARACTER PRECINCT (CCP)

The Central Character Precinct has been designated within the Hastings CBD. Its key characteristics include the number of heritage buildings, consistent height, scale and design style of the buildings and prevalence of verandahs. All signs in the CCP require **Resource Consent** and must be sympathetic to the heritage character of the area.

SIGNS IN A HERITAGE PRECINCT

Because signs are intended to attract attention, they are often placed in prominent locations where they can be seen by as many people as possible. This can cause conflict in a heritage area, obscuring building features and dominating the streetscape.

WELL-DESIGNED SIGNS SHOULD

- Be complementary to the proportions and design of the building
- Integrate with the architectural features of the building and its neighbours
- Be sized and located to form a cohesive part of the building
- Relate to the distance from which they are most likely to be viewed
- Be grouped together if there are multiple building occupants

STEPS YOU SHOULD TAKE

Before undertaking work on signs it is recommended that you

- Read this booklet and the Design Guide
- Consult the Heritage Inventory for information about your building
- Employ a design professional

With your designer/signwriter

- Comply with District Plan rules regarding size, number and location of signs
- Integrate size and position of signs with the architectural features of your building
- Integrate signs with neighbouring buildings
- Choose lettering, materials and colours consistent with the style of the building
- Corporate colours may need to be adapted to suit the heritage environment
- Apply for Resource Consent

HOW HASTINGS DISTRICT COUNCIL CAN HELP

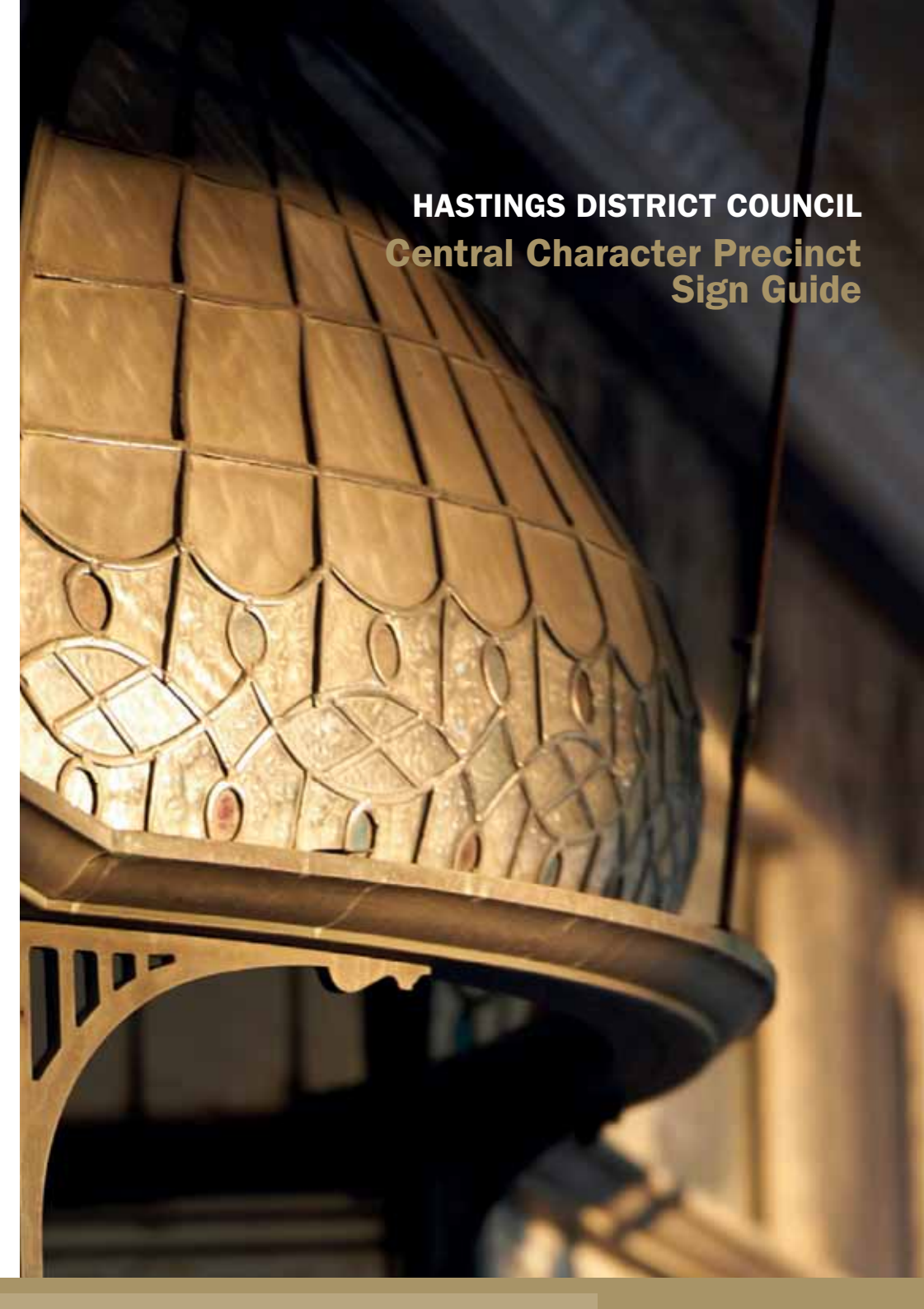
Contact the Hastings District Council information desk or the website for information on the following services

- Hastings City Heritage Inventory
- Facade Enhancement Scheme
- Financial assistance for upgrading signs
- District Plan rules
- Hastings Design Guide

HOW TO FIND HASTINGS DISTRICT COUNCIL

207 Lyndon Road East
Hastings 4122
Hawke's Bay

Phone 06 871 5000
www.hastingsdc.govt.nz



LOCATIONS FOR SIGNS

Verandah Fascias

- Individual letters applied directly to the fascia, or painted directly on the fascia
- Fit lettering between the fascia mouldings
- No extension beyond fascia (height or length)

Under Verandah

- 2.5m minimum clearance to footpath
- 0.5m minimum setback from kerb

Verandah Roof

- Verandah roof signs are not appropriate

Building Facade (only if no verandah)

- Hanging sign perpendicular to facade may be appropriate
- Locate sign so building features are not obscured
- Base of sign 2.5m minimum above footpath
- Signs on backing boards are not appropriate

Building Side Wall

- Set back from the corner of the wall
- Align with features of the main facade
- Permissible area is limited
- Large areas of corporate colour not appropriate
- Avoid painting previously unpainted surfaces

Windows

- Individual letters, gilt or shadow outline appropriate
- Useful for upper storeys or where no verandah
- May be used to indicate building features that have been destroyed

Multiple Tenancies

- Group names on a single sign
- Use consistent lettering and/or colours
- Design signs to allow for easy updating
- Brass plates are a traditional solution



ALL SIGNS IN THE CENTRAL CHARACTER PRECINCT REQUIRE RESOURCE CONSENT AND MUST BE SYMPATHETIC TO THE HERITAGE CHARACTER.

THE CCP IS CHARACTERISED BY A BUILT ENVIRONMENT WITH CONSISTENT HEIGHT, SCALE AND DESIGN – SIGNS CAN ENHANCE AND COMPLIMENT THIS CHARACTER, OR OBSCURE AND DIMINISH HERITAGE FEATURES.



GENERAL INFORMATION

- Research original signage; replicate style and location
- Size and location of signs is limited by District Plan rules
- Letters fixed to building is preferable to painted on board
- Low maintenance, high quality materials

Colours and lettering styles

- Lettering style (font) compatible with building style (see below)
- Generally upper case and traditional in style
- Clear and legible
- Colour contrast with background
- Corporate colours may need to be adapted
- Large areas of corporate colour schemes are not appropriate

Building names and dates

- Valuable heritage information
- Do not obscure with signs
- Locate street numbers above the entry

Illuminated signs

- Use sparingly, to enhance building features
- Integrate with building design
- Only static illumination of signs is permitted
- Signs close to traffic signals should not show red or green
- Comply with light spill controls
- Do not obscure building features

SUGGESTED TEXT FONTS

THIS IS BROADWAY

THIS IS BAUHAUS 93

THIS IS TIMES NEW ROMAN

THIS IS GARAMOND

This is Harlow

See the Hastings Design Guide for more suggested text fonts



SIGNS SHOULD NOT

- Obscure any significant architectural feature of a heritage building
- Be located at random on the building
- Dominate façades
- Extend above the roof or beyond the verandah fascia
- Stand out by excessive colour, shape, style or movement
- Advertise brand names (third party advertising)
- Overlap or obscure other signs
- Duplicate information
- Create distraction or confusion for motorists
- Obstruct the footpath
- Cause damage to buildings when installed or removed