



POSITION PAPER

SIGNAGE

NATIONAL TRUST INVOLVEMENT WITH OUTDOOR ADVERTISING

In 1944, the motion to establish a National Trust in NSW stated that it be set up “to safeguard and govern the National State Parks, National Monuments and Reserves of the State and that, in place of hoardings, business firms be invited to set up roadside parks and playgrounds which may be used by the public.” From its earliest days the National Trust has had a firm position on outdoor advertising and its impacts on the beauty of Australia’s landscapes, urban character and historic streetscapes.

In 1984, the National Trust of Australia (Victoria) produced “Lettering and Signs on Buildings c. 1850-1900”.

In March 2000 the Trust reviewed the Department of Urban Affairs and Planning’s “*Outdoor Advertising Guidelines*”. The Trust expressed particular concern at the proliferation of petrol station and fast food outlet signage in scenic countryside approaching country towns and within or adjoining Heritage Conservation Areas. Scenic landscapes are particularly susceptible to the impacts of poor placement of signage or signs which are over-sized or out of character. Careful choice of sign size, style, colouring and lettering has the potential to define and enhance an area or building of heritage significance.

In 2006 the NSW Heritage Office produced “Conserving Historic Signs - Conservation Guidelines For Historic Signs and New Signs on Heritage Buildings”

However, illuminated signage may contribute significantly to the character and recognition of cities such as New York’s Time Square, London’s Piccadilly Circus and Tokyo’s Ginza and Shibuya districts. In Australia there are occasions when the landmark, social, technological and aesthetic values of some signs in city entertainment/restaurant districts should be recognised, e.g. the Sharpies Golf Sign near Central, listed on the State Heritage Register but regrettably now removed and in storage.

NATIONAL TRUST POSITION

1. Signage in landscapes or on buildings of heritage significance should be of a scale, style and design which does not negatively impact on heritage values.
2. Traffic signage should not impact negatively on buildings and areas of heritage significance.
3. The Trust will investigate and recognise, through listing on the National Trust Register, signage of historic, social, landmark, technological or aesthetic significance.
4. The Trust will continue to comment on and provide advice in regard to the conservation of existing signage and the installation of new signs on buildings or in landscapes of heritage significance

ACTION ON SIGNAGE

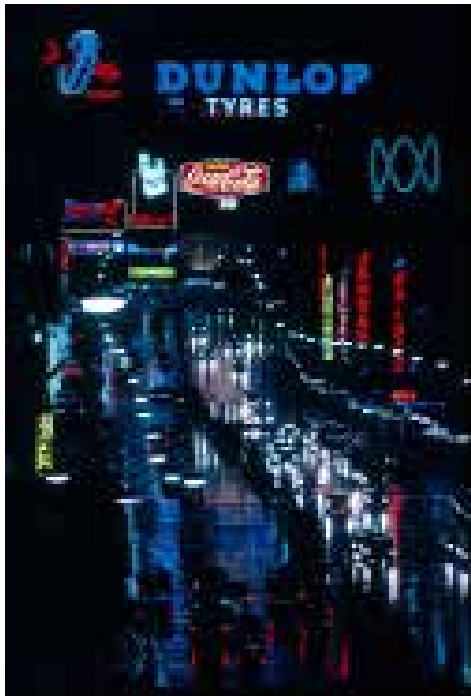
The Trust will itself act and promote action in accordance with the position set out above.



A plethora of confusing and visually disturbing traffic signs beside St Andrews Cathedral, Sydney



Historically appropriate and visually interesting replica of 1842 sign at the Hero of Waterloo Hotel, Millers



William Street, Sydney in the 1960s. Most of these signs are now gone.



Original signage for the Burns Philp & Co Ltd building, Bridge Street, Sydney



Shibuya, Tokyo, 2014. LED billboards define the main intersection of this entertainment/commercial precinct



Picadilly Circus, London, 1960s