

## 6.17 GUIDELINES FOR SIGNS

### The Grid Analysis Technique

This simple technique can be used to identify appropriate sign opportunities for developers and occupants. While the technique relates specifically to traditional building facades (such as those commonly found in strip-shopping centres), the principles apply to all building forms.

Signs do not have to be on a building's front facade. For example, they can be placed on side-walls provided they do not interfere with the adjoining development. In these circumstances the principles of the technique still apply.

### The Technique

**Step 1:** To identify sign opportunities the facade must be subdivided using the main design lines to form a series of panels. Many traditional building designs can be easily broken into a grid based on the alignments of the parapet (skyline), cornice, verandah, window and door. An example of this procedure is shown in Figure 1.

**Step 2:** To identify possible signpanels the rectangles of the grid may be used separately or be joined together to form horizontal or vertical panels. Figure 2 shows examples of such panels.

The scale of advertising signs should be compatible with the buildings they are on, as well as with nearby buildings, street widths and other existing signs. In most cases, appropriate dimensions are achieved by restricting signs to grid locations or panels. This ensures that the original architectural character (set by the lines of awnings, window and door openings, parapet lines and setbacks) remains dominant.

On buildings with decorative facades, signs should not be placed on the decorative forms or mouldings. Instead, they should appear on the undecorated wall surfaces, unless architecturally designed sign panels are provided.

Figure 2 also shows that a building may be given a horizontal or vertical appearance simply by the way in which the sign panels are arranged across or down a building.

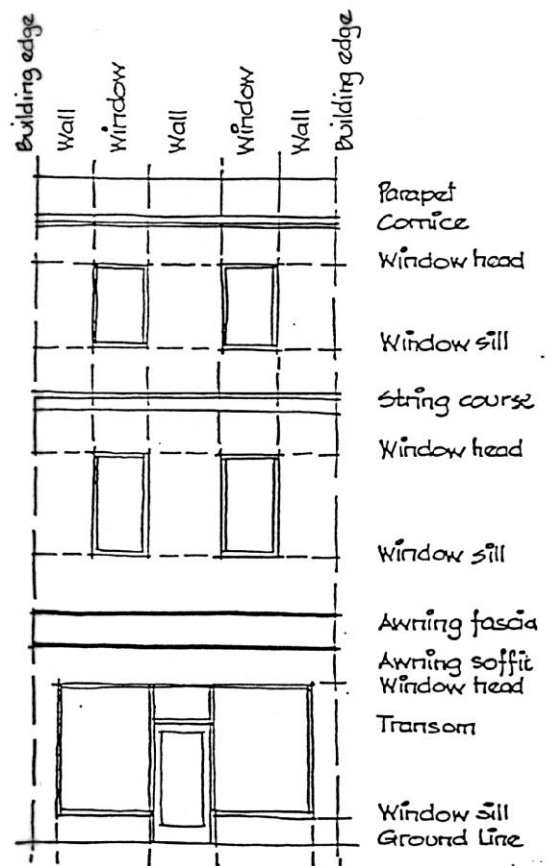


FIGURE 1 ESTABLISHING THE FACADE-GRID



FIGURE 2 HORIZONTAL OR VERTICAL PANELS

**Step 3:** Applying the technique to a series of buildings shows the possible panels for the streetscape and provides the basis for developing patterns themes. Figure 3 shows how the technique produces a uniform and clean series of sign possibilities instead of a haphazard array.

Figure 3 also shows that sign panels do not have to be rectilinear in design or contained in a perimeter margin unless these impose an architectural formality or introduce a continuity with the surrounding area which is presently lacking in the building.

Figure 4 shows how a variation of the technique can be used to help correct discontinuity's in streetscape. The lines of adjacent building may be projected across the facade of the building, thereby defining horizontal panels in which signs may be located. This will achieve visual continuity with neighbouring buildings.

**Step 4:** Not every panel identified using this technique should be used to display a sign. In advising applicants and/or assessing applications, a theme can be developed by placing signs in location compatible with those on adjoining buildings.

In deciding which of the panels is the appropriate space for advertising, the following matters should be considered:

- \* existing signs;
- \* the quality of the streetscape;
- \* the suggestions contained in these guidelines, particularly (iv).

(Source: Department of Planning Sydney, Department of Planning and Housing, State Government of Victoria, Melbourne, Australia.)



FIGURE 3 DEVELOPING PATTERNS AND THEMES



FIGURE 4 IMPROVING DISCONTINUITIES IN STREETScape