

APPENDIX XII GUIDELINES FOR SIGNAGE

1. Signs should be clear, simple and of an appropriate scale. Signs located with or fixed to buildings should be of a size which does not dominate those buildings.
2. The number of signs should be kept to a minimum.
3. New signs should complement existing buildings and adjacent signs.
4. The lettering styles of signs in the Town Centre and Residential Conservation Zones should complement and be sympathetic to the “colonial” image of those areas. The use of the ‘Belwe’ typeface is recommended in Akaroa to enhance the conformity of signage.
5. Colours to be used for signage in the Town Centre and Residential Conservation be those in the pastel, light and earthy tones. Bright, strong, clashing and contrasting colours should be avoided.
6. Support structures are to be, as far as practicable, obscured from view so as not to detract from the appearance of any building or the streetscape.
7. Signage should not obscure any significant architectural features of a building facade.
8. Signage should not obscure any decorative patterns, which are a feature of a building facade.

