

22.01 OUTDOOR ADVERTISING POLICY

01/10/2015
C71

This policy applies to all land within the City of Banyule.

22.01-1 Policy Basis

08/10/2009
C61

Advertising signs are an important component of the built environment. Appropriately designed and located signs can complement or enhance the development on which they are displayed, as well as the streetscape character. Clear legible signage and reduced visual clutter will improve the overall effectiveness of signs in the municipality and support a high quality image.

22.01-2 Policy Objectives

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- Signs should enhance the physical character of the City of Banyule.
- Signs should be adequate and effective, given the legitimate need for business promotion.
- Visual clutter should be minimised and rationalise existing and proposed signs.
- The appearance, size, illumination and other aspects of signs should complement the developments on which they are displayed and the character of the surrounding locality.
- Signs should identify the business, not the individual products which are sold.
- Signs should not adversely affect the advertising capability of adjacent premises.
- Signs should not interrupt or detract from views of major natural and built environment features.
- Signs should not significantly impact on the character or amenity of residential areas.
- Signs should not be located where they are hazardous to motorists and pedestrians.
- Operators of all sites should improve the effectiveness of advertising on their site.

22.01-3 Policy

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It is policy to ensure the enhancement of the physical character and visual appearance of the City of Banyule by appropriate planning in relation to the appearance, size, illumination and related aspects of advertising signs.

22.01-4 Decision Guidelines

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In considering any application for an advertising sign the responsible authority shall have regard to matters contained in the Outdoor Advertising Policy - Banyule City Council, including:

- Effectiveness
- Location
- Appearance
- Style
- Illumination, and
- Matters relating to signs in specific locations and specific types of signs

22.01-5

Reference document

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Outdoor Advertising Policy - Banyule City Council (August 2001)