

**22.04 ADVERTISING SIGNS POLICY**

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C250

**Where the policy applies**

This policy applies to all land.

**22.04-1 Policy basis**

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Fostering a positive image of Casey as having a desirable living environment is a key strategic direction in the *Casey C21: A vision for our future* strategy and the Municipal Strategic Statement. Control over advertising signs is one means of ensuring high standards of visual amenity in Casey's built environment. Local guidelines on advertising signs are needed to supplement the decision guidelines in Clause 52.05-3.

**22.04-2 Policy objectives**

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- To ensure that businesses in Casey have adequate opportunities to identify their location, name and nature of business.
- To ensure that the display of advertising signs does not detract from the visual amenity of the surrounding area.
- To maintain a degree of uniformity and equity in the extent of advertising permitted.
- To ensure that signs are in keeping with the scale and character of the host building.
- To provide and maintain a degree of public safety for persons using any public way.

**22.04-3 Policy**

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It is policy that:

- Signs be attractive, well presented and do not promote visual clutter, particularly along arterial roads or in activity centres.
- Fewer signs displaying simple, clear messages that are easy to read be encouraged.
- Signs be architecturally integrated with, and complement the style and character of the host building, abutting buildings and the overall landscape or streetscape.
- Multiple signs on a premises form an integrated and coordinated package in terms of colour, graphical content and placement.
- The size and type of signs clearly identifies the use without detracting from the amenity of the area or adjoining land uses.
- The use of creative signs that may also act as public art be encouraged in appropriate locations.
- High-wall signs, panel signs, promotion signs and sky signs be discouraged.
- Pole signs be limited to a maximum of one per site and of a height and area that is proportional to the scale of development on the site.
- Internally illuminated/floodlit signs be permitted only if light spillage does not detrimentally affect the character and amenity of the surrounding area.
- Animated signs be permitted only where the sign(s) forms part of an established entertainment area and does not create a traffic hazard or cause any loss of amenity to the surrounding area.

- A-frame signs and other temporary signs (including bunting) be discouraged.
- Signs in Berwick Village protect and enhance the visual amenity of the “English village” style and character of the streetscape.
- Signs associated with non-residential uses in residential areas have regard to the scale of the development to which they relate and the character of the development in the vicinity of the site.
- Signs in ‘green wedge’ areas be complementary to the character of the rural locality, being low-key in appearance and primarily relating to the advertising of tourism-oriented businesses.
- Advertising be designed and located in a manner that complements heritage places, protecting and enhancing what is valued about the building or place.
- The objectives and requirements of this policy apply to the display of all signs, regardless of whether they are associated with sites that are remote from general public access or vision.

#### **22.04-4 Performance standards**

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It is policy that proposals are assessed against the following performance standards, as appropriate:

##### **All areas**

- Signs on a premises should be restricted to business identification only.
- Business identification signs should not exceed 7 metres in height.
- Business identification signs for individual occupancies in multi-occupancy premises should be integrated on a single sign less than 7 metres in height.
- Business identification signs for individual occupancies in joint occupancy buildings should be of a uniform size, shape and presentation.
- Signs should not obscure:
  - The view of signs on neighbouring premises, when viewed from a middle- to near-distance perspective.
  - Land forms, vegetation or buildings that make a significant contribution to the existing character of the area.
- Signs on or attached to a building should align with, and relate to, the architectural design lines on the building’s facade or, in the absence of architectural detail or decoration, the design lines on the facades of adjacent buildings.
- Signs should not project above parapet lines.
- Signs should not face adjoining residential development.

##### **Commercial and retail areas**

- Signs associated with a major freestanding commercial/retail centre should only promote the centre itself and/or identify the major occupancies.
- Business identification signs on each premises should include no more than one under-verandah sign, one verandah fascia sign and one parapet wall sign that primarily display the company name/logo and nature of business, provided the latter sign does not cover the entire parapet wall or any architectural features of the building.

- Business identification signs on the windows of premises should occupy no more than 25 per cent of the glazed area/panel and not detract from the use of the windows for the display of goods.
- Business identification signs on premises in Berwick Village should have a total area of no more than 8 square metres.
- For freestanding commercial/retail premises, business identification signs may include one pole sign comprising a single flag displaying the company name/logo only that should be erected in the landscaped setback area.

### **Industrial areas**

- Entrance signs or directory boards should be used to identify the name of an industrial estate and individual occupancies.
- A maximum of two large business identification signs should be displayed on each premises to clearly identify the business without detracting from the visual amenity of the area.
- Business identification signs on each premises should include no more than one pole sign and one fascia/wall sign per road abuttal that primarily display the company name/logo and nature of the business.

### **Residential areas**

- For large freestanding non-residential developments abutting arterial roads (e.g. convenience restaurants), business identification signs should include no more than one pole sign and one fascia/wall sign per elevation visible from the road that primarily display the company name/logo and nature of business..
- For small-scale non-residential developments (e.g medical centres, child care centres), business identification signs should not exceed 1.8 metres in height and 2 square metres in total area.

### **Green Wedge areas**

- Business identification signs for non-agricultural developments should be limited to two per site, which may include one double-sided freestanding sign and one sign located on an associated building.

### **Heritage places**

- Signs should comprise finishes and colours that are consistent with the heritage significance and period of the place.
- Signs on a building should be located in areas traditionally used for advertising.

### **Service stations**

- Business identification signs should include no more than one pole sign to display company name/logo, petrol prices and the name/logo of other tenants, one petrol price board per road abuttal, and canopy fascia signs displaying the company name only, where the fascia has a maximum width of 900 millimetres.
- Business identification signs relating to associated activities occupying a separate freestanding building on the same site (e.g. car wash, workshop) should be limited to one fascia/wall sign per building.

## **Car sales**

- Business identification signs should include no more than one pole sign and one fascia/wall sign per elevation visible from the road that display the company name/logo and nature of business only.
- Business identification signs displayed as a backdrop on walls or fences at the rear of an open car yard should be in proportion to the size of the yard and adjoining buildings, and not exceed the height of adjoining fascia/wall signs.

### **22.04-5 Decision guidelines**

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Before deciding on an application, it is policy that the responsible authority considers:

- Whether the sign is proportional to the size and scale of the building/premises on which it is being displayed and complements the style and character of the building, abutting buildings and the overall streetscape.
- The colours, graphic content and placement of the sign.
- Whether architectural/design features of the host building are used to advantage, to enhance the impact of the sign.
- Whether the sign is part of an integrated and coordinated sign package.
- The amount and type of existing signs on premises and on adjoining premises.
- Whether the sign, or any supporting structure, contributes to visual clutter and a proliferation of signs that will have an adverse effect on the existing or preferred character of the surrounding area.

### **22.04-6 Policy references**

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*Advertising Signs Policy*, City of Casey, 1997.

*Casey C21: A vision for our future*, City of Casey, 2002.

*Casey C21: Building a Great City*, City of Casey, 2011.