

22.09 OUTDOOR ADVERTISING SIGNAGE POLICY

19/10/2017
C100

This policy applies to outdoor advertising signs on all land within the municipality. The terms used in this policy have the same meaning as specified in Clause 73 of the Frankston Planning Scheme. The assessment criteria in Clause 52.05 of the Frankston Planning Scheme must also be considered in conjunction with this policy.

22.09-1 Policy basis

19/10/2017
C100

Outdoor advertising signage plays a significant and legitimate role in the municipality. It has the ability to communicate information and advise and express culture. Well integrated signage in appropriate locations can add colour, vibrancy and interest to an area and, in certain situations, can become landmarks in their own right. The proliferation of signs may detract from the character and amenity of the place and create visual clutter. Unregulated signage can adversely impact on and impact on the amenity of the public realm including important vistas and precincts.

22.09-2 Objectives

19/10/2017
C100

The objectives of this policy are:

- Enhance amenity and safety through the use of appropriately designed and located signs.
- Ensure that signage does not visually dominate and detract from the character of a locality, building or site.
- Encourage signs that make a positive contribution to both the day and night time character of the activity centres.
- Minimise and consolidate signage to avoid visual clutter and to protect important views and vistas.
- Ensure sign design, material selection and supporting structures are carefully chosen to avoid vandalism and ensure durability and ease of maintenance.
- Improve the appearance of identified gateway locations across the municipality through consolidating signage.
- Protect and enhance heritage areas by limiting signage to traditional locations which do not adversely impact on the views of the heritage buildings or places.

22.09-3 Policy

19/10/2017
C100

Commercial areas

In these areas it is policy to:

- Encourage signs to be located on the main building or canopy.
- Encourage a co-ordinated and consistent approach to be taken towards the design and location of signs.
- Encourage signs to minimise their impact on surrounding residential areas.
- Signs should be designed to integrate with new buildings.
- Ensure the signage is appropriate for the type of business.
- Discourage signs that cover ground level display windows.
- Discourage above veranda and upper level façade signs.

Residential areas (high amenity areas)

While signs are discouraged in residential areas, there are a range of permissible land uses in residential areas where identification signs are appropriate, but require careful management to maintain the visual amenity of the area. In these areas it is policy to:

- Consider minimal signage which is sited and designed to respect the streetscape and urban form.
- Discourage signage that dominates the building, streetscape, or detrimentally impacts on the amenity of adjoining residences.
- Limit premises fronting a Road Zone Category 1 or Road Zone Category 2 to a maximum of two signs.
- Limit premises fronting a local road to a maximum of one sign.
- Discourage the installation of illuminated advertising signs in residential areas.

Heritage areas

In these areas it is policy to:

- Encourage signs to respect and contribute to the architectural and built form qualities of host and adjacent buildings.
- Protect the integrity of heritage buildings and sites by carefully designing signage to integrate with the architecture of the buildings without obscuring important architectural features and detailing.
- Discourage advertising signs which interrupt views into and within heritage places when an application is made that has an interface with a heritage place.

Parks, Open Space, Rural and Green Wedge areas (sensitive high amenity areas)

In these areas it is policy to:

- Encourage temporary signage on match days for recreation areas instead of permanent signage.
- Ensure that signs are designed and located to minimise the impact on the surrounding area.
- Discourage advertising signs on sporting facilities, passive public land, non-urban areas, recreation reserves and open space that are visible from beyond the site.

Major Road Corridors

It is policy to:

- Encourage advertising signs that do not cause a safety hazard, obscure views or sight lines or potentially distract road users or pedestrians, through the type or level of illumination, colours or form of advertising.
- Encourage advertising signs that do not dominate the landscape or host buildings and are in scale with their surroundings.
- Discourage advertising signs near exit and entry ramps that may cause confusion to drivers.

EastLink and Peninsula Link

Development on land adjoining the freeway corridors has the potential to influence the EastLink and Peninsula Link design theme. When a permit is required for outdoor advertising signage located on land adjacent to or with exposure to EastLink and Peninsula Link, it is policy to:

- Encourage well designed and modest signage.
- Encourage signage that is designed and built to a high quality, and shows innovation and responsiveness in its relationship to the established EastLink and Peninsula Link form.

- Discourage advertising signs near exit and entry ramps that may cause confusion to drivers.
- Discourage major promotional signs and sky signs where they will have an adverse visual impact in the landscape and design of the EastLink and Peninsula Link freeway corridors.
- Discourage signs that promote goods, services, an event or any other matter, not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.
- Discourage promotional signage located along the freeways in areas requiring high levels of driver concentration.

22.09-4 Decision Guidelines

19/10/2017
C100

In considering application requirements for outdoor advertising signs the responsible authority will have regard to the Frankston City Council Outdoor Advertising Signage Design Guidelines 2014 and all issues and matters contained within the guidelines.

22.09-5 References

19/10/2017
C100

Frankston City Council, Outdoor Advertising Signage Design Guidelines, 2014.