

**22.11 ADVERTISING SIGNS POLICY**

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

**22.11-1 Policy basis**

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Signs have an important role in the built environment. Signs are used for identifying premises, advertising a product or promoting a business. Well designed signs can add interest to the buildings on which they are placed and contribute to the vibrancy and colour of activity centres while being complementary to built form and character. On the other hand, too many signs or signs which are too large or inappropriate not only compete with each other but can degrade the character of streetscapes and public spaces.

The Municipal Strategic Statement identifies the need to ensure that signs do not detract from the character or appearance of a locality, building or site, but integrate with building, landscape design and architecture.

The diverse built environment and character of the City of Greater Dandenong poses a number of challenges.

Greater Dandenong is home to large number of commercial and industrial enterprises. Signs in areas where these activities occur significantly affect the appearance of their surrounds. Managing the visual impact of signs in these areas requires consideration of their suitability within their contextual setting, whether it is in a street-oriented development or a stand-alone building.

A number of arterial roads and freeways also traverse the City of Greater Dandenong. There are commercial pressures for the erection of major promotion signs in close proximity to these major transport routes. The number and positioning of signs in proximity to these major transport routes is a key consideration.

Signs in or adjacent to residential areas need to be managed carefully as poor quality or intrusive signs can reduce the amenity of an area.

To address these challenges the City of Greater Dandenong encourages well positioned, high quality and innovative signs as well as progressive improvement of existing signs, where opportunities arise.

**22.11-2 Objectives**

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- To ensure that signs are designed, positioned and displayed in an appropriate and attractive manner.
- To encourage signs that make a positive contribution to both the day and night time character of activity centres.
- To improve the appearance of identified gateway locations across the municipality through the effective, sensitive display of signs and the avoidance of a proliferation of signs and visual clutter.

**22.11-3 Policy**

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It is policy that the following matters be taken into account when considering applications for a sign(s) in addition to Clauses 52.05 and 65.

### 22.11-3.1 General

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#### Sign design

- Signs are designed taking into account how they will be viewed and read from different modes of travel.
- Signs are legible and concise in their presentation
- Signs are designed to eliminate glare.
- Except for free-standing pole signs, signs, where practicable, are integrated with existing buildings and structures rather than erected as stand-alone structures.
- Signs on shop windows are of innovative design to enrich pedestrian visual experience.
- Signs in strip developments adjoining residential areas do not face adjoining dwellings.

#### Signs in languages other than English

- Encourage signs in languages other than English only if they include a translation into English. A sign should use no more than two different languages, including English.

#### Cultural and heritage considerations

- Signs on heritage buildings or objects are carefully designed to integrate with the architecture of the buildings without obscuring important architectural features and detailing.

#### Buildings and sites with multiple occupancies

- Signs on buildings or sites with multiple occupancies such as industrial estates, business complexes and shopping arcades, are located at shared or co-located spaces preferably at the main entry to the building or site.

#### Safety

- Signs are displayed in a manner such that:
  - they are at a safe clearance above the footpath (a minimum of 2700mm) and are set back at least 750mm from the kerb line if the signs are located on street-fronting development and protrude from the property boundary;
  - they do not compromise the structural integrity and safety of the host building/structure; and
  - they do not impair the effectiveness of the surrounding security and emergency signs.

#### Maintenance

- Sign design, material selection and structures are carefully chosen to avoid vandalism and to ensure durability and ease of maintenance.

### 22.11-3.2 Street-oriented development

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Street-oriented development is generally characterised by a built form or built environment:

- with zero or a minimal setback from the street, laneway and side boundaries;

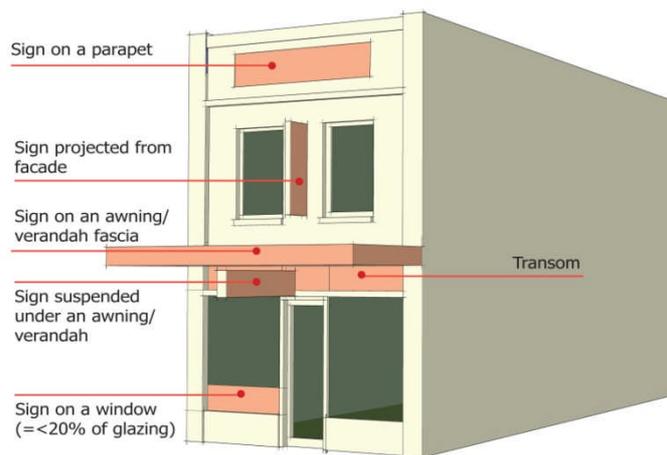
- that promotes continuity of the frontage between adjacent developments;
- that facilitates active pedestrian interaction between the building and street; and
- that incorporates other pedestrian-friendly features such as weather protection.

Figure 1a illustrates sign types and positions that are encouraged in a typical street-oriented development. Figure 1b illustrates sign types and positions that are discouraged in a typical street-oriented development.

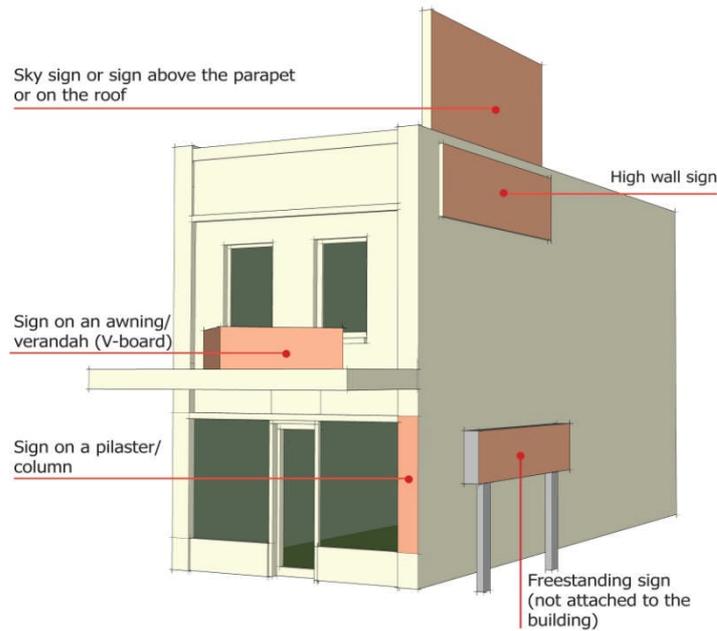
A range of sign types and positions are illustrated in Figure 1a. The figure does not however suggest that all of those types and positions would be permitted in any single development or site.

The range of sign types and positions considered appropriate for any given development or site must be determined having regard to the characteristics of the site, any buildings on the site and the broader streetscape, to ensure signs are not unnecessarily repetitive and do not clutter the frontage.

- Signs on any elevation of a building above the pedestrian awning or verandah are:
  - preferably located on a parapet;
  - limited to one sign per elevation except for a projecting sign that can be viewed only from an alternative elevation;
  - designed to complement the architecture of the building in terms of style, scale and proportion; and
  - designed so as not to dominate the building.
- Discourage signs located:
  - above the parapet;
  - on the roof of a building; or
  - on top of an awning/verandah.



**Figure 1a: Encouraged sign locations**



**Figure 1b: Discouraged sign locations**

**Projecting signs**

- Signs that project from the building are displayed in a manner that:
  - projects no more than one metre from the building (refer to Figure 2a);
  - has regard to the architectural features of the building; and
  - is located at a minimum of 2700mm above the footpath.

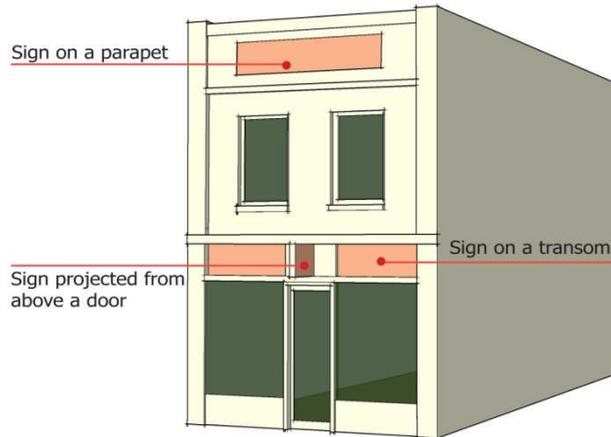
Figures 2a and 2b show two examples of appropriate location and number of signs combinations for a single building. The verandah fascia and suspended under verandah combination is preferred and encouraged.

**Shop fronts**

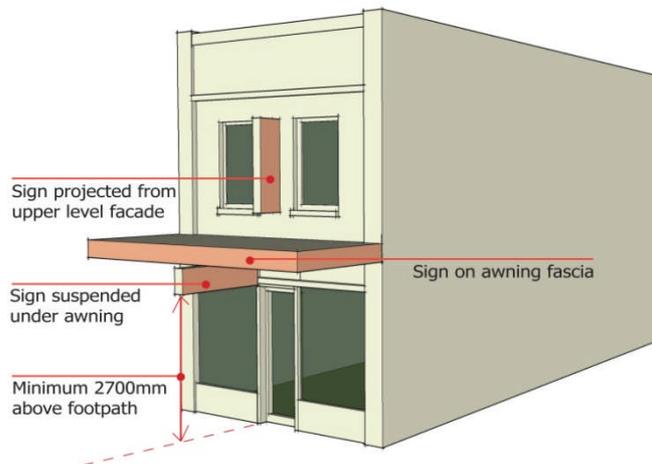
- Signs on a shop front or mounted on or within windows must:
  - be confined to the windows at ground level;
  - not dominate the shop front nor compete with a business identification sign;
  - not dominate or obscure the windows; and
  - comprise no more than 20% of the shop front inclusive of window glazing, the exception being real estate signs during construction and prior to occupancy.

**Ground level signs**

- Signs on the ground floor of a building should be placed at one or two only of the following locations: (refer to Figure 2a and 2b):
  - on the verandah fascia;
  - suspended under the verandah or cantilevered over the footpath at a minimum of 2700mm above the footpath;
  - above the door;
  - in the transom; and
  - in the display window.

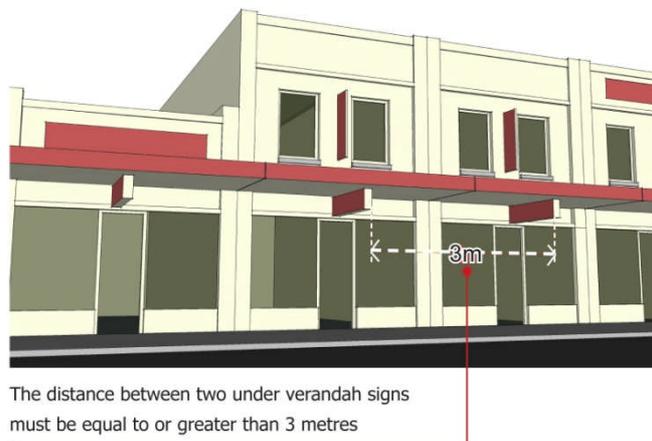


**Figure 2a: Appropriate signage arrangements (without verandahs)**



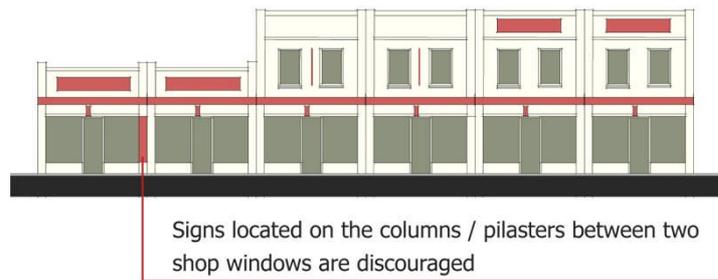
**Figure 2b: Appropriate signage arrangements (with verandahs)**

- Signs are to be placed with a minimum separation distance of 3metres or consistent with the established streetscape pattern. (refer to Figure 3).



**Figure 3: Encouraged sign location spacing under awnings/verandah**

- Discourage signs from being located on the columns or pilasters between two shop windows (refer to Figure 4),



**Figure 4 Discouraged sign locations – columns/pilasters**

### 22.11-3.3 Illuminated and animated signs

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Encourage internally illuminated, non-flashing, neon tubular signs at ground level in activity centres to add vitality to and create a brighter and safer environment.

- Encourage illuminated signs in the following locations:
  - suspended under verandahs;
  - cantilevered at a minimum height of 2700mm above the footpath;
  - in the display window;
  - on the parapet; and
  - projecting from the upper façade (preferably vertically oriented).
- Discourage illuminated signs (including animated and flashing signs) that:
  - detract from the overall character of the streetscape;
  - reduce the effectiveness of neighbouring signs;
  - detract from the architectural style or the heritage character of the building;
  - have visually obtrusive light fixtures;
  - have exposed cabling/conduit systems and junction boxes; and
  - have unreasonable light spill outside the sign area.

### 22.11-3.4 Car-based stand-alone development

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Stand-alone developments are those that are generally characterised by substantial setbacks from the street/public realm and adjacent developments without continuity to the streetscape and, with large areas of the site often devoted to vehicular access, parking and landscaping to the perimeter of the development. It is policy that:

- Generally signs are located on buildings or canopies.
- Generally limit freestanding signs to one per premises (for large sites with more than one street frontage a maximum of two freestanding signs may be permitted).
- Limit additional freestanding signs (more than two) to direction signs placed at strategic locations at a height easily read by pedestrians, including people with a disability, and motorists.
- Freestanding signs are spaced consistent with the prevailing spacing in the streetscape, if any.

- Freestanding signs are set back from the street consistent with the prevailing setbacks in the streetscape, if any.

**22.11-3.5 Promotion and major promotion signs within 60m of arterial roads and freeways (Road Zone Category 1 or land in schedules 1 or 3 of a Public Acquisition Overlay)**

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There are commercial pressures for the erection of major promotion signs along arterial roads, including freeways, which criss-cross the City of Greater Dandenong. These arterial roads in many instances provide for many people the first impression of the municipality. It is important that the desire to take advantage of the increased viewing opportunities from these roads and gateway locations is balanced with the need to ensure that there is in place clear guidance with regard to sign location and the design elements that need to be incorporated in signs.

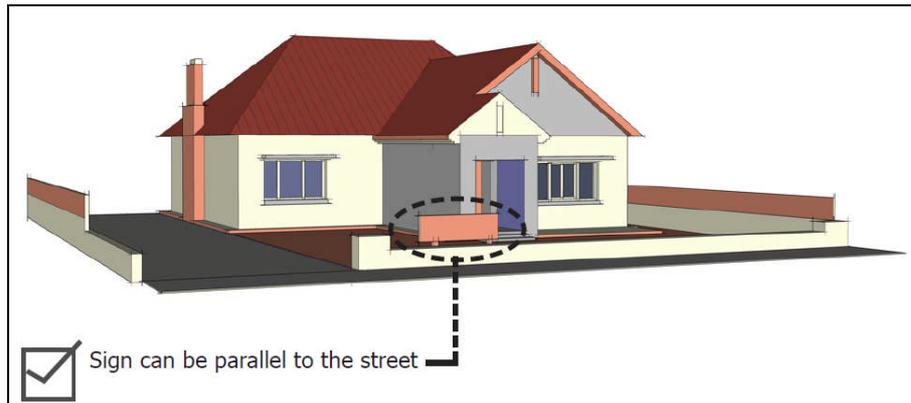
- Strongly discourage promotion, major promotion & sky signs along freeways.
- The façade of a building can display either a business identification sign or a promotion sign.
- Signs including sky signs are located/sited in industrial/commercial zones only, where it can be demonstrated that signs are spaced at a sufficient distance (minimum 1 kilometre spacing) to ensure that they do not dominate the overall setting.
- Discourage buntings.
- Adhere to the Signage Guidelines contained within the *City of Greater Dandenong Gateways Strategy, December 2011*.

**22.11-3.6 Signs in residential areas**

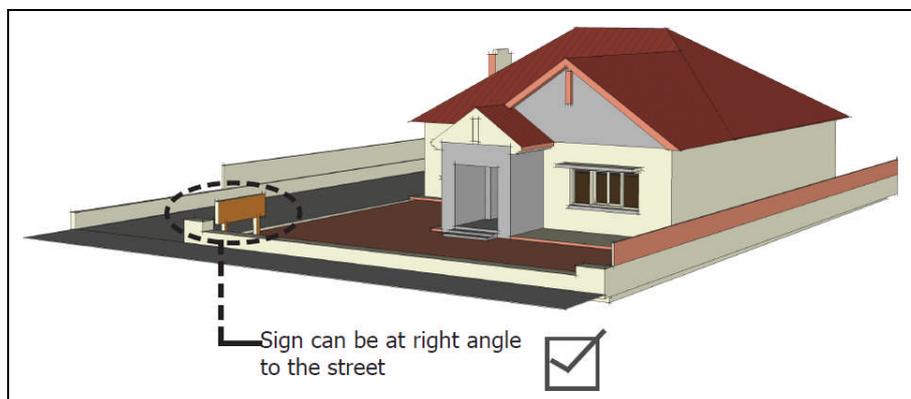
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While signs are discouraged in residential areas, there are a range of permissible land uses in residential areas where identification signs are appropriate, but require careful management to maintain the visual amenity of the area.

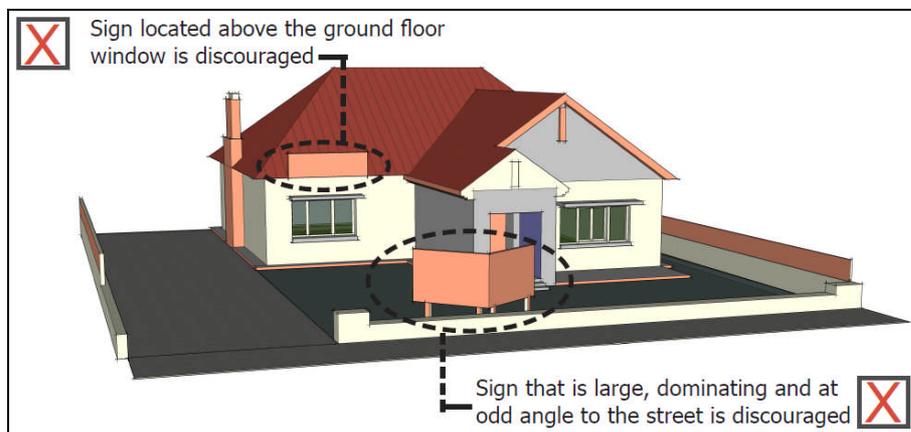
- Signs should be designed and located in a manner that:
  - does not dominate the building, the site or the streetscape;
  - is limited to one per premises;
  - is within the site, parallel to or perpendicular to the street except on a corner site (refer to figures 5a, 5b, and 5c).



**Figure 5a- Signs that are encouraged**



**Figure 5b – Signs that are encouraged**



**Figure 5c - Signs that are discouraged**

- Encourage landscaping that softens the visual impact of a freestanding sign.
- Generally discourage signs above ground floor windows and doorways unless they are to name the building (e.g. Melrose Apartments).

**22.11-3.7 Policy reference**

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EastLink Preferred signage locations (produced by ConnectEast 2010) as per EastLink Concession Deed

EastLink Advertising Code (produced by ConnectEast 2008)