

22.11 OUTDOOR ADVERTISING SIGNAGE POLICY

03/12/2015
C102(Part 1)

This policy applies to the erection of outdoor advertising signage on all land within the City of Hobsons Bay.

22.11-1 Policy basis

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The Municipal Strategic Statement identifies the need to ensure the form and amount of outdoor advertising is appropriate to the character of the area, the streetscape and the building on which it is located.

Outdoor advertising signs are a legitimate means of communication and promotion and well designed and located signage can be helpful and informative, while adding interest, colour and character to local streetscapes.

Conversely, too many signs or signs which are too large and inappropriate, can dominate and detract from the urban environment, particularly in heritage precincts and areas of special character such as the foreshore, gateway and main road locations. Poor quality or intrusive signage in or adjacent to a residential area can reduce the amenity of an area. Too many signs on a building or in an area can lose the effectiveness by competing with each other.

It is therefore important to ensure that outdoor advertising signage is not only effective in advertising a product or promoting a business, but also complementary to its setting, and to avoid excessive or inappropriate signage, particularly in sensitive locations.

22.11-2 Objectives

11/01/2007
C56(Part 2)

- To ensure that commercial businesses are able to display sufficient signage to adequately identify their premises and promote the business, the goods they sell or the services that they offer in an appropriate manner.
- To ensure signs do not detract from the character of a locality, building or site.
- To ensure signs do not visually dominate a particular locality either individually or as part of a group.
- To ensure signs respect and respond to the character and amenity of sensitive areas.
- To ensure signs respond to the architectural qualities of host buildings.
- To ensure signs add interest to and improve the quality of the streetscape.

22.11-3 Application Requirements

11/01/2007
C56(Part 2)

- The following information should accompany an application for signage:
 - A description of the sign(s) and its purpose.
 - A statement of the impact that the proposed sign will have on the streetscape and amenity of the area.
 - Three copies of plans (one coloured and at least one A4 or A3 size), drawn to scale (1:100 or larger), showing the location of the proposed sign on the premises and the distance from property boundaries.
 - Three copies of an elevation or a streetscape perspective, showing the location of the proposed sign(s) from a standing persons view.
 - Details of the proposed sign(s) including the dimensions, colour, content and lettering style of the proposed sign(s), frequency of change.

- Where relevant, the location and size of any existing signage on the site, including details of the signs that are proposed to be removed or retained as part of the proposal.
- Where relevant, the structure of the sign and the method of support.
- Where relevant, details of the proposed type of illumination in or of the sign(s), including lighting spread.
- Photographs showing the existing conditions at the site and the extent of signage within the immediate area.

22.11-4

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Policy

It is policy that the following matters be taken into account when considering applications for outdoor advertising.

22.11-4.1

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General

Clutter

- Improve the legibility of signage, through the use of fewer, more effective signs to reduce and avoid visual advertising clutter.
- Avoid the use of bunting, flags and banners.
- Encourage the reduction in the number of signs to improve the impact and clarity of the message.
- Encourage multiple occupancies to share or co-locate signage.

Visual Impact

- On new buildings, signs should be designed as part of the architecture of the building or the landscaping of the site.
- Signs should contain simple messages and consistent logos and respect the visual environment.
- Signs must be consistent in style and colour where more than one business sign is proposed.
- Signage should not dominate the building to which it is fixed or the property which it is located.
- Signs should not obscure a building's architectural form or features.
- Signs should only be large enough for effective identification of the business or promotions of goods, services, event or other matter.
- Signage should not obscure architectural features and detailing, windows and door openings or verandahs, particularly on buildings of identified heritage significance.
- Signage should not project above the skyline or roofline of a building.
- V-Signs will generally not be supported.
- Above verandah signs are encouraged to be painted directly on or fixed to the parapet structure, but should not extend above the parapet.
- Signs mounted on and within windows should:
 - Be restricted to the main windows at ground level.
 - Not dominate or obscure the windows.
 - Use no more than 20 per cent of the glass.

- Not be painted on the external surface of the glass.
- Promotion signs mounted on trailers, utility vehicles or alternative vehicular or mobile structures that are parked in one location for an extended period of time (longer than 24 hours) for the purpose of advertising are not supported.
- Mobile animated signs used in association with commercial promotional purpose should not be used.

Creative signs

- Creative signage with the following characteristics may be appropriate in circumstances where other requirements of this policy are not met:
 - Related to historical, cultural or architectural themes found in the locality
 - A unique design and/or potential to become a local icon
 - Recreates a known earlier historic sign
 - Helps to reinforce or establish a theme or character of a particular neighbourhood or locality.

Safety

- Signage should be located not to interfere with the function of traffic signals or other traffic control devices or directional signage.
- Signs should not be located where they will create a distraction to passing traffic, obscure a motorist's view of pedestrians and vice versa, or obscure views to nearby pedestrian and traffic signal facilities, or cause any safety risk.
- Signs should not be reflective or capable of dazzling or distracting motorists, cyclists or pedestrians.
- Signage should generally be contained within the property boundary.
- Internally illuminated under verandah signs should be no less than 2700mm from the ground.
- No signage, lighting device or associated structure should project beyond kerb line.

22.11-4.2 Signs in high amenity areas

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High amenity areas include all areas in Category 3 of Clause 52.05 - all signs in residential zones are contained within Category 3. Refer to the zone provisions to determine which category of advertising control applies to other zones.

Home occupation and bed and breakfast signs

- Signs will generally be limited to one sign per premise or one per street boundary.
- Signs must respect the residential character of the area.
- Signs must be in scale with the building.
- Signs should not generally be internally illuminated or floodlit.
- Floodlighting for home occupation will only be permitted where it can be demonstrated that:
 - it is required for the operation of the occupation
 - the intensity of lighting is the minimum required to make the signs visible
 - the illumination does not disturb the amenity of the areas.

- Signs proposed to be lit outside the hours of operation of the business or activity advertised in the sign are generally not supported.
- Where lighting is required signs are to be floodlit rather than internally illuminated.
- Above-verandah signs are generally not supported.

Promotion signs

- Promotion signs in high amenity areas will generally not be supported.

Hotels, Convenience Restaurants, Shops, Take-Away Food Premises, Service Stations and Car washes

- Individual signs should be part of a comprehensive plan that nominates the business signs which identify the premises.
- Signage should not be cluttered or detract from the amenity of the area.
- Where more than one sign is proposed, the style and colours should be consistent.

Medical and Veterinary Centres

- Signs should only be large enough to identify the business to passing traffic in the street where the business is located.
- Signs should be limited to one sign close to each street boundary and one sign identifying the name of the practitioners adjacent to the entrance.
- Signs may be internally illuminated or floodlit.

22.11-4.3 Signs located within a Heritage Overlay.

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- Signs should respect the period and style of the building to which they relate.
- Signs should use materials, fonts and paint colours relevant to the period of the building.
- Signs should not dominate a building or obscure its architectural form or features.
- Signs should be of a size that does not dominate the historic place or precinct.
- Signs should be placed in locations on the building that would have traditionally have been used as advertising areas.
- New signage should be capable of being removed without causing damage to the historic fabric of the place.
- Signs should not be painted in fluorescent or iridescent paint.

22.11-4.4 Signs in Activity Centres

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Williamstown Shopping Centre and Newport Shopping Centre

- Signs should not be displayed on building side walls facing residential properties unless these walls contain display windows or customer doors to the premises.
- Signage plans should include the reinstatement of original facades, where possible.
- Upper level facades that are intact should not be significantly altered by signage.
- Signs should respect the period and style of the building with which they are associated.
- Signs should use materials, fonts and paint colours from the period of the building.
- Signs should be below the upper wall or parapet level if it projects from the wall.

- Signs should be limited to one under verandah painted, floodlit or internally illuminated sign per premises.
- Signs should be vertical rectangular, square or round, rather than horizontal rectangular sign.

Nelson Place Historic Restaurant and Entertainment Precinct, Williamstown

- Signs should not alter or obscure the architectural features of buildings that contribute to the heritage value of the area.
- Signs should be integrated into an overall plan for the treatment of the building façade and visible side walls.
- Surviving early historic signs including permanent letters cut into stone or in raised cement render, painted signs and sign panels often have intrinsic heritage significance and should be conserved. Repainting or restoration of the elements of historic signs should only be undertaken if the significance of the sign will not be affected.
- Signs should not project above the top of a wall.
- Signs should complement the signs on adjoining buildings.
- Signs should not exceed 6 square metres in advertising area, where displayed parallel to the front of the building.
- Signs should not exceed 3 square metres in advertising area, where displayed at right angles to the front of the building.
- Signs in heritage areas located above verandahs (or if no verandah more than 3.7 metres above pavement level):
 - Should be limited to one per premises.
 - Should not project horizontally from the building.
 - Should not project at right angles to the façade.
 - Should be vertical rectangular, square or round, rather than horizontal.
 - Should not be floodlit, internally illuminated, reflective or animated.
- Signs should not conflict with the lines and shapes of the visible external walls, or the silhouette of the building.
- Signs should use materials, fonts and paint colours relevant to the period of the building.
- Corporate images, including banks, fast food outlets and service stations, requiring specific colours and designs may need to be adapted to suit the individual location and the building to minimise the impact in heritage areas.

Altona Beach Shopping Centre

- Encourage signs where possible to reflect a seaside theme.
- Signs should not be located above verandahs.
- The number of internally illuminated signs below the verandah should be limited to one per building.

22.11-4.5 Strip commercial centres

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- Internally illuminated signs and floodlit signs with a total advertising area greater than 1.5 square metres per premises should be part of an overall scheme of signage for the premises.

- Signs displayed on shop windows should generally not obscure the view into the premises.
- Signs should not generally be displayed on building side walls facing residential properties unless these walls contain display windows or customer doors to the premises.
- Signs should not project above the top of a wall or parapet of a building.

22.11-4.6 Freestanding Shopping Centres

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- Advertising should be primarily directed to major access roads rather than side streets.
- Signs should generally be part of a scheme that includes all centre tenants and involves consistent characteristics (size, position on building etc.)
- Signs should not be located on or above the roof.
- Pole signs should generally be limited to one per centre.

22.11-4.7 Industrial areas

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- Premises should be identified by single illuminated pole or monument sign adjacent to the frontage.
- Signs on buildings should not exceed 15% of the host wall area.
- Signs on buildings facing residential areas, should not exceed 10 per cent of the wall area facing the residential areas.
- The total area of all advertising signs should not exceed 20 square metres per premise.
- Signs should generally be contained within the property boundary.
- Moveable signs will generally not be supported unless they are part of an overall plan for signage at a site approved by the Council.

New Industrial Estates

- Signage should be considered at the time subdivision is approved to ensure that signage is integrated into the streetscape and a thematic treatment of signage can be planned.
- New estates should include entrance signs displaying the name of the estate at entrance points to the estate.
- If the entrance signs include changeable sections for occupant names, these should be professionally prepared and finished in a consistent theme.

Policy references

Hobsons Bay Advertising Signs Guidelines, 1999

Lettering and Signs on Buildings c1850-1900, National Trust of Australia