

22.07 OUTDOOR ADVERTISING SIGNS POLICY

26/02/2009
C60

This policy applies to the erection and display of outdoor advertising signs.

22.07-1 Policy basis

02/10/2008
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Advertising signs are an important component of the built environment. While there is a need for the effective identification of businesses, a proliferation of signs, and signs that are poorly sited and designed, significantly detract from the attractiveness and amenity of the municipality. A clutter of signs also reduces the effectiveness of individual signs. It is important, therefore, that signs are displayed in a manner compatible with the character of the surrounding area and which avoids visual clutter.

Advertising signs need to be clear, legible and visually attractive. Signs need to be well designed and should complement the area, building design, streetscape and any views.

Due to the diversity of environments in Manningham, there is a need to promote different objectives for advertising signs depending on their location. These include:

- Residential areas
- Areas with identified landscape and environmental values
- Land adjacent to main roads
- Commercial and industrial areas
- Green wedge and Yarra River corridor areas and public land.

The Municipal Strategic Statement encourages signs that complement the built form and streetscape character, minimise clutter, are well designed and improve the attractiveness and function of properties.

22.07-2 Objectives

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The objectives of this policy are:

- To allow the orderly display of signs consistent with the objectives of Clause 52.05.
- To ensure that signs complement the amenity and streetscape/landscape character of the surrounding area, particularly in sensitive and prominent landscape areas, residential areas and along main roads.
- To encourage the use of sign themes in commercial areas and to ensure that advertising signs are compatible with any advertising theme or pattern that has been developed for the area.

22.07-3 Policy

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

Residential areas

Maintain a high level of amenity and privacy and ensure minimal intrusion from business uses that are not part of the character of these areas.

Council will encourage:

- One small business identification sign for home occupation uses

- Landscaping around signs to soften their impact and appearance
- Non-illuminated signs
- Signs that have been designed to minimise any detrimental or negative visual impacts
- Signs that have been designed to complement the character and appearance of an area
- Signs, which have been designed to respect the significance, character and appearance of heritage places
- Signs which do not duplicate existing signs or information.

For non-residential uses, Council will encourage the use of:

- Clear, well designed, uncluttered business identification signs
- Illumination of these signs only where it can be shown that the impact, including light-spill on adjoining residential areas, is minimal.

Objectives (Criteria)	Performance Standards
To protect and enhance the amenity of the residential environment.	<p>Dwellings used for a commercial purpose – only one, non-illuminated sign located within the boundary of the site.</p> <p>Discourage the use of flashing, intermittent, bunting signs and promotion signs.</p>
To minimise any detrimental or negative visual impact of signs.	<p>Non-residential uses - the number of signs should be minimised to avoid visual clutter and reduce the impact on adjoining dwellings.</p> <p>Non-residential uses - discourage the illumination of signs that cause any reflection, glare or light-spill to adjoining dwellings.</p>
To protect the historic character and appearance of buildings within heritage areas.	<p>Signs in Warrandyte should be designed in accordance with the <i>Warrandyte Township Heritage Guidelines Parts 1 to 7 (July 2007)</i>.</p> <p>Minimise the number of signs per premises.</p>

Areas with identified landscape and environmental values

Protect and enhance areas of land with particular landscape and/or environmental values.

Council will encourage:

- Non-illuminated signs
- Landscaping around signs to soften their impact and appearance
- Signs that have been designed to minimise any detrimental or negative visual impacts.
- Signs that have been designed and sited to complement the character and appearance of an area.

Objectives (Criteria)	Performance Standards
To protect maintain and enhance the amenity of the natural environment.	<p>Minimise the number of signs displayed, to avoid clutter and reduce the impact on adjoining properties.</p> <p>Signs designed to be unobtrusive and</p>

Objectives (Criteria)	Performance Standards
	<p>complementary to the scale and character of buildings and the landscape and environmental values of the area.</p> <p>Discouraging advertising signs that are visible from areas with identified landscape and environmental values.</p>
<p>To encourage signs that complement the character of the site and surrounds, minimise clutter, are well designed and improve the site's attractiveness and function.</p>	<p>Signs that are non-reflective, with materials and colours that are of muted shades and natural tones to complement the environment.</p> <p>Consolidation of signs where there are multiple tenancies.</p> <p>Discourage illuminated signs.</p>

Land adjacent to main roads

Signs erected along main roads are to be designed and located to minimise impact on the amenity of the surrounding area and the streetscape. The siting, size and illumination of advertising signs are to have regard to safe and efficient traffic movement.

Council will encourage:

- Signs that are professionally designed and reflect the architectural design of buildings on the land
- The use of signs that have regard to the size, scale and bulk of built form in the surrounding area and adjacent residential areas
- Signs that have no or only minimal impact upon residential amenity
- Signs that do not create hazards to traffic.

Objectives (Criteria)	Performance Standards
<p>To maintain a high level of visual amenity for surrounding and adjoining land uses.</p>	<p>Discourage large illuminated signs on land adjacent to residential areas.</p> <p>Signs that duplicate information on existing or proposed signs will be discouraged.</p>
<p>To minimise advertising that may create hazards to traffic.</p>	<p>Discourage flashing or intermittent signs.</p> <p>The siting of signs must not interfere with driver sight-lines.</p>

Commercial and industrial areas

Allow advertising signage that facilitates business activities within commercial and industrial areas, which are an important part of the regional and local economy.

Council will encourage:

- Suspended under-verandah signs, including internally illuminated signage
- A free-standing pole sign of appropriate scale for buildings with a front setback
- Business identification signs of appropriate character and scale
- Consolidation of signs on sites containing multiple businesses.

Objectives (Criteria)	Performance Standards
To allow the adequate identification of individual businesses.	Signs be confined within the architectural elements of the building.
To ensure that signs are in keeping with the scale and character of the building and do not detract from the architectural appearance of the building and the surrounding area.	<p>Flashing or intermittent signage is discouraged.</p> <p>Above-verandah signs are discouraged.</p> <p>Signs on kerbside cafes, including supporting weather protection structures, bollards, awnings and umbrellas that do not dominate these structures and are designed with regard to the scale and bulk of the building and surrounding area.</p> <p>Discourage signs that protrude above the height of the building, including any parapet.</p> <p>Discourage signs that project from a wall or a parapet.</p>
To promote the use of fewer but more effective signs and ensure that they are compatible with existing signs.	<p>Illuminated signs have regard to light-spill, visual clutter, the number of existing signs on site, obstruction of existing signs and general amenity issues.</p> <p>Large illuminated signs are discouraged on land adjacent to residential areas.</p>
To encourage a co-ordinated and co-operative approach to the total marketing of shopping centres, in conjunction with structure plans, where applicable.	<p>Signs within shopping centres be designed with regard to a co-ordinated image for the centre.</p> <p>Signs in Warrandyte township be designed in accordance with the <i>Warrandyte Township Heritage Guidelines</i> Parts 1 to 7 (July 2007).</p>

Green wedge and Yarra River corridor areas and public land

Protect and enhance Manningham’s non-urban and public land areas distinctive visual, environmental, heritage, recreational and landscape qualities from intrusive and inappropriate advertising signs.

Council will encourage:

- Landscaping around signs to soften their impact and appearance
- Signs that have been designed to minimise any detrimental visual impacts
- Signs that have been designed to complement the character and appearance of an area.

Objectives (Criteria)	Performance Standards
To encourage signs that complement the character of the site and surrounds, minimise clutter, are well designed and improve the site’s attractiveness and function.	<p>Signs that are non-reflective, with materials and colours that are of muted shades and natural tones to complement the environment.</p> <p>Consolidation of signs where there are multiple tenancies.</p>

Objectives (Criteria)	Performance Standards
	Discourage illuminated signs.
To protect, maintain and enhance the amenity of the natural environment.	<p>Minimise the number of signs displayed for business uses, to avoid clutter and reduce the impact on adjoining properties.</p> <p>Discourage signs on vacant land or public land where they impact on the amenity and appearance of the surrounding area.</p> <p>Signs designed to be unobtrusive and complementary to the scale and character of buildings, non-urban and landscaped areas.</p>
To protect the environs of the Yarra River from obtrusive advertising.	Discourage signs within the viewshed of the Yarra River.

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Decision guidelines

Before deciding on an application the Responsible Authority will consider as appropriate:

- Whether the application demonstrates an appropriate response to the objectives of this policy.
- The integration of the proposed signage with the building design, landscaping and streetscape.
- Whether the signage will detract from the architectural style and/or heritage significance of a building or area.
- Whether the existing signage on the building or site is adequate.
- The character of the local environment including the location of any other signs and the need to avoid visual clutter.
- The need to ensure that there is an equitable distribution of signage between premises in commercial precincts to avoid the dominance of one business over another.
- The need to avoid conflict with traffic signals and other necessary control and directional signs.
- The need for tourist road signs to consider the criteria outlined in the *Guidelines for Tourist and Services Signing on Roads in Victoria*.

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Policy reference

HLCD Pty Ltd & Lancashire D (July 2007), *Warrandyte Township Heritage Guidelines*, Parts 1 to 7, Victoria.

Tourism Victoria & VicRoads (2001), *Tourist Signing Guidelines – Guidelines for Tourist and Services Signing on Roads in Victoria*.

Urban Initiatives Pty Ltd (2005) *Yarra Street, Warrandyte – Urban Design Framework*, Melbourne.