

22.08 OUTDOOR ADVERTISING POLICY18/02/2016
C122(Part 1)

This policy applies to all land.

Policy basis

This policy:

- builds on the MSS objectives in Clause 21.12-3 and 21.13-3 in relation to the protection of heritage and the environment ;
- supports the MSS at Clause 21.06-3 by recognising and supporting the hierarchy of Activity Centres in the municipality. It is appropriate that outdoor advertising style should respond to and reinforce each centre's role in the hierarchy;
- provides guidance to implement the objectives of Clause 22.03-3 with reference to advertising signs within industrial and business developments;
- avoids the erosion of the garden city character as outlined in the MSS at Clause 21.03-5 through the appropriate location and design of outdoor advertising signs; and
- controls the proliferation of advertising signs along major transport routes including roadways and railways as outlined in Clause 21.03-5 of the MSS.

The Municipal Strategic Statement and other local planning policies recognise high quality and well established landscaped environments as a characteristic of the municipality. This garden city outcome is supported by Council's development standards which require substantial landscaped setbacks in business, industrial and residential areas.

Objectives

The objectives of this policy are:

General objectives:

- To facilitate advertising signs that provide appropriate and effective identification of businesses and other land uses.
- To ensure that outdoor advertising is sited and designed in a manner that is complementary to the built form and landscape characteristics of the locality and supports the garden city objectives of the municipality.
- To identify signage types appropriate to different land use and development circumstances.
- To achieve outdoor advertising outcomes appropriate to the hierarchy of business centres in the municipality and to encourage a consistent theme for business identification signs within each centre.
- To provide for identification signs that add vitality and colour to high order shopping centres in accordance with this policy.
- To ensure that the amenity of residential areas is not adversely affected by the provision of outdoor signage for non-residential uses, particularly along non-arterial roads.

Specific objectives:

Centre or Area	Specific Objectives
Glen Waverley Activity Centre with the exception of The Glen and western side of Springvale Road	To identify and promote retailing, entertainment activities and other commercial uses in a vibrant, colourful and integrated manner.
Glen Waverley - western side Springvale Road (not including The Glen)	To identify uses and activities whilst respecting the amenity of surrounding residential areas and avoiding adverse safety effects on traffic.
The Glen, Waverley Gardens, Brandon Park and other “undercover” shopping complexes	To identify the centres and their major tenants in an orderly and co-ordinated manner.
Oakleigh Activity Centret	To promote Oakleigh in a creative manner having regard to its diverse range of activities and it's traditional village character.
Mount Waverley Village	To identify and promote the centre and its businesses in an integrated and orderly manner having regard to its village image.
Pinewood, Clayton, Wheelers Hill, and Syndal	To identify and promote commercial and entertainment activities in a vibrant and integrated manner.
Other strip retail centres and individual traders amidst residential uses along public roads	To identify uses and activities whilst respecting the surrounding residential amenity.
Monash Technology Precinct	To foster the Garden City image of the city by promoting clear, modern corporate identification and maintain spatial relationships.
Other Business and Industrial Areas	To promote the orderly display of signs having regard to the need for identification of business premises and respect for environmental context.
Residential areas	To provide for unobtrusive identification signs respectful of neighbourhood character
Council and public uses and areas	To provide for identification and community signage that minimises amenity impacts for surrounding land uses.

Policy

Exercising discretion

Where a permit is required to display a sign, it is policy to:

- encourage the type, scale and location of signs to be respectful of their environment including the business centre’s role in the activity centre hierarchy (where appropriate);
- promote the identity of strip shopping centres by the use of a consistent design theme for business signs;
- limit the location and extent of signage for businesses outside retail precincts to that which identifies the business and provides necessary directional information;
- ensure that signage in residential neighbourhoods is unobtrusive;
- ensure that the amenity and area character contribution made by landscaped setbacks is not eroded by signage;
- discourage the proliferation of signs along major transport routes including roadways and railways; and

- discourage animated signage except in limited circumstances.

Decision guidelines:

It is policy that the responsible authority consider as appropriate:

- the objectives of this policy at Clause 22.08-2;
- whether the signage is required for the identification of the business or other use on the site;
- whether the specific objectives at Clause 22.08-5 have been complied with; and
- the design guidelines at Clause 22.03-3 for applications within Industrial 1 or Business 2, 3 or 4 Zones.
- The human rights of any persons affected by the application or the proposed development.

These additional guidelines apply to the following sign types:

Type of sign	Performance criteria
Above verandah sign	Particular attention is required to consistency of adjacent signage in terms of sign construction, size and graphic application. Innovative and 3-dimensional design is encouraged. Information should be minimised to focus attention on the principal design elements and avoid visual clutter. The inclusion of secondary information such as street addresses, telephone numbers and website addresses is discouraged. Above verandah signage should not be used in conjunction with building fascia signage and is discouraged on retail premises with significant building setbacks. Promotional advertising may not be included.
Animated sign	Generally discouraged unless in an entertainment precinct or if exceptional circumstances exist.
Bed and breakfast sign	One sign per dwelling, not exceeding 0.2m ² unless exceptional circumstances exist.
Bunting sign	Acceptable as temporary signage for a community event. Discouraged as permanent signage on commercial sites. Flags will be assessed on their merits.
Business identification sign	Consider need for identification and integration with environmental context.
Direction sign	Legibility is the primary concern. Consideration should be given to the legibility of the script and contrast between background colour and script colour. Directional signs may include the centre identity provided that it is not visually dominant. Directional signs may not be used to display advertising messages.
Floodlit sign	These signs should not interfere with the effective operation of traffic or other public signage and be baffled to avoid amenity reducing light spill.

Type of sign	Performance criteria
High-wall sign	<p>Large scale, high level signs may be appropriate to identify the major or anchor tenants of large retail centres. The sign should generally be located close to the relevant business. Only one such sign should be displayed on each building elevation.</p> <p>A sign should not protrude above the wall to which it is fixed and should generally be integrated with the architectural form of the building.</p> <p>Major tenant signs should be less visually dominant than signage identifying the centre.</p>
Home occupation sign	<p>One sign per dwelling, not exceeding 0.2m² unless exceptional circumstances exist.</p>
Internally illuminated sign	<p>Acceptable in areas of high activity or for business identification purposes provided there is no detrimental effect on nearby properties. May include a logo.</p>
Major promotion sign	<p>Generally inconsistent with the Garden City image</p>
Panel sign	<p>May be appropriate to identify the major or anchor tenants of large retail centres. The location of the sign should generally be close to the relevant business. Only one such sign should be displayed on each building elevation.</p> <p>A sign should not protrude above the wall to which it is fixed and should generally be integrated with the architectural form of the building.</p> <p>Major tenant signs should be less visually dominant than signage identifying the centre.</p>
Pole sign	<p>May be considered for retail centres including to promote centre identity or for business or industrial premises with significant building setbacks. Signs should be sited within the building setback and located at the principal entry points to the site or building.</p> <p>The design of the pole sign structure should be integrated with the architectural design of the retail centre or business or industrial premises and exhibit design excellence.</p>
	<p>The sign may be internally illuminated or floodlit but animated signs, flashing signs, reflective signs and associated bunting signs are discouraged.</p> <p>Banner structures may be considered appropriate within this category.</p>
Portable 'A' boards	<p>Appropriate only in retail centres. Local laws permit required: special conditions apply.</p>
Promotion sign	<p>Strongly discourage promotion signs particularly along arterial roads, including freeways. They should be visually distinct from business identification signs.</p> <p>Dedicated space for changeable seasonal promotions may be appropriate.</p>
Reflective sign	<p>Encouraged for directional signage particularly for traffic.</p>

Type of sign	Performance criteria
Sky sign	<p>May be considered for centre identification at the major entry points of a large retail centre. The design should be integrated with the architectural features of the centre including its scale and construction detail.</p> <p>Centre identification signs may be internally illuminated or floodlit but animated signs, flashing signs, reflective signs and associated bunting signs are discouraged.</p> <p>Promotional advertising on sky signs is discouraged.</p>
Under verandah sign	<p>Under verandah signs should provide clear identification of businesses for pedestrians.</p> <p>There should be a consistent form of construction, size and location (including height to the underside) of signs for all premises within a centre. May be internally illuminated, non-illuminated or spot lit with minimal light spillage.</p> <p>Not to be utilised for promotional purposes.</p>
Verandah fascia sign	<p>The business name, logo or product/service identification should form the focus of the verandah fascia sign. The wording should be legible from moving vehicles. Additional information is discouraged.</p> <p>Consistency of the fascia depth with adjacent signs is appropriate.</p> <p>Not to be used for promotional advertising.</p>

Policy references

Local Law (No.3) City of Monash

Monash Heritage Study, 1999

Monash Urban Character Study, Gerner Consulting Pty Ltd

- Volume 1 Assessment Report, January 1997

- Volume 2 Citations, January 1997

Monash Neighbourhood Character Guide, Gerner Consulting Pty Ltd

- Volume 3 – Private Development, January 1997

- Volume 4 – Public Infrastructure and Assets, January 1997

- Volume 5 – Medium Density Housing, June 1997

- Volume 6 – Industrial/Business Character Types, June 1997

Monash Outdoor Advertising Brochure 2003

Image Enhancements of Main Roads, City of Waverley 1992