

22.04 ADVERTISING SIGNS

29/01/2015
C152

This policy applies to all applications for advertising signs and is to be read in conjunction with Clause 52.05.

22.04-1 Policy Basis

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Clause 21.03-4 of the Municipal Strategic Statement seeks to improve the quality of the design of the built environment.

Well designed and well located signs provide important information to identify a business and direct people to a location, as well as create interest in a streetscape and add vibrancy to an area. A proliferation of signs and poorly designed signs can detract from the appearance of a building and/or an area.

Moreland is characterised by a mix of activities that promote busy multicultural streetscapes, particularly in Brunswick and Coburg. The urban fabric, although culturally appealing, is frequently harsh with heavy traffic on narrow streets flanked by overhead power and telecommunication lines and few large trees. In this environment, advertising signs have the potential to further degrade the streetscape appearance.

22.04-2 Policy Objectives

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- To encourage signs that display simple, concise messages in appropriate locations.
- To encourage signage that increases the attractiveness of commercial and industrial areas.
- To ensure signs are sensitive to the style, scale and character of the host buildings, nearby buildings, and streetscapes.
- To ensure that signs in residential areas do not detract from the appearance or character of the area.
- To ensure that signs on heritage properties do not detract from the significance of the heritage place.
- To strike a balance between the reasonable identification of businesses and the need to ensure that advertising signs are complementary to built form and streetscapes.
- To ensure that existing and proposed signage is rationalised, to improve the streetscape character over time.

22.04-3 Policy

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It is policy to:

General

- Ensure that signs respect the style and scale of the host building, nearby buildings and the character of the street.
- Ensure that signs do not cause visual clutter.
- Ensure that signs fit within architectural forms and are integrated with the design of the building.
- Ensure that signs do not obscure architectural features of buildings, including windows.
- Ensure that existing and proposed signage is rationalised.
- Ensure existing signs on a building or site are taken into account when assessing new proposals.

- Ensure an integrated approach is taken to the provision of signage on buildings with more than one business.
- Ensure that where a building is occupied by more than one business, adequate space is made available for all occupancies to display signage.
- Ensure that signs, including supporting structures, are designed with consideration for views from all angles.
- Ensure that illumination is concealed or integral to the sign through use of neon, an internally lit box, or sensitively designed external spot-lighting.
- Ensure that wall or fascia signs are applied directly to the building or on a flush mounted panel with minimum projection.
- Limit under-verandah, above-verandah and projecting wall signs to business name only.
- Ensure that projecting signs have a minimum clearance of 2.7m above the footpath and are set back at least 750mm from the kerb.
- Ensure that signs attached to buildings do not project above the building wall or parapet.
- Discourage sky, panel and major promotion signs.
- Ensure that pole signs have a maximum height of 6 metres.
- Ensure that cabling to signs is concealed.
- Ensure that signs and their supporting structures allow adequate clearance for the servicing requirements of streets and lanes.

Residential Areas

- Ensure that signs are modest in scale and are sensitive to the residential character and amenity of the area.
- Discourage promotion, above-verandah, sky, high wall, reflective, pole and illuminated signs.
- Limit signs for non-residential uses to one business identification sign per premises.

Industrial Areas

- Ensure that signs do not block out ground level display windows.
- Ensure that signage is consistent with any established pattern of signage.

Commercial Areas

- Ensure that the size and type of sign is appropriate to the location, the primary business activity, the nature of business and the character of the area.
- Ensure that signs do not block out ground level display windows.
- Limit under-verandah signs to one per occupancy.
- Discourage above-verandah signs, unless there are no suitable signage opportunities at ground level. Where allowed, above-verandah signs should:
 - Be wall mounted only, not on roof of verandah, canopy or awning.
 - Be limited to one per occupancy.
 - Be located on the upper facade and positioned at a right angle to the building.
 - Be of a height compatible with host building height.
 - Not project more than 1.0 m from host building.

Heritage areas

- Encourage advertising signs to adopt traditional locations on heritage buildings.
- Discourage above-verandah, animated, bunting, electronic advertising, high wall, illuminated, major promotion, panel, pole, promotion, reflective and sky signs.
- Ensure that the original architectural character of the building remains dominant.
- Ensure that signs in heritage areas do not visually dominate, interrupt views to significant features or detract from the heritage significance.
- Encourage traditional sign writing techniques on advertising signs.
- Minimise the number of signs on a building.
- Encourage signs that are proportional to the architectural features of the heritage place.
- Encourage the retention of original signage.
- Discourage signs that detract from, or obscure, important features of the heritage place.
- Discourage the use of reflective, polished or metallic finishes on heritage places.
- Discourage signs that project from the verandah or building.
- Discourage buntings, banners, flashing lights and flags on heritage places.

Open Space Areas

- Ensure that signs are designed and located so as to minimise the impact on the surrounding area.
- Ensure that signs are sympathetic to the landscape character of the area.
- Discourage business identification signs.

Road Zones

- Discourage signs that are located in a freeway buffer zone or adjacent landscaped area.
- Limit the number, size and height of signs.
- Ensure that signs complement the dominant built form or landscape quality of the area.
- Ensure that signs within freeway and road corridors do not have a detrimental amenity impact on surrounding areas.
- Ensure that signs do not detract from road signage.