

22.0911/08/2016
C106**SIGNAGE POLICY**

This policy applies to all land in the Shire.

Policy Basis

The urban and rural areas of the Shire have unique characters which are an integral part of the Nillumbik community's identity. Advertising signs should aim to complement the high visual quality of the urban streetscapes and rural landscapes.

The proliferation of signs and poorly designed and located signs can significantly detract from the visual amenity and character of an area. Sign clutter can also reduce the effectiveness and visibility of individual signs.

Inappropriately located and designed signs can also have adverse effects on road safety by obscuring or reducing the clarity of traffic control signs or signals, by being confused with such signs or by distracting motorists in areas where driver attention to road conditions may be critical.

Objectives

- To ensure signs are compatible with the amenity and streetscape/landscape character of the area and with the building or site on which they are to be displayed.
- To ensure that signs complement rather than dominate streetscapes.
- To ensure that signs are well designed and well maintained to contribute to the appearance of buildings and landscapes/streetscapes.
- To avoid the creation of visual disorder and sign clutter.
- To ensure that signs provide appropriate and effective identification of businesses and other land uses requiring identification.
- To encourage the use of sign themes in commercial areas and to ensure that advertising signs are compatible with any advertising theme/pattern that has been developed for an area.
- To ensure that road safety is not adversely affected.

Policy**General**

It is policy that:

- Signs should not detract from the appearance of a building on which they may be displayed. Signs should fit the building rather than be attached by ad hoc structures. Signs should not generally protrude above the height of the building, including any parapet.
- The size and height of signs should be compatible with the scales of the building or the sites on which they are displayed, the surrounding streetscapes and the size and scale of other signs in the area.
- The construction and design of signs should be of a high quality and there should be an ability for signs to be maintained at a high standard of presentation.

- Signs should be limited to the minimum number necessary to adequately identify a premises.
- Due to their visual prominence and likelihood to create or contribute to visual clutter, multiple freestanding signs will normally be discouraged.
- Sign clutter should be avoided or reduced in order to maintain or enhance the built and natural environment. Unnecessary duplication of signs should be avoided and the consolidation of signs will be encouraged.
- Business identification signs should provide basic identification information about the business and nature of the business on a site, however should not include details about particular goods or services sold or for hire or provided/undertaken on the site.
- Promotion signs promoting private commercial goods or services or events for profit, sold or for hire or provided/undertaken on the site will generally be discouraged.
- Promotion signs promoting private commercial goods or services or events for profit, not sold or for hire or provided/undertaken on the site will be strongly discouraged.
- Promotion signs promoting non-profit events will be encouraged to be sited in appropriate locations as identified by Council, and discouraged elsewhere. The signs should be of a temporary nature and accord with Council's specifications in relation to size, content, layout, installation and numbers of signs.
- The use of internally illuminated signs and floodlit signs should not result in direct light or glare emission onto adjoining land or roadways.
- The use of bunting and animated signs will generally only be supported for temporary promotions while more permanent signs should be disallowed.
- Reflective signs will be discouraged.
- Applications for new commercial/industrial buildings should incorporate plans showing specific locations/areas for future designated signs so that they become an integral part of the architecture.
- An application for a sign should include the consideration of all existing signs on the site.
- A proposed sign should comply with any guidelines which may exist for the area in which it is proposed to be located.
- Signs should not detract from or impede the visibility of road traffic/direction signs, especially in areas requiring high driver concentration.

Local Areas

Diamond Creek Activity Centre

- In Precinct 1, new buildings should incorporate signs so that they become an integral part of the architecture.
- In Precinct 3 of the activity centre, ensure a cohesive signage approach to the shopping area on both sides of Hurstbridge Road.
- In Precinct 4 new industrial buildings should incorporate signs so that they become an integral part of the architecture.

Eltham Activity Centre

- Signage should be of a size and height that is complementary to the built form of the building and surrounding landscape and does not detract from public view lines.
- Signs should be consolidated in mixed use and commercial developments to avoid the visual clutter of signage and displays.
- The size, height and proportion of signage should be complimentary to the building and not a dominating element.
- Signage should not exceed 10% of the entire façade.
- Signs should not be painted or fixed on the windows of buildings.
- Signage should not be located on the roof or exceed the parapet height of the host building.
- Animated signs or coloured neon lighting should be avoided.
- In Precinct 2 of the activity centre, signage on non-residential uses should be subdued in colour, positioned below the eave line and integrated with the surroundings.

Decision guidelines

Before deciding on an application the responsible authority will consider, as appropriate:

- The extent to which the application meets the objectives and directions of this policy;
- The type of land use and its need for identification;
- Number and scale of existing signs for the business/site; and,
- The need for the applicant to provide a site analysis, demonstrating a response to the objectives of this policy. This may include the proposed integration of building design, landscaping and advertising sign proposals.

Policy References

Diamond Creek Town Centre Design Guidelines Parts A & B, February 2014

Eltham Gateway Design Guidelines 2013

Eltham Town Centre Design Guidelines Parts A & B, February 2014