

## **22.08 OUTDOOR ADVERTISING POLICY**

08/05/2014  
C140

This policy applies to the erection of outdoor advertising signage within the City of Port Phillip.

### **22.08-1 Policy Basis**

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This policy:

- provides additional detail to assist with the interpretation of Clause 52.05 – Advertising Signs at the local level, and
- builds on the MSS provisions in Clause 21.05-2 relating to neighbourhood character, and Clause 21.05-3 relating to urban design and the public realm.

### **22.08-2 Objectives**

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- To ensure that the architectural qualities and features of buildings are not obscured by signage.
- To protect the visual amenity of localities and transport corridors by avoiding visual disorder and clutter.
- To ensure that the content, location, construction, size and number of outdoor advertising signs are not misleading or dangerous to vehicular or pedestrian traffic.
- To ensure that signage is well proportioned, well located and responds to the urban form and character of the area.
- To protect important public spaces, heritage sites and views and vistas from obtrusive or insensitive signage.

### **22.08-3 Policy**

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#### **General**

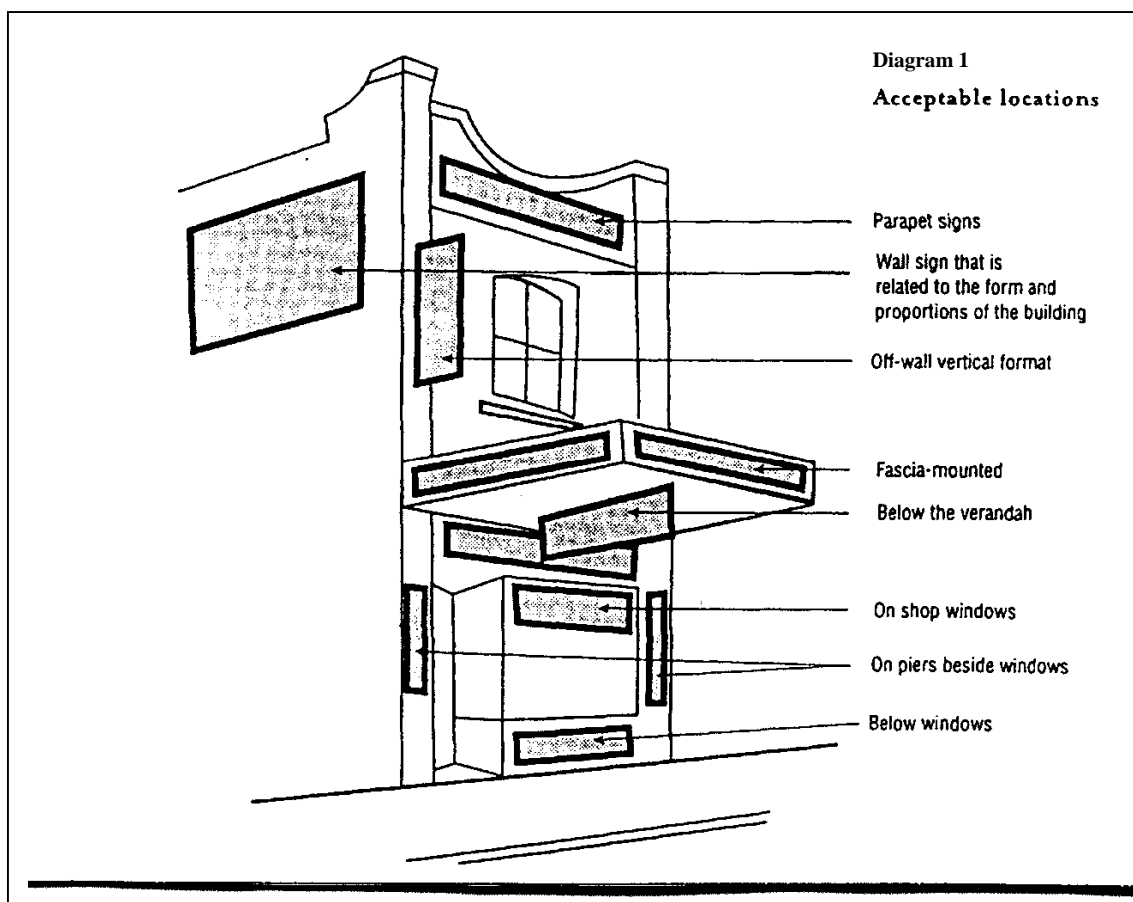
It is policy that:

- Signage along park interfaces is limited to business identification and directional signage.
- Signage should not:
  - Dominate the building to which it is fixed or the property on which it is sited.
  - Project above the skyline or profile of a building.
  - Obscure architectural features and detailing, windows and door openings or verandahs, particularly on buildings of identified heritage significance or in Heritage Overlay areas.
  - Interfere with the function of traffic signals and necessary control and directional signage.
  - Detrimentially affect important views and vistas, landmarks or key public open spaces, including the Shrine of Remembrance..
  - Visually intrude on key public open spaces.

## Location on buildings

It is policy that:

- Except in Heritage Overlay areas, signage may be erected in the locations shown on Diagram 1 provided that no more than two above verandah signs are erected (fascia mounted signs are not included as above verandah signs).
- Signage is discouraged in all other locations.
- Signage may be erected on retractable awnings only when the awning acts as a verandah over the public footpath or a seating area and the advertising is on the outer edge or fascia of the awning.
- Signage is discouraged on retractable awnings where they are unnecessarily extended and where they will reduce the amenity of the public realm.



## High Wall

It is policy that:

- Signage on the wall of a building which is more than 10 metres above the ground may be permitted where the following requirements are met:
  - The signage does not detract from the visual environment.
  - The sign does not exceed 10% of the visible wall elevation and is no higher than two levels of the building on which it is located.
  - The sign and its supporting structures do not project from the building more than 300mm.

- On side walls, the sign is located as close as practical to the property frontage.
- The sign is a Business Sign.
- The site is not within a Heritage Overlay.

### **Window**

It is policy that:

- Window signs are discouraged, particularly at street level
- Window signs may be permitted only where the sign is written onto glass or mounted behind a window, to ensure that a high degree of visibility into the building is provided.
- Ensure that advertising signage displayed on or behind a window does not obscure more than one third of the window area.

### **Forecourt or building setback area**

It is policy that:

- No more than one sign should be located within a building forecourt or the area between the building and the street, and should not exceed 7 metres in height.
- Signs within building forecourts or setback areas should not obscure the building or visual and physical connection between the street and buildings.

### **Fence, wall or gate**

It is policy that:

- Signage should be fixed or painted directly onto a fence, wall or gate and should not project above the height of the fence, wall or gate.
- Signage attached to a wall should not project more than 300mm from the wall.
- Signage projecting from a wall should maintain a clearance of 2.7m above a public footpath.

### **Signs on Street Furniture**

It is policy to:

- Encourage signage on street furniture in a public open space/residential area or commercial only if it is located on a major street and not within a Category 3 - High Amenity Area (Clause 52.05).
- Discourage signage on street furniture in a heritage overlay area if it is located within:
  - A public open space or residential area.
  - A retail shopping strip.
- Ensure that the overall size and quantity of signs on street furniture is limited to avoid visual clutter or disorder within the public realm.
- Support signage that forms part of a phone booth or bus or tram shelter only where the following requirements are met:
  - Signage provides route information on the bus or tram services for which the shelter is constructed.

- Signage is in proportion to the host structure and appropriate to the heritage values of the area.
- If the bus or tram shelter has been identified as having heritage significance, the sign will not have a detrimental impact on heritage values.
- Signage is oriented parallel with the roadway to ensure clear views are maximised along and across the street.
- Signage covers no more than one third of the shelter.
- The ends of tram and bus shelters remain clear and free of advertising panels.
- When located on a boulevard or a main road, the impact of the sign on the amenity of the area, key views and vistas and the safety of pedestrian and vehicular traffic is minimised.
- The sign is not animated or scrolling (internal illumination of signage is acceptable).

### **Illuminated & Animated Signs outside Heritage Overlay Areas**

It is policy that:

- Floodlit signage may be permitted if the following requirements are met:
  - The light source is located so that light is directed onto the sign as much as possible to minimise glare.
  - Light spillage from the light source is controlled by the use of baffles, shields or reflectors.
  - Automatic time switches are provided to turn off the illumination during early morning hours.
- Internally illuminated signage may be permitted if the following requirements are met:
  - The light source is designed to illuminate the sign and minimise light spillage onto other surfaces.
  - Signage is not animated and does not include flashing or running lights.
  - Automatic time switches are provided to turn off the illumination during early morning hours.
- Use of new technologies may be supported where it can be demonstrated that they will not detrimentally impact upon the character or amenity of an area.

### **Electricity supply & equipment**

It is policy that:

- External lighting, electrical cables and conduits and any other equipment associated with the signage should not detract from the appearance of a building and where possible, should be concealed from view, unobtrusively located, and/or painted to match the colour of the surface on which it is mounted.

### **Colours, materials and graphics**

It is policy that:

- Colours, lettering, style and layout of signage should reflect the character and style of the building and its environment, particularly where the building is of historical or architectural merit.

## **Creative Signs**

It is policy that:

- Signage which is considered to have particular creative or artistic merit and will make a significant positive contribution to the streetscape and character of the locality may be permitted. Creative signs may include signage which:
  - Is related to historical, cultural or architectural themes found in the locality.
  - Is designed by local artists.
  - Recreates a known earlier historic sign.
  - Helps to reinforce or establish a theme or character of a particular neighbourhood or locality.

## **Temporary Signs**

It is policy that:

- Temporary promotion or major promotion signage for the purpose of advertising an event, or signage located on construction hoardings or scaffolding mesh, may be permitted only where it meets the following requirements:
  - The signage is graphically creative and visually interesting.
  - The signage is constructed of high quality materials and design.
  - The signage generally has a positive impact and enhances the amenity of the streetscape.
  - If appropriate, the content of the signage is related to the locality and architecture.
  - The signage is erected for no longer than the duration of construction or 2 years (whichever is the lesser).
- Discretion in the consideration of temporary signs may be exercised where there is a demonstrated net community benefit (e.g. a financial contribution towards restoration works of a valued heritage place of public asset).
- Temporary construction hoardings and scaffolding mesh screens (or similar), which are utilised as promotion or major promotion signs, should be designed to improve the presentation of a construction site for the duration of construction only.

### **22.08-4 Heritage Overlay Areas**

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#### **Location on buildings**

It is policy that:

- Signage is erected in the locations shown in Diagram 2.
- No more than one above verandah sign may be erected, except in buildings listed on the Victorian Heritage Register in the Emerald Hill precinct, South Melbourne, where no above verandah signs should be permitted.
- Signage should not obscure architectural features and detailing, windows and door openings or verandahs.

#### **Illuminated & Animated Signs**

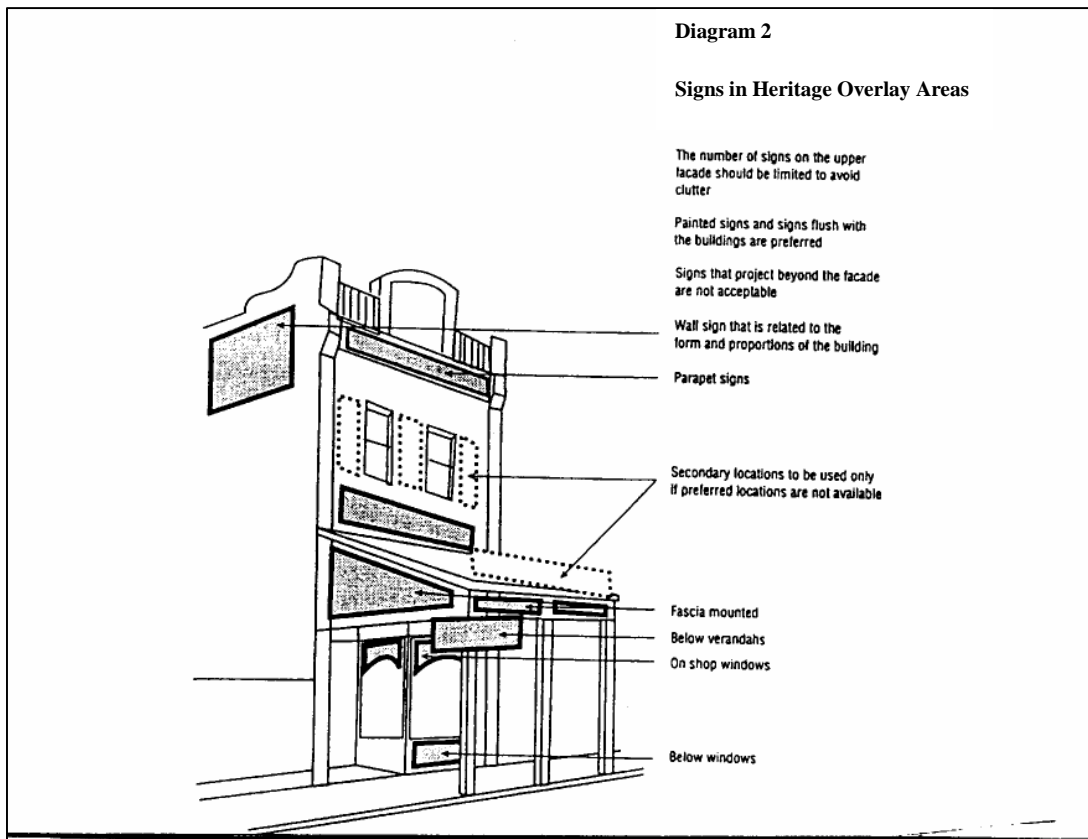
It is policy that:

- Above verandah signage, where permitted, should not be not floodlit or internally illuminated.
- Floodlit below verandah signage may be permitted only where the following requirements are met:
  - The light source is located so that light is directed onto the sign as much as possible to minimise glare.
  - Light spillage from the light source is controlled by the use of baffles, shields or reflectors.
  - Automatic time switches are provided to turn off the illumination during early morning hours.
- Internally illuminated below verandah signage may be permitted only where the following requirements are met:
  - The light source is located so that light is directed onto the sign as much as possible to minimise glare.
  - Automatic time switches are provided to turn off the illumination during early morning hours.
  - Signage is not animated and does not include flashing or running lights.

### Colours, materials and graphics

It is policy that:

- The colours, lettering style and layout of new signage should be simple and contemporary and should respect the character and style of the building and its environment.



**22.08-5**08/05/2014  
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It is policy that:

- Advertising signage is kept to a minimum in and around the Port Phillip foreshore.
- Signage should only be permitted where one of the following requirements are met:
  - It is a business sign associated with an existing business or activity on the foreshore that is located on the same site or building as the business or activity.
  - It promotes a cultural, recreational or leisure activity which has the consent of Council.
- Signage interfacing with, or visible from, the foreshore environs should be sited and designed so that it does not impact on the landscape, scenic and built form elements of the Port Phillip foreshore.
- Signage should be simple, contemporary and modest.
- Promotion and major promotion signs in the Port Phillip foreshore, and where they will be visible from the Port Phillip foreshore, are discouraged.

**Freeways and infrastructure**

It is policy that:

- Sky signs mounted on buildings or other structures which have exposure to or are directed toward the Westgate Freeway or other main road may only be permitted where the following requirements are met:
  - They do not break the skyline or otherwise dominate the 'host buildings' to which they are attached.
  - They do not detract from the architectural integrity of the 'host building'.
  - They do not become the dominant element in the streetscape and do not detract from the overall character of the area.
  - Support structures are designed so that they are unobtrusive, do not contribute to visual clutter, and do not become as dominant as the signage itself.
- Pole signs which have exposure to or are directed toward the Westgate Freeway or other main road may only be permitted where the following requirements are met:
  - They bear a relationship to the surrounding environment in terms of height and scale, including the relationship of the pole structure to the surrounding streetscape.
  - They are designed and located so that they do not dominate the surrounding streetscape and do not contribute to visual clutter nor detract from the overall character of the area.

**Acland Street and Fitzroy Street tourist precinct**

It is policy that:

- Signage in Acland Street and Fitzroy Street should add to the precinct's cosmopolitan character and atmosphere, create visual interest and contribute to its vitality by being:
  - Well proportioned.
  - Well located.

- Portraying a clear message.
- Graphically creative.
- Containing attractive images, typefaces and colours.
- Enhancing the three dimensional modelling of the streetscape.

### **The Shrine of Remembrance environs**

It is policy that:

- Signage interfacing with or visible from the Shrine of Remembrance should be designed to be respectful to the cultural significance of the Shrine of Remembrance.
- Illuminated signs visible in the Shrine's backdrop and from the Shrine's forecourt will be discouraged.

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### **Application Requirements**

It is policy to require all applications for signage to be accompanied by:

- Three copies of plans (one coloured and at least one of 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 the property boundaries.
  - The elevations above ground level and all relevant dimensions of the sign.
  - Where relevant, the structure of the sign and the method of support.
  - The colour, content and lettering style of the sign.
  - Where relevant, details of the proposed type of illumination, in or of the sign.
  - Where relevant, the location and size of existing signage on the site including details of the signs to be retained or removed as part of the proposal.
- If applying for a Sky sign or Pole sign the following additional information must also be provided:
  - Photographs of the site and existing signage in the immediate locality
  - A streetscape perspective, showing the relationship or the proposed sign to the existing building or site, surrounding buildings and other signage in the immediate locality.
  - A statement and/or graphic representation of the major elements in the immediate urban environment to which the signs relate.

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### **Decision Guidelines**

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

- Whether the signage will detract from the architectural style and/or heritage significance of a building or area.
- Whether the existing signage on a 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 visual dominance of one business over another.



- Whether the signage will detract from the important characteristics of the area and responds to the policy directions specified for particular areas.
- The need to avoid conflict with traffic signals and other necessary control and directional signs.
- The need for a signage strategy for major developments to ensure the provision of adequate signage opportunities for future occupants is integrated with the building design and is responsive to the context.
- The relationship of signage to adjoining or nearby parks and public open space, the road hierarchy, identified landmarks including the Shrine of Remembrance, landscape character and surrounding built form and streetscape
- Whether signage together with the colours, materials and finishes of a building form corporate branding of an entire building or building façade.
- The impact of corporate branding including signage and building materials and finishes on the local streetscape.
- The impact of new technologies on the amenity, form and character of the area.

**22.08-8**

**Reference Documents**

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City of Port Phillip Outdoor Advertising Guidelines 1996 (revised 2007)

Port Phillip Advertising Signs Policy Review (Hansen Partnership 2007)

The Shrine of Remembrance, Managing the significance of the Shrine, July 2013