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ADVERTISING SIGNS

This policy applies to all advertising signs that require a permit

Policy basis

Clause 21.09-3 of the Municipal Strategic Statement identifies the need for signs to be designed and located so that they enhance the appearance of urban, rural and coastal areas of the Shire. Advertising signs should not only be effective in advertising a product or promoting a business or event, but also complement the surrounding environment. The inappropriate design or placement of signs can have a significant effect on the visual amenity of an area.

Objectives

- To encourage signs that will enhance the visual amenity of the built and natural environment
- To ensure that signs relate to the use and development of land on which they are located
- To ensure that signs do not interfere with the safety and efficiency of a road, railway or other public way

Policy

It is policy to:

- strongly discourage signs that do not relate to the use or development of the land on which they are sited (third party promotion signs)
- ensure that the size, design and colour of signage do not detract from the visual amenity of the surrounding environment
- ensure that the location, design and size of signage compliments the architectural character of the building on which it is fixed
- ensure that the sign does not dominate the building on which it is fixed or the land on which it is sited
- discourage signs above parapets, fascias or rooflines of buildings
- limit the number of suspended under-verandah signs per shopfront to ensure both equity to shop owners and visibility

Application requirements

An application for a sky sign, panel sign or major promotion sign must be accompanied by a streetscape perspective showing the relationship of the proposed sign to the existing building or site, surrounding buildings or land and other signage in the immediate vicinity

Performance measures

It is policy to assess proposals against the following performance measures:

- signs should not obscure architectural features and detailing, windows and door openings or verandahs, particularly on buildings of identified heritage significance or in Heritage Overlay areas

- suspended under-verandah signs should be limited to one per shopfront, except on large premises where the limit should be one per ten (10) metres of shopfront
- above-verandah signs should not be mounted directly to a verandah, but mounted to the building upper fascia or parapet at right angles to the road
- signs should not project above the skyline or profile of a building
- home occupation signs should not be illuminated or exceed one (1) square metres in size
- pole signs should not exceed the building height of adjacent buildings or project over a footpath or road formation

Proposals that do not meet these criteria may still meet the objectives of the policy

Decision guidelines

Before deciding on an application, in addition to the decision guidelines at Clause 52.05, the responsible authority will consider, as appropriate:

- whether the sign relates to the use and development of the land on which it is proposed to be located
- whether the existing signage on the building or land is adequate