

**22.03 ADVERTISING POLICY**

05/12/2013  
C161

This policy relates to the key focus area of *settlement and the environment* and applies to the consideration of all applications for advertising signs. It is to be applied in conjunction with Clause 52.05.

**22.03-1 Policy basis**

05/12/2013  
C161

The Municipal Strategic Statement (*Clause 21.06-4*) and the particular provision on Advertising signs (*Clause 52.05*) encourage advertising signs that are compatible with the particular building and area, including the conflicts of competing signage, and preserve the character of existing vistas and views.

**22.03-2 Objectives**

19/01/2006  
VC37

- To limit advertising on commercial buildings consistent with the character of the area.
- To generally have commercial signage located below verandah line.
- To minimise signage in residential areas and ensure it is consistent with the character of the area.

**22.03-3 Policy**

19/01/2006  
VC37

It is policy that:

**In commercial areas**

- Above verandah signs, sky signs, promotional signs and moving message signs be generally discouraged unless the applicant can demonstrate that the sign will not create visual clutter, a maximum of 1 sign per premises, at least 5 metres between signs where more than one business occupies the premises, and a maximum sign area of 1.5 sq. metres for above verandah signs are preferred, and that the sign:
  - Displays the name of the associated building or development.
  - Identifies an upper floor use of the building.
  - Replaces an existing sign.
  - Is designed to complement the buildings on the site, particularly on land in a Heritage Overlay, such as attached to the building and not erected on a framework on the verandah.
  - Maintains the character of the area and the streetscape.
  - Does not interfere with the function of an adjoining road, such as by its colour and location interfering with traffic signals.
  - Is innovative and enhances the vitality of the area.
- Festoon lighting (other than temporary lighting over December and January), flashing and intermittent lights be generally discouraged unless the lighting is ‘bud’ or ‘fairy’ or ‘flood’ lights and the applicant can demonstrate that the lighting:
  - Will not create visual clutter.
  - Is designed to complement the buildings on the site, particularly on land in a Heritage Overlay.
  - Maintains the character of the area and the streetscape.

- Does not interfere with the function of an adjoining road.

**In residential areas**

- Signs other than those displaying the name and address of a building and its use, or managing agents, be discouraged unless the applicant can demonstrate that the sign:
  - Is designed to complement the buildings on the site, particularly on land in a Heritage Overlay, such as whether the materials used, the colours and the style matches the building.
  - Maintains the character of the residential area and the streetscape, fixed to the fence or facade and not freestanding, and not more than 0.1 of a sq. metre in area if in a residential street or 0.5 of a sq. metre in area if on land with a frontage to a Road Zone (category 1).