

22.08 ADVERTISING SIGNS POLICY

16/08/2018
C75

This policy applies to outdoor advertising signs on all land within the Rural City of Wangaratta.

22.08-1 Policy basis

16/08/2018
C75

Advertising signs have an important function in both the urban and rural environments in the Rural City. The diverse urban and rural environments in the Rural City of Wangaratta pose a number of challenges for the location, design and appearance of advertising signs.

It is recognised that there are some poor signage outcomes in the Wangaratta Central Activities Area due to the scale and siting of signs. It is hoped these poor outcomes can be reversed and improved over time.

The use of corporate colours to brand buildings is considered to be a form of signage.

22.08-2 Objectives

16/08/2018
C75

- To site and design outdoor advertising in a manner that is complementary to the built form and landscape characteristics of the locality.
- To maintain a degree of uniformity in outdoor advertising.
- To protect the visual amenity of localities and transport corridors by avoiding visual disorder and clutter.
- To support signage that is well proportioned, well located and responds to the urban form and character of the area.
- To avoid use of bunting and flag signs.

22.08-3 Policy

16/08/2018
C75

It is policy that:

General

- The appearance, size, illumination and other aspects of signs should complement the developments on which they are displayed and the character of the surrounding locality.
- Signage should be limited in residential areas to protect residential amenity.

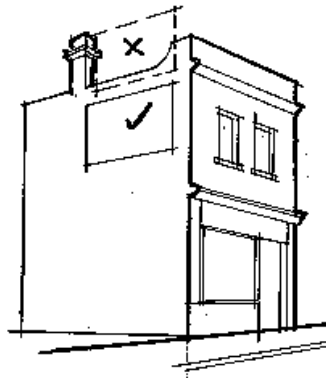
Bunting signs

- Bunting signs be erected only for the short term promotion of fairs, festivals or other special events for a maximum of three months.
- Bunting signs are removed at the completion of the event.
- Bunting signs are not used for retail sales or business identification.

Floodlit signs and internally illuminated signs

- Floodlit signs are only permitted in locations where they do not form a confusing background to normal regulatory traffic signs or signals.
- Light spill and detrimental impacts to nearby residences and the public realm are avoided.

High wall signs



- High wall signs be fixed flush with the wall of a building.
- High wall signs do and not project beyond the lines of the building.

Major promotion signs

- Major promotion signs are contrary to the rural character of Wangaratta Regional City, townships and their surrounds due to their size and prominence are discouraged.
- Major promotion signs should be affixed to a building and wholly within the boundaries of the building footprint.
- Major promotion signs should not be located at gateway approaches, adjoining local and regional tourist routes, or displayed on items of local and state heritage significance.
- Major promotion signs are not to be located on the Great Alpine Road, being a designated tourist destination of national and international significance.

Promotion signs

- Promotion signs may only be used to promote activities on land on which the sign is displayed.
- Promotion signs should be scaled so as not to dominate the site on which the sign is located.

Freestanding signs

- Freestanding signs are considered to be signs supported by a pole or footings or similar which are not attached to a building, fence or other structure.
- Generally only one freestanding sign associated with a development will be supported.
- Where the size of the land on which a freestanding sign is to be erected is sufficient, or where the land has frontage to two or more streets, additional pole signs may be considered.
- Freestanding signs of a height that projects above the roofline of the adjacent buildings are to be avoided.
- Plans must be submitted to demonstrate the heights of adjacent buildings.

Animated and electronic signage

- Animated and electronic signage are to be avoided.

Reflective signs

- Use of reflective signage should be avoided where discretion permits.
- Reflective signage may be considered where there are no visual impacts or distractions to surrounding uses as a result of the sign.
- Reflective signs are to be avoided in the Heritage Overlay.

Policy References

Comprehensive Signs Policy, Rural City of Wangaratta, 2002.