

22.02 VISUAL AMENITY AND ADVERTISING SIGNS

17/08/2006
C50(Part 1)

This policy applies to all applications for advertising, public signage, and satellite dishes.

22.02-1 Policy basis

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Clause 21.05 *Environment* emphasises that if not appropriately managed, the proliferation of signage can significantly reduce the visual amenity of the area. It is therefore vital that the scale and nature of signage is appropriate to the role and character of its surrounds.

Clause 21.05 *Environment* also recognises that the infrastructure required to provide access to information technology can have a substantial impact on the streetscape and visual amenity of the City of Whitehorse if not sensitively managed. The siting of telecommunication carrier facilities and satellite dishes influences the visual amenity of the area, and it is important that the selection of sites minimises detriment to sensitive nearby uses. Applying the principle of “prudent avoidance” which seeks to locate facilities in areas which minimise contact, and hence the risk of exposure to electro-magnetic radiation, Council will also encourage siting facilities away from people, particularly the young, aged or infirmed and away from schools, child care centres, children’s playgrounds, hospitals or retirement villages.

22.02-2 Objectives

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- To encourage well designed and effective signage.
- To preserve the visual amenity of the locality by avoiding disorder, clutter and excessive advertising on buildings and structures.
- To ensure that signage is in proportion to the building or structure on which it is to be located so that it does not become the dominant element in the built form.
- To ensure that signage does not obscure or detract from architectural or historic detail of the host, or adjacent, buildings.
- To ensure that signage is located and designed with regard to the safe operation of the road network.
- To ensure that the need for modern communication facilities and services is balanced against the visual and health implications of the community.
- To provide clear direction for owners of residential properties in the installation and siting of telecommunication facilities and satellite dishes.

22.02-3 Policy

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It is policy that:

Retail, office and industrial areas

- High wall and panel signs are discouraged from visually dominating the viewable proportion of the wall.
- Signs painted directly onto walls are encouraged to minimise visual impact.
- Bunting, promotional, high wall, sky, panel, animated and reflective signs are discouraged due to the resultant visual clutter and detriment to the amenity of the area.

- Promotional signs that project outside the perimeter of the building are discouraged because of their visual dominance and detriment to the amenity of the area.
- Above verandah signs are discouraged from being greater than 1.5 m² and from projecting more than 0.7 metre from the wall face.
- Pole signs are encouraged to be limited to one per site; be no higher than the building on the site and with a total advertising area no greater than 6 m².

Residential areas

- The quantity of signs is encouraged to be kept to a practical minimum and be designed with regard to the character and amenity of the area.
- Floodlit and internally illuminated signs are encouraged to be limited to roads with high traffic volumes due to their visual dominance and their potential to be detrimental to the amenity of abutting residential properties and the streetscape.
- Free-standing signs for medical centres and similar non-residential uses and home businesses are encouraged to be of a low profile design with a maximum height of 2 metres to minimise visual intrusion into the residential streetscape.
- Bunting, reflective, pole, promotional, high wall, sky, panel, animated and reflective signs are discouraged as they are intrusive in residential areas and would be detrimental to the amenity of the area.
- Business signs are encouraged to be a maximum of 2m². This may be increased if more signage is demanded given the nature of the use (e.g. service stations).
- Above verandah signs are encouraged to be a maximum of 1 m² and not projecting more than 0.5 metre from the wall face.

Promotional, panel and sky signs on the Eastern Freeway

- Signs of this nature are discouraged along the Eastern Freeway given that they are visually intrusive and dominant, and will detract from the visual amenity of both the Freeway and natural bushland environment in which it is set.

Roads and public land

- The proliferation of signs is discouraged given that visual clutter and the dominance of signs would reduce the landscape value and amenity of the area.
- Signs are encouraged to be sympathetic to the function and aesthetics of the location and not visually dominate the streetscape.
- Signs which may constitute a safety hazard through the type or level of illumination, colours or form of advertising are not encouraged.

Satellite dishes

- Satellite dishes should be positioned to minimise their appearance from the property frontage or any side street. Where much of the satellite dish is visible from the private open space of an adjoining residence, appropriate screening should be provided if the dish cannot be relocated.

All applications for promotional, panel and sky signs are to be accompanied by a written submission which includes:

- Justification of why the sign is required.
- A description of how the sign meets the SPPF and LPPF.
- A full site analysis. The site analysis should include information about:
 - The land use of the subject site and adjoining properties.
 - The size of the subject site and the structure on which it is to be located.
 - The extent of advertising on the subject site and adjoining properties.
 - Views which could be affected by the proposed sign.
 - Proposed view lines of the sign (i.e. intended audience).
 - A skyline perspective of the sign.
 - Other features which may affect the design of the sign.

All applications for carrier facilities or satellite dishes (comprising antennas/dishes, support structures and associated equipment) are to be accompanied by a written submission which identifies at least three sites for the establishment of a facility prior to the lodgement of an application. These options should have regard to locality, new technology, visual and environmental impact.