

22.0919/01/2006
VC37**ADVERTISING SIGNS LOCAL POLICY**

This policy applies to all land in the City.

Policy Basis

The City is an area of significant natural beauty and an important gateway to Melbourne. It contains many rural and urban landscapes and streetscapes that are visually unique and highly valued by the community.

While there is a need for the effective identification of businesses, a proliferation of signs and signs which are poorly sited and designed, significantly detract from the attractiveness and amenity of the City's urban and rural environments and major approach roads. A clutter of signs also reduces the effectiveness of individual signs. It is important, therefore, that signs are displayed in a manner compatible with the character of the surrounding area and avoids visual clutter.

Ensuring that signs do not detract from the amenity and appearance of the City and discouraging signs that are excessive, confusing or incompatible with the character of the surrounding area, are strategies of the MSS.

Objectives

Maintain and enhance the attractiveness and orderly appearance of the City through the siting and appropriate control of advertising signs.

Ensure that signs do not detract from the amenity and character of the surrounding area.

Encourage the display of signs based on themes appropriate to the scale and character of the surrounding area.

Avoid or reduce sign clutter to maximise the effectiveness of individual identification signs.

Policy

It is policy that:

- (a) The size and height of signs is compatible with the scale of the building and/or site on which it is displayed; the surrounding streetscape/landscape character; and the size and nature of other signs in the area.
- (b) Effective and appropriate identification of businesses and other land uses be promoted through:
 - encouragement of well designed, legible and appropriately located signs; and
 - reduction or avoidance of sign clutter.
- (c) Signs are compatible with any sign or urban design theme that has been developed for the area by Council or local businesses.
- (d) Signs are compatible with the design and appearance of the buildings on which they are displayed.
- (e) Signs are displayed on buildings so as not to:
 - cover up any important facades or parapets;
 - protrude above the height of the building roofline; or
 - obscure views of important landscapes, streetscapes or architectural features.

- (f) New developments requiring identification should be designed to consider the placement and quantity of signage.
- (g) Signs are generally located on the land to which they relate.
- (h) Signs, particularly in rural and residential areas, are limited in size and number to the minimum necessary to identify the premises.
- (i) All lighting should be located, directed and baffled to limit light spill beyond the site boundaries.

Sunbury Town Centre

- Signs should not dominate the building facade or cover architectural features such as parapets.
- Signs should not protrude above the roof line of the building.
- Flashing and animated signs are discouraged.
- Signs should be sited and designed so as not to obscure views of the steam locomotive water towers, Sunbury Railway Station, Mt. Holden or surrounding hills.

Neighbourhood Activity Centres

- The number of signs displayed by individual businesses should be equitable and the content of the signs limited to the name of the business.
- Promotion, animated, sky, floodlit, reflective and pole signs are discouraged.

Freestanding Activity Centres

The display of signs external to these centres should be limited to:

- the name of the centre;
- identification of the major tenancies or 'anchor' businesses; and
- a brief description of minor tenancies (for example, "20 specialty shops").

Off-Site Estate Promotional Panel Signs

- Off-site estate promotional signs should not be more than six metres in width or height.
- The individual panel area should not be greater than eight square metres.
- There should be an unobstructed area of two metres below the sign panel.
- These signs should be located at least 150 metres from any other subdivisional promotion sign and 250 metres from a sign advertising the same estate.
- The number of off-site estate signs promoting a particular subdivision should be limited to four.
- These signs should be located within four kilometres of the subdivision to which they relate.
- The display of off-site estate promotion signs along freeways and highways is discouraged.

Under Verandah Signs

Signs erected under a verandah ('under verandah' signs) are at least 2.7 metres above the ground to ensure that adequate clearance from footpath level is provided.

Pole Signs

- Pole signs should not be erected so as to overhang any part of a road reserve.
- Pole signs which are erected closer to a road than a distance equal to half the height of the sign are discouraged.

Policy Reference:

Hume City Council Planning Guidelines for Outdoor Advertising (1995).