

22.08 ADVERTISING SIGNS POLICY

27/03/2014
C46

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

22.08-1 Policy basis

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Signs have an important function in both the urban and rural environments of the 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.

This policy:

- builds on the MSS objectives in Clause 21.06 to provide for a high quality urban environment within Wangaratta and the Wangaratta Central Activities Area
- supports the MSS objectives in Clause 21.07 to protect and enhance the appearance, character, tourism potential and economic performance of gateway approaches
- ensures that the potential economic values of tourist routes are not compromised from inappropriate development, including signage, as outlined in Clause 21.08 of the MSS, and
- protects the natural and built heritage of the City which has scientific, aesthetic, architectural, cultural, historical and social significance identified in Clause 21.10 of the MSS.

To address these challenges the Rural City of Wangaratta seeks to control and manage those types of signs that can be considered to be intrusive if not managed in an appropriate manner.

This includes not only those signs specifically identified in this policy, but also encourages the progressive improvement of existing signs, where the opportunity arises.

22.08-2 Objectives

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- To ensure that outdoor advertising is sited and designed 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 across the City.
- 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.
- To protect the visual amenity of localities and transport corridors by avoiding visual disorder and clutter.
- To ensure that signage is well proportioned, well located and responds to the urban form and character of the area.

22.08-3 Policy

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It is policy that the following matters be considered, in addition to Clause 52.05 and 65, when determining an application for signage.

Above verandah signs

- Signs erected above a verandah are to be designed having regard to the architecture of the building on which it is located so as not to detract from the built form of the building or obscure building detail.

- These signs are to be generally compatible with the established pattern of advertising signs in the street.
- Where a building contains multiple occupancies consideration will be given to one consolidated above verandah sign for all occupancies.
- Above verandah signs should not be visible from adjoining residential areas.

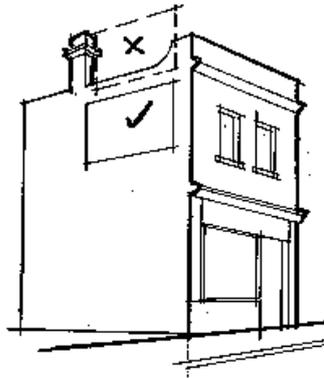
Bunting signs

- Bunting signs are generally encouraged only for the short term promotion of fairs, festivals or other special events.

Floodlit signs

- Floodlit signs are only permitted in locations where they do not form a confusing background to normal regulatory traffic signs or signals.

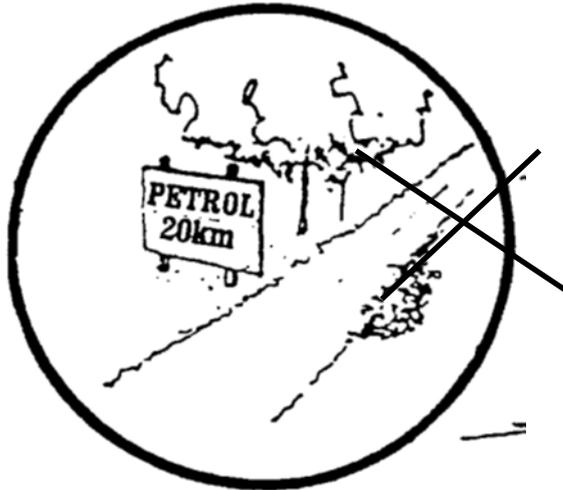
High wall signs



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

Promotion signs (Major and general)

- Major promotion signs due to their size and prominence are generally discouraged.
- Major promotion signs, are discouraged unless affixed to a building and wholly within the boundaries of the building footprint.
- Major promotion signs are generally inconsistent with the rural and tourist image of the City and 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.

Panel signs

- Panel signs are generally encouraged where the sign will improve the visual and aesthetic appearance of a building.

Pole signs

- Generally only one pole sign, associated with a development, is supported. However where due to the size of the land on which a pole sign is to be erected, or where the land has frontage to two or more streets, or where there are multiple occupancies within a site additional pole signs may be considered.
- Pole signs that are of a height that projects above the roofline of the adjacent buildings are generally not supported.

Reflective signs

- These are not supported for all other signs except directional signage.

Policy References

Comprehensive Signs Policy, Rural City of Wangaratta, 2002.