

**22.04 ADVERTISING SIGNS POLICY**

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This Policy applies to all permit applications for advertising signs or for development which incorporates an advertising sign.

**22.04-1 Policy Basis**

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Advertising signs are a component of the built environment and can play a positive role in the dissemination of information. Signage can enhance the visual amenity of an area, add vitality to activity centres and retail strips and provide economic advantages. However, excessive numbers of inappropriately located and designed signs can lead to visual clutter, a reduction in effectiveness, and generally detract from the character and amenity of an area.

Signage should be well designed and located to respect the streetscape or host site. The placement and quality of advertising signs should also contribute positively to the character of an area.

**22.04-2 Objectives**

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- To allow for the promotion of goods and services.
- To ensure that signs contribute to and do not detract from the visual amenity of commercial precincts, activity centres and residential areas.
- To minimise visual clutter.
- To ensure that signs are not the dominant element in the streetscape.
- To protect and enhance the character and integrity of places of heritage significance.
- To protect major view corridors and vistas.
- To maintain vehicular and pedestrian safety.

**22.04-3 Policy**

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It is policy that:

**General**

**22.04-3.1 Design**

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- When considering an application for a new sign on a building that displays existing signage, the design and or number of signs will be assessed and where appropriate rationalised to prevent visual clutter.
- Signs must be designed and located to complement the character of the host building or site and the streetscape.
- Modeled signs, which enhance the shop front presentation, may be accepted above verandah level, provided the sign is in scale with the host building and the streetscape.
- Signs must have proportional relationships with their host building and other physical elements.
- Signs must be integrated into the design of the host building, and compatible with its composition, form, fenestration, material, finishes and colours.

- Signage, including design and colours, be planned as part of an integrated signage strategy, particularly for sites or buildings with more than one tenancy, for parks and for recreational facilities.
- Signs not be erected on the roof of a building or break a historic parapet or roofline.
- Signs not be erected perpendicular (at ninety degrees) to a structure or building above the first floor.
- Signs not be reflective.
- Views from all angles of the signage structure be considered.

#### **22.04-3.2 Streetscape**

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- Signs not obscure important views or vistas.
- Advertising on street furniture, such as bus and tram shelters and telephone booths, be discouraged.
- Signs must not be erected on vacant sites or derelict buildings.
- Signs must not interfere with traffic signals, directional signs or street signs.

#### **22.04-3.3 Major Promotional Signs and Pole Signs**

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- A major promotional sign should be located so that it is no higher than:
  - the height of a building or structure on the subject land; or
  - the height of a building or structure on adjoining land, when the sign is located on a blank façade of a building or structure located on the adjoining land.
- Pole signs are discouraged.
- Pole signs may be considered where:
  - The Pole sign is no higher than the height of buildings on the subject land or substantial adjacent structures on abutting or adjacent sites.
  - The Pole sign is on an open site and it is incorporated into the landscaping.

#### **22.04-3.4 Construction and Support**

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- Maintenance access, structural supports, illumination and service cabling and electrical equipment, be concealed or integrated into the overall sign structure.
- Signs on a wall or fascia be applied directly to the wall or fascia or on a flush mounted panel.
- Where the building is of heritage significance, construction methods that do not permanently damage the original fabric be used.
- A minimum clearance of 2.7 metres should be provided between the footpath and the underside of a sign.
- Signs located below first floor level be setback at least 750mm from the kerb.

#### **22.04-3.5 Illumination and Animation**

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- Signs be designed to prevent light spill onto adjacent properties.
- External illumination sources for signs be concealed where possible or otherwise sensitively designed and located to minimise impact on the surrounding area.
- Illumination not be a safety hazard or cause a nuisance to vehicular traffic.

- Animated signs be discouraged unless they achieve a high quality design and contribute to the vitality of the streetscape.

### **Specific Area Requirements**

#### **22.04-3.6 Residential Areas**

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- For non-residential uses, only under verandah signs and signs placed on the verandah fascia are encouraged.

#### **22.04-3.7 Commercial and Industrial Areas**

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- Under verandah signs and signs placed on the verandah fascia are preferred.
- Above verandah signs and internally illuminated signs, may be considered where the general policy requirements are met.
- On main roads and boulevards major promotional signs, pole signs, sky signs, high wall signs, and signs mounted on bridge structures be considered where the general policy requirements are met.

#### **22.04-3.8 Heritage Areas**

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- New high wall signs, major promotion signs, promotion signs, panel signs, pole signs, internally illuminated and animated signs, and sky signs are discouraged.
- Existing original heritage signs or advertising features should be conserved and enhanced.
- The number of signs should be limited.
- New signs should be small and restrained in design.
- Ensure that signs do not obscure the heritage features of the building.

#### **22.04-4 References**

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*Advertising Code (City of Yarra 1996)*