

## **22.04 ADVERTISING SIGNS**

06/12/2012  
C103(Part 1)

This local planning policy applies to all advertising signs displayed throughout the Shire.

### **22.04-1 Policy basis**

21/05/2009  
C81

The Shire is an area of significant natural beauty and its townships and built environments have great charm. Residents have been attracted to the Shire by the beauty of its natural and built landscapes. A significant tourist economy has been built around the visual attractions of the Shire and many of its landscapes are either 'classified' or 'recorded' by the National Trust of Australia (Victoria).

Whilst there is a need to provide effective identification of businesses in the area, particularly for the many tourist attractions, proliferation of advertising signs and poorly designed and located signs can significantly detract from the special landscapes and high visual amenity of the Shire.

There is a need therefore to appropriately control advertising signs, to ensure that they are compatible with the character of the area in which they are to be located and the building or site on which they are to be displayed, and to avoid creation of visual disorder and sign clutter.

Sign clutter can also reduce the effectiveness of individual signs. Signs can be lost in the proliferation of signage, and there is a need therefore to control sign clutter to ensure that businesses can be clearly identified.

### **22.04-2 Objectives**

21/05/2009  
C81

The objectives of this policy are to ensure that:

- Signs provide appropriate and effective identification of businesses and other land uses requiring identification.
- Signs do not detract from the amenity and streetscape or landscape character of the surrounding area.
- Signs do not detract from the appearance or architecture of the building on which it is displayed.
- The size and height of signs are compatible with the scale of the building or site on which they are displayed, the surrounding streetscape or landscape and the size and nature of other signs in the area.
- Encouragement is given to the use of sign themes in commercial areas and to ensure that signs are compatible with any advertising pattern or theme that has been developed for the area.
- Sign clutter is avoided or reduced so as to maintain or enhance the built and natural environments of the Shire and in order to maximise the effectiveness of individual identification signs.
- Signs do not create any form of traffic hazard.

### **22.04-3 Policy**

06/12/2012  
C103(Part 1)

It is policy that:

- Signs only be located on land to which the sign relates.
- Signs promote effective and appropriate identification of businesses and other land uses through:
  - Reduction or avoidance of sign clutter so as to enhance the visibility of individual signs and to maintain and enhance local visual amenity.
  - Discouragement of repetitive signs.

- Encouragement of well designed, legible and appropriately located signs.
- Encouragement of prominently displayed street numbers on properties.
- The size, height, design and location of signs be compatible with, and preferably enhance, the distinctive streetscape or landscape character of the area, including the architectural and historic features of prominent buildings.
- Signs not be attached to trees or other natural features.
- Flashing or animated signs be avoided.
- Signs be sited and designed to avoid creating a hazard to pedestrian safety.
- If new or additional signs are proposed for an existing use or development, consideration be given to rationalising all signs on the property, in accordance with this policy.

### **Rural Areas and Rural Living Areas**

- In Rural Areas and Rural Living Areas, signs be:
  - Unobtrusive and fit with the rural landscape character of the area.
  - Limited to the minimum necessary to identify the premises.
  - Appropriate to the scale of the development and the size of the site.
  - Of colours that are unobtrusive and compatible with the surrounding landscape.
  - Only illuminated if they relate to a permitted business which operates at night and only if there will be no spillage of light that causes a distraction to motorists or adjoining residents.

### **Residential Areas**

- In Residential Areas, signs be:
  - Unobtrusive and fit with the residential character of the area.
  - Limited to the minimum necessary to identify the premises.
  - Appropriate to the scale of the development and the size of the site.
  - Of colours that are unobtrusive and compatible with the surrounding residential streetscape.
  - Only illuminated if they relate to a permitted business which operates at night and only if there will be no spillage of light that causes a distraction to motorists or if the sign will not be visible from residential properties.

### **Commercial Centres and Industrial Areas**

- In Commercial Centres and Industrial Areas, signs be:
  - Compatible with the streetscape and distinctive character of the centre and not contribute to sign clutter.
  - Generally located on the land or building to which they relate.
  - Compatible with the scale and character, and respect the design, of the building on which they are displayed.
  - Located so as to not cover windows and other building detailing and to not project beyond the lines of the building on which they are displayed.
  - Compatible with any sign theme that has been developed for the area by local businesses or the Council.
  - Designed and located so as to not cause a traffic hazard, through:
    - Obstruction of a driver's line of sight.

- Obstruction of a driver's view of a traffic sign or signal, or likely detracting from the conspicuousness of traffic signs and signals through the creation of background clutter.
- Dazzling or distraction of drivers due to the sign's size, design, colouring, illumination or animation.
- Distraction to motorists, particularly in locations requiring high driver concentration.
- Potential to be confused with traffic signals.
- Other potential hazards identified by the Roads Corporation or responsible authority.

**Chirnside Park Activity Centre**

- External facades or walls of buildings not to be painted or coloured in a manner that creates a form of advertising.
- Sky signs, pole signs, panel signs and promotional signs not to be of a height and, or dimensions that detract from the landscape character of Maroondah Highway.
- Signs not to be located on roofs of buildings or above the parapet of a building.
- Signs not to be animated.