

22.01 ADVERTISING SIGNS POLICY

28/03/2018
VC145

This policy applies to all applications for signs, other than in a Heritage Overlay.

22.01-1 Policy basis

26/10/2017
C229

Advertising signs are a significant component of the Boroondara landscape. The City's extensive network of activity centres, neighbourhood centres and commercial corridors means that signage is a highly visible part of the City streetscape.

Signage should be properly integrated with its surrounds, and with minimal impact on adjoining sensitive areas such as residential areas and public open space.

22.01-2 Objectives

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- To encourage the form and location of signs to respect the character of the buildings on which they are attached and the character of the street or area.
- To control the number of signs to reflect the nature and intensity of the land use of the area.
- To ensure that advertising signage does not result in unreasonable amenity impacts on adjoining properties.
- To avoid visual clutter from excessive advertising signage.

22.01-3 Policy

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It is policy that:

22.01-3.1 General

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- The type and number of signs contribute to the level of activity and strategic directions in each of the activity centres, neighbourhood centres and commercial corridors as identified in the Strategic Framework Plan at Clause 21.01.
- Signs should be generally limited to what is necessary to identify the use or premises and present as an orderly display.
- V-board signs erected on the verandah or awning are discouraged in all centres.
- Signs above verandah level are discouraged, unless on a building feature which has been designed to accommodate such signs.

Character

- Signs should be consistent with the advertising theme as part of the preferred character.
- Large supporting frameworks for signs and illumination are discouraged.
- A sign on a side wall should not dominate a building or obscure views of signs on adjacent sites.
- Wall signs should not cover architectural features or detailing of a building and should be sized in proportion with parapets, panels, windows and wall areas (see Figure 1 below).

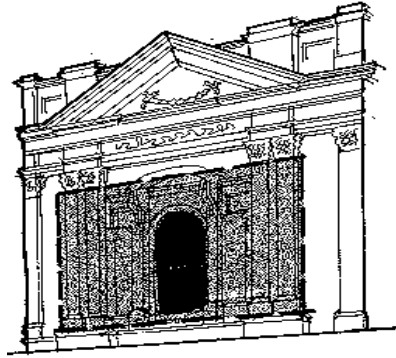


Figure 1: Signs should not cover architectural elements of a building.

- Small promotion signs should be confined to the advertising of products or services provided from the premises and present an orderly display.
- Non-illuminated, innovative signs (including mural and model type signs), which enhance the shopfront presentation and promotion, may be permitted above verandah level, provided the sign is in scale with the building and presents an orderly display in the streetscape.
- Signs should not hinder a view to ground level display windows.
- Signs should be integrated with, and positioned and designed to fit within, any spaces created by architectural elements on the host building (see Figure 2 below).

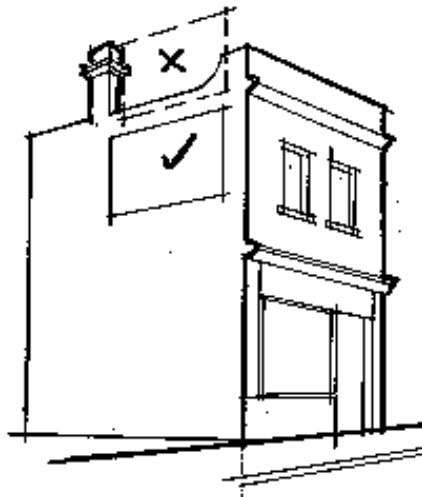


Figure 2: Signs should not be positioned above a side wall or where the sign could obscure architectural features of the host building.

Clutter

- Street numbers should be displayed to signify premises and reduce the need for signs.
- Signage should be limited to one or two signs when needed to convey multiple messages and multiple occupancies.

Amenity

- Illuminated signs should not cause light spill or glare onto residential areas and public open space, and illumination ceases beyond 10pm.
- Signage should not be located on walls facing residential areas or public open space (see Figure 3 below).

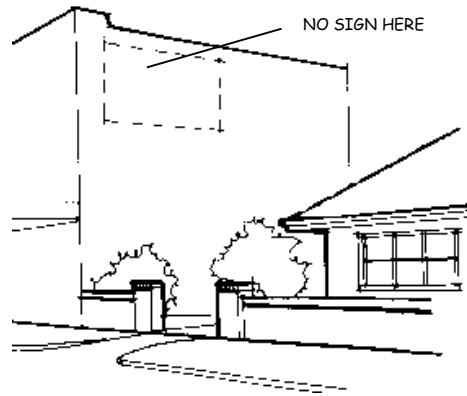


Figure 3: Signs should not be located on walls facing onto adjoining residential premises.

Ground level façade

- Permanent signs on display windows of retail premises should cover no more than 25% of the display window.
- The location of signs to the ground level façade should match Figure 4 below.

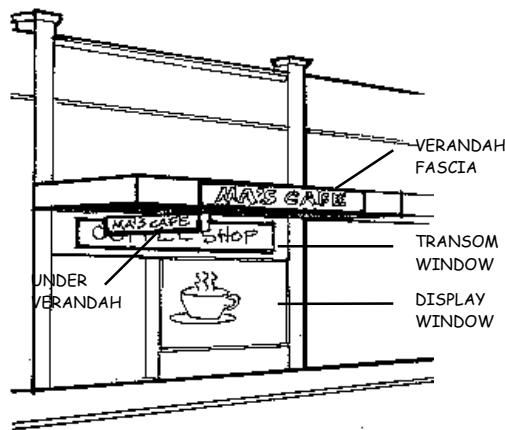


Figure 4: Ground level signage options.

Note: Signs in all these ground floor level locations may not be appropriate on individual buildings.

Upper level façade

- Signs should not be installed on the upper level façade where no, or limited numbers, of signs are in this location.
- Locations for signs on the upper level façade should match Figure 5 below.

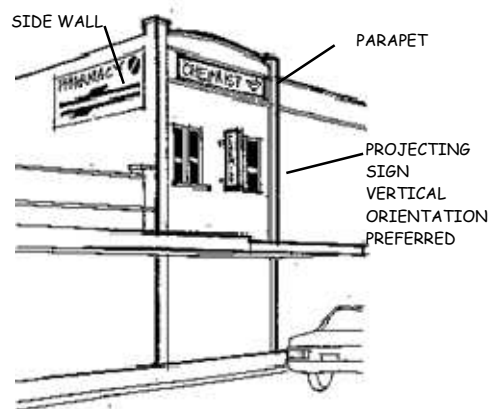


Figure 5: Upper level signage options.

Note: Signs in all these upper level locations may not be appropriate on individual buildings.

- If on the parapet, signs should be positioned in the same location as on adjoining, or nearby shops of the same or similar height (see Figure 6 below).

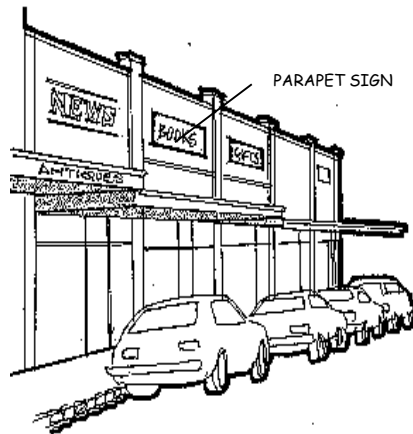


Figure 6: Appropriate sign locations for the upper level façade.

22.01-3.2 Area specific guidelines

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Camberwell Junction, Kew Junction and Glenferrie Activity Centres

- Illuminated signs (particularly non-flashing, neon tubular art signs) and electronic signs, which add vitality to the centre and/or create a safer and brighter environment at night, are encouraged at ground level, unless the premises faces a residential area, public open space, or the sign will detrimentally impact upon the safe and efficient function of the road network.
- Sky signs, electronic signs, high wall signs and projecting off-wall signs on upper façades should respect the architecture of the building and surrounding neighbourhood character and should not result in amenity impacts to adjoining residential properties or public open space, or detrimentally impact upon the safe and efficient function of the road network.
- Reflective signs, flashing lights and bunting are discouraged.
- Wall signs may be externally illuminated (floodlit), provided light fittings are unobtrusive.
- Projecting signs above the verandah should be vertical in proportion (i.e. their height is greater than their width) and located between the window head and the window sill on two-storey buildings.
- Creative neon script or metal work signs should occupy a rectangle less than 10 square metres in area and should be located within the appropriate sign locations on buildings.
- Animated signs associated with creative neon tube signs or continuous message signs should be located as part of window displays.
- The use of neon tubing to define the outline of a building or one building element in one colour should be limited (appropriate to the area).
- Sky signs should be architecturally integrated with the host building.

Neighbourhood centres

- Animated signs, electronic signs, reflective signs, flashing or running lights, sky signs, panel signs, major promotion signs, high wall signs, bunting and banner signs are discouraged.

Commercial corridors

- A directory board or a maximum of two signs should be used to identify the name of the estate and the occupants.

- Signs for units of a multi-occupancy building should be of a uniform shape, size and presentation and displayed in similar locations. There should only be one sign to each unit or occupancy.
- Projecting signs should be limited to one per occupancy. A vertically orientated sign is preferred to a horizontal sign.

Residential and other non-commercial areas

- Freestanding signs for medical centres and similar non-residential uses should be low profile with a maximum height of 2 metres if located adjacent to a Road Zone, Category 1 or otherwise 1.5 metres if in a residential zone.
- Above verandah signs, flashing or running lights and reflective signs are discouraged.
- There should only be one identification sign per street frontage.
- Signs should be located within the boundary of the site, single faced and parallel or at right angles to the street.
- Signs should not dominate the street (see Figure 7 below).

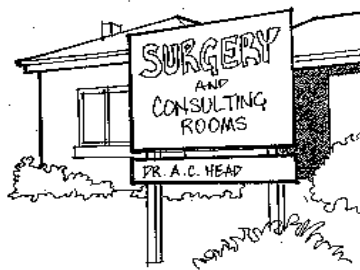


Figure 7: Signs should not dominate the street.

22.01-3.3 Specific signage types

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Major promotion and promotion panel signs

- Major promotion, promotion and panel signs should be generally displayed within activity centres on land adjacent to a Road Zone, Category 1 and consistent with the character of the centre.
- No major promotion, promotion or panel sign should be displayed on, above, or across a Road Zone, Category 1.
- Projections of promotion, major promotion or panel signs into a local road reserve should be minimised.
- Signs should not detrimentally impact upon the safe and efficient function of the road network.
- Signs should not dominate a building or a wall, and should complement the architectural lines of the building and the wall (see Figure 8 below).

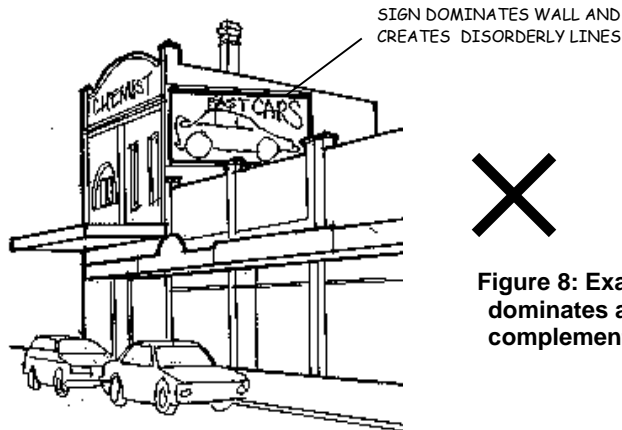


Figure 8: Example of signage which dominates a building/wall and does not complement building/wall lines.

- Only one promotion, major promotion or panel sign should be erected per wall per premises located adjacent to a Road Zone, Category 1 in an activity centre, neighbourhood centre or commercial corridor (see Figure 9 below).

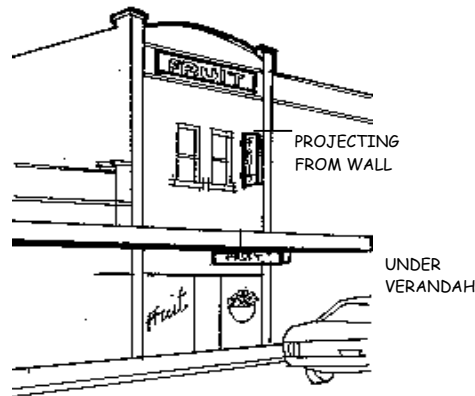


Figure 9: Major promotion signs should not dominate a wall adjacent to a Road Zone, Category 1.

Illuminated signs (includes floodlit signs)

- Illuminated signs should be restricted to the following locations (see Figure 10 below):
 - Suspended under the verandah or cantilevered over the footpath at standard awning level (internally illuminated).
 - On the display window (generally neon type).
 - On the parapet or upper façade (externally illuminated or floodlit).

Figure 10: Appropriate illuminated signage locations.



- The upper façade of buildings with significant architectural or heritage features should not be illuminated unless with floodlighting. This should generally only in Camberwell Junction, Kew Junction and Glenferrie Activity Centres.

Freestanding signs

- Freestanding signs (including pole signs) are discouraged unless the pole, freestanding or pylon sign is located within the setback area and the number of pole signs is limited to one per frontage.
- Pylon signs (freeway signs) are discouraged.
- Further freestanding signs should be limited to directional signs at a height easily read by motorists, and should be located within the site boundaries (see Figure 11 below).

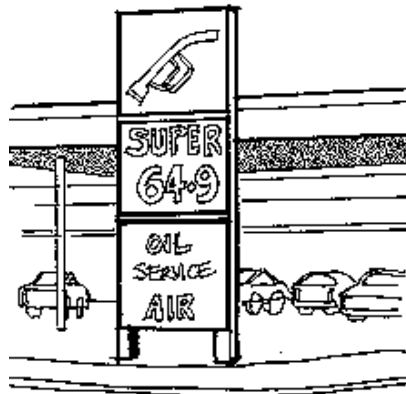


Figure 11: Simple, clear signs are easy to read by road users.

Stand-alone retail premises

- Signs should be located on the main building or canopy.
- Pole, freestanding or pylon signs should be limited to one per frontage.
- Signs should be confined to a non-residential street frontage.
- Bunting signs, above verandah signs, sky signs, reflective signs and flashing lights are discouraged in favour of clear, concise signs on the wall or canopy of the building or on the pole sign.
- Promotion, major promotion and panel signs on stand-alone premises are discouraged.