

22 LOCAL PLANNING POLICIES

09/04/2015
C108

22.01 ADVERTISING SIGNS POLICY

09/04/2015
C108

This policy applies to all applications for signs.

22.01-1 Policy basis

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The Municipal Strategic Statement identifies the need for this policy under its Heritage, Landscapes and Urban Character strategies in relation to conserving and enhancing the City’s characteristic built environment and promoting key commercial and urban character features that contribute positively to the City’s economy.

Advertising signs are a significant component of the Boroondara landscape. The municipality has several special characteristics which warrant specific policy direction in relation to the form and location of outdoor advertising signs. The City’s extensive network of activity centres, neighbourhood centres and commercial corridors ensures that signage is a highly visible part of the City streetscape. The increasing level of retail, office and commercial development and redevelopment within the municipality, and its associated signage, is making a significant contribution to the new urban design character of commercial precincts within the City. The City is predominantly residential, characterised by a variety of high quality, visually attractive streets. Much of the City is in designated heritage areas and there are individual buildings and features of cultural significance. Signage in these areas and in the vicinity of these features has the capacity for high amenity impact. Finally, the municipality is a heavily trafficked part of the metropolitan area, surrounded by freeways and crossed by many main roads. These major routes are the focus of pressures for the erection of major promotion signs.

22.01-2 Objectives

26/07/2012
C107

- 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 provide way-finding signage at appropriate locations.

22.01-3 Policy

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It is policy that:

General

- In any one precinct or centre, there is a coordinated approach to the design and location of signs which will promote the character of, or establish an image for, the centre or precinct.
- The number of signs in an area be generally proportional to the intensity of commercial activity and the complexity of the built form of the area.
- The design, size, shape and position of a sign respects the architectural features and scale of the building on which it is attached or the landscaped character of the land on which the sign is located.
- Advertising clutter be reduced by fewer, more effective signs.

- Signage does not dominate gateways to the City, or to activity centres, neighbourhood centres and commercial corridors within the municipality, and signs effectively define a gateway while also being sensitive to the amenity of adjoining land uses.
- In heritage areas and in the vicinity of buildings and features of cultural significance, signs conserve the special significance of the precinct, individual buildings and special features.
- The amenity of surrounding residential areas, community uses and parkland be respected.
- Signs be structurally sound, well maintained and located so as not to create a hazard to passing pedestrians and traffic.
- On a new development, approval for signs is sought as part of the original development.
- For all large scale new developments (i.e. greater than 1000m² in gross leasable floor area) a signage strategy be provided as part of the statutory approvals process showing how signs are integrated with the architectural design of the host building.
- Unnecessary or inappropriately located signs be removed when a new sign is installed.
- Way-finding signage be provided in activity centres, neighbourhood centres and commercial corridors to major community and service nodes such as train stations, Anniversary Trail, open space reserves, community facilities and the like.

Activity Centres, Neighbourhood Centres and Commercial Corridors (excluding Auburn Village Neighbourhood Centre and Maling Road Shopping Centre)

- 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 Framework Plan at Clause 21.08.
- The type, number and location of signs be compatible with the pedestrian environment and/or character of a centre/corridor.
- The number of signs at the upper facade level be limited, except in an activity centre or if there is an established pattern of such signs in a centre/corridor.
- Signs do not prevent a view to ground level display windows.
- Illuminated signs (particularly non - flashing, neon tubular art signs), which add vitality to the centre/corridor and/or create a safer and brighter environment at night, are encouraged at ground level, unless the premise is in a residential zone or faces a residential area within a residential zone.
- Non-illuminated, innovative signs (including mural and model type signs), which enhance the shopfront presentation and promotion, may be accepted above verandah level, provided the sign is in scale with the building and presents an orderly display in the streetscape.
- In the Camberwell Junction, Glenferrie Road and Kew Junction Activity Centres - signage reinforces the identity of these activity centres as exciting and vibrant centres serving a regional function. In these regional centres:
 - Animated signs at ground level, painted window and wall signs and floodlighting of upper facades are encouraged.
 - Sky signs, high wall signs and projecting off-wall signs on upper facades which respect the architecture of the building, the streetscape, the image of the area, the street vista and views, may be accepted.
 - Reflective signs, flashing lights and bunting be discouraged due to the resultant visual clutter and detriment to the amenity of the area.

- In other centres/corridors - animated signs, reflective signs, flashing or running lights, sky signs, panel signs, major promotion signs, high wall signs, bunting and banner signs be discouraged due to the resultant dominance, visual clutter and detriment to the amenity of the area.
- Pole signs are discouraged unless the use is set back, the pole sign is located within the setback area and the number of pole signs is limited to one per frontage.
- Large (major or panel) promotion signs are confined to focal points within activity centres.
- Small promotion signs are confined to the advertising of products or services provided from the premise and present an orderly display.
- V-board signs erected on the verandah or awning are discouraged in all centres, due to the resultant clutter and disorder.
- Over time, inappropriate signs (which do not comply with this policy) be removed and replaced with more appropriate signs.
- The removal of V-board signs occur as a priority.

Auburn Village Neighbourhood Centre

- New signage is sited in historically appropriate locations on buildings.
- New signage does not become a dominant element in the streetscape.
- New signage should complement the historic character of Auburn Village without simply mimicking or copying early signage.
- Fascia signs, under verandah signs and window display signs be encouraged.
- Signs above verandah level are discouraged, unless on a building feature which has been designed to accommodate such signs.
- Signs painted onto canvas awnings may be appropriate, where no cantilevered awning exists.
- Animated signs, reflective signs, flashing or running lights, pole signs, sky signs, panel signs, major promotion signs, high wall signs, V board signs erected on a verandah or awning and bunting and banner signs be strongly discouraged.
- Innovative modelled signs be encouraged at upper levels where these are compatible in scale and design with the host building and are not a dominant or disorderly component of the streetscape.

Maling Road shopping centre

- The type, number and position of signs be designed to complement the architecture of a building and the heritage character of the centre.
- Signs do not detract or obscure the architectural elements of the building or visually dominate the building or street.
- Sign text be a simple typeface, appropriate to the period of the building.
- The colour of signs respects the period of the building.
- Animated signs, reflective signs, flashing or running lights, pole signs, sky signs, panel signs, major promotion signs, high wall signs, V board signs erected on a verandah or awning, bunting and banner signs be strongly discouraged.

Office and industrial use areas

- The type and number of signs be appropriate to the level and nature of the activity in each office and industrial area.

- The type, number and design of signs be compatible with the appearance of the street and/or the identity of an area.
- Signs do not dominate buildings, walls, parapets or landscaped surroundings.
- On new buildings, signs are designed as part of the architecture of the building.
- On buildings which are setback from the street alignment, freestanding signs are acceptable and multiple occupancies share sign space.
- Projecting signs present an orderly display in the streetscape.
- Bunting signs, reflective signs, animated signs, flashing lights, sky signs, promotion, major promotion and V-board signs on the verandah or awning, be discouraged due the resultant clutter, disorder and amenity impact.
- Small promotion signs be confined to retail premises, advertise products or services provided from the premise and present an orderly display.

Residential and other non-commercial areas

- Signs be generally limited to what is necessary to identify the use or premises.
- Signs not dominate the building or street.
- Freestanding signs for medical centres and similar non-residential uses be low profile and present an orderly display.
- Signs not be placed on walls directly facing adjoining residences.
- Above verandah signs, floodlit signs, flashing or running lights and reflective signs be discouraged due the resultant clutter, disorder and amenity impact.

Stand-alone retail premises

- A minimum number of signs be used to identify a premise.
- Signs (where possible) be located on the main building or canopy.
- Pole signs be limited to one per frontage.
- Multiple messages be conveyed simply and clearly on as few signs as possible.
- Where possible, signs are confined to a non-residential street frontage.
- Bunting signs, above verandah signs, sky signs, reflective signs and flashing lights be discouraged in favour of clear, concise signs on the wall or canopy of the building or on the pole sign.
- Major promotion and panel promotion signs on stand-alone premises be discouraged due to the resultant clutter and dominance of signage.

Major promotion signs and promotion panel signs

- Major promotion and promotion panel signs be generally only erected at focal points within activity centres on main roads and are in scale with the built form of their immediate locality.
- Signs not project above parapet, wall or roof lines or extend beyond the boundary of the site.
- The sign does not dominate the host building or the entrance to an activity centre, neighbourhood centre or commercial corridor.
- Signs not be located in residential streets and are not placed on walls directly facing residential uses or the entrance to residential streets.
- Signs not intrude into the landscape surrounds of parkland or open space.

- Freestanding major promotion and panel promotion signs are discouraged.
- Illumination of promotion signs which overlook residential areas generally be confined to waking hours.
- Animated promotion signs be discouraged, especially in areas overlooking sensitive land uses such as residences and open spaces.

22.01-4

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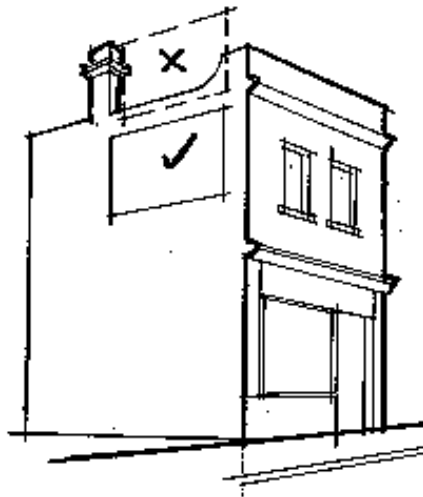
Performance standards

The following performance standards are considered to satisfy the policy objectives and statements outlined above:

General

Character

- Signs are integrated with, and positioned and designed to fit within, any spaces created by architectural elements on the host building.



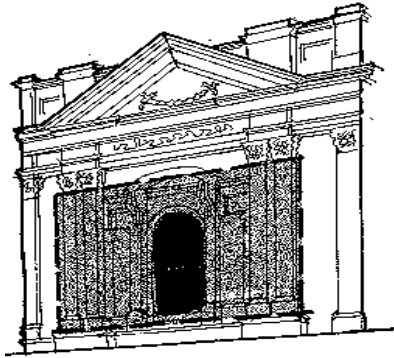
- Large supporting frameworks for signs are not used.
- A sign on a side wall does not dominate a building or obscure views of signs on adjacent sites.
- Wall signs do not cover architectural features or detailing of a building and are sized in proportion with parapets, panels, windows and wall areas.

Clutter

- Street numbers are displayed to signify premises and reduce the need for signs.
- Signs are not duplicated.
- Sign space is shared between multiple occupancies.
- One or two signs are used to convey multiple messages.

Special features

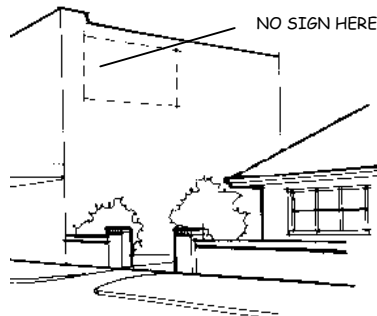
- Signs do not obscure views of features on heritage buildings or objects of special cultural interest.



SIGNS SHOULD NOT COVER THE ARCHITECTURAL FEATURES OF THE FACADE

Amenity

- Signs not located on walls facing residential uses or the entrance to residential streets, unless the use is in a residential area and the sign is on the frontage of a use.



NO SIGNS LOCATED FACING ONTO ADJOINING RESIDENTIAL PREMISES

- Illuminated signs do not cause light spill or glare into residential uses.

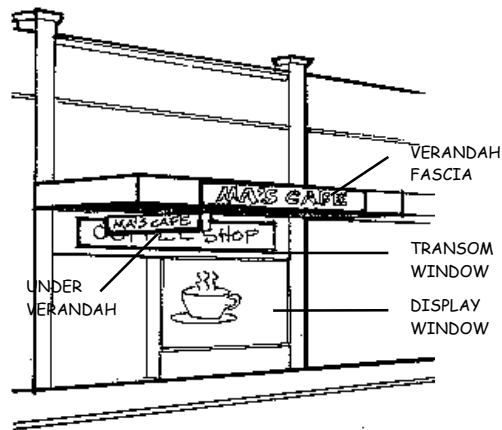
Safety

- Signs do not obscure a motorist's view of pedestrians and vice versa, or obscure views to nearby pedestrian and traffic signal facilities.
- Illuminated signs are of a form, colour or illuminance that will not cause distraction or conflict with nearby pedestrians and traffic signal facilities.

**Activity Centres, Neighbourhood Centres and Commercial Corridors
(excluding Auburn Village Neighbourhood Centre and Maling Road Shopping Centre)**

Ground level facade

- The location of signs to the ground level facade are chosen from the locations on the diagram below.



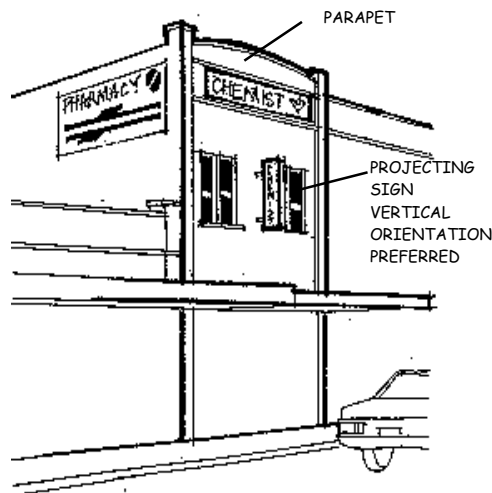
GROUND LEVEL FACADE APPROPRIATE SIGN LOCATIONS

- Permanent signs on display windows of retail premises should cover no more than 25% of the display window.

Note. The number of signs on a building should not result in visual clutter thus signs in all these ground floor level locations may not be appropriate on individual buildings.

Upper level facade

- Locations for signs to the upper level facade are chosen from the locations on the diagram below.



UPPER LEVEL FACADE APPROPRIATE SIGN LOCATIONS

- A projecting sign is not appropriate if a wall sign (on the upper level) exists on the building.
- Signs should not be installed in upper level facade locations in centres/corridors where there are no, or limited numbers, of signs in this location.

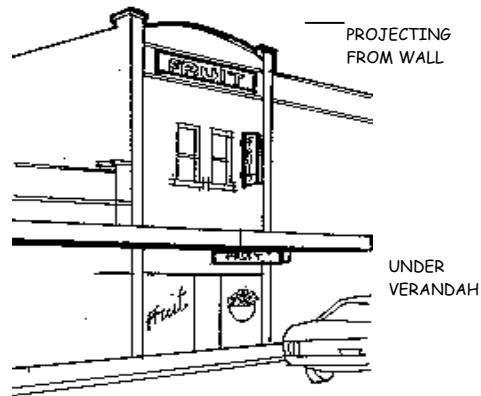
Illuminated signs (includes floodlit signs)

- Illuminated signs are restricted to the following locations (see diagram below):

Suspended under verandah or cantilevered over the footpath at standard awning level (internally illuminated).

On the display window (generally neon type).

On the parapet or upper facade (externally illuminated ie. floodlit).



ILLUMINATED SIGNS APPROPRIATE LOCATIONS

- Buildings with significant architectural or heritage features should not be illuminated in the upper facade, unless it is with floodlighting and generally only in a major centre.

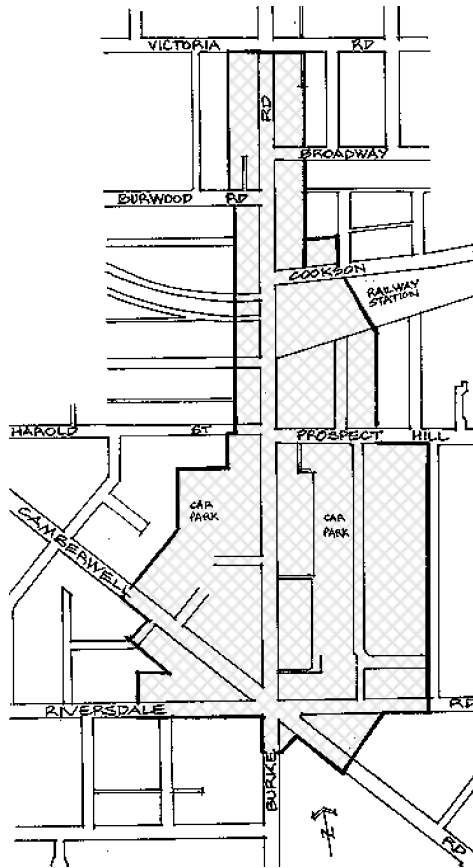
Note: Illuminated signs on all these locations may not be appropriate. Generally only one sign to the upper level facade should be illuminated.

Activity centres (Camberwell Junction, Glenferrie and Kew Junction)

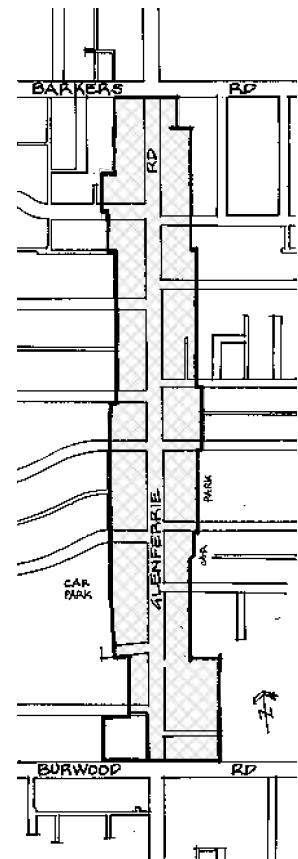
Note: The following signs may be appropriate in activity centres. In all cases large supporting frameworks are not acceptable.



- Wall signs, which may be externally illuminated (floodlit), provided light fittings are unobtrusive.
- Projecting or off-wall signs (modelled signs preferred) which are vertical in proportion (ie their height is greater than their width) and located between the window head and the window sill on two-storey buildings.
- Under fascia signs (parallel to and under the verandah fascia) only where the verandah is post-supported and there is a minimum clearance from the footpath of 2.7 metres.
- Creative neon script or metal work signs which occupy a rectangle less than 10 square metres in area and are located within the appropriate sign locations on buildings.
- Animated signs associated with creative neon tube signs or continuous message signs located as part of window displays.
- Limited use of neon tubing to define the outline of a building or one building element in one colour (appropriate to the area), so as to present an integrated and uncluttered display.
- Sky signs which are architecturally integrated with the host building.
- Sky signs in the Camberwell Junction Activity Centre, provided they are located to protect distant views of the Melbourne City skyline.



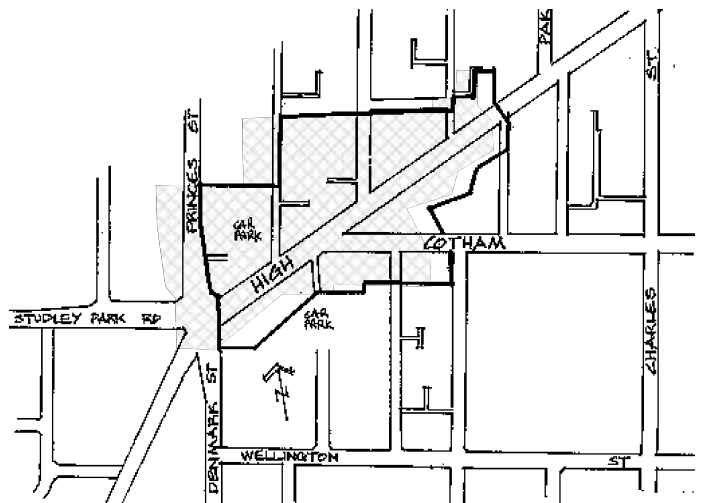
CAMBERWELL JUNCTION
ACTIVITY CENTRE



GLENFERRIE
ACTIVITY CENTRE

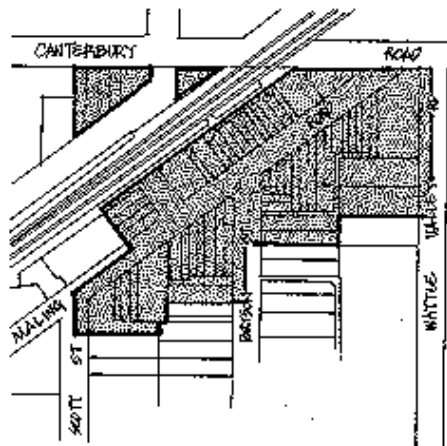


AUBURN VILLAGE NEIGHBOURHOOD
CENTRE



KEW JUNCTION ACTIVITY
CENTRE

Maling Road Shopping Centre, Canterbury



MAP OF MALING ROAD SHOPPING CENTRE

Ground level facade

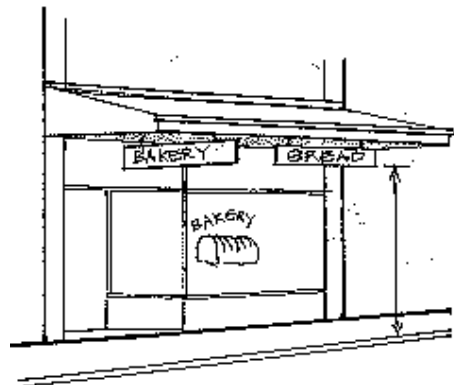
- Signs at ground level are restricted to the following types and locations :

Painted signs on the display window if they do not cover more than 25% of the display window.

One under-verandah sign per premises (suspended at right angles to the building) with a total sign area not exceeding 0.5 square metres. The sign can be non-illuminated or internally illuminated.

One sign on the verandah fascia with a single row of lettering (The lettering to be a maximum of 150 mm in height.)

One timber sign of a maximum size of 200 mm x 1000 mm suspended from the verandah fascia. To be permitted in lieu of a parapet sign.



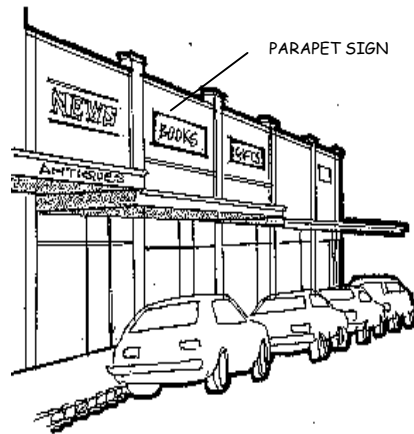
GROUND LEVEL FACADE APPROPRIATE SIGN LOCATIONS

Upper level facade

- Signs at the upper level are restricted to :

One business sign with a single row of lettering. The lettering to be a single typeface and of a maximum height of 300 mm.

If on the parapet, the use of the same location as signs on adjoining, or nearby shops of the same or similar height.



UPPER LEVEL FACADE APPROPRIATE SIGN LOCATIONS

- Signs are not located between window openings and/or decorative elements where there is not sufficient room.

Illuminated signs (includes floodlit signs)

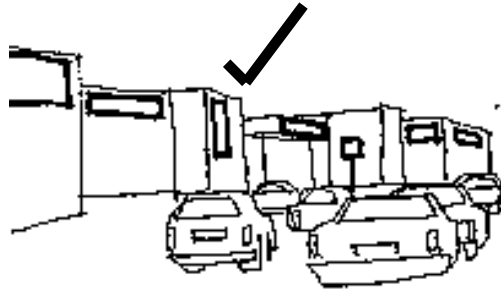
- Illuminated signs to the upper level facade are discouraged (ie; above the verandah level).
- Suspended under verandah signs may be internally illuminated. They should be of a form, colour or illuminance that will not distract or conflict with nearby pedestrian or traffic signal facilities.
- Internally illuminated signs projecting at right angles to a building without a verandah are discouraged.
- Except for internally illuminated signs, signs on shop windows should be illuminated from a light source within the shop or an external light source hidden from view.

Colours and lettering

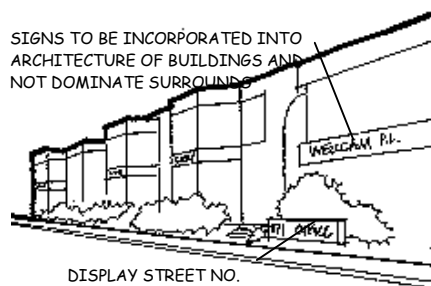
- The colour of painted signs on or above verandahs being light stone, light brown, rich brown, Indian red, Brunswick green, ochre, yellow ochre or dark blue.
- Sign lettering is of a simple recommended typeface.

Office and industrial uses and areas

- The number of signs is limited in favour of a few, clear and concise signs.
- Signs are coordinated in style and position to present an orderly display in the streetscape.



- Signs on buildings are incorporated into the architecture of the building.



OFFICE DEVELOPMENT APPROPRIATE SIGN LOCATIONS

- Projecting signs area limited to one per occupancy. (A vertically orientated sign is preferred to a horizontal sign.)
- Signs on the side wall do not dominate a building, landscaped setting or obscure views of signs or adjacent sites. They do not directly face residential uses or the entrance to residential streets.

Freestanding signs

- A maximum of one sign per premises. Multiple occupancies are encouraged to share sign space.
- Pole signs do not exceed 7 metres in height and 6 square metres in area and are designed to carry more than one message with individually replaceable panels. Pole signs must be contained within the site boundaries.
- Where a uniform setback in the street exists freestanding signs should be installed in similar locations at similar heights, ie. a sign envelope showing heights and dimensions could be developed for such streets.

Industrial estates

- A Directory Board or a maximum of two signs are used to identify the name of the estate and the occupants.

- Signs for units of a multi-occupancy building are of a uniform shape, size and presentation and displayed in similar locations. One sign only to each unit or occupancy.

Residential and other non-commercial areas

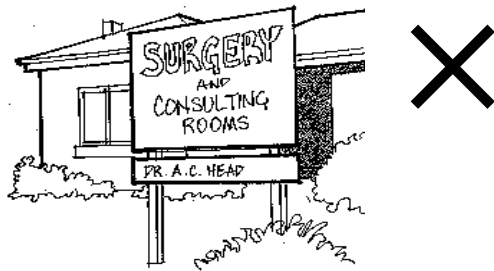
Signs on retail premises

- Illuminated signs are limited to ground floor locations and signs on side walls do not face residential areas.

Note: Signs on a retail premise other than a shop comply with the performance standards for Stand-alone retail premises in this policy.

Signs on other commercial and community uses

- One identification sign per street frontage.
- Signs are located within the boundary of the site, are single faced and are parallel or at right angles to the street.
- Freestanding signs not exceeding a maximum height of 1.5 metres (measured above the ground level to the top of the sign).
- Total sign area not exceeding 0.6 square metres.

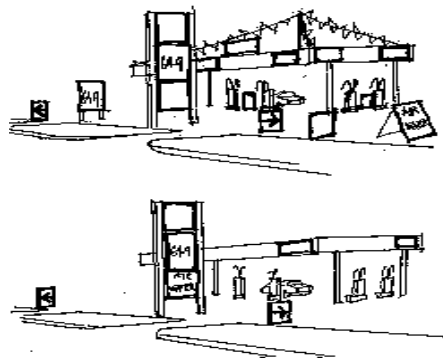


SIGNS SHOULD NOT DOMINATE THE STREET

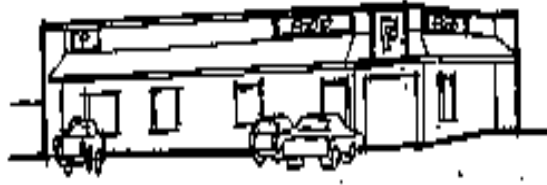
Stand alone retail premises

General

- The number of signs on the premise is limited in favour of a few, clear and concise signs as shown on the diagram below.

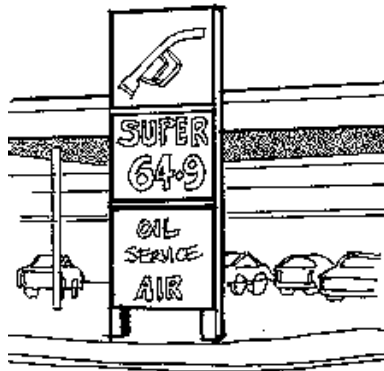


- Signs (where possible) are located on the main building or canopy.



Freestanding signs

- Only one (double sided) pole sign per premise. (A second smaller freestanding sign may be acceptable if it does not result in sign clutter. An additional pole sign may be acceptable if the site has more than one street frontage.)
- A pole sign not exceeding 7 metres in height. The height of a pole sign may need to be reduced in residential streets to respect the domestic scale of the area.
- A pole sign not exceeding 6 square metres area.
- Further freestanding signs to be limited to directional signs at a height easily read by motorists located within the site boundaries.



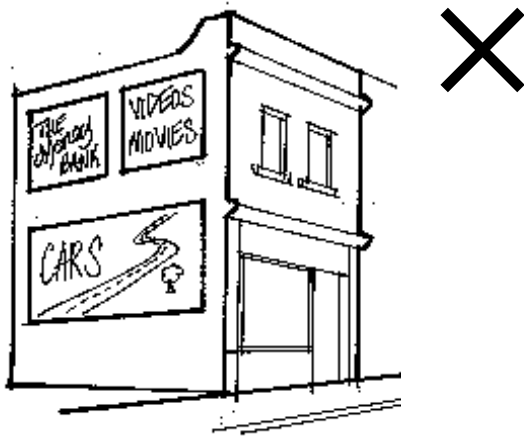
SIMPLE CLEAR SIGNS ARE EASY TO READ BY ROAD USERS

Major promotion and promotion panel signs

- Signs not dominating a building or a wall and complementing the lines of the building and the wall.



- Only one major promotion or panel promotion sign per wall per premise.



- No panel promotion or major promotion signs to be erected on a wall that overlook a more sensitive land use (such as residential or open space).