

**22.29 ADVERTISING AND SIGNAGE POLICY**

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This policy applies to all planning permit applications for advertising and signage within the municipality.

**22.29-1 Policy basis**

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This policy seeks to protect the public amenity of the municipality from distracting and dominating signage and advertising, particularly in areas of high sensitivity including areas of heritage significance, neighbourhood character, and along City and township entrances.

This policy implements objectives and strategies in Clause 21.07 *Economic Development* of the Municipal Strategic Statement by providing guidance on the preferred location, scale and type of advertising to enhance the overall presentation of the municipality's public areas.

**22.29-2 Objectives**

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To provide for the needs of business to advertise.

To encourage the placement, style and scale of advertising that complements the character, area and individual place.

To encourage the rationalisation of advertising to reduce the cumulative amenity impacts in the public realm.

To encourage active street frontages and visual links to businesses and shop fronts to maintain pedestrian activity and passive surveillance.

To maintain and enhance the appearance of streetscapes and heritage areas by encouraging well designed and located signage and advertising.

**22.29-3 Policy**

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It is policy to:

- Encourage rationalisation of the number of signs and forms of advertising on a site, including permanent, removable and temporary forms of advertising.
- Encourage advertising that complements the architectural style, built form and character of the place.
- Encourage advertising including corporate colouring to:
  - complement character, be in proportion to the building and to avoid bright or fluorescent block colouring
  - respect sensitive areas and the heritage significance of buildings;
- Encourage signs that are illuminated to automatically turn off overnight or during closed hours when adjoining residential areas.
- Encourage the retention of historic signs and images which have cultural significance.
- Encourage advertising and signage that maintains active street frontages, shop fronts, windows and passive surveillance. Encourage signage in residential areas to be located parallel to the street frontage or front fence.
- Encourage signage that is located to:
  - maintain views and vistas along streetscapes
  - minimise visual distraction and saturation of advertising in public areas

- retain trees and quality landscaping
- retain architectural elements and features
- minimise disturbance and impact on places of heritage significance
- complement the building and surrounds through appropriate colours, lettering and styles.
- Discourage the following types of signage and advertising:
  - Major promotion signage.
  - Sky signage on roof top and above verandah.
  - Discourage stand alone pole signage that is not in proportion and scale with the surrounding building height and form.
  - Lifestyle advert or large graphics:
    - in heritage or neighbourhood character areas
    - out of activity centre sites
    - that occupy more than 50 per cent of the wall, fence or building which is visible from the public realm, whichever is less.
  - Advertising which is not related to activities conducted on the site.
  - Illuminated signs in or near residential areas; and signs affixed on parapets.
  - Bright or fluorescent coloured signage, paint and cladding.
  - The use of shipping containers as a structure for advertising signage.
  - Animated signage and electronic signs including messages, LED, digital displays on sites outside of activity centres and industrial precincts; and along Road Zones.
  - Electronic, variable (mobile) message signs for purposes other than traffic management.

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### **Criteria**

It is policy to assess proposals against the following criteria:

#### **Active frontages**

Active frontages are those that promote a visual link into and out of frontages, are designed to cater for accessibility, public safety and encourage walking.

- Business frontages with views into and out of the premises should be strongly encouraged.
- Window obstruction from graphics or advertising should occupy less than 25 per cent of the window area facing the public realm. Additional coverage can be considered for uses which demonstrate the need for privacy.

#### **Portable signage**

Bunting, flags, banners, balloons, streamers, placards and other forms of portable signage should be minimised, limited in number, and not dominate the streetscape.

#### **Collective signage**

Collective signage is the combination of signs from different businesses on the one structure. The use of collective signs is encouraged at the entrance to village centres, estates, boulevards, multiple business sites, and shopping complexes rather than the proliferation of smaller signs along frontages.

Collective signs should:

- Be in proportion to the frontage so as not to dominate the streetscape and detract from the overall character of the area.
- Have a single collective advertisement structure per site.
- Be over 10 metres distance from any other advertising sign to avoid visual saturation.
- Not be located in areas of heritage significance, within the Neighbourhood Character Overlay or residential zoned areas or outside of activity centres and industrial areas.

**Placement of signage on buildings and sites**

The placement and scale of signage should be encouraged as indicated in Figures 1 to 4.

Figures 5 to 8 indicate placement of signage which should be discouraged.

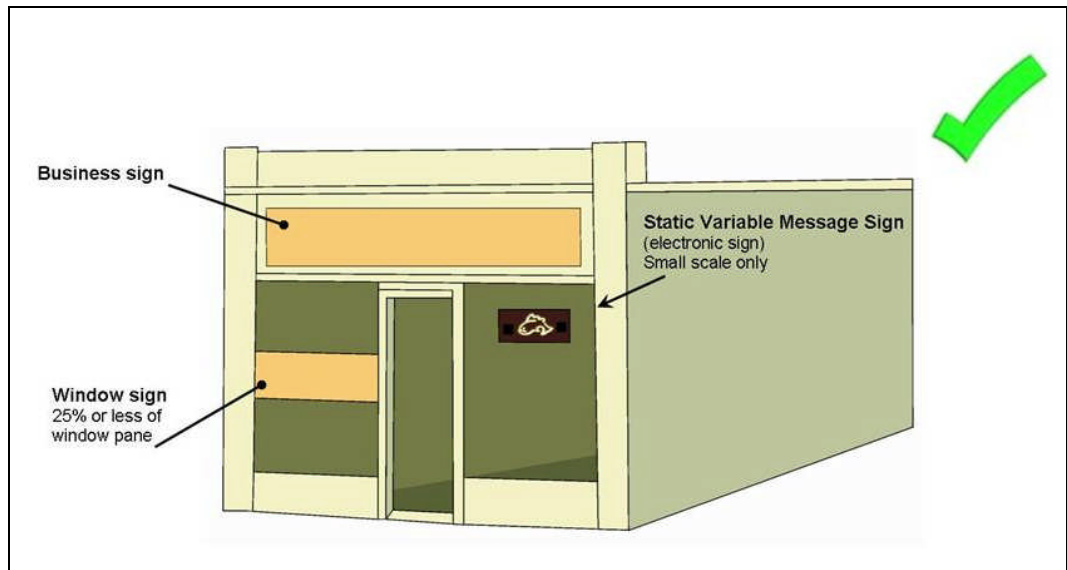


Figure 1 – Encouraged sign type and placement for single storey building

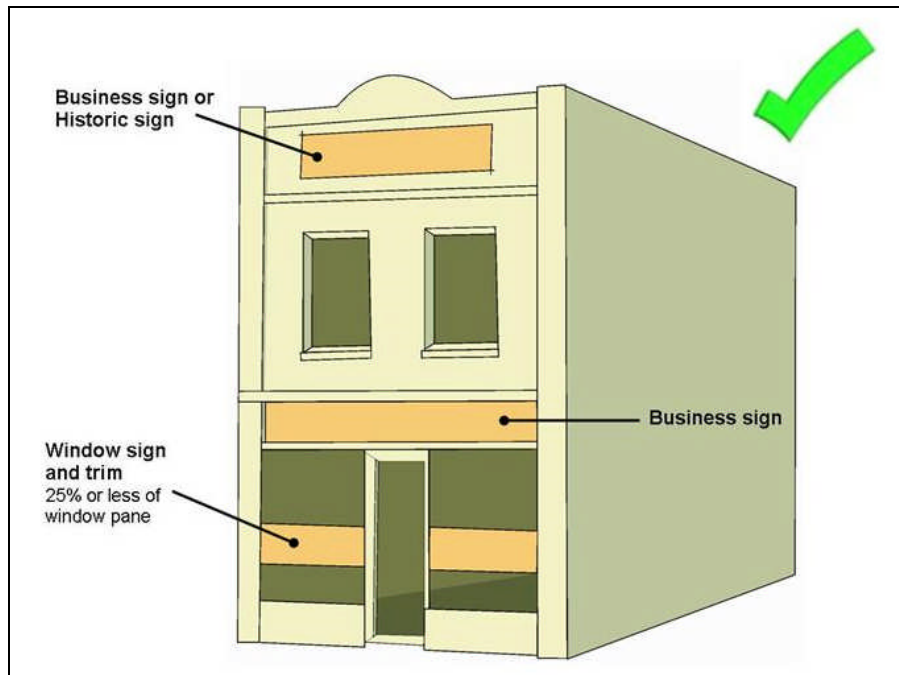


Figure 2 – Encouraged sign type and placement for double storey

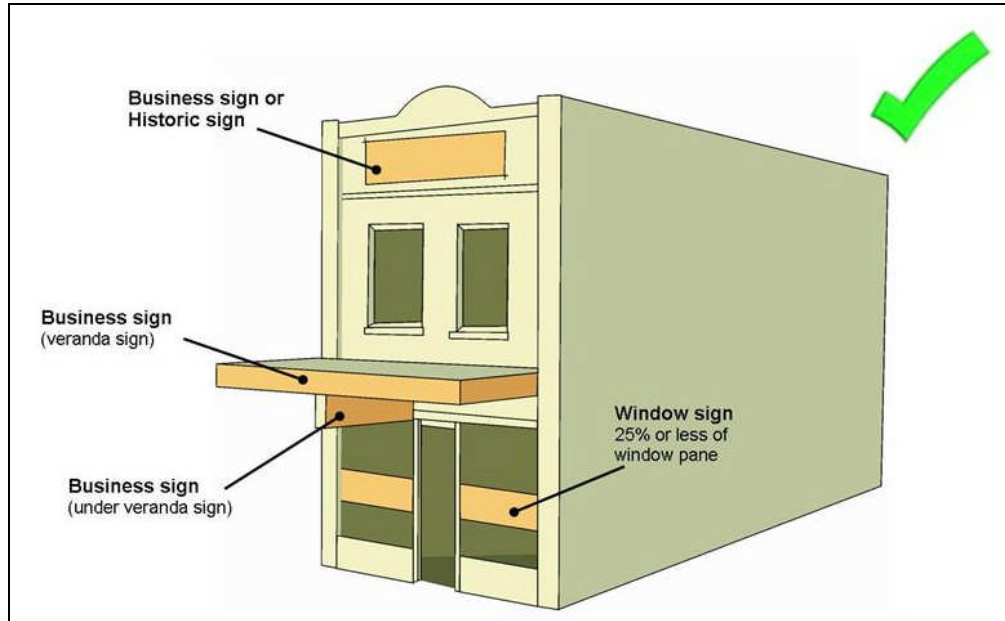


Figure 3 – Encouraged sign type and location for building with verandahs

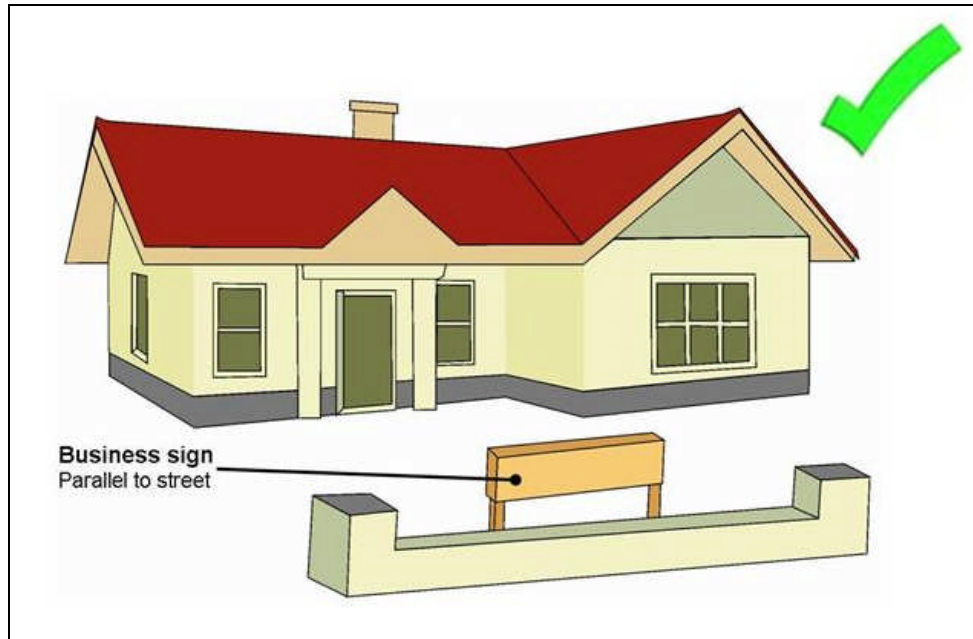


Figure 4 – Encouraged sign type and location for residential area

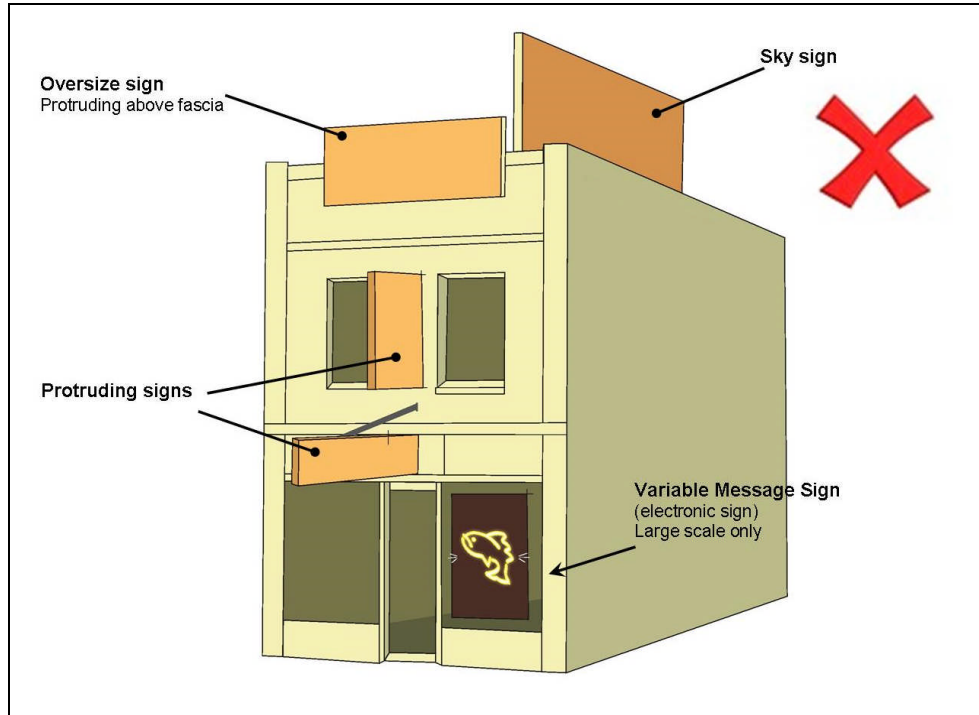


Figure 5 – Discouraged sign type and placement in all locations

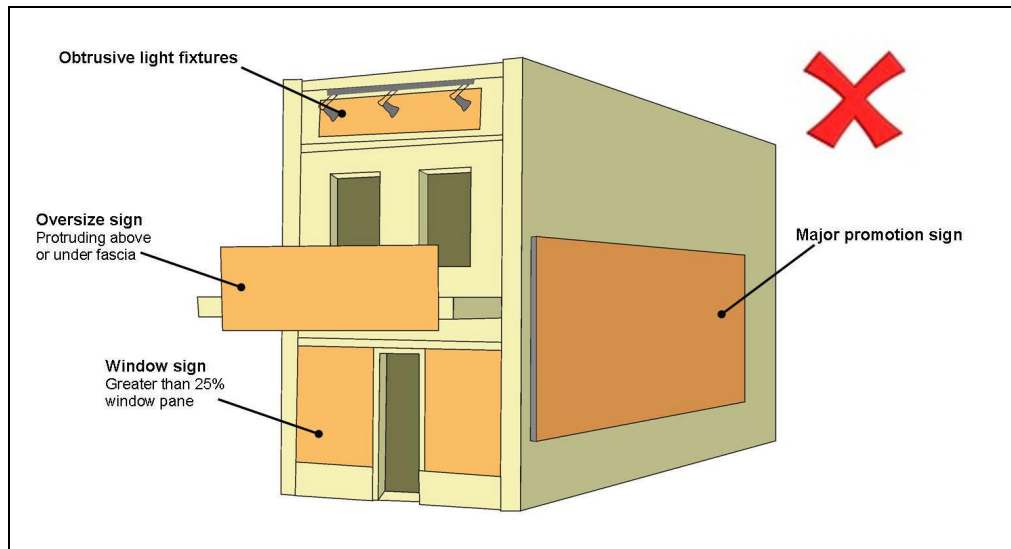


Figure 6- Discouraged sign type and placement in all locations

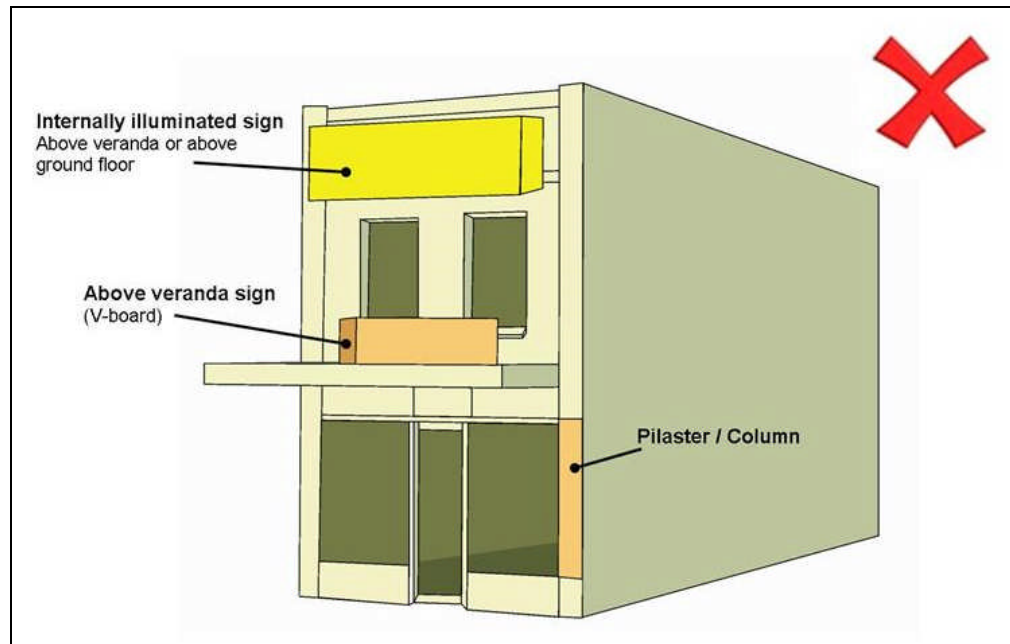


Figure 7 – Discouraged sign type and location for buildings with verandahs

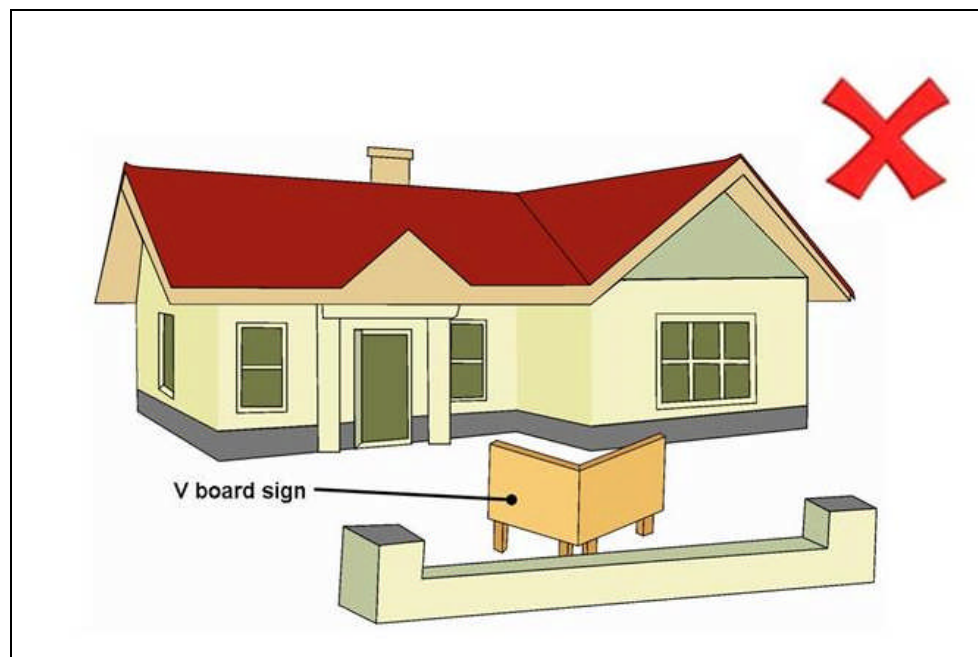


Figure 8 – Discouraged sign type and location for a residential area

Proposals that do not meet these criteria may still meet the objectives of this policy.

**22.29-5**

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**Application requirements**

An application should contain the information required within Clause 52.05-2 (Advertising signs - Application requirements) and the following additional information:

- A statement on how the proposed advertising sign meets the requirements of this policy.
- If the proposed advertising sign is on a site affected by a Heritage Overlay, a statement on how the proposal respects the significant and contributory elements of the heritage place.

**22.29-6**

**Decision guidelines**

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The responsible authority will consider, as appropriate:

- Whether the advertising meets the objectives of this policy.
- Whether the proposed advertising for the site is proportional to the frontage of the site and building.
- Whether there are multiple forms of advertising existing or proposed for the site and if there are opportunities to further rationalise signage.
- Whether the proportion, placement and style of advertising contributes to the site and area.
- Whether the scale, placement and style respects the character, built form and architectural qualities of the place.
- Whether the advertising impedes on the active street frontage by obstructing views into and out of premises.
- Whether the advertising will detract from the architectural style and/or heritage significance of a building or precinct.