

22.01 ADVERTISING SIGNS

14/12/2017
C150

This policy applies to all applications for the display of advertising signs in the municipality.

22.01-1 Policy basis

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Clause 21.05-7 of the MSS identifies the need to ensure that advertising signs meet the advertising needs of businesses on the land, without creating visual clutter or having detrimental streetscape or amenity impacts.

When designed and located properly, advertising signs are a legitimate and effective means of communication and promotion of businesses in the municipality which can add interest, colour and character to local streetscapes.

While there is a need to provide for effective identification of businesses in the municipality, the proliferation of advertising signs and poorly designed and located signs can significantly detract from valued landscapes and visual amenity of the municipality. As a result, there is a need to ensure advertising signs are appropriate to the character of the area, the streetscape and the building or site on which they are to be located.

Knox's significant landscapes are identified as being: the Dandenong Foothills, the Lysterfield Valley and hills, and the Dandenong Valley Parklands. 'Bush Boulevards', 'Paths into the Hills' and 'Gateways', as defined in Clause 21.05-3, are located along major roads and also enhance the east-west relationship of providing views and vistas towards the Dandenong Ranges and significant landscapes. These areas need to be protected from imposing large format signage including major promotional, promotional panel, pole and sky signs. Large format signs which impact upon views to and within these areas of landscape significance are considered highly inappropriate.

22.01-2 Policy objectives

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- To support businesses in Knox to have adequate opportunities to identify their location, name and nature of business in an appropriate manner.
- To support the scale, form and location of signs that respect the character of buildings to which they are attached and the streetscapes and landscapes in which they are located.
- To require that signs respect and respond to the character and amenity of residential, environmental and other sensitive areas.
- To avoid major promotion signs, promotion panel signs and sky signs within areas of significant landscapes, in 'Gateways' on 'Bush Boulevards' and 'Paths into the Hills'.
- To avoid advertising clutter and ensure that signs do not visually dominate the streetscape either individually or as part of a group.
- To support signs of high quality construction and presentation.
- To support consolidation of signs, where appropriate, to improve visual amenity outcomes.

22.01-3 Policy

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It is policy that:

General

- Advertising signs have a size and form which is compatible with the scale of the building and/or site, the surrounding streetscape and landscape character of the area, and the size and nature of other signs in the area.

- The location of signs (illuminated and non-illuminated) which will adversely impact residential amenity are avoided.
- Signs are integrated with the building facade and site and coordinated in terms of colour, graphic content and placement.
- Signs do not dominate, inhibit or hinder views of significant landscapes as defined in this Clause.
- Signs in the Dandenong Foothills (defined in Figure 1 in Clause 21.10) are non-reflective and complement the character of the Foothills.
- Lighting of signs is designed and baffled to limit light spill beyond site boundaries.
- Signs for multiple occupancies are co-located and coordinated in order to reduce clutter, where appropriate.
- Signs in the form of trailers, bunting, flags and balloons are avoided.
- Flashing, animated and/or digital signs, where they create clutter, visual disorder and amenity impacts are avoided.
- Signs which protrude above the height of building rooflines, beyond fascias, parapets or walls are avoided.
- Illuminated signs at ground level, which add vitality to a centre and/or create a safer environment at night (provided that the sign is in scale with the building and does not abut a Category 3 - High amenity area at Clause 52.05-9 of this Scheme) are supported.
- Signs on perimeter fences of a site do not dominate the streetscape.
- Consolidation of existing signs is supported, where appropriate, to achieve a more integrated advertising outcome, reduce sign clutter and improve visual amenity outcomes for the site.
- Signs should not have an adverse visual impact on the character and operation of major transport corridors, including the EastLink freeway corridor.

Category 1 – Commercial areas

- Signs that attract patrons to business areas, adds visual interest, effectively promote goods and services and enhance the commercial centre’s character and vitality are supported.
- Pole signs are set back from the street, contained within the site, and the number of pole signs is limited to one per frontage.

Category 2 – Office and industrial

- Pole signs are set back from the street, contained within the site, and the number of pole signs is limited to one per site.
- Signs are located within the existing building line and/or envelope.
- Signs at the upper level façade are appropriate to the scale of the building.
- Internally illuminated signs are limited in size, number and scale and are appropriate to the character of the area.

Category 3 – High Amenity Areas (residential and rural areas)

- Where more than one sign is proposed on a lot, the style and colours are consistent and limited in size and number.
- Signs are low profile and do not significantly impact on the character of residential areas.
- Internally illuminated/floodlit signs do not adversely impact on residential amenity and are restricted to basic details about the business to which it relates (such as the business name, services and operating hours).
- Signs above front fence height are appropriately set back from the road reserve.

- Promotion signs larger than 2 square metres and major promotion signs are not supported.

Category 4 - Sensitive areas

- Signs on buildings facing areas of public open space, reserves or waterways are supported only where the signs are appropriate to the scale of the building and will have limited visibility from areas of natural and environmental significance.
- Signs do not dominate landscape surrounds of parkland and open space or waterways.
- Freestanding signs not relating to the land upon which the sign is located, face away from areas of public open space, reserves or waterways.

Other

Major promotion signs, promotion panel signs and sky signs

- Sky signs are avoided.
- Major promotion signs and promotion panel signs, including within the front setbacks of a site, are avoided where they will:
 - have a dominant visual element in the landscape;
 - be located within or adjacent to significant landscapes;
 - impact on views and vistas towards significant landscapes;
 - be located on ‘Bush Boulevards’ (outside of Knox Central, Bayswater, Boronia or Rowville Activity Centres), ‘Paths into the Hills’ or within ‘Gateways’; or.
 - have an adverse visual impact on the landscape and design character or operational efficiency of a transport corridor, including the EastLink freeway corridor.
- Major promotion signs and promotion panel signs may be supported where they are located within Knox Central, Bayswater, Boronia, or Rowville Activity Centres, are attached directly to the wall of a building, meet all other requirements of this Policy and meet all other relevant requirements of the planning scheme applicable to their location.
- Supports, cabling, lighting and electricals are concealed from the overall sign design.

Heritage places

- Advertising signs are designed and located in a manner that respects the heritage place or building to which it relates.
- The materials, colours and finishes of signs complement the finishes of the heritage place, and are located where signs were traditionally located.

22.01-4 Decision guidelines

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Before deciding on an application, in addition to the decision guidelines in Clause 52.05 and Clause 65, the responsible authority must consider, as appropriate:

- Whether the sign is proportional to the size and scale of the building/premises on which they are being erected and complement the style and character of the building, abutting buildings and the overall streetscape.
- The colours, graphic content and placement of the sign.
- Whether the proliferation of signs will cause any detriment to the visual amenity of surrounding area.
- The amount and type of existing signs on the site and on abutting properties.
- Whether the sign is part of an integrated and coordinated advertising sign package for the site.

- Whether supporting structures have a potential detrimental visual impact on the amenity of the area.
- Whether the sign will have a detrimental impact upon views to or within a significant landscape.
- Whether the sign will dominate a significant landscape.
- Whether the sign will detract from or dominate the landscape character of 'Bush Boulevards', 'Paths into the Hills' or 'Gateways'.

22.01-5 Application requirements

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In addition to the requirements of Clause 52.05, an application for an advertising sign must be accompanied by the following information, as appropriate:

- A description of the sign and its purpose.
- The location of the proposed sign on the site or building in the form of site and elevation plans.
- For applications for a major promotion sign, panel promotion sign or sky sign, or for any application where requested by the responsible authority, an elevation or photomontage showing the proposed sign in its context to the site and (if necessary) showing its impact on any neighbouring signs, buildings, streetscapes and views to significant landscapes (if applicable).
- An assessment of the proposal against the requirements of this policy and Clause 52.05.

All plans must be drawn to scale and fully dimensioned.