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C293**ADVERTISING SIGNS**

This policy applies to all applications for advertising within the municipality and the Docklands Zone.

Policy Basis

The Municipal Strategic Statement sets out objectives for public realm quality. The location, size and number of signs have a direct impact on the appearance and character of the municipality. A proliferation of signs may detract from the character and amenity of the place and create visual clutter. Advertising sign requirements are located at Clause 52.05.

Objectives

- To allow for the reasonable identification and marketing of institutions, businesses and buildings and communication of messages.
- To protect the characteristics of significant buildings and streetscapes.
- To protect important vistas from obtrusive and insensitive advertising.
- To ensure that signs in residential areas and other high amenity areas do not detract from the appearance or character of the area.
- To encourage where appropriate, signs that contribute to the lively and attractive character of an area.
- To encourage signs that improve the quality of the area.

Policy

It is policy that proposals are assessed against the following criteria:

General

- Signs should respect the building style and scale and the character of the street.
- Signs should fit within architectural forms and be integrated with the design of the building.
- Signs should not obscure architectural features of buildings, including windows.
- Wall or fascia signs should be applied directly to the building or on a flush mounted panel with minimum projection.
- Signs should not cause visual clutter. Existing signs on a building or site will be taken into account when assessing new proposals.
- An integrated approach should be taken to the provision of signage on buildings with more than one occupancy.
- Where a building is occupied by more than one business, adequate space should be made available for all occupancies to display signage.
- Signs should not interrupt important views and vistas along roads leading to and out of the Central City.
- Views of the sign from all angles should be considered and the supporting structure should be designed with this in mind.

- Promotion, panel and sky signs are discouraged.
- Illumination should be concealed within, or integral to the sign through use of neon or an internally lit box or by sensitively designed external spot-lighting.
- Cabling to signs should be concealed.
- Signs and their support should allow adequate clearance for the servicing requirements of streets and lanes.
- The design and location of new signs should respect the cultural heritage significance, character and appearance of the heritage place.
- Signs which are attached to or form part of a building (including painted signs) and which contribute to the cultural heritage significance of the place should be retained.

Residential Zones

- Signs should be sensitive to the residential character and amenity of the area.
- Signs should be small in scale.

Commercial and Industrial Zones

- Signs should be located at ground floor level in a Commercial 1 Zone.
- A balanced approach should be taken between the economic and promotional need for signs and the importance of protecting vistas and avoiding unreasonable clutter.
- Sky signs and promotion signs are not supported unless part of an established signage pattern.

Public Park and Recreation Zone

- Signs should be sympathetic to the heritage and landscape character of the area.
- Signs should be designed and located to minimise their impact on their immediate surrounds.
- Signs on sports stadiums/grandstands should be limited to that required for building identification purposes.

Abutting Road Zones

- Signs should not be located in a landscaped area or freeway buffer zone.
- Signs should be limited in number and their size and height should complement the dominant built form or quality of landscape.
- Signs should respect the boulevard quality of St Kilda Road, Victoria Parade, Royal Parade, Flemington Road, Elizabeth Street and Footscray Road.

Capital City Zone

- Signs within the Capital City Zone should meet the requirements set out in the table to this policy.

In addition to the requirements in the table, it is policy to consider the following design requirements for areas of special character.

Bourke Hill

This area is bound by Little Bourke Street, Spring, Little Collins Street and, Exhibition Street. It consists of small-scale buildings of mixed vintage, with entertainment and residential uses dominant. Many older buildings are renovated and new buildings often sympathetically designed.

Objectives

- To enhance the tourism and residential functions.
- To improve pedestrian amenity and interest.
- To retain the small scale character.

Signs are encouraged to:

- Be small scale and at ground floor level.
- Individually crafted with a high degree of detail.
- Illuminated in ways to minimise detriment to the amenity of any surrounding residences.
- Limited in number, and should not include promotional advertising.

Chinatown

This area is bound by Lonsdale, Exhibition, Bourke and Swanston Streets, and consists of small-scale, mainly 19th century buildings with narrow laneways. Its Asian character stems from the existing uses, goods on display, activities and people. A vibrant commercialism is an essential part of its character.

Objective

- To enhance the area's role as part of the entertainment area, its attraction for visitors, and its traditional role as a focus for the Asian community.

Signs are encouraged to:

- Be vertically proportioned. Horizontal projecting signs are discouraged.
- Be small to medium scale to reflect the scale and character of the buildings and the streetscape.
- Be bright and animated.
- Include Chinese characters where in keeping with the tenancy of the building.
- Comprise traditional Chinese colours - red, green, black and gold. White is not culturally appropriate.
- Be of tubular neon.

Greek Precinct

This precinct relates to the south side of Lonsdale Street, between Russell and Swanston Streets, and includes the east side of Russell Street, between Lonsdale and Little Lonsdale Streets. The precinct consists mainly of Victorian small-scale buildings and its special character stems from Greek goods, activities and people.

Objective

- To enhance the area's attraction for visitors, and its role as a focus for the Greek community.

Signs are encouraged to:

- Be horizontal projecting signs.
- Be generally small scale to reflect the scale and character of the buildings.
- Reflect and enhance the Greek character. A Greek border motif and lettering may be appropriate.
- Be compatible with the post-supported verandahs, hence fascia signs are not encouraged.
- Be internally illuminated where appropriate.

Swanston Street and Shrine of Remembrance Environs

This area relates to Swanston Street between Victoria Street and the Yarra River and the area west of the Shrine of Remembrance between Coventry Street and Dorcas Street. Swanston Street provides important vistas to the Shrine of Remembrance and is an important civic and ceremonial spine within the municipality. The area between Coventry Street and Dorcas Street generally east of Wells Street forms part of the setting and built form context surrounding the Shrine of Remembrance.

Objective

- To emphasise the area's civic role, maintain the prominence of the public buildings and protect vistas along the street.
- To ensure that signs interfacing with or visible from the Shrine of Remembrance be respectfully designed to preserve the cultural significance of the Shrine of Remembrance as a place of reverence and contemplation.

Signs are encouraged to be at ground level, usually under the verandah.

Panel, promotion, pole, sky and high wall signs are discouraged on buildings visible from within the Shrine of Remembrance forecourt.

Yarra River Environs

This applies to the Yarra River between Charles Grimes Bridge and Punt Road. The Yarra River and its environs form the landscape and recreational heart of Melbourne and are its greatest natural asset. Being a key tourist area, it is important that new signs add interest to the area's tourism and arts characteristics.

Objective

- To enhance the area's attraction for visitors by preserving the visual characteristics and high amenity of public spaces along the Yarra River corridor, the varied and interesting built form and the intensively used promenades.

Signs should:

- Contribute to the important recreational and visual characteristics of the Yarra River corridor.
- Be limited to that required for business identification purposes.

- Be strictly controlled with particular sensitivity to parkland and promenade areas.
- Be unobtrusive and complementary to the scale and character of buildings and landscaped areas.
- Panel, promotion, pole, sky and high wall signs are discouraged on buildings visible within the Yarra River corridor.

Docklands Zone

The development of the Docklands is to achieve a new waterfront for Melbourne, being a place of character and quality in which to live and work, creating both a tourism asset and a boost to Victoria's prosperity.

Objectives:

- Promote a thriving and vibrant mixed use inner city environment that includes major sporting and entertainment, leisure and recreation facilities.
- Provide for a range of residential development that complements the other functions of Docklands
- Encourage leisure and recreational activities to be located around the waterfront to ensure waterfront access and exposure are maximised.

Signs should:

- Be innovative. Signage should be designed to not only fulfil its primary purpose but also be innovative and creative in the way that it fulfils that purpose.
- Be integrated. Signage should reinforce the contemporary character of Docklands and be designed to enhance and complement the surrounding environment and architecture. The signage response may vary according to its physical context.
- Be durable. Signage design and materials should be of high quality. The marine environment of Docklands should be considered in the choice of materials as well as flexibility for updating and changing the signage in the future.

Policy References

Central City Planning and Design Guidelines (1991)

Swanston Street Walk – Precinct Amenity Planning Report (1992)

Yarra River: Use and Development Guidelines (1991)

Melbourne Docklands Outdoor Signage Guidelines (2004)

The Shrine of Remembrance, Managing the significance of the Shrine, July 2013

Guidelines for Signs within the Capital City Zone

Level	Type	Clearance to pavement	Height, width & depth (metres) h w d	Location	Max. Overall Dimensions	Number	Special Comments
Ground	Horizontal projection	2.7 m min.	0.5 2.5 0.3	Under verandah	1.5 sq m		2.7 m minimum vertical clearance to footpath. If within 0.75m of kerb, 5.0 m minimum vertical clearance to roadway.
	Façade mounted	2.7 m to 3.5 m	0.6 .84 0.3	Projecting from walls, with no verandah			If within 0.75 m of kerb, 5.0 m minimum vertical clearance to roadway. Should not project in total more than 1.0 m from building.
First floor to 40m	Wall mounted projecting	N/A	--- 0.6 0.3 Height to be compatible with building but no more than 2 floors.	Between first floor and facade parapet. Lower levels preferred. Should not be mounted on roof of verandah, canopy or awning		Maximum 1 per facade	May be permitted in individual circumstances where upper-floor tenancies rely on passing trade, subject to urban design and amenity considerations. Should not project in total more than 1.0 m from building.

Level	Type	Clearance to pavement	Height, width & depth (metres) h w d	Location	Max. Overall Dimensions	Number	Special Comments
	Wall sign	N/A				Maximum 1 per facade	<p>May be permitted in individual circumstances subject to urban design and amenity considerations.</p> <p>To be compatible with scale of building and streetscape.</p> <p>Signs to cover a minor proportion of the building facade.</p> <p>Should not be detrimental to the architecture of the host building.</p>
	Sky sign	N/A					<p>In exceptional cases where a sky sign is suitable, the following applies:</p> <p>Should not be detrimental to the city skyline, street parapet line or architecture of the supporting or adjacent building.</p> <p>Rear of support structure not to detract from views and skylines.</p> <p>To be compatible with scale of supporting building/s and streetscape.</p> <p>Signs should cover a minor proportion of the supporting building facade.</p> <p>Signs should not project above planning scheme height controls</p>

Level	Type	Clearance to pavement	Height, width & depth (metres) h w d	Location	Max. Overall Dimensions	Number	Special Comments
Over 40 m	Wall sign and Sky sign	N/A		On building parapet. Painted or fixed directly to building.		Wall sign – 1 per building facade, max. of 4.	Logos of corporate bodies with naming rights, or major tenants, or name of building are supported in this location. Sign to be preferably painted on the wall. Given the high visibility, compatibility with the architecture and the effect on the city skyline is extremely important. Animated signs are discouraged. Sky signs are discouraged. In exceptional circumstances where such a sign is suitable, the above guidelines contained in this table for sky signs apply.
Open site	Free-standing on building forecourt, plazas or vacant sites	N/A	1.2 m high otherwise see max. dimensions	Min. 3 m from any wall; if closer, should be mounted on wall to reduce clutter.	3sq m max per face.	1 per site	Signs should maintain a low profile and be incorporated in landscape design. Where possible, these signs should be avoided by having signs fixed to buildings rather than freestanding. Information should relate to the use of buildings – (directory). Promotional advertising is discouraged.