

**22.10 ADVERTISING SIGNS**

19/01/2006  
VC37

This policy applies to all land.

**22.10-1 Policy basis**

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Advertising Signs are necessary to provide effective identification of businesses and can add. However the proliferation of advertising signs and poorly designed and located signs can significantly detract from visual amenity and character of an area. Sign clutter can also reduce the effectiveness of individual signs, as individual signs can become lost.

Inappropriately located and designed signs can also have adverse effects on road safety by obscuring or reducing the clarity of traffic control sign or signals, by being confused with such signs or by distracting motorists in areas where driver attention to road conditions may be critical.

There is a need for appropriate control of advertising signs to:

- Ensure they are compatible with the areas in which they are to be located and the building or site on which they are to be displayed.
- Avoid the creation of visual disorder and sign clutter.
- Ensure that road safety is not adversely affected.

**22.10-2 Objectives**

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- To ensure that advertising signs provide appropriate and effective identification of businesses and other land uses requiring identification.
- To ensure that advertising signs do not detract from the amenity and streetscape /landscape character of the surrounding area, particularly in sensitive and strategic landscape areas, residential areas and along main roads.
- To ensure that advertising signs do not detract from the appearance of the building on which they are displayed. Signs should fit the building rather than be attached by ad hoc structures. Signs should not generally protrude above the height of the building, including any parapet. Freestanding pole signs may be preferable to signs attached to buildings
- To ensures that advertising signs compliment rather than dominate streetscapes.
- To ensure that the size and height of advertising sign is compatible with the scale of the building or the site on which they are displayed, the surrounding streetscape and the size and scale of other signs in the area.
- To encourage the use of sign themes in commercial areas and to ensure that advertng signs are compatible with any advertising theme or pattern that has been developed for the area.
- To ensure that sign clutter is avoided or reduced, so that equitable exposure for each site can be achieved and the effectiveness of individual advertising signs is maintained.
- To ensure that sign clutter is avoided or reduced in order to maintain or enhance the built and natural environment. Unnecessary duplication of signage should be avoided.
- To maintain the clarity and effectiveness of traffic management signs and signals, to avoid distraction at points where driver attention to road conditions may be critical and to maintain driver sight distances at intersections and other critical locations.

- To ensure that advertising signs are well designed and well maintained to contribute to the appearance of buildings and streetscapes.

**22.10-3**

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**Policy**

It is policy that:

- Advertising signs should generally relate to the address, business name or type of business conducted on the premises. Signs advertising products that are sold or serviced on the premises, including dealership signs may be approved.
- Advertising signs should generally be fixed ie non-rotating and non-animated ie avoiding the use of flashing or moving lights.
- Signs may be illuminated by either internal illumination or external baffled lighting, provided no direct light or glare is emitted onto adjoining land or roadways.
- Bunting, banners, streamers, flags, balloons, or similar devices are considered to be a form of advertising. The use of such signage will generally be supported for temporary promotions only but more permanent sign displays may be permitted in association with display yards, subject to an appropriate standard of design, sign materials and maintenance.
- The use of fluorescent or reflective paints to create obtrusive advertising effects will not be supported. The use of corporate colours or striping as part of company identification should be compatible with the approved colour scheme of the building.
- Due to their visual prominence, the display of multiple freestanding signs, including A frame signs and signs attached to motor vehicles are not supported as they rapidly create visual clutter.
- Where new signage is proposed, all existing signs will be taken into consideration and the consolidation of sign displays will be encouraged.

**22.10-4**

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**Decision guidelines**

Before deciding on an application the responsible authority must consider, as appropriate:

- The extent to which the application meets the objectives and directions of this policy.
- The type of land use and its need for identification.
- The need for the applicant to provide a site analysis, demonstrating a response to the objectives of this policy. This may include the proposed integration of building design, landscaping and advertising sign proposals.