

**22.01**

11/05/2017  
C27

**ADVERTISING SIGN POLICY**

This policy applies to all land within the Municipality.

**Policy Basis**

A proliferation of signs and poorly designed and located signs can create visual disorder and clutter with the potential to detract from the visual amenity and character of an area. Inappropriately designed and located signs can also have adverse impacts upon road safety.

This policy responds to the Queenscliffe Municipal Strategic Statement and assists to implement the objectives and strategies contained in Clause 21.04 concerned with the Borough's urban character and heritage by ensuring that the erection and display of advertising signs in the Borough are appropriately controlled.

**Objectives**

- To develop complementary signage themes that can be used with consistency in commercial, public use and residential areas.
- To ensure that all signage is compatible with the urban character and heritage values of the area and the municipality.
- To ensure that signs relate to the scale and design of the building on which they are located and do not dominate the building or streetscape.
- To ensure that road signs are well-presented and have regard to the streetscape and urban character.

**Policy**

It is policy:

- To ensure that signs do not detract by way of size or design from the appearance of the building or site on which they are displayed.
- To ensure that signs are effective and legible.
- To ensure that signs are limited to the minimum number necessary to adequately identify a premises.
- To ensure that lettering styles and colour treatments of signs are appropriate to the design of the building on which they are to be displayed and do not detract from the surrounding streetscape and landscape.
- To ensure that signs displayed on heritage buildings and in heritage areas are discreet and not dominate or detract from the architectural detailing of the building.
- To ensure that signs displayed on heritage buildings are in locations that were traditionally used for advertising. These locations include:
  - parapet panels, above and below the cornice;
  - front and side fascia of the verandah; and
  - suspended below the verandah.
- To ensure that signs on parapets are designed to follow the lines of the parapet and fit the style of the building.

- That applications for neon signs, and other internally illuminated signs, flashing signs and fluorescent and iridescent paints will generally not be supported.
- To encourage appropriately placed and baffled external floodlights that illuminate the whole part of the façade of heritage buildings.
- To ensure that where a consistent theme in sign design and/or location has been established in an area, that the theme is maintained.
- To limit signs on reserved land, other than direction signs or signs which identify the site or provide interpretative or educational information.
- Discourage promotion signs, except for signs that promote non-profit based community events.
- That applications for pole signs, except in exceptional circumstances (in which case signs should be no higher than the surrounding buildings), will generally not be supported.
- That applications for promotion signs will generally not be supported, except for signs that promote non-profit based community events.
- To ensure that signs do not detract from or impede the visibility of road traffic signs and signals, especially in areas requiring high driver concentration.
- To generally require that applications for permits for new commercial buildings are accompanied by plans showing the specific locations for advertising signs so that they become an integral part of the architecture.

#### **Decision guidelines**

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

- The response to and compliance with any guidelines that have been prepared for the area in which the sign is to be located, and for that particular type of sign;
- 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 effect of the proposed sign on road traffic signs and signals;
- The number and scale of existing signs for the business/site; and
- 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.