

22.02 ADVERTISING SIGN POLICY

28/05/2015
C192

This policy applies to all land within the City.

22.02-1 Policy Basis

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As an extension of metropolitan Melbourne, Wyndham acts as an important gateway to Victoria's capital city. As such, it contains several urban and non-urban landscapes that are highly valued by the local community and visitors.

The City of Wyndham has identified the need to enhance the city's image and appearance throughout the municipality. The application of an advertising signs policy will accord and build upon the strategic direction espoused within Wyndham's Municipal Strategic Statement. It is anticipated that this will improve the visual amenity and aesthetics associated with advertising signs throughout the City of Wyndham.

It is a generally held view that advertising signs act as triggers for economic activity. Given Wyndham's diverse business activities such as retail (in the various forms of strip shopping, shopping centres, standalone shops), business and land sales associated with new residential and employment estates, it is necessary that applications for advertising signs be assessed with regard to balancing economic benefits of signage and built form, visual amenity and surrounding land uses.

22.02-2 Objective

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- To encourage the form and location of signs to respect the character of buildings to which they are attached and the streetscapes to which they are located.
- To encourage the display of signs which are of an appropriate scale and character to the surrounding area.
- To enhance visual amenity via the careful location of signs, especially within and adjoining residential areas.
- To enhance the appearance of City gateways (vehicular, pedestrian and rail) through the effective display of signs and the avoidance of proliferation and visual clutter.
- To prevent or reduce signage clutter to maximise the effectiveness of individual business identification and promotion signs.
- To protect areas of environmental and natural significance (i.e. Skeleton Creek, Werribee River) via limiting signage adjoining or facing onto these reserves.
- To encourage the strategic location of signage for new residential and industrial estates and business parks, having regard to the purpose of the signage, the site context and visual impacts.
- To encourage signage to be of high quality construction and presentation.

22.02-3 Policy

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It is policy to:

General

- Encourage advertising signs that have a size and nature which is compatible with the scale of the building and/or site, the surrounding character of the area, and the size and nature of other signs in the area.

- Encourage signs which complement the design and appearance of the buildings on which they are displayed. Discourage signs which inhibit or hinder views of important landscapes, streetscapes or architectural features.
- Encourage signs which are generally located on the land to which they relate.
- Ensure signs are located wholly within property boundaries.
- Discourage signs within or overhanging road reserves and Council land.
- Support signs which are effective and limited in size and number, particularly in rural and residential areas.
- Encourage co-location of signage of multiple occupancies in order to reduce clutter.
- Discourage potentially distracting elements on signs.
- Ensure lighting is designed and baffled to limit light spill beyond site boundaries.
- Encourage the replacement of existing poorly maintained signs with new signage of a similar scale.
- Ensure unnecessary or inappropriately located signs are removed when a new sign is installed.
- Discourage the location of signs (illuminated and non-illuminated) which will adversely impact on residential amenity.
- Ensure signage does not dominate gateways to the City or to business centres, or along major arterials, and support signs which effectively define a gateway while also being sensitive to the amenity of adjoining land uses.
- Discourage signage in the form of trailers, bunting, balloons, and discourage reflective, flashing and animated signs, due to resultant clutter, visual disorder and amenity impacts.
- Discourage signage in a V-Board configuration on verandahs or awnings, at intersections where they may impede visibility, or in locations where they will have an overly dominant impact on streetscape.
- Discourage sky signs which have an overly dominant impact on streetscape.
- Discourage signs which protrude above the height of building rooflines, beyond fascias, parapets or walls.



- Encourage 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.
- Ensure signs on perimeter fences are limited in size and number and do not dominate the streetscape.
- Ensure signage utilising A-frames is no larger than 1.5 square metres (including both sides), is limited to one per frontage, and will not result in visual clutter.
- Support signage on outdoor furniture (e.g. tables, chairs and umbrellas for an outdoor café) which is appropriate to the setting and does not create visual clutter.
- Signs along freeways and/or highways are discouraged.

Category 1 – Commercial Areas

- Support signage that attracts patrons to business areas, effectively promote goods and services and enhance the commercial centre's character and vitality.
- Ensure pole signs are set back from the street, contained within the site, and the number of pole signs is limited to one per frontage, with the aim of preventing visual clutter.
- Discourage signage facing residential areas or zones unless it can be shown that the signage is appropriate to the adjoining residential character of the area.

Category 2 – Office and Industrial

- Ensure pole signs are set back from the street, contained within the site, and the number of pole signs is limited to one per frontage with the aim of preventing visual clutter
- Encourage signs to be located within the existing building line and/or envelope.
- Ensure signs do not dominate building façades, walls, parapets or landscaped surroundings.
- Ensure signs at the upper level façade are appropriate to the scale of the building.
- Ensure 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

- Support signs that are low profile and do not significantly impact on the character of residential areas.
- Ensure internally illuminated/floodlit signs will not adversely impact on amenity.
- Ensure internally illuminated/floodlit business identification signage is restricted to the operating hours of the business to which it relates.
- Encourage signs to be fixed on buildings except on heritage buildings.
- Ensure signs above front fence height are appropriately set back from the road reserve.
- Allow small scale non-residential uses (e.g. home occupation) low profile business identification signage not exceeding 1.8 metres in height, and a total advertising area not exceeding 1 square metre.

- Encourage medical centres to be limited to a maximum signage area of 2 square metres, unless the site has more than one frontage or adjoins a Road Zone.
- Encourage large scale free-standing non-residential uses (e.g. petrol stations) to be limited to a pole sign and a low profile parapet/wall/fascia business identification sign.
- Discourage signage on windows where it exceeds 50 per cent of the window area, blocks solar access, or where it detracts from the appearance of the building.

Category 4- Sensitive Areas

- Support signs on buildings facing areas of public open space, the coastline and waterways provided that the signs are appropriate to the scale of the building and will have limited visibility from areas of natural and environmental significance.
- Ensure signs do not dominate landscape surrounds of parkland and open space.
- Ensure freestanding signs face away from areas of public open space, the coastline and waterways.
- Encourage signs facing areas of significance to be finished in muted and/or earthy tones and colours.
- Ensure wording on signs facing areas of significance is limited to business identification name only.

Other

New Residential and Employment Estates

- Discourage new estate signage which is larger than the preferred maximum area of 25 square metres.
- It is policy to assess proposals for on-site estate signage against the following criteria:
 - For road frontages of less than 150 metres - limited to one sign per road frontage.
 - For road frontages of more than 150 metres - multiple signs may be erected provided there is a minimum of 150 metres distance between each sign, with a total of not more than four signs per frontage. This does not apply to signage for land sales office and display homes or villages.
- It is policy to assess proposals for off-site estate signage against the following criteria:
 - Signs are to be located at least 200 metres from any other promotion sign advertising the same estate.
 - No more than four signs per estate.
 - Signs are preferred to be located within three kilometres of the subdivision to which they relate.
- It is policy to assess proposals for display village signage against the following criteria:
 - The combined maximum area of signs should not exceed 7 square metres per display home frontage (including temporary A-frame signs) and each sign should not exceed 2 square metres of advertisement area.
 - A-frames are limited to two A-frames per frontage and each A-frame should not exceed 1.5 square metres in total advertisement area.
 - The combined maximum area of signage for land sales office should not exceed 15 square metres.

- Perimeter signage associated with the sales office may be used to screen construction works and provide opportunities for branding while the estate is in its development and sales phase.
- Encourage the development of estate signage strategies to provide rationale for signage from a whole-of-estate approach.
- Proposals that do not meet these criteria may still meet the objectives of this policy.

Gateways

- Encourage gateway signs that enhance major entrances to the municipality by positively contributing to urban design.
- Encourage the location of signs (including major promotion signs) where it can be demonstrated that the signs have been sited to:
 - Minimise impacts on viewing corridors.
 - Not adversely impact on the visual amenity of surrounding residential areas.
- Discourage major promotion signs, sky signs and pole signs on open sites where they will be a dominant visual element in the landscape and detract from the visual amenity of the road, pedestrian or rail corridor.

Major Promotion Signs and Promotion Panel Signs

- Encourage signs which provide an architecturally interesting skyline and silhouette.
- Ensure major promotion and promotional signs are generally only erected at focal points within major or regional commercial centres on main roads, industrial estates or on major transport routes, and are in scale with the built form of their immediate locality.
- Ensure major promotion signs and sky signs are spaced at a sufficient distance to ensure they do not dominate the overall setting, and their advertising impact is not reduced.
- Encourage all supports, cabling, lighting and electricals to be concealed from the overall sign design.

Heritage

- Ensure advertising is designed and located in a manner that conserves heritage places, protecting and enhancing what is valued about the building or place.
- Ensure signs in heritage colours complement the finishes of the heritage place and located where signs were traditionally located.

22.02-4 Application Requirements

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An application for advertising signage must be accompanied by the following information:

- A description of the signage and its purpose.
- The location of the proposed sign on the site or building in the form of site and elevation plans.
- The dimensions of sign, and height above ground level of the proposed sign.
- The details of any form of illumination.

- The indicative colour(s), wording and lettering style of the proposed sign.
- 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 and streetscapes.
- An estate signage strategy for new residential estates, business parks and industrial estates, to include all existing and proposed signage.
- An assessment of the proposal against the relevant planning policy.

All plans must be drawn to scale and fully dimensioned.