

22.08

22/12/2016
C194

PARK SIGNAGE

This policy applies to an application for a promotion sign in the Public Park and Recreation Zone.

22.08-1

22/12/2016
C194

Policy Basis

Whilst sporting clubs are a community use, traditionally there is a sponsorship component and associated signage which is a valid source of income for these groups. Signage can have a negative impact on the public environment, and should not be readily visible externally from the site. It should also not be located in areas used for informal outdoor recreation, such as picnic and barbeque areas, playgrounds and walking or jogging tracks, where the use of advertising signage can detract from the natural character of the area.

22.08-2

22/12/2016
C194

Objectives

- To protect amenity and ensure appropriate promotional signage in the Public Park and Recreation Zone.
- To support promotional signage in the Public Park and Recreation Zone where its location, form and visibility are appropriate to the context, use, history and natural and built forms of the area.
- To support the location and positioning of signage where it is directed inwards, towards areas associated with a major sports and recreation facility, indoor recreation facility, open sports ground, outdoor recreation facility or restricted recreation facility.
- To avoid locating signage in areas used predominantly for informal outdoor recreation, or in adjacent areas where signage would be readily visible to such areas.
- To avoid locating signage where it detracts from the natural character of the area.
- To avoid locating signage which can be readily visible externally from the site or facility.
- To minimise signage clutter.
- To avoid signs which are illuminated and floodlit unless it can be demonstrated that they will not have an unacceptable negative impact on the public environment.

22.08-3

22/12/2016
C194

Policy

It is policy that a sign meets the following criteria or performance measures:

- Promotional advertisements which display advertisements for businesses or products not related to the specific site should not dominate the presentation of the streetscape or building.
- Advertising signs should be well-designed to be integrated with and enhance the general appearance of the area or building.
- Advertising signs should be designed to discourage visual disorder, clutter, conflict and any other adverse effects.
- Signs should be designed to focus on the core information with a layout which directs attention to the main message of the sign.
- Sign panels should be contained within architectural panels and should not overlap or cover architectural features such as mouldings and windows.
- Sign panels should not intrude into the skyline when viewed from the street.
- Signs should not be painted onto unpainted brickwork or stone.
- Signs on glass should not obscure vision into and out of the building.
- Sign colours must be confined to sign panels. Corporate colours should be restricted to specially designated panels and/or bands on the building and should not dominate the site or locality.

BALLARAT PLANNING SCHEME

- Signs below verandahs must provide a 2.7 metre clearance above the ground.
- Signs which are illuminated and floodlit are generally not encouraged.
- Signs should be of a permanent nature. Banners and mobile signs are discouraged.
- Flags must be vertical and mounted from the roof or parapet. Flagpoles mounted on verandahs are discouraged.
- Temporary signs should not damage the fabric of buildings.
- Canvas canopy signs above upper floor windows are not encouraged.
- Pole signs are generally not encouraged.

Application Requirements

An application for signage in the Public Park and Recreation Zone must be accompanied by the following information as appropriate:

- Plans prepared to scale, including relevant elevation plans of the building, which detail the position on-site/or location on the building where the sign(s) is/are to be located.
- Details of the sign wording, colours and size(s) of the sign.
- A statement detailing how the proposal responds to these policy guidelines.