

ADVERTISING SIGNS LOCAL POLICY

This policy applies to all land in the City.

Policy Basis

The City is an area of significant natural beauty and an important gateway to Melbourne. It contains many rural and urban landscapes and streetscapes that are visually unique and highly valued by the community.

While there is a need for the effective identification of businesses, a proliferation of signs and signs which are poorly sited and designed, significantly detract from the attractiveness and amenity of the City's urban and rural environments and major approach roads. A clutter of signs also reduces the effectiveness of individual signs. It is important, therefore, that signs are displayed in a manner compatible with the character of the surrounding area and avoids visual clutter.

Encouraging signage to be innovative, add interest to the locality, and where possible be incorporated with built form are strategies of the MSS.

Objectives

Maintain and enhance the attractiveness and orderly appearance of the City through the siting and appropriate control of advertising signs.

Ensure that signs do not detract from the amenity and character of the surrounding area.

Encourage the display of signs based on themes appropriate to the scale and character of the surrounding area.

Avoid or reduce sign clutter to maximise the effectiveness of individual identification signs.

Policy

It is policy that:

- New developments that require identification should be designed to consider the placement and quantity of signage.
- Signs should be generally located on the land to which they relate.
- The size and height of signs should be compatible with the scale of the building and/or site on which it is displayed; the surrounding streetscape/landscape character; and the size and nature of other signs in the area.
- Signs should reduce or avoid clutter and be integrated with the development design.
- In the Sunbury Town Centre, signs should be sited and designed so as not to obscure views of the steam locomotive water towers, Sunbury Railway Station, Mt. Holden or surrounding hills.
- In areas designated for bulky goods retailing, each bulky goods precinct should provide appropriate directional signage to assist with the movement of pedestrian and vehicular traffic
- Signs are displayed on buildings so as not to:
 - cover up any important facades or parapets;
 - protrude above the height of the building roofline; or
 - obscure views of important landscapes, streetscapes or architectural features.

Sign Types

- In the Sunbury Town Centre flashing and animated signs should be avoided
- In Neighbourhood Activity Centres, promotion, animated, sky, floodlit, reflective and pole signs should be avoided.

HUME PLANNING SCHEME

- In Industrial or Business Park areas, illuminated signs should be enclosed within an internally lit box or sensitively designed with spot lighting.
- In Industrial or Business Park areas freestanding, low level signage in the front setback area may be considered in association with planting.
- In Business Parks only one sign should be located in the front setback area (not including any standard business signage provided by the park's developer).

Size of Signs

- Signs, particularly in rural and residential areas, should be limited in size and number to the minimum necessary to identify the premises.

Design standards

- Signs erected under a verandahs should be:
 - at least 2.7 metres above the ground to ensure that adequate clearance from footpath level is provided.
 - Limited to one sign per shop entry.
- Pole signs should not be erected so as to overhang any part of a road reserve.
- Pole signs should not be erected closer to a road than a distance equal to half the height of the sign.
- All lighting should be located, directed and baffled to limit light spill beyond the site boundaries.

Advertising message

- In Neighbourhood Activity Centres the content of the signs should be limited to the name of the business.
- In Activity Centres the display of signs external to these centres should be limited to:
 - the name of the centre;
 - identification of the major tenancies or 'anchor' businesses; and
 - a brief description of minor tenancies (for example, "20 specialty shops").
- For industrial buildings and land uses the content of signs should be limited to the name of the business and a brief description of the services offered.

Off-Site Estate Promotional Panel Signs

Signs not located on the land subject to subdivision ('off-site estate promotion signs') should be assessed against the following criteria:

- The width of height should not exceed six metres.
- The individual panel area should not be greater than eight square metres.
- An unobstructed area of two metres below the sign panel should be provided.
- These signs should be located at least 150 metres from any other subdivisional promotion sign and 250 metres from a sign advertising the same estate.
- The number of off-site estate signs promoting a particular subdivision should be limited to four.
- These signs should be located within four kilometres of the subdivision to which they relate.
- The display of off-site estate promotion signs along freeways and highways should be avoided.

Pole Signs

- Pole signs should not be erected so as to overhang any part of a road reserve.
- Pole signs which are erected closer to a road than a distance equal to half the height of the sign are discouraged.

Policy Reference:

Hume City Council Planning Guidelines for Outdoor Advertising (1995).