

22.07

31/10/2019
C132king

OUTDOOR ADVERTISING POLICY

This policy applies to all land where a planning permit is required to construct or display a sign under the provisions of the Kingston Planning Scheme.

22.07-1

31/10/2019
C132king

Policy basis

The Municipal Strategic Statement recognises the importance of commercial activity within the municipality. The display of outdoor advertising signage is an integral part of business communication. As such, whilst advertising plays a significant and necessary role, there must be a degree of control over its location, design, size and layout. Too many signs, or signs which are too large or inappropriate, can dominate the urban environment, particularly in areas of special character, or where signage is not an established part of the visual landscape. It is therefore important to ensure that excessive or inappropriate signage is avoided, particularly in sensitive locations. Signage should be effective in advertising a product or promoting a business and complement its local setting and other nearby signs.

Due to the diversity of environments in Kingston, there is a need to promote different signage objectives and outcomes for various locations and environments. This policy provides guidelines for the location, design, size and layout of advertising signs to ensure that advertising is compatible with the character of the area and its local streetscape. It contains an overarching general set of objectives for all areas. Additionally, it contains specific objectives for shopping and commercial areas, office and industrial areas, residential and non-commercial areas, main road areas, stand-alone and restricted retail areas, heritage areas, publicly owned land, major promotion signs and creative signs. A series of performance standards provide additional guidance and test applications as to how they respond to the objectives of this policy.

22.07-2

31/10/2019
C132king

Objectives

- To ensure excellence in the design and presentation of all outdoor advertising displays.
- To ensure that commercial businesses are able to display sufficient signage to adequately identify their premises and promote their business and the goods and services they offer.
- To ensure that signs achieve maximum effectiveness without being excessive in their size, height, number or appearance.
- To protect visual amenity by avoiding visual disorder and clutter throughout the municipality.
- To encourage the development of innovative signage that is appropriate to its setting.
- To encourage, where appropriate, signs that contribute to the lively and attractive character of an area.
- To ensure that signage does not obscure or detract from the architectural and historical qualities and features of the host, adjacent and or nearby buildings.
- To ensure that the scale and form of signage is compatible with the size and style of the building, adjacent built form and land use, and the streetscape in which it is set.
- To ensure that signage is located and designed with regard to safety and the operation of the road network.
- To provide for the orderly display of signs.
- To encourage the use of sign themes in commercial areas and to ensure that advertising signs are comparable with any advertising theme or pattern that has been developed for the area.
- To ensure that advertising signs are well designed and well maintained to contribute to the appearance of buildings and streetscapes.

22.07-331/10/2019
C132king**Policy**

It is policy to:

General

- Discourage the display of animated signs, sky signs, panel signs, major promotion signs, pole signs, bunting signs, inflatable and blimp signs, high wall signs, and V-board signs to reduce visual clutter.
- Discourage signage that detracts from the architectural quality of buildings or obscure architectural features.
- Discourage any external lighting, electrical cables, conduits, supporting structures and other equipment associated with the signage, which detracts from the appearance of a building. Where possible such materials should be concealed from view, or unobtrusively located, and where appropriate painted to match the colour of the surface on which it is mounted.
- Discourage signage that dominates the building to which it is fixed or the property on which it is sited.
- Discourage the display of V-board signs in all areas, particularly when sited above verandahs, and, where appropriate to encourage their removal.
- Discourage signs from being permanently or continually displayed on parked vehicles, trailers, caravans and the like in road reservations.
- Encourage street numbers to be displayed to reduce the need for additional signage.
- Encourage signage that respects the amenity of surrounding areas and uses.
- Encourage signage which fits within architectural forms, is integrated with the architecture or is placed on blank wall surfaces.
- Encourage wall or fascia signs to be directly applied to the building, and where projection occurs it should be minimal and vertically orientated (i.e. the height of the sign being greater than the width).
- Encourage signs to be orientated either vertically or horizontally unless it can be demonstrated that an alternative orientation is appropriate due to the design of the sign or the area to which it is to be displayed.
- Encourage a sign or associated supporting structure that is sited within the overall building facia, rather than siting above the building line, protruding from the building into the skyline or extending beyond any edge of its host building.
- Encourage signs to be located on the land to which they relate.
- Consider, when new signage is proposed, all existing signs on site and to encourage the consolidation of sign displays.
- Consider the type and number of signs in an area to ensure they are generally proportional to the intensity of commercial activity and the complexity of the built form of the area.
- Limit the impact of signs on surrounding sensitive uses such as residential areas and public land.
- Limit the display of above verandah and upper level façade signage.
- Over time, remove and replace inappropriate signs or inappropriately located signs that do not comply with this policy, or when new or replacement signs are installed, with more appropriate signs.
- Reduce advertising clutter through the display of fewer, more effective signs.
- Where appropriate, signage should be legible for people with a vision, physical, intellectual or other disability.

Shopping and commercial areas

Kingston’s commercial areas are an important part of the local economy, providing products and services to both the local and wider community. When considering signage in different centres the overall role of the centre needs to be understood. The level and type of signage within commercial areas should reflect and support the role of the retail centre, whilst providing for adequate business identification.

- Discourage the display of animated signs, above verandah signs, sky signs, panel signs, major promotion signs, pole signs, bunting signs, high wall signs, reflective signs, and V-board signs to reduce visual clutter.
- Discourage signs that prevent views to ground level display windows.
- Discourage the proliferation of above verandah signs and upper level façade signs, particularly in areas with no or minimal above verandah signage.
- Discourage upper façade or above verandah signs particularly where the building is used for residential purposes such as shop-top housing and on larger mixed retail and residential developments.
- Discourage the display of pole signs unless the use is setback from the street, the pole sign is located within the setback area, is contained within the site and the number of pole signs is limited to one per frontage.
- Encourage a coordinated and consistent approach to be taken towards the design and location of signs in shopping centres.
- Consider in a balanced manner the appropriateness of the display of illuminated signs, recognising the need to be respectful of their surroundings and nearby sensitive land uses.
- Consider the number and type of signs in an area so that signs are responsive to the intensity of commercial activity, the complexity of the built form of the area and established approved signage patterns.
- In areas where there is an approved established pattern of above verandah signage, limit the size and scale of above verandah and upper level facade signage, and limit signage to advertising the business name.
- Limit under verandah (suspended) signs to one (1) per premises or frontage where appropriate.

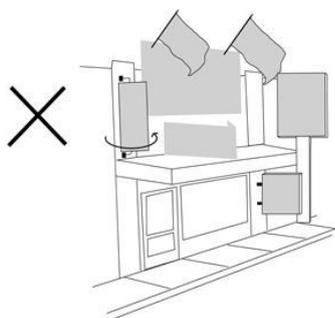


Figure 1: Inappropriate signage forms in shopping areas (animated, bunting and pole signs, and signs that block or restrict vision).

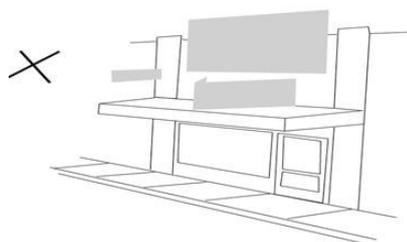


Figure 2: Inappropriate above verandah signage (sky, V-board and projecting signs).

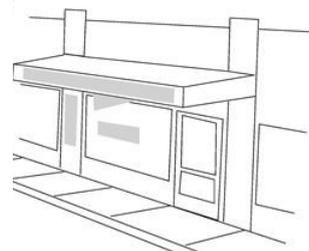
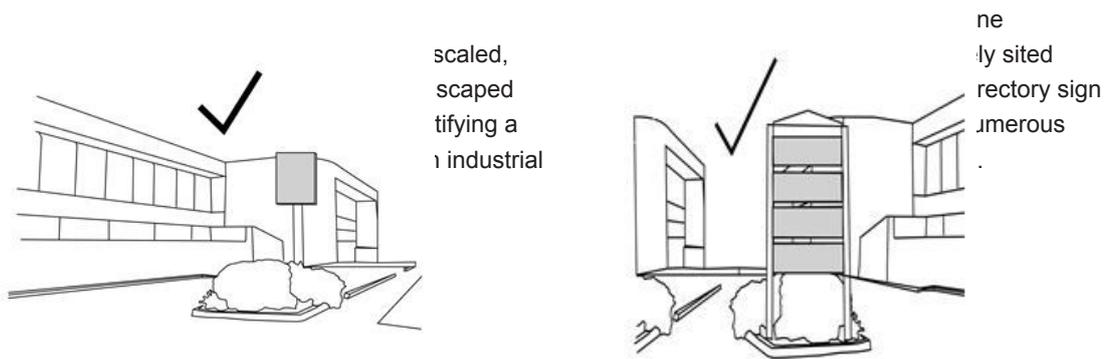


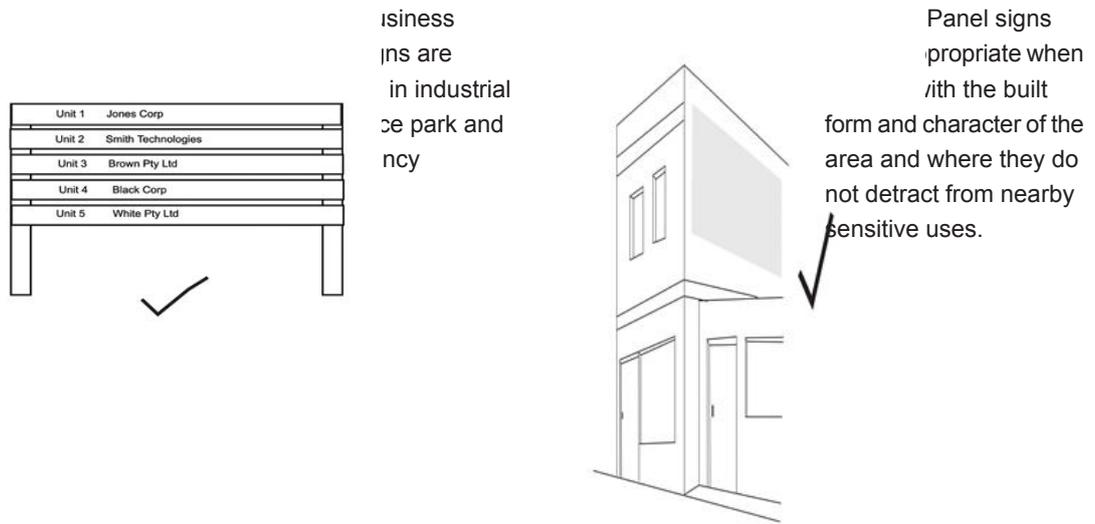
Figure 3: Appropriately located and sized window display, fascia and suspended below verandah signs. Above verandah signage is applied directly to the host building.

Industrial and office areas

Kingston is host to a number of large industrial estates which play an important role for the municipality. Lower limitation controls for advertising signage are applied to these areas provided the design of the signage offers an appropriate response to its context.

- Discourage the display of animated signs, sky signs, major promotion signs, bunting signs, V-board signs and reflective signs to reduce visual clutter.
- Discourage signs on perimeter fences promoting goods and services supplied on site.
- Encourage the type and number of signs to be compatible with the appearance of the street and the identity of the area.
- Encourage signs for individual businesses in joint occupancy buildings to be of a uniform size, shape and presentation.
- Encourage business directory signs in industrial estates and shared occupancy areas.
- Encourage a coordinated approach to advertising within large industrial areas and buildings with multiple occupancies.
- Encourage advertising signs, which enhance the appearance of industrial buildings through their design, scale and location.
- Encourage the use of architecturally innovative signs that demonstrate a regard to the form and role of the area.
- Consider the type and number of signs in an area to ensure the levels of signage are reflective of the level and nature of activity in the area.
- Consider where appropriate, existing signs on adjacent buildings and encourage a coordinated approach to sign locations, style and colours on adjoining buildings, which will contribute to an area design theme.
- Allow the display of pole signs when the use and pole sign are significantly setback from the street. Pole signs should be in scale with the built form of the area, limited to one per frontage, and should not contribute to the proliferation of an advertising strip. If a proposed sign is in an area adjacent or near to a main road area, additional issues require consideration.





Residential areas

Within residential areas a high level of amenity is expected, with minimal intrusion from uses that are not part of the character of these areas.

- Discourage the display of animated signs, sky signs, panel signs, promotion signs, major promotion signs, pole signs, bunting signs, high wall signs, illuminated signs, reflective signs, V-board signs, above verandah signs and large business identification signs to reduce visual clutter.
- Discourage signage that dominates the building, street, or views from adjoining residences.
- Generally limit signage to what is necessary to simply identify the premises (i.e. small business identification and home occupation signs) and to where possible discourage signage from facing directly adjoining residences.
- Limit the number of signs on site to one (1) per premises or frontage where applicable.
- Minimise the impact of signs for non residential uses (such as a medical centre) so that they are low profile, present an orderly display and are of a scale that is respectful to its surroundings.

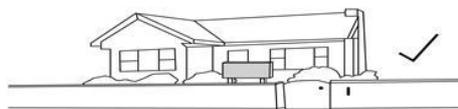


Figure 9: Signage should not be displayed where it will impact on the amenity of residential or sensitive areas.

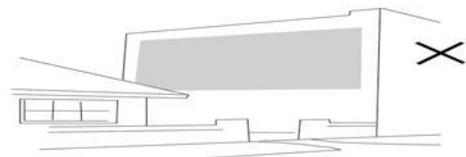


Figure 8: Large panel signs are appropriate when in scale with the built form and character of the area and do not detract from nearby sensitive uses.

Main road areas

Signs along declared main roads offer opportunities for long distance visibility. A principal concern is the impact of signs on the amenity of the surrounding areas, the character of the streetscape, and road and pedestrian safety.

- Discourage the display of animated signs, sky signs, panel signs, major promotion signs, pole signs, bunting signs, high wall signs, reflective signs and V-board signs to reduce visual clutter.

KINGSTON PLANNING SCHEME

- Discourage clutter of major promotional signs, pole signs, panel signs, freestanding and mobile signs, high wall signs and sky signs.
- Discourage signage which obscures major view lines.
- Discourage the use of intermittent flashing signs or other potentially distracting elements on signs.
- Encourage a high level of visual amenity in areas adjacent to main roads to be maintained.
- Recognise that there are limited opportunities for major signage.
- Consider the scale and size of promotional signage with regard to the size, scale and bulk of buildings in the surrounding area and any adjacent residential or sensitive land use areas.
- Limit the scale and size of promotional signage so as to not dominate host buildings. Signs should not be greater in size than, or extend beyond any edge of host buildings.
- Only permit the display of sky signs or major promotional signs where they do not dominate the skyline or landscape, and where signage and support structures are designed so that they do not contribute to or create visual clutter.

Restricted retail areas

Restricted retail uses are generally located adjacent to major roads. Advertising is important to these uses but excessive forms of advertising signage reduce its impact. Signage should be limited to business identification to avoid visual clutter and the proliferation of an advertising strip.

- Discourage the display of animated signs, sky signs, major promotion signs, bunting signs, high wall signs, reflective signs and V-board signs to reduce visual clutter.
- Encourage a minimum number of signs only to be used to identify premises.
- Encourage signs where possible to be located on the main building or canopy.
- Encourage signs to be sited so that they are confined to a non residential street frontage and their appearance is softened by landscaping.
- Encourage, where appropriate, business directory signs in shared occupancy restricted retail areas to reduce visual clutter and excessive signage.
- Allow the display of pole signs when the use and pole sign are significantly setback from the street. Pole signs should be in scale with the built form of the area, limited to one per frontage, and should not contribute to the proliferation of an advertising strip.
- Consider the need for traffic and pedestrian control signs to assist with ease of pedestrian and vehicle movements.

Signage in heritage places

Kingston's Heritage Study has identified a range of significant heritage sites and precinct areas across the municipality. Signage at these places, and where appropriate neighbouring land, should be discreet and complement the cultural significance of the place.

- Discourage the display of animated signs, sky signs, panel signs, major promotion signs, bunting signs, pole signs, high wall signs, illuminated signs, reflective signs and V-board signs to reduce visual clutter.
- Discourage the siting of above verandah signs on heritage buildings.
- Discourage the siting of illuminated signs on heritage buildings or in heritage precincts.
- Discourage new signs painted on unpainted masonry walls of heritage places.
- Discourage corporate image requirements and standard corporate signage on heritage buildings and in heritage precinct areas.

- Encourage the retention of surviving early signs of high historic value, including permanent lettering cut into stone or in raised cement render, painted signs and the like.
- Encourage advertising to be designed and located in a manner that conserves heritage places, protecting and enhancing what is valued about the building or place.
- Consider the design and location of signs to ensure the significance, character and appearance of the heritage place is respected.
- Consider whether, where appropriate, signs should be located where signs were traditionally located on heritage buildings.



Figure 10: Examples of inappropriately located signage and illuminated signs on heritage sites.



Figure 11: Examples of appropriately located signage that is sensitive to heritage buildings.

Non urban areas

A variety of non-urban uses in Heatherton, Clayton and Dingley occupy these areas including landfills, market gardens, churches and nurseries. In order to protect and enhance the rural and environmental character of these areas, signage should have a minimal impact and where possible offer improvements to the non-urban landscape. Signs should generally relate to the use of the land and the scale of surrounding development.

- Discourage the display of animated signs, pole signs, sky signs, panel signs, major promotion signs, bunting signs, high wall signs, reflective signs, and V-board signs to reduce visual clutter.
- Discourage signs on vacant or public land where they intrude on the amenity and appearance of the surrounding area.
- Encourage landscaping around signs to soften their impact and appearance.
- Consider whether signs are sympathetic to the landscape character of the area

Public land

Kingston is host to a number of land parcels reserved for public purposes. This land includes foreshore reserves, open space areas, railway land, schools and so on. These areas are afforded maximum signage limitation.

- Discourage the display of animated signs, above verandah signs, sky signs, panel signs, major promotion signs, bunting signs, high wall signs, illuminated signs, reflective signs and V-board signs to reduce visual clutter.
- Discourage the proliferation of signs given that visual clutter and the dominance of signs would reduce the landscape value and amenity of the area.

- Encourage, where signs can be demonstrated to be appropriate or necessary particularly to local sports clubs, the appropriate location, siting, size and design of preferably non permanent signs, so as to have minimal impact on surroundings.
- Limit signs on sporting grounds and grandstands which would be visible from surrounding parkland.

Major promotion signs

Major promotion signs can be visually dominant features in a landscape and therefore their siting and frequency need to be carefully controlled. Kingston has a significant number of sites where major promotional signage is displayed and will therefore discourage additional major promotional signage.

- Discourage major promotion signs and limit their display to sites within the municipality where major promotion signs are already located.
- Discourage the siting of major promotion signs in locations overlooking open space areas, parkland or residential areas.
- Limit the scale and size of major promotion signs so as to not dominate or project above host buildings or supporting structures.
- Generally, only permit the display of major promotion and promotional signs at focal points such as major or regional commercial centres on main roads, industrial estates or on major transport routes, where they are in scale with the built form of the immediate locality.
- Consider that any major promotion signs or sky signs should be spaced at a sufficient distance to ensure they do not dominate the overall setting, and their advertising impact is not reduced.

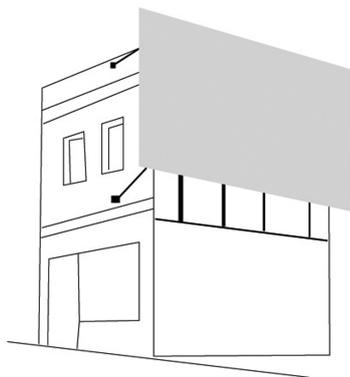


Figure 12: Major promotional signage dominates the host building and area generally.

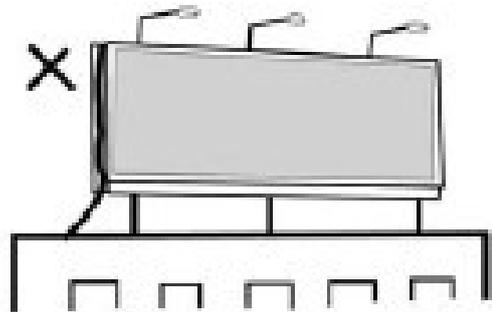


Figure 13: Major promotional signage is inappropriately located above the host building's roofline, and lighting and supporting structures add to visual clutter.

Creative signs

Signage that does not generally comply with the requirements of this policy may be permitted if, in the opinion of the responsible authority, it is considered to have particular creative or artistic merit and will make a significant positive contribution to the streetscape and character of the locality. Creative signs may include signage which:

- Is related to historical, cultural or architectural themes found in the locality.
- Is designed by local artists, has artistic or sculptural merit and has high visual quality.
- Recreates or reinterprets a known earlier historic sign.
- Helps to reinforce or establish a theme or character of a particular neighbourhood or locality

22.07-431/10/2019
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Signs are considered to be appropriate when it can be demonstrated that they meet the criteria below. The following performance standards are deemed to satisfy some aspects of the policy objectives outlined above. Proposals that do not meet these criteria may still meet the objectives of this policy.

It is policy that proposals are assessed against the following criteria:

General

- New applications for signage result in an overall improved presentation of advertising signage for the premises.
- Where appropriate signs are positioned and designed to fit within spaces created by architectural elements on the host building.
- Large supporting frameworks for signs are avoided.
- Wall signs do not cover the architectural features or detailing of a building and are sized in proportion with parapets, panels, windows and wall areas.
- Signs are not duplicated.
- Sign space is shared between multiple occupancies.
- Fewer signs convey multiple messages.
- Signs are not located on walls facing residential uses or the entrance to residential streets unless the use is in a residential area and the sign is on the frontage of the site.
- Permanent signs on display windows cover no more than 25% of the display window.
- Signs do not obscure a motorist's view of pedestrians and vice versa, or obscure views to nearby pedestrian and traffic signal facilities.

Illuminated signs

- Illuminated signs are not displayed in residential areas.
- If in residential areas it can be demonstrated that illumination is necessary, illumination is minimal, there is no glare or light spillage, and any lighting equipment is concealed from view.
- Illuminated signs do not cause light spill or glare into residential or sensitive use areas.
- Illuminated signs are of a form, colour or illuminance that will not cause distraction or conflict with nearby motorists, pedestrians and traffic signal facilities.
- The preferred location for illuminated signs is suspended below verandah or on display window (neon type).
- Where an illuminated sign is proposed with an upper façade level siting, it is in an area where such a pattern is already generally established and approved, has a minimal projection and a vertical orientation

Upper façade level and above verandah signs

- Signs are not installed at upper façade level in centres where there are limited or no signs in such locations.
- Signs respect or contribute to the architectural and built form qualities of host and adjacent buildings.
- Signs do not block view lines or create or contribute to visual clutter.
- Where a projecting wall sign is proposed, it is in an area where such a pattern is already generally established and approved.

- Projecting wall signs have a minimal projection and have a vertical orientation.
- Where illumination is proposed for upper façade level signs, there is minimal glare and light spillage, and is in an area where such a pattern is generally established and approved

Residential areas

- Signs in residential and non commercial areas are business identification signs only and are of a respectful scale and do not dominate the setting.
- Use of colours and materials in signage has regard to the character and amenity of the area.
- Signs on sites in non commercial areas are limited to one (1) per frontage.
- The impact of signage is minimised by landscaping used to soften its appearance.
- Freestanding signs are oriented to be parallel to the street or frontage.
- Where illumination can be demonstrated to be necessary, signs are only illuminated during the premises operating hours.
- Signage is located on site in a way that it is clearly visible to passers by, so that its size is of a small, respectful scale whilst still achieving adequate exposure.

Main road areas

- Signs do not contribute to a safety hazard or potentially distract motorists or pedestrians through the type or level of illumination, colours or form of advertising.
- Landscaping around signs is used to soften their impact and appearance.
- Signs do not obscure major view lines.
- Signs do not dominate the landscape or host buildings and are in scale with their surroundings.

Non urban areas and public land

- In the opinion of the responsible authority, signs do not reduce the visual quality of the setting through their size, scale, content or placement.

Heritage places

- In the opinion of the responsible authority, the size, scale, placement and design of signs do not adversely effect the significance, architectural character and appearance of a heritage place or area.

22.07-5

31/10/2019
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Application requirements

An application to erect, install or display advertising signage must include three (3) copies of plans drawn to scale at either 1:100 or 1:200 and fully dimensioned showing:

- The location of the proposed sign on the site or building and distance from property boundaries.
- The dimensions, height above ground level and extent of projection of the proposed sign.
- Details of any form of illumination.
- The colour, content, lettering style and materials of the proposed sign.
- Any landscaping details if applicable.
- The structure of the sign and method of support.
- The location and size of existing signage on the site including details of any signs to be retained or removed.