

22.08 OUTDOOR ADVERTISING19/01/2006
VC37

This policy applies to the erection of outdoor advertising signage within the City of Port Phillip.

22.08-1 Policy Basis19/01/2006
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The Municipal Strategic Statement encourages new buildings and works to make a positive contribution to the public realm having regard to the diverse and distinctive character that contributes to the high quality of the city's physical environment. Outdoor advertising signage is a key and often highly visible component of the physical environment of the city.

It is recognised that outdoor advertising signage is a legitimate means of communication and promotion and that well designed and located signage can be helpful and informative while adding interest, colour and character to local streetscapes. However, advertising is also an increasingly visible element within cities, with demand by businesses and the advertising industry seeking to increase exposure.

Too many signs, or signs which are too large or inappropriate, can dominate the urban environment, particularly in heritage precincts or areas of special character such as the foreshore. They can reduce the amenity of an area and lose their effectiveness by competing with each other.

It is therefore important to ensure that outdoor advertising signage is not only effective in advertising a product or promoting a business, but also complementary to its setting and other nearby signs, and to avoid excessive or inappropriate signage, particularly in sensitive locations.

22.08-2 Objectives19/01/2006
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- To ensure that commercial businesses are able to display sufficient signage to adequately identify their premises and promote the business, the goods they sell or the services they offer.
- To ensure that signs achieve maximum effectiveness without being excessive in their size, number or appearance.
- To ensure that the architectural qualities and features of buildings are not obscured by signage.
- To ensure that the size, position and amount of signage adds to the vitality and interest of the urban environment.
- To protect the visual amenity of the locality by avoiding visual disorder and clutter.
- To ensure that outdoor advertising does not cause loss of amenity or have a detrimental effect on the natural or built environment or the safety, appearance or efficiency of any public place.

22.08-3 Policy19/01/2006
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It is policy that the following matters be taken into account when considering applications for outdoor advertising signage:

GENERAL

- Signage should not dominate the building to which it is fixed or the property on which it is sited.

- Signage should not project above the skyline or profile of a building.
- Signage should not obscure architectural features and detailing, windows and door openings or verandahs, particularly on buildings of identified heritage significance or in Heritage Overlay areas.
- Signage should not interfere with the function of traffic signals and necessary control and directional signage.

Location on buildings

- Except in Heritage Overlay areas, signage may be erected in the locations shown on Diagram 1 provided that no more than two above verandah signs are erected.
- Signage should not be erected in the locations shown in Diagram 2.
- In Heritage Overlay areas, signage may be erected in the locations shown in Diagram 3 provided that no more than one above verandah sign may be erected except in buildings listed on the Victoria Heritage Register in the Emerald Hill precinct, South Melbourne where no above verandah signage should be permitted.

High Wall

Signage on the wall of a building which is more than 10 metres above the ground may be permitted where the following requirements are met to the satisfaction of the responsible authority:

- The signage does not detract from the visual environment
- No alternative location on that elevation of the building or the property is available.
- The sign is a Business Sign.
- The site is not within a Heritage Overlay.

Window

Window signs may be permitted only if sign written onto glass or mounted behind a window so that the window remains visible and is not fully obscured.

Forecourt or building setback area

The number of signs within building forecourt or setback areas should not exceed one and should not exceed 7 metres in height.

Fence, wall or gate

Signage should be fixed or painted directly on to a fence wall or gate and should not project above the height of the fence, wall or gate.

Illuminated & Animated Signs

Above verandah signage in Heritage Overlay areas should not be floodlit. Below verandah signage in Heritage Overlay areas, and all signage in other areas may be floodlit if the following requirements are met:

- The light source should be located so that light is directed onto the sign as much as possible to minimise glare.

- Light spillage from the light source is controlled by the use of baffles, shields or reflectors.
- Automatic time switches are provided to turn off the illumination during early morning hours.

Above verandah signage in Heritage Overlay areas should not be internally illuminated. Below verandah signage in Heritage Overlay areas, and all signage in other areas may be internally illuminated where the following requirements are met:

- The light source should be designed to illuminate the sign and minimise light spillage onto other surfaces
- Automatic time switches are provided to turn off the illumination during early morning hours.

Signage should not be animated and should not include flashing or running lights.

Electricity supply & equipment

External lighting, electrical cables and conduits and any other equipment associated with the signage should not detract from the appearance of a building and where possible should be concealed from view, unobtrusively located and/or painted to match the colour of the surface on which it is mounted.

Colours, materials and graphics

Colours, lettering style and layout of signage should reflect the character and style of the building and its environment, particularly where the building is of historical or architectural merit or is located in a Heritage Overlay area.

Creative Signs

Signage which does not comply with any of the other 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
- Recreates a known earlier historic sign
- Helps to reinforce or establish a theme or character of a particular neighbourhood or locality.

Port Phillip foreshore

Signage should only be permitted where one of the following requirements are met:

- It is a business sign associated with an existing business or activity on the foreshore that is located on the same site or building as the business or activity.
- It promotes a cultural, recreational or leisure activity which has the consent of Council.

Westgate Freeway and other major roads

Sky signs mounted on buildings or other structures which have exposure to or are directed toward the Westgate Freeway or other main roads will only be permitted where the following requirements are met to the satisfaction of the responsible authority:

- They do not break the skyline or otherwise dominate the 'host buildings' to which they are attached.
- They do not detract from the architectural integrity of the 'host building'.
- They do not become the dominant element in the streetscape and do not detract from the overall character of the area.
- Support structures are designed so that they are not unattractive, do not contribute to visual clutter, and do not become as dominant as the signage itself.

Pole signs which have exposure to or are directed toward the Westgate Freeway or other main roads will only be permitted where the following requirements are met to the satisfaction of the responsible authority:

They bear a relationship to the surrounding environment in terms of height and scale, including the relationship of the pole structure to the surrounding streetscape.

They are designed and located so that they do not dominate the surrounding streetscape and do not contribute to visual clutter nor detract from the overall character of the area.

Acland Street & Fitzroy Street tourist precinct

Signage in Acland Street and Fitzroy Street should add to the precinct's cosmopolitan character and atmosphere, create visual interest and contribute to its vitality by being:

- Well proportioned
- Well located
- Portraying a clear message
- Graphically creative
- Containing attractive images, typefaces and colours
- Enhancing the three dimensional modelling of the streetscape.

Information requirements

The following information should be submitted with any application:

- Three copies of plans (one coloured and at least one of A4 or A3 size) drawn to scale (1:100 or larger) showing:
 - The location of the proposed sign on the premises and the distance from the property boundaries.
 - The elevations above ground level and all relevant dimensions of the sign.
 - Where relevant, the structure of the sign and the method of support.
 - The colour, content and lettering style of the sign.
 - Where relevant, details of the proposed type of illumination, in or of the sign.
 - Where relevant, the location and size of any existing signage on the site including details of the signs to be retained or removed as part of the proposal.

If applying for a Sky sign or Pole sign the following additional information should also be provided:

- Photographs of the site and existing signage in the immediate locality
- A streetscape perspective, showing the relationship or the proposed sign to the existing building or site, surrounding buildings and other signage in the immediate locality.
- A statement an/or graphic representation of the major elements in the immediate urban environment to which the signs relate.

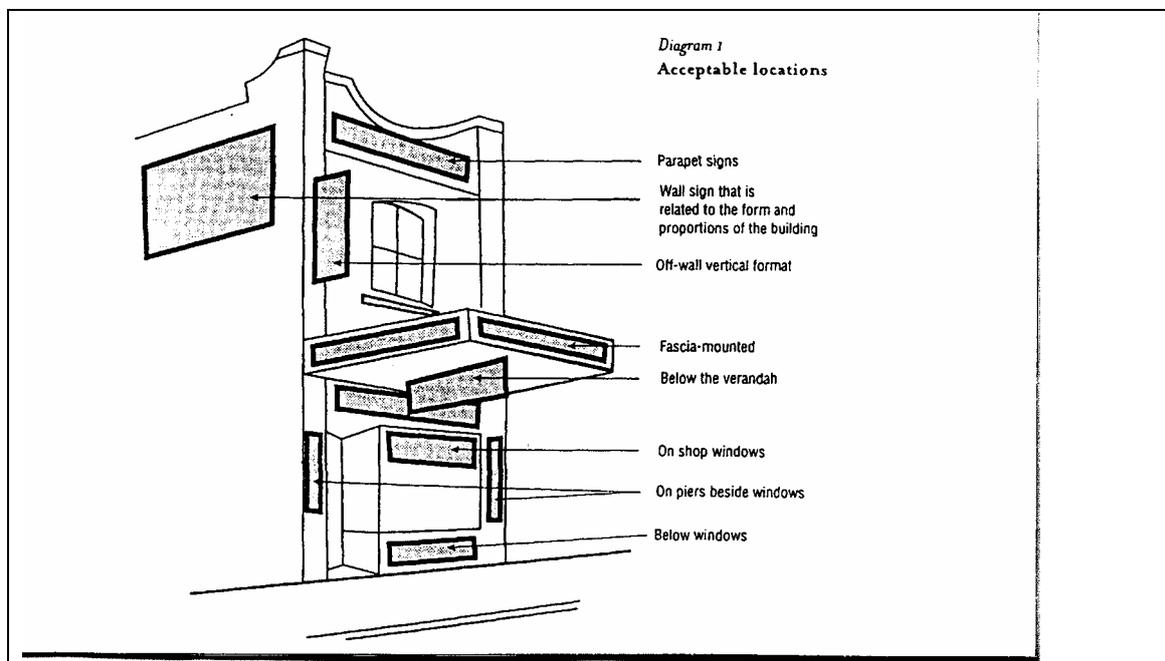
Decision Guidelines

Before deciding on an application the responsible authority must consider, as appropriate:

- Whether the signage will detract from the architectural style and/or heritage significance of a building or area.
- Whether the existing signage on a building or site is adequate.
- The character of the local environment including the location of any other signs and the need to avoid visual clutter.
- The need to ensure that there is an equitable distribution of signage between premises in commercial precincts to avoid visual dominance of one business over another.
- The need to avoid conflict with traffic signals and other necessary control and directional signs.

Policy reference

City of Port Phillip Outdoor Advertising Guidelines 1997



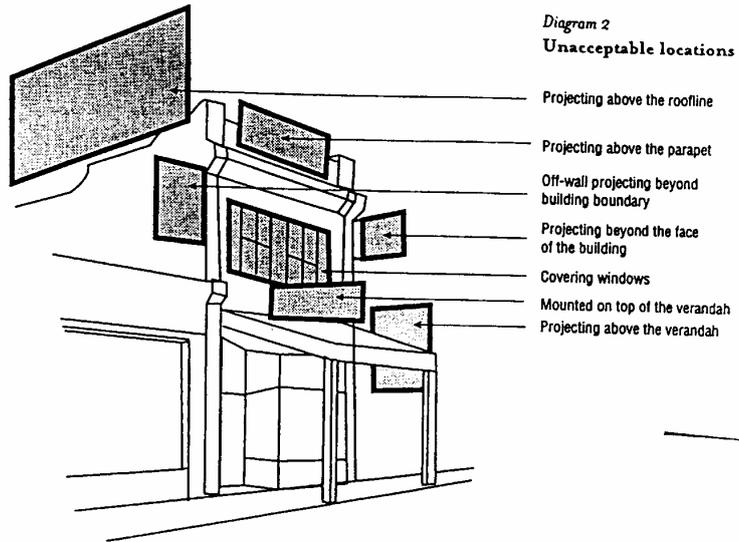


Diagram 3

