

15.01-1L-01 Signs

--/--/---
Proposed C203port

Policy application

This policy applies to the development of land for signs.

Strategies

Support signs that:

- Are well proportioned, suitably located and responsive to the urban form and character of the area.
- Respect the scale of the host building and site, including maintaining the visibility of architectural qualities and features of the building.
- Are located entirely below the skyline or profile of a building.
- Maintain views of architectural features and detailing, windows and door openings or verandahs.
- Maintain views and amenity of, and do not visually intrude on, important views and vistas, landmarks or key public open spaces, including the Shrine of Remembrance.

Support the equitable distribution of signage between premises in commercial precincts.

Support only business identification and directional signs along park interfaces.

Policy guidelines

Consider as relevant:

General

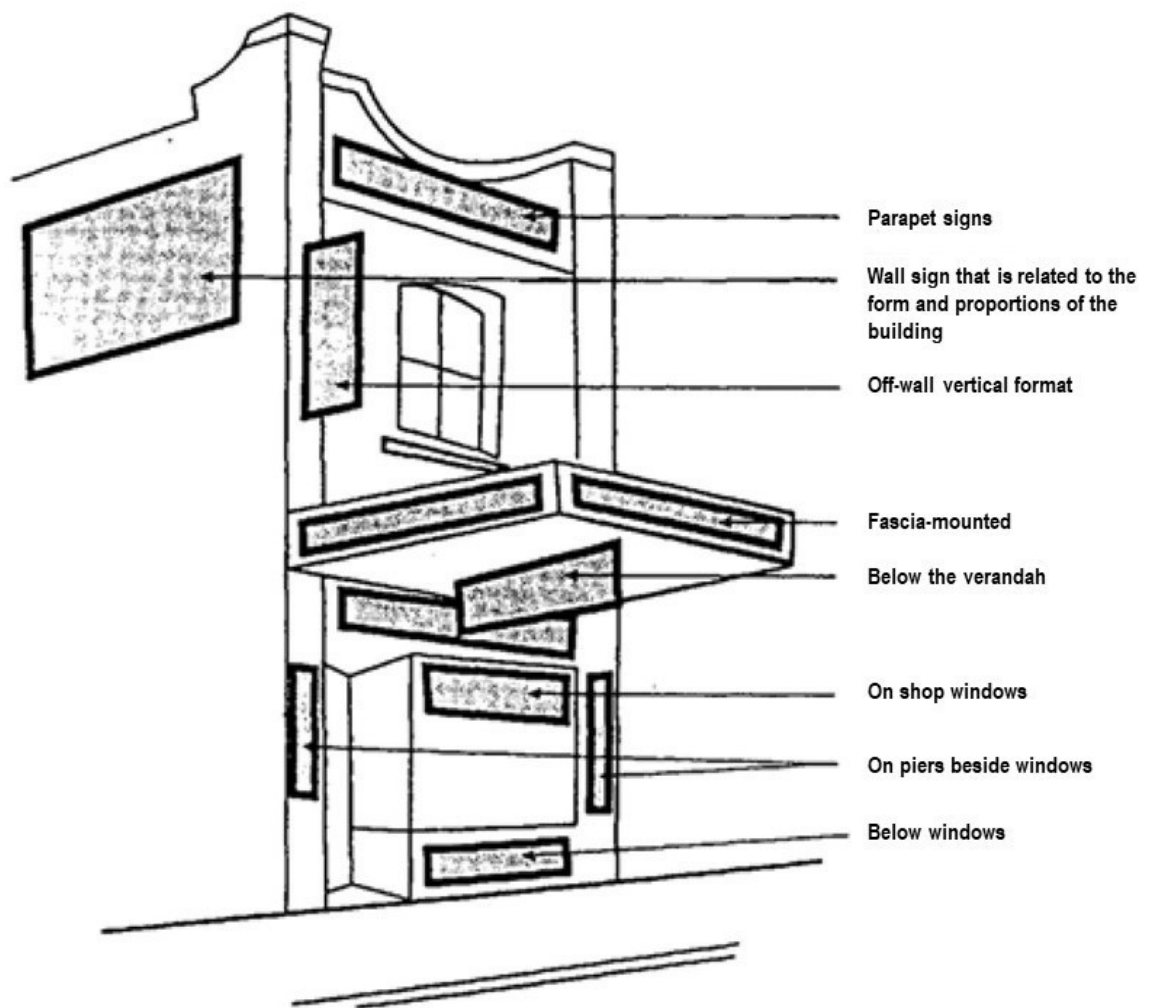
Ensuring major developments include a signage strategy that provides adequate future signage opportunities integrated with the building design and responsive to the site context.

Location on building

Supporting signs:

- Displayed in the locations shown on Diagram 1, provided:
 - The site is not in a Heritage Overlay.
 - No more than two above verandah signs are displayed (fascia mounted signs displayed on the verandah are not included as above verandah signs).
- Displayed on retractable awnings provided:
 - The awning acts as a verandah over the public footpath or a seating area.
 - The display area is located on the outer edge or fascia of the awning and does not unnecessarily extend further than the outer edge or fascia awning.

Figure 1 Acceptable locations



High wall

Supporting signs (other than Business Signs) displayed on the wall of a building over 10 metres from the ground, provided:

- The sign is no greater than 10 per cent of the visible wall elevation.
- The sign is no higher than two levels of the building on which it is located.
- The sign projects no more than 300 millimetres from the building on which it is located.
- The sign is located as close as practical to the property frontage on side walls.

Window

Discouraging street level window signs, unless they are:

- Written on glass or mounted behind a window.
- Providing a high degree of visibility into the building where the sign is displayed.
- No greater than one third of the window area.

Forecourt or building setback area

Supporting a maximum of one sign in a building forecourt or the area between the building and the street, provided:

- The sign has a maximum height of 7 metres from ground level.
- Views of the building or visual and physical connection between the street and buildings are maintained.

Fence, wall or gate

Supporting signs:

- Fixed or painted directly onto a fence, wall or gate.
- Projecting below the height of the fence, wall or gate.
- Attached to a wall projecting less than 300 millimetres from the wall.
- Projecting from a wall maintaining a clearance of 2.7 metres above the ground level of a public footpath.

Signs on street furniture

Supporting signs on street furniture in a public open space/residential or commercial area provided:

- They are located on a major street.
- They are located within a Category 1 (Commercial areas) or Category 2 (Office and industrial) area pursuant to Clause 52.05.
- The overall size and quantity of signs is minimised.
- Visual clutter or disorder within the public realm is avoided.

Supporting signs incorporated into a phone booth or bus or tram shelter provided:

- Route information on the bus or tram services for which the shelter is constructed is included.
- The sign is proportionate to the host structure and appropriate to the heritage values of the area.
- The sign respects and compliments any heritage values of the host structure.
- The sign is oriented parallel with the roadway to maximise clear views along and across the street.
- The sign is no greater than one third of the bus or tram shelter area.
- The end of the tram and bus shelters remains clear and free of advertising panels.
- Only internal illumination of signage is provided.
- Signs located on a boulevard or a main road (RDZ1 or RDZ2):
 - Respect the amenity of the area and key views and vistas.
 - Are designed to create a safe pedestrian and vehicular environment.

Illuminated and animated signs

Supporting floodlit signage provided:

- The light source is 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.

Supporting internally illuminated signage provided:

- The light source is designed to illuminate the sign and minimise light spillage onto other surfaces.
- Signage is not animated and does not include flashing or running lights.
- Automatic time switches are provided to turn off the illumination during early morning hours.

Supporting electronic signs and the use of new technologies with limited impacts upon the character or amenity of an area.

Electricity supply and equipment

Encouraging signs and associated equipment (including external lighting) to be concealed from view, unobtrusively located, and/or painted to match the colour of the surface on which it is mounted to minimise any impacts on the appearance of a building.

Colours, materials and graphics

Supporting signs with colours, lettering, style and layout that reflect the character and style of the building and environment where it is situated, particularly where the building is of historical or architectural merit.

Minimising the impact of corporate branding through signage and building colours, materials and finishes on the local streetscape.

Creative signs

Supporting signage with creative or artistic merit that will make a significant positive contribution to the streetscape and character of the locality, including signs:

- Related to historical, cultural or architectural themes found in the locality.
- Designed by local artists.
- Recreating a known earlier historic sign.
- Reinforcing or establishing a theme or character of a particular neighbourhood or locality.

Temporary signs

Supporting temporary promotion or major promotion signs for the purpose of advertising an event, or signs on construction hoardings or scaffolding mesh, where:

- The sign is graphically creative and visually interesting.
- The sign is constructed of high quality materials and design.
- The sign enhances the amenity of the streetscape.
- The sign is related to the local area and architectural context.
- Promotion or major promotion signs in the form of temporary construction hoardings and scaffolding mesh screens (or similar), are designed to improve the presentation of the site and displayed for no longer than the duration of construction or 2 years (whichever is the lesser).

Discretion in the consideration of temporary signs may be exercised where a net community benefit (for example a financial contribution towards restoration works of a valued heritage place of public asset) can be demonstrated.

Port Phillip foreshore

Minimising signage in and around the Port Phillip foreshore to either:

- Business signage associated with an existing business or activity on the foreshore located on the same site or building as the business or activity.
- Signs promoting a cultural, recreational or leisure activity that has the consent of the public land manager.

Supporting signs interfacing with, or visible from, the foreshore environs that are sited and designed with minimal impact on the landscape, scenic and built form elements of the Port Phillip foreshore.

Encouraging simple, contemporary and modest signs.

Discouraging promotion and major promotion signs, including in locations where they will be visible from the Port Phillip foreshore.

Freeways and infrastructure

Supporting sky signs mounted on buildings or other structures exposed to or directed toward the West Gate Freeway or other main road provided:

- The sign maintains the skyline profile and the architectural integrity of the 'host buildings' to which it is attached.
- The sign is designed and located to avoid dominating the 'host building' and the overall character of the area.
- The supporting structure is unobtrusive, minimises visual clutter, and avoids becoming as dominant as the sign itself.

Supporting pole signs exposed or directed toward the West Gate Freeway or other main road provided:

- The sign is of a respectful of height and scale to avoid dominating the surrounding streetscape and contributing to visual clutter.

Acland Street and Fitzroy Street tourist precinct

Supporting signs that create visual interest and contribute to the precinct's cosmopolitan character, atmosphere and 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.

The Shrine of Remembrance environs

Support signs interfacing with or visible from the Shrine of Remembrance that are designed to be respectful to the cultural significance of the Shrine of Remembrance.

Avoid illuminated signs visible in the Shrine of Remembrance's backdrop and from the Shrine of Remembrance's forecourt.

Policy documents

Consider as relevant:

- *City of Port Phillip Outdoor Advertising Guidelines* (City of Port Phillip, 1996 revised 2007)
- *Port Phillip Advertising Signs Policy Review* (Hansen Partnership, 2007)
- *The Shrine of Remembrance: Managing the significance of the Shrine* (Message Consultants Australia, July 2013)