



ADVERTISING SIGNAGE DESIGN GUIDELINES

September 2017



Acknowledgement of Traditional Owners

Melton City Council acknowledges the traditional custodians of the land, the Kulin Nation. The City celebrates its rich Indigenous history, the diversity of its people and their important ongoing connections to Country. We acknowledge the past injustices faced by our First Peoples and are committed to play our part in ensuring that these injustices are not repeated. We appreciate that we still have a long journey ahead of us. Melton City Council advocates for Aboriginal and Torres Strait Islander peoples' right to self-determination

Document Control

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01 | ADVERTISING SIGNAGE DESIGN GUIDELINES

These Guidelines update the Shire of Melton's *Outdoor Advertising Policy and Guidelines* prepared in 2005 and revised in 2010.

The Guidelines apply to all planning permit applications for signage in the City of Melton.

PURPOSE OF GUIDELINES

Advertising signs are important to identify, communicate and market businesses, institutions and buildings across the municipality.

Advertising signs have a significant impact on the public realm and the quality of the streetscape and the building with which they are visually associated. Well integrated signage in appropriate locations can add colour, vibrancy and interest to an area. A proliferation of signs and poorly designed and located signs can significantly detract from the attractiveness and amenity of the City's urban and rural environments and gateways, including reducing the effectiveness of signs.

Council considers it necessary to plan for the management of advertising signage in the built environment to balance the expectations of business and economic development with that of the broader community.

OBJECTIVES

The objectives of Council's Advertising Signage Guidelines are to:

- Allow for the reasonable identification and marketing of businesses in the City of Melton.
- Require advertising signage to respond and enhance the character, scale, architectural quality and appearance of a building, site and landscape setting.
- Support signs that contribute to the interest and improve the quality of a streetscape.
- Ensure that signs in residential areas and other high amenity areas do not detract from the appearance or character of the area.
- Maintain and enhance the built and natural environment and maximise the effectiveness of signage by minimising and consolidating signage to avoid visual clutter.
- Enhance the character and amenity of the City of Melton's gateways.

WHEN TO USE THE GUIDELINES

Clause 52.05 of the Melton Planning Scheme specifies those signs which require a planning permit. Clause 73 of the Melton Planning Scheme defines the signage terms used in relation to outdoor advertising.

These Guidelines operate in conjunction with these Planning Scheme provisions, by setting out the parameters which Council, in exercising its discretion, will assess planning permit applications.

Applicants should use the Guidelines as a basis for designing advertising signs that require a planning permit including new signage and/or modifying or replacing existing signage in the City of Melton.

The key requirements and design performance standards of these Guidelines will form a new Local Policy - Advertising and Signage at Clause 22.13 of the Melton Planning Scheme. This document will be used by Council Officer's in assessing planning permit applications for advertising signs to ensure consistency with Council Policy.

It is noted that Council encourages use of the Guidelines whether a permit is required or not.

DO I NEED A PLANNING PERMIT?

To determine whether a planning permit is required for an advertising sign, please contact the Melton City Council Planning Services Department on 9747 7200.

You may be eligible for a VicSmart Planning Permit application to display a sign. You can learn more about the VicSmart process by visiting Council's website www.melton.vic.gov.au.

WHAT INFORMATION IS REQUIRED TO BE SUBMITTED WITH MY APPLICATION?

Clause 52.05-2 of the Melton Planning Scheme sets out the application requirements that must accompany a planning permit application for advertising signage.

The City of Melton requires the following additional information be provided for a planning permit application for one or more signs:

- A written submission addressing the following:
 - How the proposal meets the requirements of the Melton Planning Scheme including the provisions of Clause 52.05.
 - How the proposal meets the requirements of the Advertising Sign Guidelines and/or the Advertising Signs local policy at Clause 22.13.
- Three copies of a fully dimensioned site layout plan at a scale of 1:100. Where plans are A2 or larger in size a reduced A3 set of plans, to scale, should be provided. The plans should show:
 - The title boundaries and dimensions.
 - The exact position of all existing and proposed signage on the land.
 - Details of any signs to be retained or removed.
 - Exact dimensions of the signage, including the height, width and depth of all features of the signage.
 - Total percentage of wall area or awning occupied by the sign (wall area includes total wall area above a verandah, or if no verandah total facade wall).
 - Front, side and rear elevations of the signage (or location on a building if applicable) including exact height dimensions and the distance from natural ground level.
 - The setback of the sign(s) from all property boundaries.
 - The location of the sign(s) in relation any buildings on the application site. If the sign is placed on a wall of a building, this should also be noted on the plan.
- A context plan to show the location of the signs in context of the general area and must show the following:
 - Any existing sign(s) or proposed sign(s) for the same business / development which are located within 500 metres of the proposed sign.
 - If applicable, the proposed sign' distance from a decision making point on the freeway / highway.
 - Any other requirements for specific sign types and specific land uses as detailed in these Guidelines.
- If the application proposes a number of signs in various locations of a locality / municipality, an additional context plan should also be submitted to illustrate this.
- Details of proposed signage, including dimensions, elevation plans and information on any non-static images or lighting (if applicable).
- The type and level of illumination (if any), including lux levels for any sign within 60 metres of any of a Road Zone, Residential Zone, Mixed Use Zone, Public Use Zone or Urban Growth Zone.

02 | GENERAL POLICY

It is Policy that advertising sign proposals are assessed against the following criteria, that the sign/s:

- Advertise and identify the business and service provided on the site and not details of the product sold.
- Avoid excessive or repetitive advertising on a building or site.
- Be located within the site the business operates and on a building or within the landscaped area when the sign is not attached to a building.
- Provide adequate space for all occupancies to display signage where a building or site is occupied by more than one business.
- Complement the architectural design, form and scale of the host building or land.
- Should not obscure a building's architectural form, features or glazed surfaces.
- Does not protrude above the height of rooflines, beyond fascia, parapets or walls of the host building.
- Be designed so the sign's supporting structure does not visually despoil the facade of the building.
- Conceal electrical services to a sign.
- Be designed and placed in a manner that accounts for the long-term maintenance needs and the ease of changing messages if reusing the existing mountings and service installations.
- Where in residential areas and other high amenity areas, does not detract from the appearance or character of the area.
- Protect areas of environmental and natural significance by limiting signage within, adjoining or facing these areas.
- Be compatible with and complement the type, design and character of existing signs in the streetscape and surrounding area.
- Enhances major entrances / gateways to the municipality by positively contributing to urban design.
- Does not cause a safety hazard, obscure views or sight lines or potentially distract road users, trains or pedestrians, through the type or level of illumination, colour or form of advertising.

03 | DESIGN GUIDELINES FOR SPECIFIC TYPES OF SIGNS

This section details the requirements relating to specific types of signs, and includes the details for each sign type including term, definition and design guidelines.

The outdoor advertising terms and definitions are in accordance with Clause 73 Outdoor Advertising Terms of the Melton Planning Scheme.

ABOVE VERANDAH SIGN

A sign above a verandah or, if no verandah, that is more than 3.7 metres above pavement level, and which projects more than 0.3 metres outside the site.

DESIGN GUIDELINES:

- Limited to two signs per site, or one sign per occupancy where there is more than one tenant in the building and the sign does not create visual clutter.
- Should be consistent with any existing / proposed streetscape signage scheme i.e. Urban Design Framework / Streetscape Masterplan.

ANIMATED SIGN

A sign that can move, contains moving or scrolling parts, changes its message, flashes, or has a moving or flashing border.

DESIGN GUIDELINES:

Animated signage is strongly discouraged in sensitive areas such as residential, rural and conservation zoned areas, heritage places and other areas which have advertising signage controls.

Animated signage may be permitted in activity centres in the City of Melton when it is:

- Limited to one per building or site.
- Not adjoining or facing dwellings or public parks / reserves.
- Not located on the roof of a building, above an awning or verandah.
- Setback from the road pavement to avoid being a traffic hazard or cause loss of amenity.
- Static with a minimal number of changes per day. Where changing messages are appropriate a minimum dwell time of 45 seconds should be applied with no blank screen between messages.
- Not using animated effects such as 'fade', 'zoom' or 'fly-in'.

BUNTING SIGN

An advertisement that consists of bunting, streamers, flags, windvanes, or the like.

DESIGN GUIDELINES:

Bunting Signs are not supported within the City of Melton where they do not provide or are not directly associated with clear identification of a business on a site.

A bunting sign is only considered appropriate when it:

- Is limited to one per premises.
- Contributes to the visual appearance and amenity of a degraded commercial or industrial site.
- Is not located in a sensitive area such as residential, rural and conservation zoned areas and in the heritage overlay.

BUSINESS IDENTIFICATION SIGN

A sign that provides business identification information about a business or industry on the land where it is displayed. The information may include the name of the business or building, the street number of the business premises, the nature of the business, a business logo or other business identification information.

DESIGN GUIDELINES:

Business Identification Signage will be:

- Limited to a maximum of two signs where sign is at ground level of a building.
- Limited to one sign per business / tenancy when in a freestanding retail centre where multiple tenancies have direct frontages to car parking areas or streets and the signage is consistent and equally proportional with adjoining businesses.
- Placed on the parapet of a building whether it is single or double storey.
- Located on the façade of the building or on any approved pole / panel sign when designed for freestanding retail centres and for major tenant businesses,.
- Located on the wall / façade of a building or within a 5 metre distance of the building on the site in which the business operates where no parapet exists.
- Located within a recess or in a specific and designated location that respects the character and scale of the building when designed as part of a new development.
- Placed a minimum height of 2.7m clear above the footpath (if applicable) and not project more than 1 metre.
- Not exceed 30% of the total area of all walls on which that signage is located.
- Clear in its font and print, contain few words and be colour contrasted so to be readable.

NOTE

Business Identification Signs must not be located on a Council road or reserve.

DIRECTION SIGN

A sign not exceeding 0.3 square metres that directs vehicles or pedestrians. It does not include a sign that contains commercial information.

DESIGN GUIDELINES:

Direction signs should:

- Not exceed 0.3 square metres in signage area.
- Not exceed more than one sign per business and be displayed on the subject site, unless it can be demonstrated that additional signs are required (i.e. to accurately locate the business).
- Clearly provide a directional message only, and should not promote a business or a product.

NOTE

Direction signs are used to direct vehicles and / or pedestrians. They do not include signs that contain commercial information, although there are occasions when the business identification logo is integrated with a direction sign.

ELECTRONIC SIGN

A sign that can be updated electronically. It includes screens broadcasting still or moving images.

DESIGN GUIDELINES

Electronic signage may be permitted in the following locations only:

- Major Activity Centres provided a community benefit can be demonstrated; or
- Adjacent to a Freeway which does not have a rural or residential interface.

Electronic Signs are strongly discouraged within all other areas in the City of Melton.

An electronic sign must demonstrate that:

- The level and intensity of illumination does not result in light spill and does not affect the amenity of surrounding areas.
- Treatment is provided to avoid the unnecessary spill of light and distracting glare.
- The location and size of the sign is appropriate and does not cause distraction to road users.
- The sign is justified in terms of the location, existing or proposed use and opening hours of the business (if relevant).
- It meets VicRoads requirements where the sign is located adjacent a Freeway,

For Electronic Signage greater than 18 square metres in area, and located in a Major Activity Centre, the following additional requirements include:

- A minimum dwell time of 45 seconds with no blank screen between messages.
- The sign provides 25% of the screen time for a community benefit i.e. is used to screen real time information (such as time, weather, or news headlines), is used to broadcast major events (such as sporting or cultural events), and / or offers free advertising for local community organisations or events.

HOME OCCUPATION SIGN

A sign at a dwelling that advertises a home occupation carried on in the dwelling, or on the land around the dwelling.

DESIGN GUIDELINES:

Home occupation signs should:

- Face the road with the highest amount of traffic flow, or if appropriate, be placed on the corner of the property.
- Be located at the front of the property, within the landscaping treatment and be no higher than 2 metres above the footpath level if it is a freestanding sign.
- Be professionally designed and printed.
- Not be artificially lit or consist of any bunting, flags or streamers.

FLOODLIT SIGN

A sign illuminated by external lighting provided for that purpose.

DESIGN GUIDELINES:

Floodlit Signage will only be supported when:

- Limited to one sign per site, unless compliance can be demonstrated with the objectives of these Guidelines and requirements of the Melton Planning Scheme.
- Compatible with, and relevant to the location, type, use and opening hours of the business.
- The sign itself is at a scale and size which does not dominate the relevant streetscape or location and has considered the relevant streetscape character and overall design style and intent of surrounding built form and land uses.
- The intensity of illumination does not cause light spill and result in loss of amenity to the surrounding area.
- Baffled treatment is provided to avoid distracting glare to surrounding areas.
- The effectiveness and legibility of neighbouring signs are protected.
- Designed so no cabling and light fixtures are exposed.
- The numbers of floodlights are minimised and are appropriate for the size and scale of the proposed sign.

HIGH WALL SIGN

A sign on the wall of a building so that part of it is more than 10 metres above the ground.

DESIGN GUIDELINES:

High Wall Signage is discouraged within the City of Melton.

Where High Wall signs are proposed they must:

- Be displayed on a building which is greater than 3-4 storeys in height or at a location which supports a prominent sign and is located within a retail / commercial activity centre or industrial area.
- Be located along the building frontage (where relevant), and the size must be proportionate to the building and surrounding built form.
- Not protrude above the wall height and be fixed to the wall.
- Only display appropriate information relating to that particular business.

REFLECTIVE SIGN

A sign finished with material specifically made to reflect external light.

DESIGN GUIDELINES:

Reflective signs are discouraged in the City of Melton. They may be permitted where they:

- Are limited to one per site / business / development.
- Do not dominate the building(s).

INTERNALLY ILLUMINATED SIGN

A sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as an advertisement.

DESIGN GUIDELINES:

Internally illuminated signs should:

- Be located at ground level in an activity centre to contribute to vitality and safety of the street.
- Be compatible with, and relevant to the type, use and opening hours of the business.
- Enhance the architectural style or the heritage character of the building.
- Integrate their light fixtures, cabling systems and junction boxes within the sign structure.
- Protect the effectiveness and legibility of neighbouring signs.
- Avoid flashing light and animation.
- Ensure baffled treatment is provided to avoid the unnecessary spill of light and distracting glare.

PANEL SIGN

A sign with an advertisement area exceeding 10 square metres.

DESIGN GUIDELINES:

Where Panel signs are proposed they must:

- Be placed on a large-scale industrial / commercial use building with a significant frontage to a main road.
- Permit only one sign per building, unless a building has dual frontage (corner site), then 1 sign may be permitted on each frontage.
- Refer to one business only.
- Be attached to the building to which the sign relates.
- Not extend above the roofline of the building.
- Not obscure activity inside the building or restrict street surveillance from buildings.

POLE SIGN

A sign:

- a) on a pole or pylon that is not part of a building or another structure;*
- b) that is no more than 7 metres above the ground;*
- c) with an advertisement area not exceeding 6 square metres; and*
- d) that has a clearance under it of at least 2.7 metres.*

DESIGN GUIDELINES:

Pole signs should:

- Be restricted to one sign per group of premises (i.e. one Pole Sign for a group of shops, industrial or restricted retail premises).
- Be incorporated into the landscape treatment.
- Ensure the signage structure does not protrude over a footpath, road or adjoining property.
- Include the name / location of the retail centre (if applicable) on the sign as the first (top) item on the pole and only major tenants are advertised on that sign.
- Have regard to the shape, size and form of Pole Signs on adjoining properties.

SKY SIGN

A sign:

- a) on or above the roof of a building, but not a verandah;
- b) fixed to the wall of a building and which projects above the wall; or
- c) fixed to a structure (not a building) so that part of it is more than 7 metres above the ground.

DESIGN GUIDELINES:

Council encourages effective and well designed signage on the building as an alternative to a Sky Sign that can lead to clutter and a crowded skyline.

Sky signs (a) on or above the roof of a building, but not a verandah or (b) fixed to the wall of a building and which projects above that wall should:

- Identify the major tenants of a shopping centre.
- Only be located at the main entry points for a shopping centre.

Sky signs (c) fixed to a structure (not a building) so that part of it is more than 7 metres above the ground should:

- Only be permitted for identification at the major entry points / gateways to an Activity Centre or Metropolitan Activity Centre (as defined in Council's *Retail and Activity Centre Strategy*).

UNDER VERANDAH AND VERANDAH FASCIA SIGN

Sign located under the verandah or displayed along the fascia of the verandah. These are to include signs (no more than 3.7m above pavement level) where no below no verandah exists.

DESIGN GUIDELINES:

Under Verandah and Verandah Fascia Signs are considered appropriate where the sign:

- Is at least 2.4 metres above the footpath level
- Does not project further than the verandah level.
- Does not exceed 0.50 metres in height and 0.30 metres in depth for an Under Verandah Sign.
- Has a maximum height of 0.5 metres for a Verandah Fascia Sign.

PROMOTION SIGN

A sign of less than 18 square metres that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.

DESIGN GUIDELINES:

Where relevant, the provisions of Sections 3.1 to 3.16 of these Guidelines may also apply. Promotion Signs that are located away from the place of business are discouraged with the exception of those listed under Section 3.17 (subdivision and new estate signs) of these Guidelines.

Subdivision and New Estate Promotion Signs will only be permitted subject to the following conditions:

- Are not within a road reserve.
- Are temporary and relate to Sale Offices and Display Villages or promotion of residential and industrial subdivisions. The signage must be removed once land sales have ceased, or when the planning permit expires (whichever comes first).
- Where on a Freeway and Highway, must be for the purposes of promoting residential estate subdivisions only.
- Wherever possible, be located on the subject land that is being subdivided or sold.
- Not be an internally illuminated, floodlit, animated, electronic, or reflective sign.
- Have no additions, flags, streamers or appurtenances added to the sign.
- One on-site Promotion Sign is permitted per major road frontage. Consideration can be given to the establishment of a second on-site road frontage sign where the road frontage is greater than one kilometre in length.
- On-site subdivision promotion may include fixed Pole Signage with banners along the main entrance road to the estate.
- Signs not on the subject site should be no further than five kilometres from the boundary of the particular subdivision or development to which they relate, and:
 - Should be setback a minimum of 3 metres from the title boundary of private land (this condition does not apply to signs along Freeways and Highways).
 - For signs located along Freeways and Highways must be setback a minimum of 10 metres from the title boundary of private land.
- No more than three off-site signs should be approved per development in excess of 200 residential lots, with a minimum separation distance of approximately one kilometre between each sign.
- No more than five off-site signs should be approved per development in excess of 2,000 residential lots, with a minimum separation distance of one kilometre between each sign.
- Off-site estate signs should be located at least 250 metres from any other Subdivision and New Estate Promotion Signs, regardless of whether they advertise the same or differing estates.
- Off-site signs should not be located within 500 metres of on-off ramps on Freeways.

MAJOR PROMOTION SIGN

A sign which is 18 square metres or greater that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.

DESIGN GUIDELINES:

Generally, when these signs are used they do not relate to the business or land on which they are displayed. Should a business consider they have adequate justification for the need for a Major Promotion Sign it will only be considered appropriate within the City of Melton when the sign:

- Has concealed its supports, cabling, lighting and electrical within the sign design.
- Is well removed from other Major Promotion signs to ensure they do not dominate the streetscape (or landscape).
- Are confined to Gateways (see Section 4.7 of these Guidelines for locations), Major Activity Centres or abut a declared main road (Road Zone Category 1), and are located away from residential areas.

Subdivision and New Estate Promotion Signs are permitted subject to the following conditions:

- Are temporary and relate to Sale Offices and Display Villages or promotion of Residential and Industrial Subdivisions. The signage must be removed once land sales have ceased, or when the planning permit expires (whichever comes first).
- Where on a Freeway and Highway must be for the purposes of promoting Residential Estate Subdivisions only.
- Wherever possible, be located on the subject land that is being subdivided or sold.
- Not be internally illuminated, floodlit, animated, electronic, or reflective signs.
- Have no additions, flags, streamers or appurtenances added to the sign.
- Not exceed 21 square metres (per sign face).
- Signs should be setback a minimum of 5 metres from the title boundary of private land.
- Signs not on the subject site should be no further than five kilometres from the boundary of the particular subdivision or development to which they relate.
- Signs within a road reserve will not be permitted.
- Signs located along Freeways and Highways must be setback a minimum of 10 metres from the title boundary of private land.
- Signs along the Freeways and Highways must take into consideration the views of VicRoads who are the relevant referral authority.
- No more than three off-site signs should be approved per development in excess of 200 residential lots, with a minimum separation distance of approximately one kilometre between each sign.
- No more than five off-site signs should be approved per development in excess of 2,000 residential lots, with a minimum separation distance of one kilometre between each sign.
- Off-site estate signs should be located at least 250 metres from any other Subdivision and New Estate Promotion Signs, regardless of whether they advertise the same or differing estates.
- Off-site signs should not be located within 500 metres of on-off ramps on Freeways.
- One on-site Promotion Sign is permitted per major road frontage. Consideration can be given to the establishment of a second on-site road frontage sign where the road frontage is greater than one kilometre in length.
- On-site subdivision promotion may include fixed Pole Signage with banners along the main entrance road to the estate.

Where relevant, the signage requirements and performance standards of Sections 3.12 also apply.

04 | DESIGN GUIDELINES FOR SPECIFIC LAND USE

Different land uses have individual characteristics that warrant individual attention. This section presents the City of Melton's requirements relating to signs in different land uses, and includes the following details for each sign type:

- Identification of land use type
- Identification of preferred signage type per land use
- General 'Design Guidelines' for signage per land use
- 'Specific Guidelines' for signage per land use

COMMERCIAL (SHOP & OFFICE) AREAS

DESIGN GUIDELINES

Recommended advertising approach for commercial (shop and office) areas is:

- Signage should stimulate interest in the business or service provided on the site and enhance and contribute to the vitality and visual amenity of the commercial area.
- Signs on the facade of buildings should not occupy more than 50% of the wall area above a verandah, or if no verandah 50% of the total facade wall.
- Signs should not occupy more than 50% of an awning.
- For premises with a frontage of less than five metres, a maximum of eight square metres of the preferred signage type (see below) will be permitted.
- Limit painting of corporate colours to the front façade of a building only where it has a direct frontage to a main road or car parking area.
- Avoid above verandah signs, sky signs, high wall signs and bunting signs that are actively discouraged within the City of Melton and considered inappropriate for this location.

PREFERRED SIGNAGE TYPES

Verandah Fascia Signage

Under Verandah Signage

Business Identification Signage

Internally Illuminated Signage

FREE STANDING SHOPPING CENTRES

DESIGN GUIDELINES:

Recommended approach for free-standing shopping centres includes that signage should be:

- Incorporated into the design of the building form.
- For an individual business, advertising on the exterior of a building should only be permitted where the tenancy has direct external frontage to a carpark. Business identification signs should be consistent and uniform in area and preferably located on the businesses verandah fascia or parapet.
- Businesses internal to the centre are not permitted external advertising, other than major tenants.
- Business signs on external walls will only be permitted where the sign:
 - Is proportional to the building and is positioned on the building facade.
 - Has been designed into and complements the architecture of the building.
 - Does not protrude above the roofline.
 - Identifies the name of the shopping centre.

SPECIFIC GUIDELINES FOR ACTIVITY CENTRES

This applies to 'Activity Centres' and 'Metropolitan Activity Centres' as identified in the Melton City Council's *Retail and Activity Centres Strategy*.

- Pole and free-standing panel signs will be considered for a shopping centre providing they:
 - Limited to one sign per major road frontage.
 - Displays the name of the shopping centre at the top of the sign.
 - Lists tenants of the site beneath the name of the shopping centre.
 - Are incorporated into the landscaping treatment.

SPECIFIC GUIDELINES FOR NEIGHBOURHOOD CENTRES

This applies to centres that are identified as being a 'Neighbourhood Centre' in Melton City Council's *Retail and Activity Centres Strategy*.

- Pole and free-standing panel signs will be considered for a shopping centre providing they:
 - Limited to one sign per centre.
 - Display the name of the shopping centre at the top of the sign;
 - Lists tenants of the site beneath the name of the shopping centre.
 - Are incorporated into the landscaping treatment.
 - Have a maximum height of six metres .
 - Do not have adverse impacts upon residential amenity.

PREFERRED SIGNAGE TYPES

Verandah Fascia Signage
 Under Verandah Signage
 Panel Signage
 Pole Signage
 Directional Signage
 Business Identification Signage
 Internally Illuminated Signage

FREE STANDING 'PAD' SITES

'Pad' sites include freestanding service station, retail premises, freeway service centre, office (medical centre) and veterinary centre land uses.

Generally 'pad' sites are located on prominent corner sites and/or on freeways, highways and main roads and prefer a package of advertising signage as part of a planning permit application for use and development.

DESIGN GUIDELINES:

Recommended approach for free-standing pad sites include:

- The siting and design of the sign contributes to good urban design outcomes.
- Be designed to minimise visual clutter and unnecessary repetitiveness.
- Incorporated into the design of the building form.
- Be design so the signage does not obscure views from windows to, or passive surveillance of, pedestrian activity areas, car parking areas and streets.
- Business signage on external walls, only permitted where the sign:
 - Does not protrude above the roofline.
 - Identifies the name of the tenants (or business logo) only.
- Business identification signs should be consistent and uniform in area and preferably located on the businesses verandah fascia or parapet.
- Pole and free-standing panel signs will be considered for a pad site providing they:
 - Limited to one sign per major road frontage.
 - Are less than seven metres in height.
 - Are incorporated into the landscaping treatment.
 - Do not have adverse impacts upon residential amenity.
- Direction signage will be considered for a pad site providing they:
 - Limited to one per major road entry point.
 - Should not exceed 0.3 square metres in size.
- For an individual business, the painting of corporate colours on the exterior of a building should be limited to the front façade of the tenancy where it has frontage to a car parking area or main road.
- Internally illuminated, floodlit, animated, electronic and reflective signs are highly discouraged on sites or in locations where they will impact upon residential amenity.

PREFERRED SIGNAGE TYPES

Verandah Fascia Signage
 Under Verandah Signage
 Panel Signage
 Pole Signage
 Directional Signage
 Business Identification Signage
 Internally Illuminated Signage

INDUSTRIAL AND RESTRICTED RETAIL AREAS

DESIGN GUIDELINES:

Recommended advertising approach for land zoned for industrial and restricted retail areas:

- Be located on buildings, awnings or within built elements.
- Be limited to the front and sides of buildings. Business identification signage is discouraged at the rear of buildings.
- Should not appear as a dominant feature of building facades, walls, parapets or landscaped surroundings.
- Discourage above verandah (or roof), sky, bunting, animated, electronic and reflective signs due to the adverse impact such advertising signs have on visual amenity and resultant clutter in industrial and restricted retail areas.

SPECIFIC GUIDELINES:FOR INDUSTRIAL AREAS

Specific signage requirements for industrial areas include:

- Should have a maximum area of 10 square metres.
- Where frontage greater than 40 metres and well set back from a road, consideration will be given for signage with a maximum area of 20 square metres.
- Where an industrial building (or complex) is freestanding:
 - Where dual road frontage, a fascia / wall mounted sign is permitted on each road abuttal (provided the road is located at the front or the side of the site) which identifies the company name (and logo if applicable)
 - One pole sign or free-standing panel sign may be permitted provided it is no greater than seven metres in height, and identifies the company name and logo only.
- Where multiple tenants exist on a site coordinate one main pole / free standing panel sign to identify the various businesses located within the site.
- For industrial estates, business registry signs will be considered providing that:
 - The sign is located within the landscape treatment of the property at the main entrance.
 - Does not adversely impact upon pedestrian or vehicular safety.
- Pole signs will be considered in industrial areas providing they:
 - Are located at large free standing premises fronting a Road Zone 1 and well set back from that road.
 - Display only business identification information and are limited to one pole sign per premises.
 - Are not part of an industrial estate (in this instance tenants are suggested to share a pole sign).
 - Incorporated into a landscaped area; and
 - Less than seven metres in height.

SPECIFIC GUIDELINES FOR RESTRICTED RETAIL AREAS

Specific signage requirements for restricted retail areas include:

- Where there is a grouping of restricted retail premises (such as in a homemaker centre) advertising should only be permitted where the retail premise has direct frontage to the exterior of the centre on to a carpark. Signs within the grouping should be consistent and uniform in area and preferably located on the building's verandah fascia / parapet area.
- For individual restricted retail premises, the advertising area should not exceed 12 square metres for the premise.
- A large free-standing premise with a frontage of greater than 40 metres and well setback from the road, will be permitted up to 20 square metres of advertising signage.

- Where restricted retail premises are collocated (i.e. homemaker centre), Council will allow one major Pole sign or free-standing panel sign to provide a register of business. The sign must be no greater than seven metres in height.
- For free-standing restricted retail sales premises, one pole sign may be permitted, but only when the site's frontage exceeds 40 metres in length.

PREFERRED SIGNAGE TYPES

Business Identification Signage

Verandah Fascia Signage

Pole Signage

Direction Signage

Internally Illuminated Signage

RESIDENTIAL AREAS

A range of uses can be located within residential areas which require advertising signage, including but not limited to home occupation (business operated at home by a home owner / occupier), and non-residential uses such as nursing homes, medical centres childcare centres.

Residential areas expect a high level of amenity, privacy, and no visual intrusion from advertising signs or illumination.

Signage in these areas therefore should be:

- minimised so it does not detract from the residential amenity of the area; and
- be designed to be compatible with the surrounding residential area.

DESIGN GUIDELINES:

Recommended advertising approach for signage within residential areas:

- Signage should be limited to one business identification sign with an area of less than three square metres.
- Signage should be affixed to the building and should respect the form and scale of the host building. Ideally the signage should be incorporated into the buildings built form.
- If the signage is free standing it should be:
 - located at the front of the building
 - located on the street with the greatest amount of traffic (if the site has more than one street frontage)
 - no higher than two metres above footpath level
 - incorporated into the landscape treatment
- Internally illuminated, floodlit, animated, electronic and reflective signs are discouraged unless it can be demonstrated that there is no adverse impact upon residential amenity.

PREFERRED SIGNAGE TYPES

- Business Identification Signage
- Direction Signage

DISPLAY HOME VILLAGES & LAND SALES OFFICE

Display homes and villages are typically located within new residential estates.

Residential areas expect a high level of amenity, privacy, and minimal visual intrusion from advertising signs or bright lights.

Signage in these areas therefore should be minimised so it does not detract from the residential amenity of the area.

DESIGN GUIDELINES:

Recommended advertising approach for signage for display home villages and land sales offices:

- Be designed to minimise visual clutter and unnecessary repetitiveness.
- One promotion sign is permitted at the entry to the display village on site.
- A maximum of two promotion and four pole (banner) signs are permitted for the promotion and identification of a land sales office. Promotion signs within 20 metres of the land sales office must not exceed 10sqm in size to ensure that the signs are in keeping with the scale of the temporary sales building and nearby display homes (where applicable).
- Direction signage is permitted within the estate to direct people to the display village but should not exceed 0.3 square metres in size.
- Direction signage is permitted to identify the car park and the pedestrian access to the village.
- Internally illuminated, floodlit, animated, electronic and reflective signs are highly discouraged in display home villages.
- Signs must have a prescribed expiry date concluding with the expiry date of the use of the land for display home.
- Direction signs (including display village maps) larger than 0.3sqm in size are to be defined as business identification signs. All signs are prohibited in any existing or future Council park / reserve within the display home village area.
- Signs are prohibited on Council verge / road reserve.
- One promotion sign per builder will be permitted within the display village.
- One promotion sign is permitted in the front setback of each display home which clearly identifies the builder and / or the name of the display home. Display home identification signs are to be less than two square metres in area.
- One pole sign is permitted in the front setback of each display home, which clearly identifies the name of the builder. Up to two banners are permitted on each pole (one banner with the name of the display village / estate, and the other banner with the name of the builder)

PREFERRED SIGNAGE TYPES

- Promotion Signage
- Direction Signage
- Pole Signage
- Business Identification Signage

RURAL AREAS

Land subject to Rural Zones should be identified as areas which have limitations on the type of signage permitted within them.

A variety of businesses operate in rural areas such as farming, farm machinery repairs, boarding kennels and equine facilities, which require business identification signage.

Signage in these areas therefore should be minimised to minimise the impact that signs may have on the surrounding area.

DESIGN GUIDELINES:

Recommended advertising approach for signage within green wedge areas:

- One business identification sign is permitted per site, which identifies the business or service provided (but not a product).
- Internally illuminated, floodlit, animated, electronic and reflective signs are discouraged.
- The signage should be of a low scale to respect the rural character of the surrounding area.
- Where signage is free standing it should be located at the front of the property and no more than two metres above ground height, and incorporated into the landscape treatment along the boundary of the property.
- Signage colours should be compatible with the surrounding landscape.

PREFERRED SIGNAGE TYPES

- Business Identification Signage
- Direction Signage

GATEWAY ENTRANCES

There are a number of prominent entries into the City of Melton which deserve appropriate protection from visual intrusions. Gateways are important as these areas are typically the most trafficked areas in the City of Melton and create an impression of the City for residents, visitors and those passing through.

DESIGN GUIDELINES:

Recommended advertising approach for signage within gateway areas:

- The siting and design of the sign contributes to good urban design outcomes.
- Encourage the location of signs where it can be demonstrated that the signs have been sited to:
 - Minimise impacts on viewing corridors.
 - Not adversely impact on the visual amenity of the surrounding location.
- Discourage major promotion signs and sky signs in these locations.
- Discourage major promotion signs and sky signs on open sites where they will be a dominant visual element in the landscape and detract from the visual amenity of the road or rail corridor.
- Discourage signs with distracting elements such as bunting, floodlit, animated, electronic and reflective signs

PREFERRED SIGNAGE TYPES

- Business Identification Signage
- Direction Signage
- Pole Signage
- Promotion Signage

Appendix 1 – Application Checklist