

MELTON PLANNING SCHEME

22.16 ADVERTISING SIGNAGE POLICYDD/MM/YYYY
Proposed C188

This policy applies to all planning permit applications for advertising signs within the municipality. The assessment criteria in Clause 52.05 of the Melton Planning Scheme must also be considered in conjunction with this policy.

22.16-1 Policy basisDD/MM/YYYY
Proposed C188

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

Advertising signs have a significant impact on the public realm and the quality of the streetscape and the building 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.

This policy will provide guidance to ensure advertising signage in the City of Melton balances the expectations of business and economic development with that of the broader community.

22.16-2 ObjectivesDD/MM/YYYY
Proposed C188

The objectives of this policy are to:

- Allow for the reasonable identification and marketing of businesses in the City of Melton.
- Require advertising signage to respond to and enhance the character, scale, architectural quality and appearance of a building, site and landscape setting.
- Support signs that contribute to the interest, vitality and improve the quality of commercial and industrial areas.
- 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.

22.16-3 PolicyDD/MM/YYYY
Proposed C188

It is policy that signage should:

General

- 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.

MELTON PLANNING SCHEME

- 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.

Commercial (Shop and Office) Areas

- 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.
- Signage on the facade of the building should not occupy more than 50% of the wall area above the verandah, or if no verandah 50% of the total facade wall.
- Signage should not occupy more than 50% of an awning.
- Signage should be limited to a maximum of eight square metres where the frontage of the building is less than five metres.

Free-Standing Shopping Centres

- Signage for the shopping centre should be incorporated into the design of the centre's 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 areas and preferably located on the building's verandah fascia or parapet.
- Businesses internal to the centre are not permitted external advertising, other than major tenants.
- Business signs on external walls will 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.
- Pole and free-standing panels will be considered for a shopping centre where the signage:
 - 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.
 - Centres identified as a 'Neighbourhood Centre' in the *City of Melton Retail and Activity Centre Strategy* are limited to one sign for the centre, should be incorporated into the landscaping treatment, and should have a maximum height of six metres.

MELTON PLANNING SCHEME

- Centres identified as 'Activity Centres' and 'Metropolitan Activity Centres' in Council's *Retail and Activity Centre Strategy* are generally limited to one sign per major road frontage and should be incorporated into the landscaping treatment.

Free-Standing Pad Sites

Free-standing pad sites include service station, retail premises, freeway service centre, office (medical centre) and veterinary centre land uses that are located on prominent corner sites and/or on freeways, highways and main roads.

- Signage should be incorporated into the design of the building form.
- Signage should not obscure views from windows to, or passive surveillance of, pedestrian activity areas, car parking areas and streets.
- Signage on external walls should not protrude above the roofline and identify the names of the tenants or business logo only.
- Business identification signage should be consistent and uniform in area and preferably located on the businesses verandah fascia or parapet.
- Pole and free-standing panel signage should be limited to one sign per major road frontage, be less than seven metres in height and incorporated into the landscaping treatment.
- Direction signage should be limited to one per major road entry point and 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.

Industrial and Restricted Retail Areas

- Signage should be located on buildings, awnings or within built elements.
- Signage should be limited to the front and sides of buildings. Business identification signage is discouraged at the rear of buildings.
- Pole (or free-standing panel) signage is permitted where the signage is:
 - Located on main roads and is setback from the road;
 - Used to display only business identification information;
 - Limited to one sign per premise where buildings are free-standing, or one sign for a group of premises (such as an estate or homemaker centre);
 - Incorporated into a landscaped area; and
 - Less than seven metres in height.
- Specific Guidelines for Industrial Areas
 - Signage for an industrial premise should have a maximum area of 10 square metres.
 - Where an industrial premise has a frontage greater than 40 metres and is well setback from a road, consideration will be given for a maximum area of 20 square metres of signage.
 - Where an industrial building (or complex) is free-standing, a fascia / wall mounted sign is permitted on each road abuttal (to the front or side of the premises) which identifies the company name (and logo if applicable).
 - Business registry signage is permitted for an industrial estate where the signage is located within a landscape area, and does not exceed three square metres.
- Specific Guidelines for Restricted Retail Areas
 - Where there is a grouping of restricted retail premises (such as a homemaker centre) advertising signage on the exterior should only be permitted where the retail premise has direct frontage to the outside of the centre.

MELTON PLANNING SCHEME

- For an individual premise, the advertising area should not exceed 12 square metres for the premise.
- Where a large free-standing premise has a frontage greater than 40 metres and is well setback from the road, consideration will be given for 20 square metres of signage.
- Pole signs for individual premises within a homemaker centre are not permitted.

Residential Areas

Within residential areas a high level of amenity is expected.

- 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, and be incorporated into the building's existing 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 natural ground level, and
 - is located in a landscaped area.
- Internally illuminated, floodlit, animated, electronic and reflective signage are discouraged in residential areas.

Display Homes and Villages

Display homes and villages are typically located within new residential estates, and like residential areas, a high level of amenity is expected.

- One promotion sign is permitted on site at the entry to the display village.
- On-site direction signage is supported where it identifies the car park and pedestrian entry to the display village and does not exceed 0.3 square metres in area.
- Signs should have a prescribed expiry date concluding with the expiry date of the use of the land for a display home.
- One promotion sign per builder will be permitted within the display village.
- One additional promotion sign is permitted for each display home which clearly identifies the builder and / or the name of the display home. These display home promotion signs should be less than two square metres in area.
- Fixed pole signage with banner flags are permitted in display villages. One pole sign is permitted at the entrance to each display home, which identifies the name of the builder. Up to two banners per pole is permitted, with the second banner promoting the name of the display village / estate.

Subdivision and New Estate Promotion Signs

- Subdivision and New Estate promotion signs should, wherever possible, be located on the subject land that is being subdivided or sold.
- Signage along Freeways and Highways should promote Residential Estates only.
- Major promotion signs should not exceed 21 square metres in area per sign face.
- 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 promotion may include fixed pole signage with banners along the main entrance road to the estate.

MELTON PLANNING SCHEME

- Signs are not permitted within a road reserve.
- Signs should be setback a minimum of five metres from the title boundary, this setback is increased to ten metres from Highways and Freeways.
- Signs not on the subject site should be no more than five kilometres from the boundary of the subdivision or development to which they relate.
- The number of off-site promotion signs for a particular subdivision or development should be limited to three, with a minimum separation distance of one kilometre between each sign.
- Off-site estate signs should be at least 250 metres from any other subdivision or new estate promotion signs, regardless of whether they advertise the same or differing developments, and should be setback 500 metres from on-ramps on Freeways.

Rural / Green Wedge Areas

Within rural areas signage is expected to be low scale to respect the rural character.

- One business identification sign is permitted per site.
- Where signage is free standing it should be located at the front of the property and no more than 2 metres above ground level and incorporated into the landscape treatment.
- Signage colours should be compatible with the colour palette of the surrounding landscape.

Gateway Entrances

Gateways are those areas which are located within the Urban Growth Boundary in the City of Melton and include Rail Corridors (Melbourne to Ballarat Railway Line, Melbourne to Geelong Railway Line [Regional Rail Link], Melbourne to Bendigo Railway Line); Highways and Freeways (Western Freeway including the Deer Park Bypass, Calder Freeway, Melton Highway); and Main Roads (Ballarat Road - Burnside, High Street - Melton, Melton Gisborne Road, Hopkins Road, Robinsons Road and Vineyard Road - Diggers Rest).

- Encourage gateway signs that enhance major entrances to the municipality by positively contributing to urban design.
- 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.

22.16-4 Decision Guidelines

DD/MM/YYYY
Proposed C188

In considering application requirements for advertising signs the responsible authority will have regard to the City of Melton Advertising Signage Design Guidelines 2017 and all issues and matters contained within the guidelines.

References

City of Melton, Advertising Signage Design Guidelines, 2017
City of Melton, Retail and Activity Centre Strategy 2014