



Shire of Melton

Outdoor Advertising Policy and Guidelines

March 2010



OUR COMMUNITY, OUR FUTURE

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Policy Basis

Outdoor Advertising is the display of signs on a building or land that identifies a business, service or product. Business identification signs are measures of economic activity and prosperity and are considered vital to commercial custom and success. However too many signs can detract from the appearance of an area and be counter-productive to business.

The Policy has been prepared following a detailed review of advertising signage within the municipality. The Outdoor Advertising Policy has direct regard to the Melton Planning Scheme and specifically Clause 52.05 Advertising Signs. The intention of the policy is to ensure clear and consistent guidelines that assist both Council and the business Community in the design and location of outdoor advertising signage.

The broad aim of the policy is to provide more specific directions in regard to Outdoor Advertising thereby protecting the amenity of the environment, reducing visual clutter and the proliferation of signs throughout the Shire. More Specifically the policy has been designed to positively contribute to:

- The identification of Businesses
- Informing and Engaging the Public and the community
- Promoting Economic Development; and
- Protecting Urban Character, Streetscape and the Natural Environment.

Policy Objectives

The objectives of Council's Outdoor Advertising Policy and Guidelines are to:

- To ensure that commercial businesses are able to display sufficient signage to adequately identify the business and services that they offer in an appropriate manner.
- To encourage concise, clear and consistent advertising that respects the character and appearance of the surrounding area.
- To ensure signs do not detract from the character of the design and scale of host building and / or the landscape setting.
- To ensure signs respond to the architectural qualities of host buildings.
- To ensure signs add interest to and improve the quality of the streetscape.
- To ensure signs respect and respond to the character and amenity of the Shire's gateways.
- Protect areas of environmental and natural significance via limiting signage adjoining or facing onto these areas.

Melton Shire Council acknowledges that every business has the right to advertising. However the full impact of advertising signage in its wider context must be taken into account. Council encourages applicants not only consider signs as a method of attracting business custom but also to appreciate the 'package' of components (i.e. building form, landscaping, overall image, impact on adjoining properties etc), which together influence the attraction of business custom.

Council seeks to strike a balance between the understandable need for business to advertise to improve their business environments and the broader community expectation that Council will provide for a safe and attractive environment.

Assessing Planning Applications

The Outdoor Advertising Policy applies to all outdoor advertising signs requiring a planning permit within the Shire of Melton. The policy provides a consistent approach to the design and assessment of all signs, regardless of whether a planning permit is required.

The policy should be read in conjunction with the Melton Planning Scheme. Council will use the policy in consideration of any permit application and encourages applicants to design and locate signs that meet the stated objective and requirements of the policy.

Council's Statutory Planning department will assist in determining if a planning permit is required for signage according to the Melton Planning Scheme.

Application of the Policy and Guidelines Includes

This policy affects all types of outdoor advertising signage proposed within the Shire of Melton, where a planning permit is required and all signs on Council land.

What triggers a planning permit?

Clause 52.05 of the Melton Planning Scheme provides a framework for the display of all advertising signs. The scheme identifies four signage categories based on land zoning, as demonstrated below.

Category	Description	Purpose	Zones Covered
1	Business areas	To provide for identification and promotion sign and signs that add vitality and colour to business area.	Business 1 Zone (B1Z)
2	Industrial Areas	To provide for adequate identification signs and signs that are appropriate to office and industrial areas.	Industrial 1 Zone (IN1Z) Industrial 3 Zone (IN3Z)
3	High Amenity Areas	To ensure that signs in high amenity areas are orderly, of good design and do not detract from the appearance of the building on which a sign is displayed or the surrounding area.	Residential 1 Zone (R1Z) Low Density Residential Zone (LDRZ) Mixed Use Zone (MUZ) Green Wedge Zone (GWZ) Green Wedge A Zone (GWAZ) Special Use Zone (SUZ) Comprehensive Development Zone (CDZ)

4	Sensitive Areas	To provide for unobtrusive signs in areas requiring strong amenity control.	Rural Conservation Zone (RCZ) Farming Zone (FZ) Public Use Zone (PUZ) Public Park And Recreation Zone (PPRZ) Public Conservation and Resource Zone (PCRZ) Urban Floodway Zone (UFZ)
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Each category sign types lies within one of the following categories. The development is either:

- As of right;
- Requires a permit; or
- Prohibited.

If a site is within a Heritage Overlay or Design and Development Overlay a permit may also be required.

Unless an advertising sign is exempt under clause 52.05-3 of this Melton Planning Scheme, a permit is required for an advertising sign on or in a public place, or on or in premises in view of a public place within the Melton Shire Council.

Application of the Policy and Guidelines Excludes:

This policy does not control:

- Signs exempted under Clause 52.05-3 of the Melton Planning Scheme (refer to page 7);
- Signs covered by the Council's Local Law Department;
- Existing advertising signs that currently have planning permits or are signs without approval, which have in effect 'existing use rights' (erected prior to scheme requirements for a planning permit.)

Note:

* All new businesses should contact the Melton Shire Council's Statutory Planning Department on 9747 7200 to determine the validity of their existing signage and if the signage requires a planning permit.

Policy

When considering Outdoor Advertising Signage, it is policy that:

- Advertising signs should provide concise, clear and consistent information.
- Signs should not constitute excessive or unnecessarily repetitive advertising to improve the impact and clarity of the message.
- Signs should advertise and identify the business and service provided and not the product sold.
- Signs should integrate and complement the design, form and scale of the host building or land.
- Signs must respect and complement the character and appearance of the surrounding area.
- Signs are compatible with design and character of existing signs in the vicinity.
- Signs should not protrude above the height of rooflines, beyond fascias, parapets or walls.
- Signs should contain simple message and respect the visual environment.
- Signs should not obscure a building's architectural form or features.
- Additional signage should be considered having regard to existing signage at the site and its relative effectiveness prior to the contemplation of additional signage.
- Business identification signs are considered as part of a total signage package and not in isolation. Signage is to be incorporated into the design of new development at the planning stage.
- Signs should not be located where they will have an adverse impact upon the safety of pedestrians, vehicles or other transport uses including bicycles or trains.
- Illuminated signs and floodlit signs should not cause discomfort or impede views of traffic signals and should be baffled and designed to minimise light spillage.
- Flashing, animated and reflective signs are actively discouraged.
- Sky signs, high wall signs and bunting signs are actively discouraged.
- Promotional signage is strongly discouraged in all areas and will be conditionally supported for the use of promoting residential subdivision, new residential estate and display homes.
- The provision of electrical services to a sign and its supporting structure should not visually despoil the facade of the building.
- The design and placement of signs should account for the long-term maintenance needs and the ease of changing messages if reusing the existing mountings and service installations.

- Signs not attached to buildings should be located within landscaped areas of the site.
- Signs should not dominate the building to which it is fixed, the property to which it is located, and the gateways to the Shire.



section two

Performance Standards

by type

section two

Performance Standards

The following sections define each sign and outline the required performance standards to be considered when assessing planning applications. Illustrated examples have been provided to aid the application of the policy and guidelines.

Signs that are generally encouraged within the Shire of Melton include:

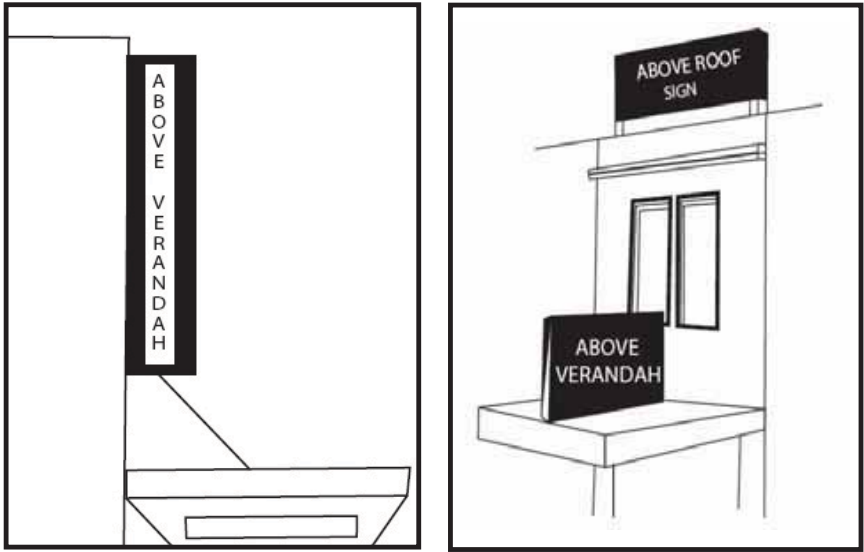
- Business Signs
- Directional Signs
- Home Occupation Signs
- Internally Illuminated Signs
- Pole Signs
- Under Verandah and Verandah Fascia Signs

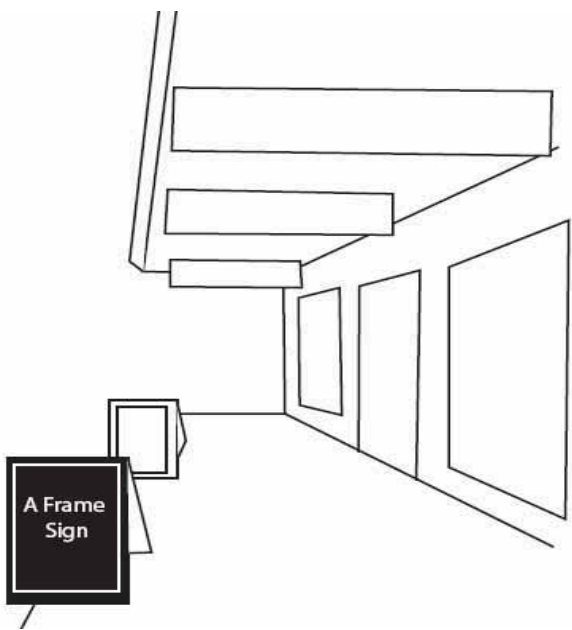
Signs that are generally discouraged within the Shire of Melton include:

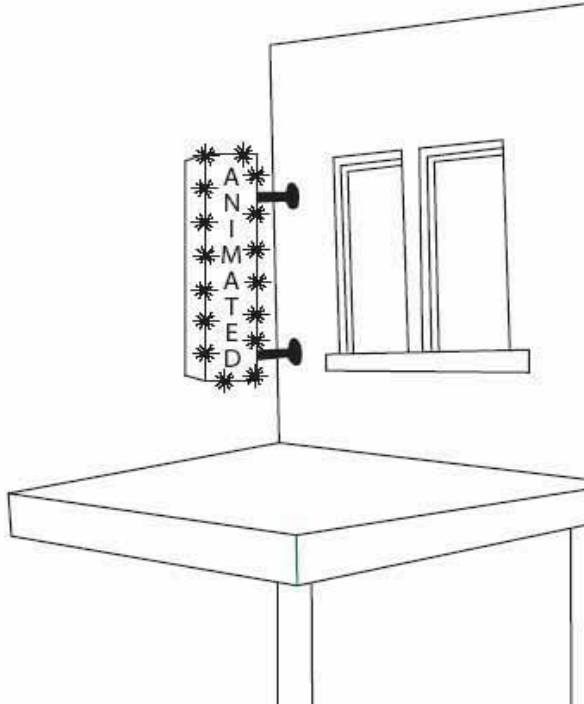
- Above Verandah/Above Roof Signs *
- A-Frame Boards**
- Animated or Flashing Signs
- Bunting Signs
- High Wall Sign
- Flood Lit Signs
- Major Promotion Signs
- Panel Signs *
- Promotional Signs
- Reflective Signs
- Sky Signs
- Sign on Council Land ***

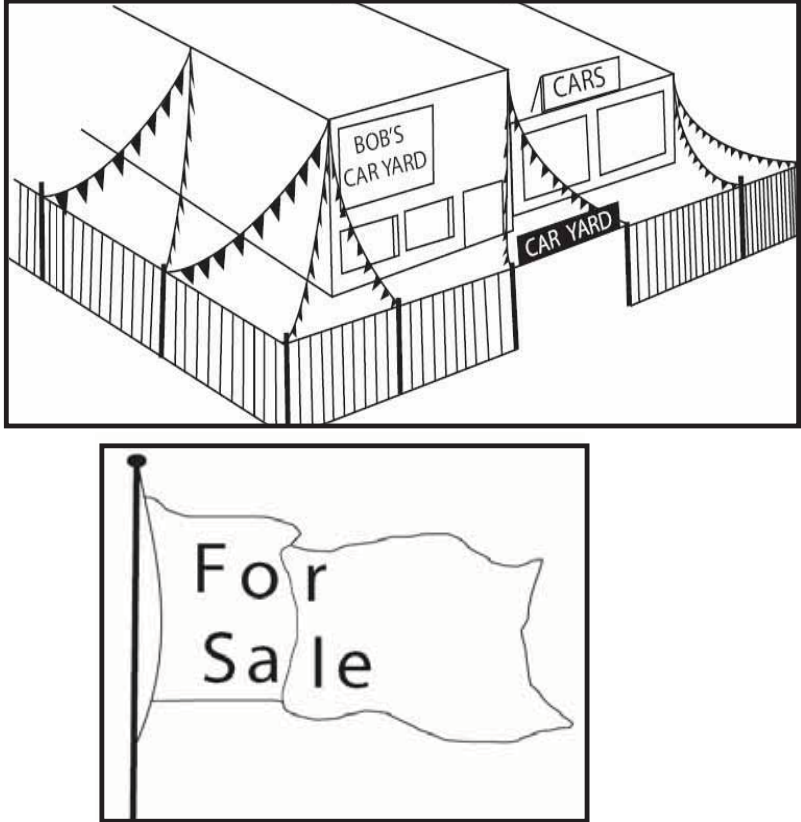
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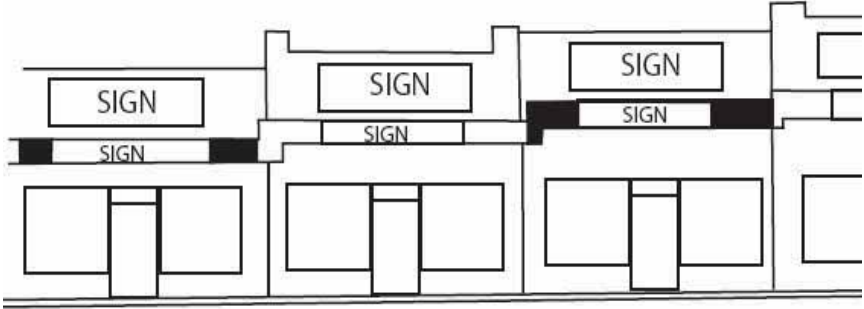
- * An above the verandah or panel sign may only be permitted under certain circumstances, within identified locations. This is explained in the following section Performance Standard by Sign Type.
- ** Consent from Council (Local Law Department) is required prior to the placement of A-Frame signs in public places.
- *** Signs on Council land are to be kept to a minimum, but shall allow for the promotion of the primary users of the land and the promotion of events.

Type	Above Verandah Sign & Above Roof Sign
Definition	<p>Any sign above a verandah or, if no verandah, that is more that 3.7 metres above pavement level, and which projects more that 0.3 metre outside the site. Above Roof Signs consist of signage that protrudes above the roofline</p> <p>(Above verandah signage usually comprises of either a sign attached to the wall of a building or a separate sign/structure placed on the roof of a verandah.)</p>
Example	
Performance Standards	<p>Above verandah and above roof signs are not encouraged within the Melton Shire.</p> <p>Consideration will only be given to the following:</p> <ul style="list-style-type: none"> - The signage should exhibit creative design i.e. artistic and relate to the nature of the business conducted on site; and - The Sign should compliment the evolving cultural and entertainment function of a commercial centre.
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	


Type	A- Frame Signs
Definition	A portable 'A' Frame sign or similar type advertising board which is placed on the site.
Example	
Performance Standards	<p>Melton Shire Council discourages the use of A-Frame signage as the means of advertising a business, as it contributes to unnecessary visual clutter.</p> <p>A Frame signage on Private Land A Planning Permit is required for A-Frame signage on private land and is not encouraged by Council.</p> <p>A Frame signage on Public Land A Planning Permit is not required under the Melton Planning Scheme. However consent is required from Councils Local Law Department, prior to the placement of A-frame signs on public Land (such as foot path and nature strips).</p> <p>Please contact Council's Local Laws department on 9747 7200 to discuss A-Frame signage on public land.</p>
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	


Type	Animated Sign
Definition	A sign that can move, contains moving parts, changes its message, flashes, or has a moving or flashing border
Example	
Performance Standards	<p>Animated signage is considered inappropriate under Council Guidelines and are discouraged.</p> <p>These signs are distracting and are not appropriate for identification purposes in all locations.</p>
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	

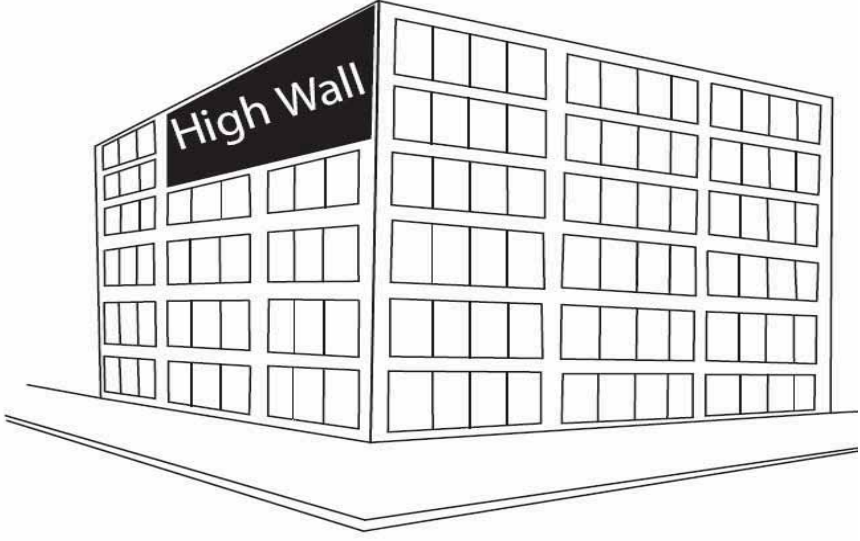
Type	Bunting Sign
Definition	An advertisement that consists with of bunting, streamers, flags, windvanes, or the like.
Example	
Performance Standards	<p>These types of signs are usually discouraged given that they:</p> <ul style="list-style-type: none"> - Create visual clutter - Are not considered necessary - Do not contribute to clear identification of a business premises <p>Consideration will only be given if they applicant can demonstrate that the sign can both:</p> <ul style="list-style-type: none"> - Contribute to the visual appearance and amenity of a downgraded site - Meet the objectives of this policy (pg 2) <p>Bunting signs are prohibited within Residential 1 Zones pursuant to the Melton Planning Scheme.</p>
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	


Type	Business Identification Sign
Definition	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.
Example	
Performance Standards	<p>Business signs are considered appropriate within the Shire of Melton where:</p> <ul style="list-style-type: none"> - The requirements under the Melton Planning Scheme Provisions are met. - The signs do not constitute unnecessary and repetitive signage. - The quality and effectiveness of the existing signs are considered first, and the need for additional signage is assessed. - The sign(s) proposed identifies the business and service and not a product. - The sign must be located on the building or site in which the business operates. - The sign does not dominate the urban character of the building or streetscape. - The total signage area should not exceed 30 % of the total area of all walls on which that signage is located. - The sign located on the wall/façade of a building and is not a free standing sign positioned on the top of the verandah. - The sign is on a second storey and is placed above windows and before the roofline of the building. - The sign is placed on the parapet of a building, whether it is single or double storey. - The sign does not project more than 0.3 metres outside the site. - Business signs should be planned into the design of a new development or renovations, involving a recess or designated location to be provided. - Freestanding retail centres will display only major tenant business signs on the façade of the building. Signs for businesses having direct frontage may be considered provided the signage is consistent and equally proportional for all businesses. Signs must advertise a business and not a product message.

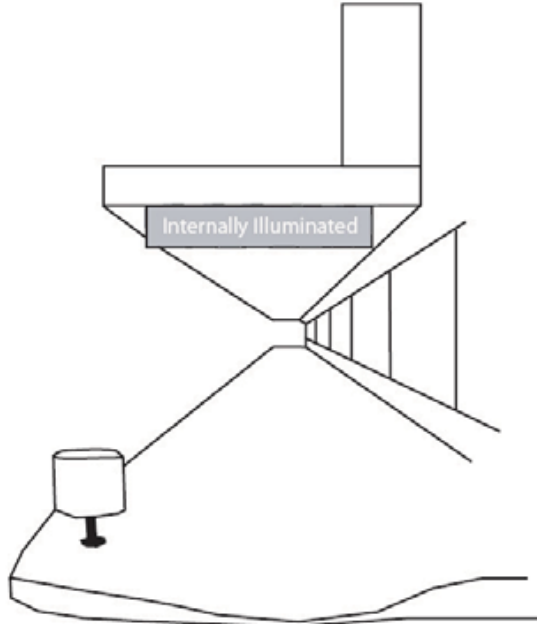
Performance Standards	<ul style="list-style-type: none">- The sign is not an A-Frame or similar structure unless it:<ul style="list-style-type: none">- Does not adversely impact upon the amenity of the site.- Is of standard size as stipulated by Council's Local Law Department.- Is only one per an address.- Is considered as part of a total sign 'package' for the property and doesnot create advertising clutter or repetitive messages.
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	


Type	Directional Sign
Definition	A sign not exceeding 0.3 square metres that directs vehicles or pedestrians. It does not include a sign that contains commercial information.
Example	 <p>The drawing shows a two-story building with a sign that reads 'MEDICAL CENTRE'. A smaller sign, labeled 'Carparking', is positioned near the entrance. The building is surrounded by a fence and some landscaping.</p>
Performance Standards	<p>Directional Signs are considered appropriate where:</p> <ul style="list-style-type: none"> - Melton Planning Schemes Provisions (purpose and zoning requirements) are met - The area does not exceed 0.3 square metres - No more than two directional signs per business as displayed on the subject land - Clearly indicates a directional message only and does not promote a business or a product.
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Strategy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	

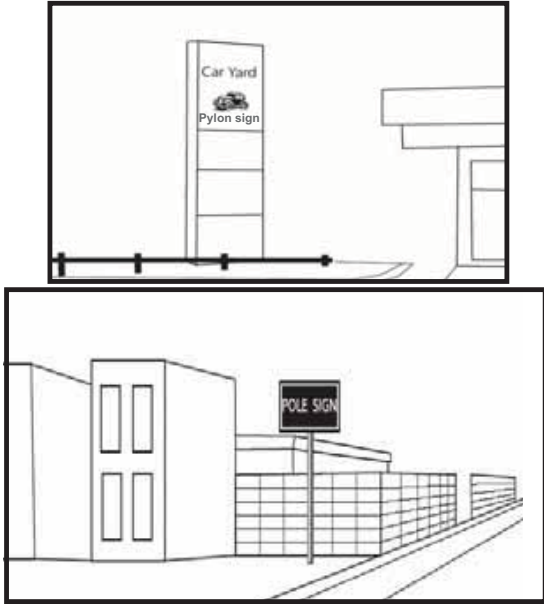
Type	Floodlit sign
Definition	A sign illuminated by external lightning provided for that purpose
Example	 <p>The illustration shows a perspective view of a building's exterior. A dark rectangular sign with the word 'Sign' in white is mounted on the wall. Two floodlights are positioned above the sign, with lines indicating they are illuminating it. The building has a gabled roof and a window is visible to the right of the sign.</p>
Performance Standards	<p>Floodlit signs are generally discouraged as they adversely negatively impact on the surrounding amenity. Floodlit signs are only considered appropriate where:</p> <ul style="list-style-type: none"> - The level and intensity of illumination does not become a nuisance. - Baffled treatment is provided to avoid the unnecessary spill of light, and distracting glare. - Floodlit signs are justified by the location, use and opening hours of the business. - Relates well to and integrates with existing and surrounding built forms. - Does not dominate the streetscape. - The numbers of floodlights are not excessive and appropriate for the size and scale of the proposed sign. - The number of floodlights are not excessive and are appropriate for the size and scale of the proposed sign - Only one sign per premise will be supported unless compliance can be demonstrated with the objectives of this policy and requirements of the Melton Planning Scheme.
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	

Type	High Wall sign
Definition	A sign on the wall of a building so that part of it is more than 10 metres above the ground
Example	
Performance Standards	<p>Generally not considered appropriate or necessary under Council guidelines. Consideration will only be given if the applicant can justify:</p> <ul style="list-style-type: none"> - The building is of a large scale or form to justify such a sign - The sign must be located along the building frontage, and the size proportional to the building. - Only business messages may be displayed. - The sign does not protrude above the wall height. - The sign is fixed to the wall. <p>Consideration will only be given if the High Wall Signage displayed on 3-4 storey buildings located with the Shire's Activity Centres. These include:</p> <ul style="list-style-type: none"> - Caroline Springs Town Centre - Woodgrove Shopping Centre. - High Street Activity Centre. - Toolern Employment/ Business park
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	


Type	Home Occupation Sign
Definition	A sign at a dwelling that advertises a home occupation carried on in the dwelling, or on the land around the dwelling
Example	
Performance Standards	<p>These types of signs are considered appropriate where:</p> <ul style="list-style-type: none"> - Melton Planning Scheme Provisions (purpose and zoning) are met. - The nature of this signage and its location within residential area necessitates that it be of a low scale. - The advertising area must not exceed 0.2 square metres for a planning permit to not be required. If the signage area does exceed 0.2 square metres, it is then considered a Business Identification sign, and a planning permit is required. - The sign should face the road with the highest amount of traffic flow, or if appropriate, placed on the corner of the property. - The sign should not be artificially lit or consist of any bunting, flags or streamers. - Clearly identify the business and not a product - Be professionally designed. - If the sign is freestanding, it should be located at the front of the property, with in the landscaping treatment and be no higher than 2 metres above the footpath level.
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Strategy and the performance standards above, then justification must be provided and the objectives of the policy must be met</p>	

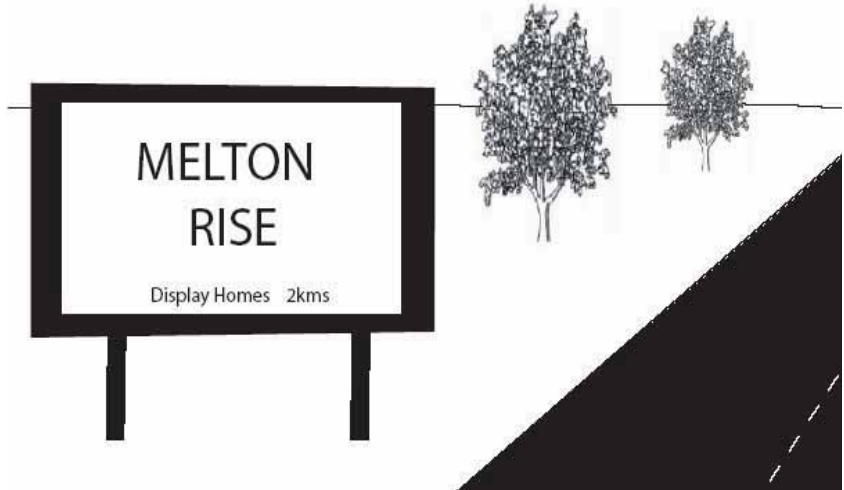
Type	Internally Illuminated Sign
Definition	A sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as an advertisement
Example	 <p>The diagram shows a perspective view of a building's corner. A sign is mounted on the corner, with the text 'Internally Illuminated' inside a rectangular frame. The sign is illuminated from within, as indicated by the label. Below the sign, there is a small, cylindrical object on a stand, possibly a light fixture or a small sign. The building's roofline and walls are shown in simple lines, and the ground is indicated by a few horizontal lines.</p>
Performance Standard	<p>Internally Illuminated signs are considered appropriate where:</p> <ul style="list-style-type: none"> - Melton Planning Scheme Provisions (purpose and zoning requirements) are met - The level and intensity of illumination does not become a nuisance - Baffled treatment is provided to avoid the unnecessary spill of light, and distracting glare - Internally Illuminated signs are justified by the location, use and opening hours of the business
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met</p>	

Type	Panel Sign
Definition	A sign with an advertisement area exceeding 10 square metres
Example	 <p>The image shows a perspective drawing of a building. On the side of the building, there is a large, dark rectangular sign with the word 'SIGN' written in white capital letters. The building has a gabled roof and several windows, some of which are depicted with vertical bars or panes.</p>
Performance Standards	<p>Panel Signs are considered appropriate where:</p> <ul style="list-style-type: none"> - The Planning Scheme Provisions (purpose and zone requirements) are met. - Panel signs may be considered where they advertise a large-scale industrial/commercial use having significant frontage to a main road. - The sign must be located along the building frontage, and the size proportional to the building. - Only 1 panel sign is permitted per a business. If a building has dual frontage, then 1 sign will be permitted on each frontage. - The sign must advertise the business and not a promotional message. - The sign must refer to one business. - The sign must be attached to a building to which the sign relates. - The sign must be consistent with the built form and scale of the building and not extend above the roofline of the building.
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met</p>	

Type	Pole & Pylon Sign
Definition	<p>A sign:</p> <ol style="list-style-type: none"> On a pole or pylon that is not a part of building or another structure; That is no more than 7 metres above the ground; With an advertisement area not exceeding 6 square metres; and That has a clearance under it of at least 2.7 metres (excluding pylon signs)
Example	
Performance Standards	<p>Pole and Pylon Signs are considered appropriate where:</p> <ul style="list-style-type: none"> - Meets the Planning Scheme Provisions (purpose and zone requirements). - Does not protrude over a footpath, road or adjoining property. - Is incorporated into the landscape treatment of the premises. - Is limited to one per stand alone business having a large frontage to a main road or one per group of premises (i.e. one pole sign for a grouping of shops/ restricted retail premises) - Has regard to the shape, size and form of pole signs on adjoining properties so as to avoid a 'stepping' effect of pole signs. - Does not affect the safety of an abutting road in terms of visibility or distraction. - Identifies the name of the company/business and not goods or services provided. - The collective name/location of the retail centre must be shown on the sign as the first (top) item on the pole. Only major tenants should be advertised.

If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.

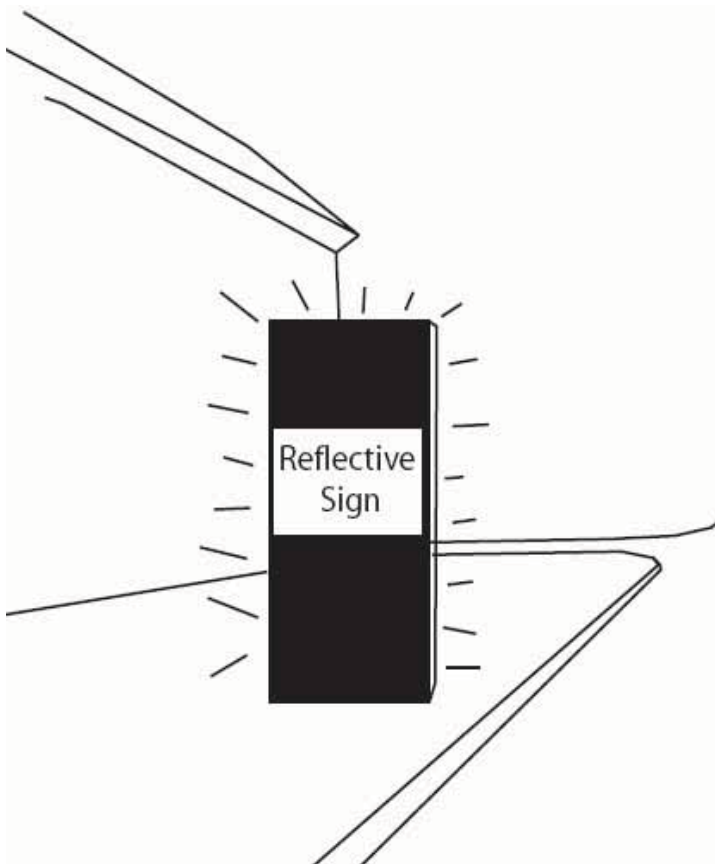
Type	Promotion Sign - General
Definition	A sign of less than 18 square metres that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited
Example	
Performance Standards	<p>Promotional signs are discouraged within the Shire of Melton. These types of signs are the main contributors to creating advertising clutter that prove to be unnecessary and distracting. They do not relate directly to a particular business on the land/building to which they are displayed, as their location is often poorly sited.</p> <p>Promotional signage will only be considered under the following circumstances:</p> <ul style="list-style-type: none"> - Temporary Sale Offices and Display Villages (refer to page 41); - Temporary Residential Subdivisions (page 27) and - Promotional Signage for Council events (refer to page 6 and 32) <p>It is important to note that the above exemptions, require temporary promotional signage and must be removed once the use or event has ceased operation.</p>
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	


Type	Promotional Sign - Residential Subdivisions, Display Villages & Land Sales Offices.
Definition	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
Example	
Performance Standards	<p>Subdivision and New Residential Estate Promotion Signs</p> <p>These signs are generally erected for a limited time and provide direction to the land which is to be subdivided. Real estate promotion boards are either displayed on private land or public road reservations. These signs are permitted subject to the following conditions:</p> <ul style="list-style-type: none"> - Estate Promotion Signs should normally be located on the subject land that is being subdivided or sold; - Signs located on the subject land (the subdivision site) must not exceed 8 square metres in area; - Estate promotion signs not located on the subject land shall not exceed 2 square metres in area; - Signs located on main road reservations must obtain VicRoads consent; - No more than 3 off-site Subdivision Promotional signs should be approved per development in excess of 200 residential lots, with a minimum separation distance of approximately 1 kilometre between each sign;

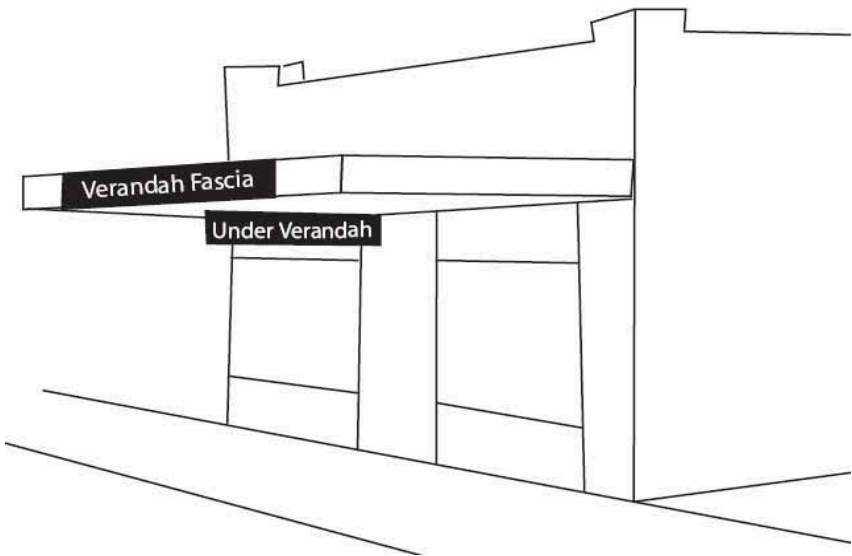
Performance Standards	<ul style="list-style-type: none"> - Subdivision sites with frontage to 2 major roads are permitted to have one promotional sign per 'on site' frontage. - Off-site estate signs should be located at least 200 metres from any other subdivision promotion sign advertising different estates. - Signs not on the subject site shall be no further than 5 kilometres from the boundary of the particular subdivision or development to which they relate. - No additions, tags, streamers or appurtenances may be added to the sign. - Identification shall be placed on such signs indicating the permit number, owner and expiration date. - Off-site Promotional signage along highways and/or freeways is discouraged. - On site Subdivision Promotion signs may include fixed pole signage having an advertising area of 1.8 m by 0.6 m (see page 41 'Display Home' Performance Standards), along main entrance road to the estate.
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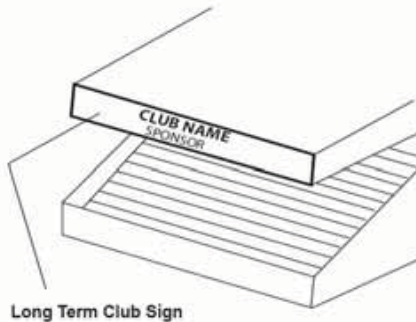
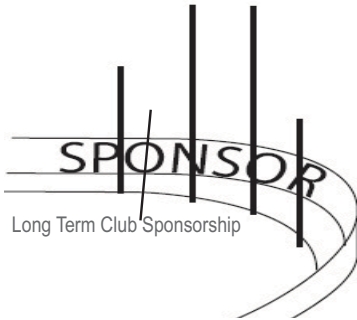
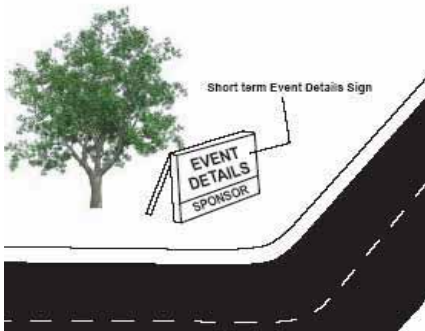
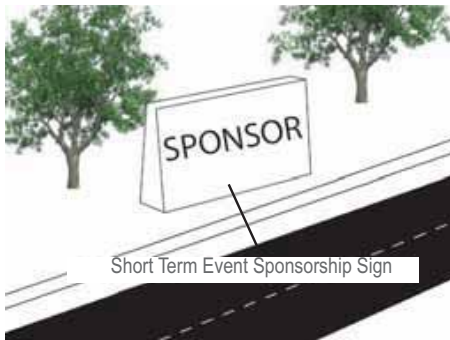
If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.

Type	Major Promotional Signage
Definition	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.
Example	
Performance Standards	<p>Major Promotional signs are discouraged within the Shire of Melton as :</p> <ul style="list-style-type: none"> - the design, scale and size of the major promotion sign detract from the streetscape and building design. - They do not relate directly to a particular business on the land/building to which they are displayed, and their location is often poorly sited - Major promotion signs dominant the element in the streetscape.
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	

Type	Reflective Sign
Definition	A sign finished with reflective material specifically made to reflect external light
Example	
Performance Standards	This type of signage is not considered appropriate under any circumstance. Reflective signs are an inappropriate means of business identification, distracting to passing traffic and adversely impacting upon surrounding amenity.
If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.	

Type	Sky Sign
Definition	<p>A sign:</p> <ol style="list-style-type: none"> On or above the roof of a building, but not a verandah Fixed on the wall of a building and which projects above the wall; or Fixed to a structure (not a building) so that part of its more than 7 metres above the ground
Example	
Performance Standard	<p>Signage that is fixed on or above the roof, or is fixed on the wall of a building and which projects above the wall is discouraged.</p> <p>Sky signs that are fixed to a structure (not a building) and sits 7 metres above the ground are not encouraged. This type of signage is discouraged given that they are unnecessary and contribute to visual advertising clutter. They do not form part of the building design and are an obvious distraction.</p> <p>Sky signs will only be permitted for centre identification at the major entry points for a major activity centre (i.e. Woodgroove Shopping Centre). They will also be permitted to advertise the major tenants of the centre (i.e. Coles, Safeway).</p>
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	

Type	Under Verandah and Verandah Fascia Signs
Definition	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.
Example	
Performance Standards	<p>These types of signs are considered appropriate where:</p> <ul style="list-style-type: none"> - The Melton Planning Schemes Provisions, purpose and zoning requirements are met. - The sign is at least 3.7 metres above the footpath level - The sign does not project further than the verandah level. - The sign may be internally illuminated. - The sign should not exceed the following dimensions: <ul style="list-style-type: none"> - 0.50 in height - 0.30 in depth - Verandah fascia signs should generally have a maximum height of 0.5 metres
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	

Type	<p>Signs on Council Land</p> <p>Any sign requiring a Planning Permit or requiring Council permission (as the land owner) that is on:</p> <ul style="list-style-type: none"> - Council Reserves/Parks/Sporting Grounds Must meet the definition and performance standards, below, or; - Any other Council owned Property Must meet the performance criteria of a Business Sign (see page 16) 	
Definition	Long Term Club Sign	A sign for advertising for the club who is the primary land user.
	Long Term Club Sponsorship	A sign advertising the sponsor of a club who is the primary land user
	Short Term Event Details Sign	A sign for advertising a short term event
	Short Term Event Sponsorship Sign	A sign for advertising the sponsor/s of a short term event
Example	 <p>Long Term Club Sign</p>	 <p>Long Term Club Sponsorship</p>
	 <p>Short term Event Details Sign</p>	 <p>Short Term Event Sponsorship Sign</p>

Performance Standard	<p>Advertising Signage on Council land (parks/reserves/sporting grounds) is not encouraged and should be kept to a minimum. Signs on Council land may be permitted if they meet the following general (and specific) performance standards:</p> <ul style="list-style-type: none"> - All applications must be assessed and approved by Council's Planning Department. - Council will then determine if the sign requires a Planning Permit or written authorisation from Councils Local Laws Department on behalf of Council as the landowner. - Council should consider the appropriate location, size, content and design of the sign to ensure that there is no adverse impact upon the public safety or the visual amenity. - Any changes to the sign will require permission from Council. - A public liability statement is provided with the application. - Applications to erect a sign will detail the request location, size, content, design and exhibition period. - The sign design, construction and erection is to be of a professional standard. - Council and the applicant will consider the sign to be part of an entire 'sign package' for the club/event and the site. - Applicants must consult a building surveyor to determine whether the proposed signage would require a building permit. If a permit is required the applicant must obtain a building permit before the sign is erected. - The signage proposed is not to be floodlit, internally illuminated, reflective, animated, flashing or a bunting sign. - Identification shall be placed on the sign indicating the owner and the date when the permit or authorisation ceases. - Signs advertising the business operating from the land (ie. football or cricket club) will require a planning permit. Subsequently the signage area must be less than 3 square metres. <p>Long Term Club Sign</p> <ul style="list-style-type: none"> - The club proposing the signage must be the primary user of the land. - The sign identifies the name and details of the club. - Sponsorship details must cover less than 30% of the sign total area. - The sign must be located on a building/structure such as a clubhouse, pavilion or scoreboard. - The sign does not dominate the built form. - Authorisation is given for no longer than 12 months, or less to coincide with the length of the sporting season. - The total advertisement area of each sign must not exceed 3 square metres. - Only one sign per tenant/user will be allowed. - The total advertising area of the sign must not exceed 3 square metres. Only one sign per tenant/user will be allowed. - Where there are multiple occupants, the use of a single sign to advertise the different occupants should be considered.
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	<p>Long Term Sponsorship Sign</p> <ul style="list-style-type: none"> - The sign faces inwards and generally must not be visible from outside of the site - The advertising area displaying the sponsorship details must not exceed 30% of the total sign area. - Removal of the sign must be undertaken by the owner (club/sponsor) within one week after authorisation or when the Planning Permit expires. - The sign must be placed on a perimeter or periphery fence and be no higher than 1.0 meter in height. <p>Short Term Event Detail Signs</p> <p>No Planning Permit is required for this form of signage. However it is still expected that the applicant complies with the following requirements:</p> <ul style="list-style-type: none"> - The sign must identify the name and details of the club/organization/group and the name/purpose of the event. - The advertising area displaying the sponsorship details must not exceed 30% of the total sign area. - The sign must not be erected for longer than 4 weeks. - The sign may be directed to face outwards. - The total area of the sign must be no more than 3 square metres - The owner must undertake removal of the sign within one week after authorisation or when the Planning Permit expires. - Generally one sign must be erected per site. <p>Short Term Event Sign Sponsorship</p> <ul style="list-style-type: none"> - The sign is erected to coincide with the period of the event. This should generally be for one day only and no longer than 3 weeks. - The sign should face inwards and not be generally visible from outside of the site. - Sponsorship area may contain up to 30% of the total sign area. - The sign must be removed on the day the event finishes.
<p>If an applicant wishes to depart from the policy requirements of the Outdoor Advertising Policy and the performance standards above, then justification must be provided and the objectives of the policy must be met.</p>	



section three

Performance Standards by uses

section three

The following section gives the applicants a guide to Council's recommended advertising approach for certain land uses. These uses are:

- Shop Premises/Offices
- Free Standing Shopping Centre
- Medical Centre
- Childcare Centre
- Display Homes
- Industrial Premises (Factory Warehouse)
- Restricted Retail
- Petrol Station
- Advertising Signs on Council Land
- Signs in Specific Areas
 - Rural Areas
 - Gateway Entrances

The following illustrations indicate the types of signs considered appropriate for different uses. It must be noted however that variations in building location, design and form may lead to variations in sign details.

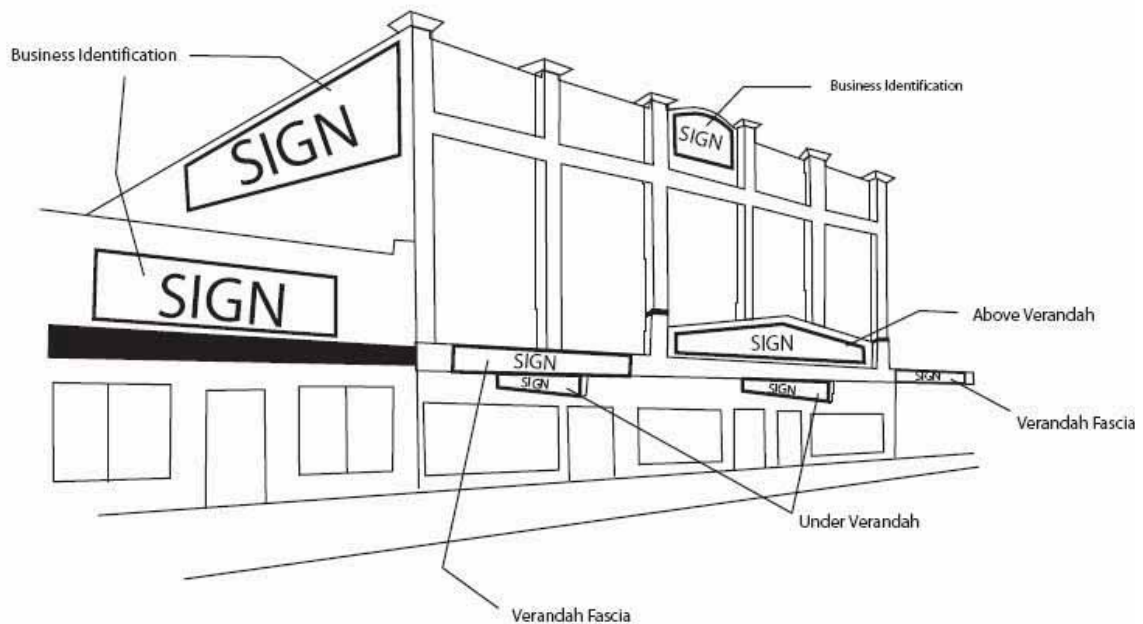
Shop Premises/Offices

- Advertising signage for a shop premises should attract patrons by stimulating interest in the business or service provided whilst enhancing the vitality and visual amenity of the locale
- Signs should normally advertise and identify the business or service and not a product sold
- Above verandah signs, sky signs, high wall signs and bunting signs are actively discouraged
- 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 project beyond building lines or exceed the height of roof lines and should not occupy more than 50% of an awning
- A – frame or similar structures are discouraged unless it is a part of a total signage package and does not create advertising clutter or lead to repetition of signage

For premises with a frontage of less than 5.0 metres, a maximum of 8 square metres of the above-recommended outdoor advertising will be permitted.

Recommended Signage:

- Verandah Fascia Sign
- Under Verandah Sign
- Business Signs
- Internally Illuminated Signs



Free Standing Shopping Centre

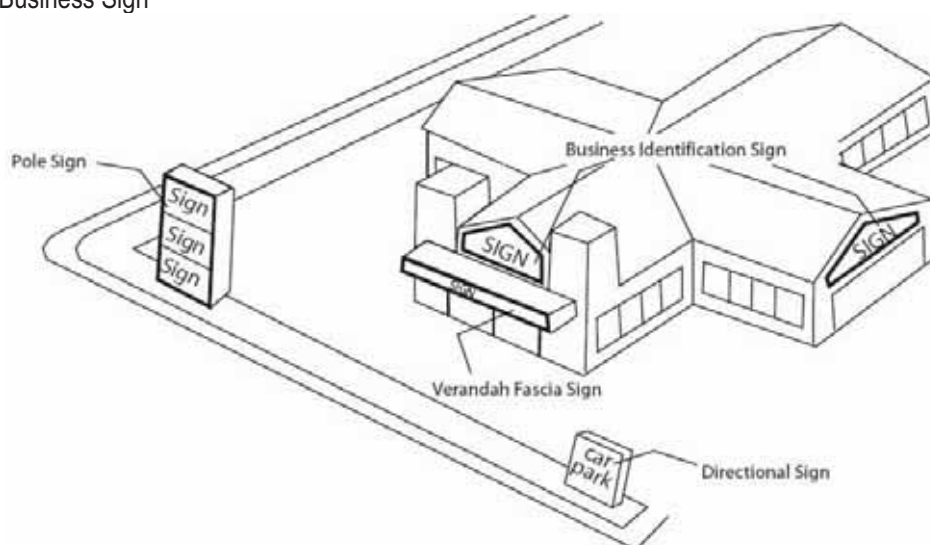
- It is encouraged that Freestanding shopping centres address advertising in the design of the centres built form.
- With regard to grouping of shops (i.e. Woodgrove Shopping Centre) advertising per shop should not be permitted unless the shop has direct frontage. These signs should be consistent and uniform in area and preferably be located on the businesses' verandah fascia.
- Businesses internal to the centre are not permitted external advertising, other than major tenants. This advertising should be designed into the architecture of the building.
- Pole signs will be considered for free standing retail centres providing they:
 - o Display only major tenants of the site and are restricted to one pole per centre
 - o Are incorporated into landscaping treatment
 - o Generally have a maximum height of 6.0 metres and an area of 3.0 square metres and do not have adverse impacts upon residential amenity

Consideration will be given to Centres with multiple major access points (ie Woodgrove Shopping Centre) for additional Pole sign at these locations.

- Business signs on the external walls will be permitted providing the sign:
 - o Has been deigned into and compliments the architecture of the building.
 - o Does not protrude the roofline
 - o Identifies the name of the shopping centre, and major tenants (not smaller individual shops)
 - o Is proportional to the building and is positioned on the building façade.

Recommended Signage:

- | | |
|---------------------------|-----------------------|
| - Verandah Fascia Sign | - Under Verandah Sign |
| - Pole Sign/Business Sign | - Directional Sign |
| - Business Sign | |

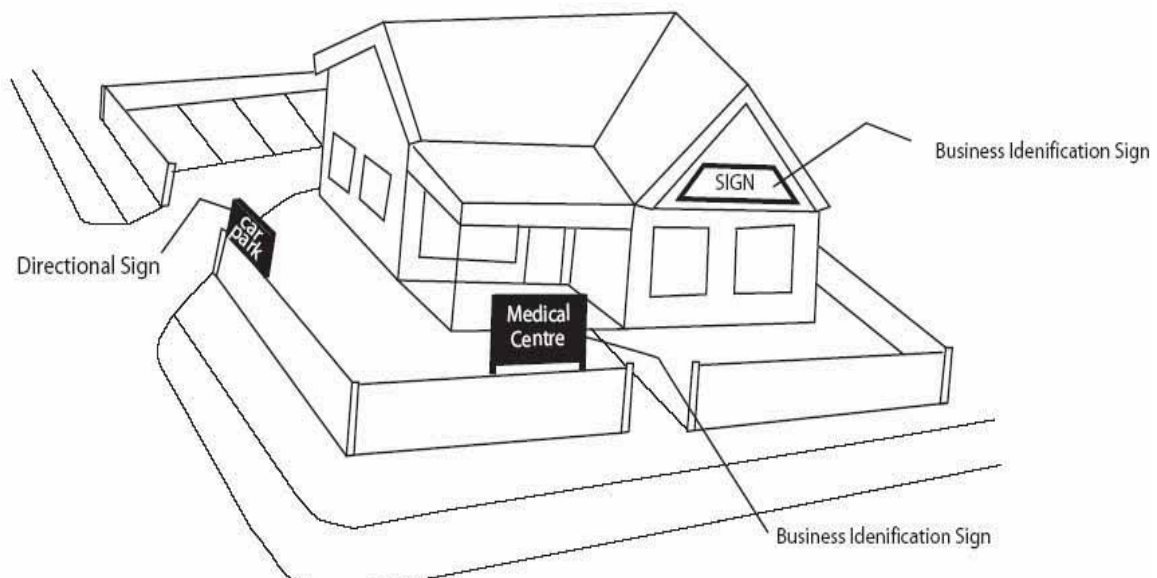


Medical Centre

- Advertising for Medical Centres should be of a low scale and respect the character of the area, particularly in residential areas.
- The total advertisement area will depend on the size of the premises and the provisions of the Melton Planning Scheme. A total area of 3 square metres is considered appropriate in residential areas.
- Signage should demonstrate the business or service and not a product.
- On corner sites, advertising should face the road with the greatest amount of traffic.
- Internally illuminated and flood lit signs will be actively discouraged in residential areas unless it can be demonstrated that there is no adverse impact upon residential amenity.
- Signage should preferably be affixed to the building and must respect the form and scale of the host building.
- If the sign is to be free standing it should be located at the front of the property, be no higher than 2.0 metres above ground level of the footpath and should be incorporated into sufficient landscape treatment.

Recommended Signage:

- Business Sign indicating the name of the centre
- Direction Sign (Car park use only)

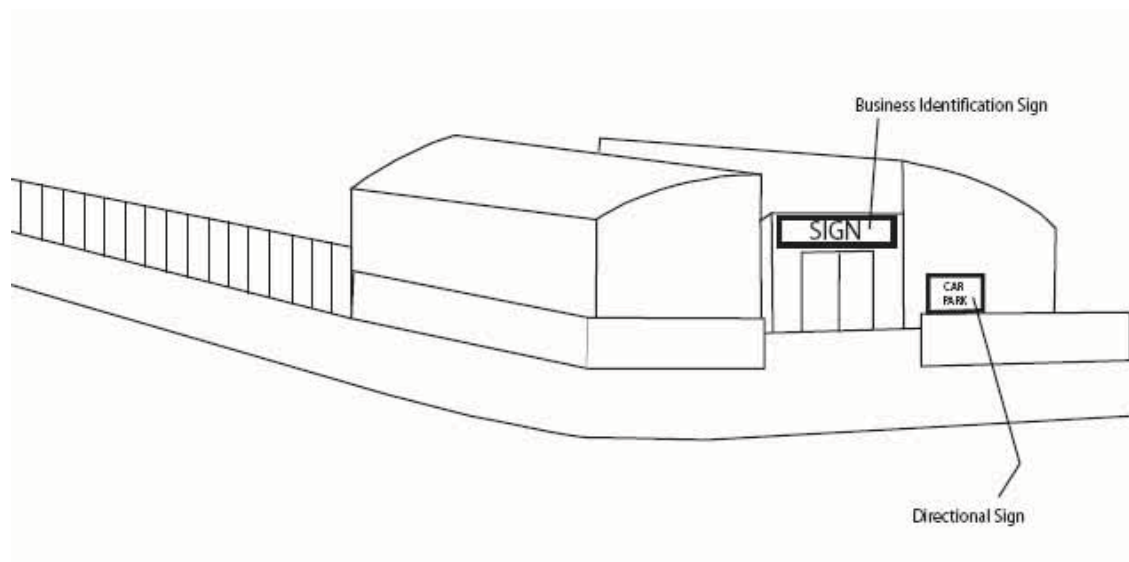


Childcare Centre

- Advertising for Childcare Centres should be of a low scale and respect the character of the area, particularly in residential areas.
- The total advertisement area will depend on the size of the premises and the provisions of the Melton Planning Scheme. It is recommended that Business signs indicating the name of the centres should not exceed 3 square metres in area.
- Signage should demonstrate the business or service and not a product
- On corner sites advertising should face the road with the greater amount of traffic
- Internally illuminated and flood lit signs will be actively discouraged in residential areas
- Signage should preferably be affixed to the building and must respect the form and scale of the host building
- If the sign is to be freestanding it should be located at the front of the property, be no higher than 2.0 metres above ground level of the footpath and should be incorporated into a sufficient landscape treatment.

Recommended Signage:

- Business Sign indicating the name of the centre
- Direction Sign (Car park use only)

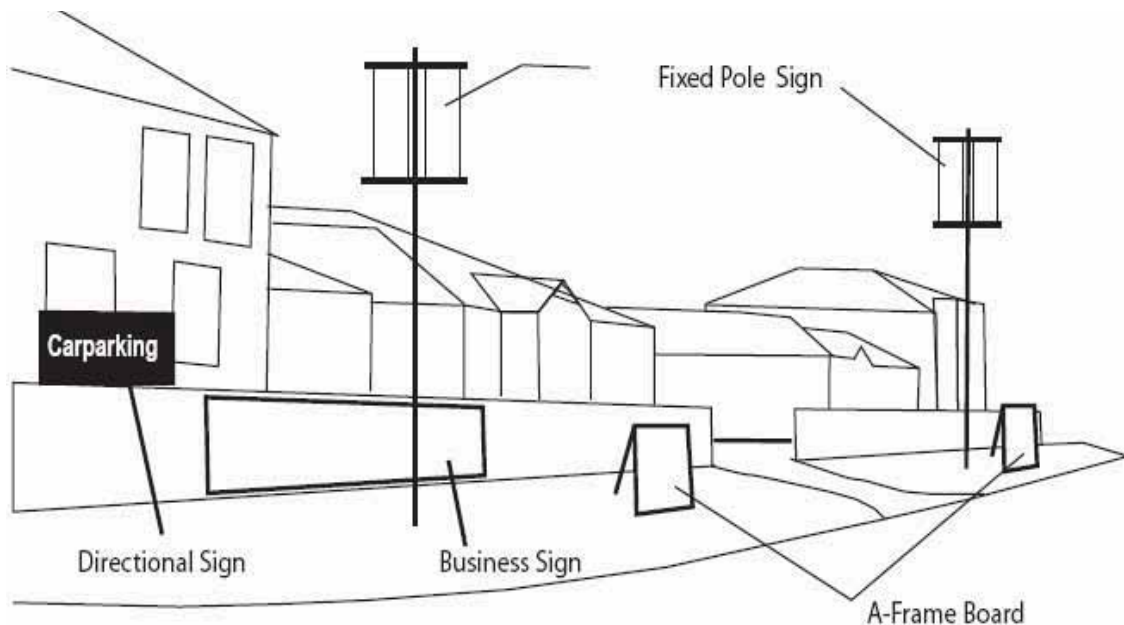


Display Homes

- It is encouraged that signage should be designed to minimise visual clutter and unnecessary repetitiveness.
- It is encouraged that Business and Directional Signage for the site must have maximum area of 2 square metres.
- Floodlighting and spotlighting will be actively discouraged.
- A-frame boards are permitted. Only 1 A-Frame sign per 2 dwellings is considered appropriate for Display Villages.
- Signs must have a prescribed expiry date concluding with the expiry date of the use of the land for display home purposes.
- Promotion signs are limited to 2 square metres in area and only one promotions sign per a display village/land sale office will be permitted.
- Fixed Pole signage is permitted in Display Villages and must meet the following requirements:
 - must only be located at the entrance of the Display Village.
 - must have the following dimensions:
 - length: 1.8m
 - width: 0.6m
- The signage will only be permitted for the life of the Display Home approval. Signs must be regularly maintained by the owner.

Recommended Signage:

- Business Sign
- Directional Sign
- Fixed Pole Sign
- A-Frame Board

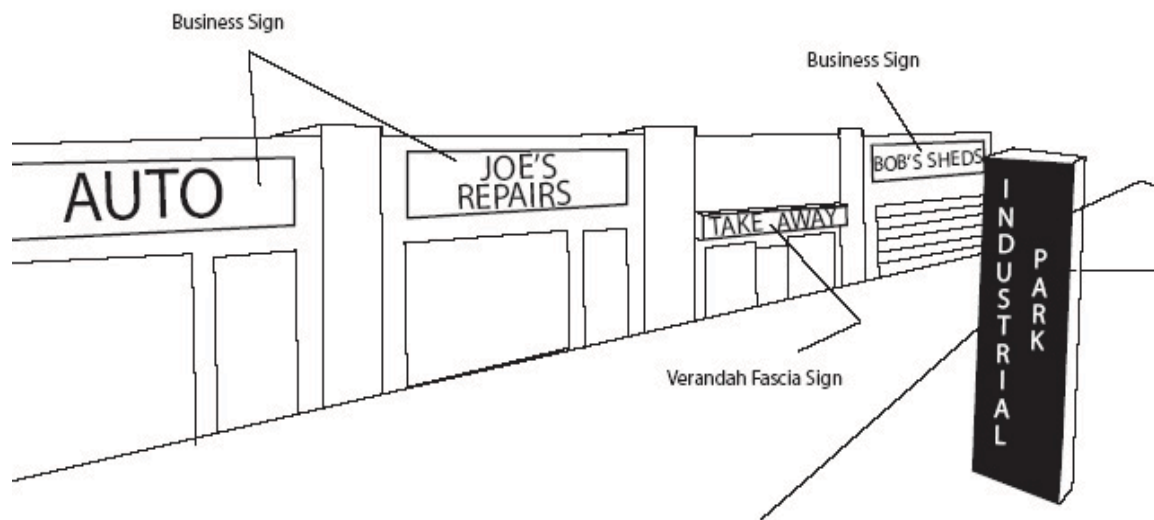


Industrial Premises (Factory/Warehouse)

- Signs located within the existing building line and/or envelope are encouraged
- Signs should not dominate building facades, walls, parapets or landscaped surroundings
- No Business or Promotional Signage will be permitted at the rear of industrial buildings which front onto a major freeway, highway, main road network or public reserve/ open space
- Signs on perimeter fences are not acceptable
- For small scale individual industrial premises and those located in a business estate the advertising area for business signage should not exceed 10 square metres
- Free standing industrial premises with frontages exceeding 40 metres to a main road and well set back will normally be permitted up to 20 square metres of advertising signage, panel signs may be considered in this context
- For industrial estates business registry signs will be considered in industrial areas providing that:
 - o The sign is located within the landscape treatment of the property at the main entrance
 - o The sign does not adversely impact upon pedestrian or vehicular safety
 - o The total advertising area does not normally exceed 3.0 square metres
- Pole/Pylon signs will be considered in industrial areas providing they:
 - o Are located at large free standing premises fronting a main road and are well set back, display only business identification information and are limited to one pole sign per premises
 - o Are not part of an industrial estate (in this instance tenants are suggested to share a pole sign)
 - o Are incorporated into landscaping treatment
 - o Normally have a maximum height of 7.0 metres and an area of 3.0 square metres
- V board signs above verandahs, sky signs and bunting signs are actively discouraged due to the adverse impact such advertising signs have on visual amenity and resultant clutter

Recommended Signage:

- Business Sign
- Verandah Fascia Sign
- Pole Sign
- Directional Sign
- Internally Illuminated Sign

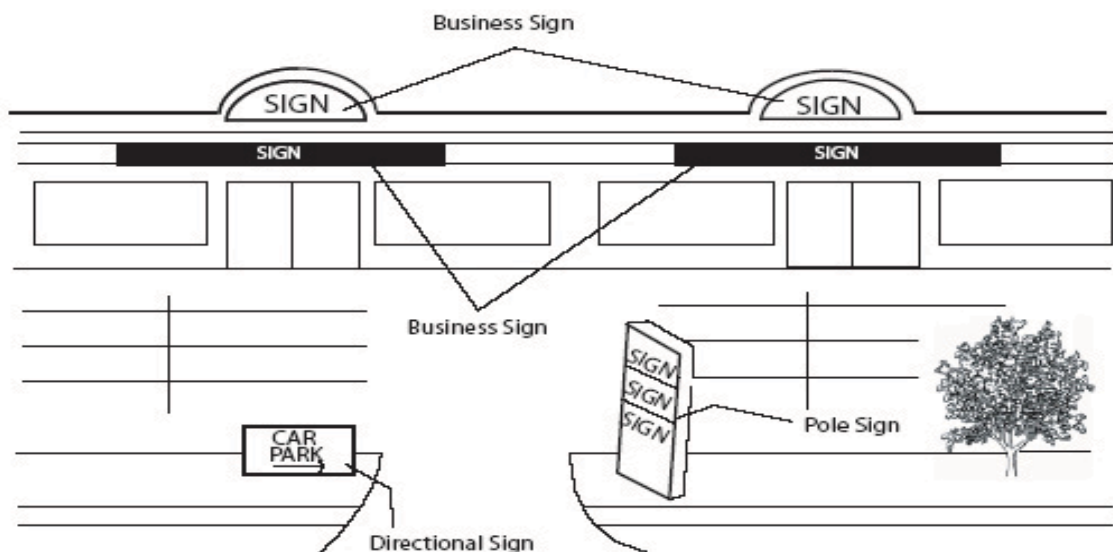


Restricted Retail Premises

- For individual premises, the advertising area must not exceed 12 square metres.
- A large free standing premise will be permitted up to 20 square metres of advertising coverage where building frontage exceeds 40 metres in length.
- Where Restricted Retail premises are located within a 'homemaker centre' Council will allow one major Pole sign to provide a register of business. The pole Sign must be 7.0m in height and have an advertising area of 3.0 square metres.
- Pole signs for each individual premises within a 'homemaker centre' will not be permitted.
- For free-standing restricted retail sales premises, one pole sign may be permitted, where the frontage exceeds 40 metres in length.
- Signs should not dominate the building facades
- V board signs above verandahs, sky signs and bunting signs are actively discouraged due to the adverse impact such advertising signs have on visual amenity and resultant clutter

Recommended Signage:

- Business Sign
- Verandah Fascia Sign
- Pole Sign
- Directional Sign

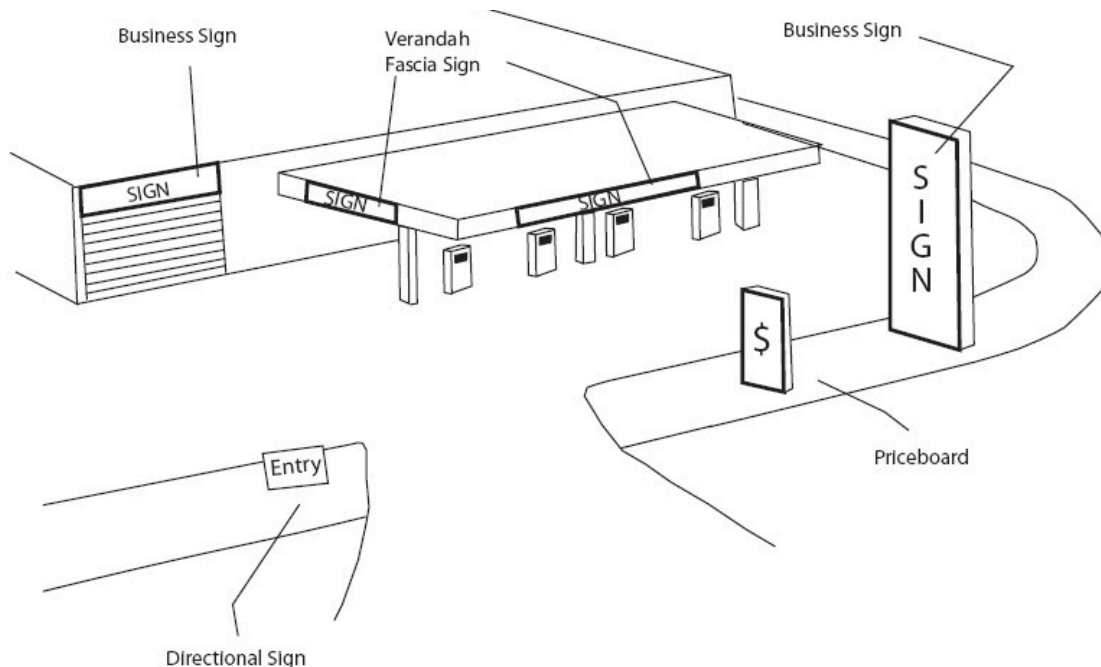


Petrol Station

- Signs should advertise and identify the business or service, and not the product sold
- It is recommended that the combined advertisement area should not exceed 30 square metres.
- Signs not attached to the building must incorporate sufficient landscape treatment.
- Price Board signage are recommended for the use of a Petrol station, given that:
 - One priceboard is permitted per frontage.
 - Price Boards must be less than 2m high or be included within the Pole/Business Sign.
 - Priceboards must not be located on A-Frames.

Recommended Signage:

- Business Sign
- Verandah Fascia Sign
- Pole Sign
- Directional Sign
- Price board
- Service Bay/Car Wash Sign



Advertising Signs on Council Land (reserves, sporting grounds, etc)

- Advertising signs are not encouraged and should be kept to a minimum
- Promotion of primary users of the land ie. sports clubs or community groups will be permitted provided that:
 - o The signage identifies the name and details of the club or community group primarily occupying or using the land
 - o The sign does not advertise a product, service or organisation not operating from the land
 - o The signage does not exceed 3.0 square metres
 - o The sign should be located on a building/ structure and does not dominate the host structure
 - o The signage proposed is part of a total advertising package
 - o That signage is consistent with Council's guidelines for advertising
 - o The design, construction and erection of the sign is of a professional standard

All applications must be sent to Council's Planning Department, who will determine whether a planning permit is required. When considering the applications for advertising, Council will consider the provisions in the Melton Planning Scheme, the objectives and the relevant performance standards of the Outdoor Advertising Policy and Guidelines. Generally a combination of recommended signage is encouraged, though preference is given to appropriate short-term signs, particularly for single day events. Club and event signs can face outwards and be seen from outside the site, where sponsorship signs should face inwards and not be seen from outside the site.

Note:

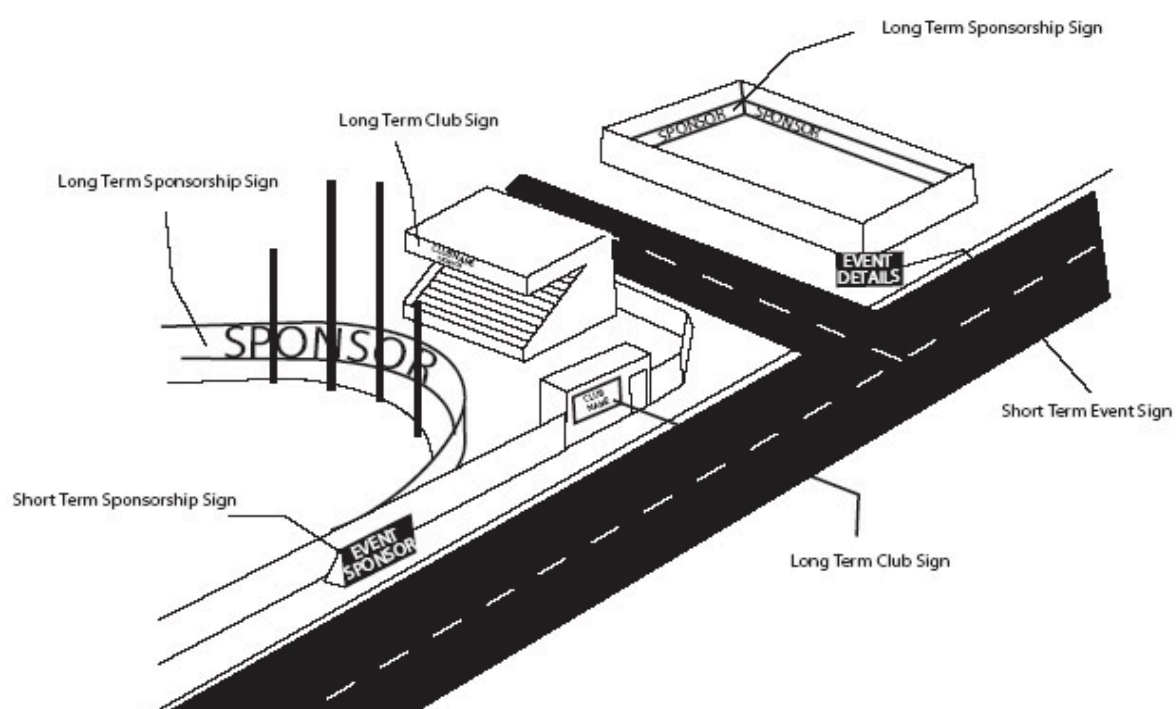
It is noted that permanent promotion signs are prohibited on land zoned Public Park and Recreation Zone (PPRZ). The vast majority of Council Land, Parks, Reserves and Sports Grounds fall within this zone.

Recommended Signage

For recreational (sporting) clubs who have primary (main) use of the land
<ul style="list-style-type: none">• Long Term club signs• Long Term sponsorship signs• Short term event details signs• Short term sponsorship signs

For clubs/organisations that share a venue or have an occasional/once off event

- Short term event details signs
- Short term sponsorship signs



section four

Application Requirements

Specific Areas

Rural Areas

- Signage should demonstrate the business or service and not a product
- Internally illuminated and flood lit signs will be actively discouraged in rural areas unless it can be demonstrated that there is no adverse impact upon rural amenity
- Advertising signage should be of a low scale and respect the character of the area
- Signage should preferably be affixed to the building and must respect the form and scale of the host building
- If the sign is to be free standing it should be located at the front of the property, be no higher than 2.0 metres above ground level of the footpath and should be incorporated into sufficient landscape treatment.

Gateway Entrances

The entries to the Melton Shire which deserve appropriate protection from visual intrusions include:

- High Street
- Western Highway
- Melton Highway
- Melton-Gisbourne Highway

Signage at the Shire's gateway entrances should:

- 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.
- Promotion signs, major promotion signs, sky signs and trailer signs are strongly discouraged in these locations.
- 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, pedestrian or rail corridor will be actively discouraged.
- Discourage the use of intermittent flashing signs or other potentially distracting elements on signs.
- Permanent streamers, flags or bunting style signs will be discouraged.