

	<h2>Highway Advertising Signage Policy for Residential Subdivisions</h2>
Version No	Draft 0.1 22 September 2014
Endorsement	General Manager Planning & Environment 23 September 2014 Policy Review Panel 30 September 2014
Authorisation	Council 21 October 2014
Expiry date	21 October 2016
Responsible officer	Planning and Environment Services Manager
Policy owner	Coordinator Major Developments

1. Purpose

The purpose of this policy is to achieve a coordinated approach to advertising signage for residential subdivisions along the Western and Melton Highways, until updated review of Council's Advertising Guidelines is undertaken.

2. Scope

This policy is to be used as an assessment tool by Council's Major Developments and Statutory Planning Units, in conjunction with the existing provisions of Clause 52.05 Advertising Signs of the Melton Planning Scheme. The policy is also intended to assist developers in preparing residential signage planning permit applications.

3. Definitions

Word/Term	Definition
Applicant	An applicant is someone that applies for a planning permit on their or someone else's behalf.
Act	The 'Act' refers to the Planning and Environment Act 1987.
Promotion Sign	In accordance with Clause 73 of the Melton Planning Scheme, a promotion sign is 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.
Major Promotion Sign	In accordance with Clause 73 of the Melton Planning Scheme, a major promotion sign is 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.
Animated Sign	In accordance with Clause 73 of the Melton Planning Scheme, an animated sign is a sign that can move, contains moving or scrolling parts, changes its message, flashes, or has a moving or flashing border.

Word/Term	Definition
Electronic Sign	In accordance with Clause 73 of the Melton Planning Scheme, an electronic sign is a sign that can be updated electronically. It includes screens broadcasting still or moving images.
Internally Illuminated Sign	In accordance with Clause 73 of the Melton Planning Scheme, an internally illuminated sign is a sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as an advertisement.
Reflective Sign	In accordance with Clause 73 of the Melton Planning Scheme, a reflective sign is a sign finished with material specifically made to reflect external light.
Bunting Sign	In accordance with Clause 73 of the Melton Planning Scheme, a bunting sign is a sign that consists of bunting, streamers, flags, windvanes, or the like.

4. Policy

The following policies are intended to provide assistance for Council officers in assessing planning applications for signage advertising residential subdivisions along the Western and Melton Highways.

4.1 Objectives

- Council will support signage that does not detract from the visual amenity of the surrounding area, particularly adjacent to residential areas.
- Council strongly discourages signage that detracts from, interferes with, or causes a hazard to the safe passage of traffic.
- Council will not support signage that will result in overcrowding, clutter or a proliferation of signage.
- Signage must be of an appropriate scale and consistent with the character of the surrounding area.
- Council strongly encourages signage that incorporates concise and clear advertising that is easy to read.

4.2 Strongly Discouraged Signage

The following types of signage are *strongly discouraged*:

- A-Frame signs
- Bunting style signs
- Internally or externally illuminated signs
- Animated or electronic signage
- Signs containing flashing lights
- Reflective signs
- Major Promotion signage exceeding 28 square metres per signage sign

4.3 Site and Location

- Council discourages promotional signage that is located more than 7 kilometres from the boundary of the residential subdivision to which they relate.
- Council will not permit signage located within a road reserve. Signage must be setback a minimum of 10 metres from the Title boundaries of private land, where the land fronts either of the Western or Melton Highways.
- Signage which does not relate to the same residential subdivision must be located at least 250 metres from any other sign.
- Council will generally not support signage that is located less than 500 metres from vehicle “decision making points” (e.g. on/off ramp, drop lane etc.).

4.4 Number of Permissible Signs

Council will generally not support more than two signs relating to the same residential subdivision along either highway. This does not apply if the particular residential subdivision has a direct frontage to the Western or Melton Highways.

4.6 Notice of Application

VicRoads should be given notice of planning permit applications affected by this Policy under Section 52 of the ‘Act’.

5. Responsibility /Accountability

5.1	Manager Planning and Environment
	<ul style="list-style-type: none">• The Policy owner is responsible for the maintenance, currency and promotion of this policy, ensuring organisational compliance.
5.2	Major Developments Coordinator & Major Development Planning Officers
	<ul style="list-style-type: none">• Responsible for the assessment of signage applications in growths areas in the municipality.
5.3	Statutory Planning Coordinator & Development Planning Officers
	<ul style="list-style-type: none">• Responsible for the assessment of signage applications in established areas in the municipality.

6. References and links to legislation and other documents

Name	Location
Panel Report- Wyndham Planning Scheme Amendment C201 (Revised Advertising Sign Policy) – Clause 22.10	http://dsewebapps.dse.vic.gov.au
Clause 22.12 – Whittlesea Planning Scheme: Advertising Signs Adjoining the Metropolitan Ring Road Policy	http://planningschemes.dpcd.vic.gov.au/schemes/whittlesea
Austroads Research Report – Impact of Roadside Advertising on Road Safety	https://www.onlinepublications.austroads.com.au

Name	Location
Shire of Cardinia Advertising Signs Guidelines	http://www.cardinia.vic.gov.au/Page/Page.aspx?Page_Id=3222
Clause 22.16 – Casey Planning Scheme: Advertising Signs Policy	http://planningschemes.dpcd.vic.gov.au/schemes/casey
Clause 22.09 – Hume Planning Scheme: Advertising Signs Local Policy	http://planningschemes.dpcd.vic.gov.au/schemes/hume
Clause 22.15 – Kingston Planning Scheme: Outdoor Advertising Signage Policy	http://planningschemes.dpcd.vic.gov.au/schemes/kingston
Outdoor Advertising Policy and Guidelines, October 2005 - Shire of Melton	http://www.melton.vic.gov.au/Services/Building_planning_transport/Strategic_planning/Studiesstrategiesguidelines/Outdoor_Advertising_Policy_and_Guidelines