

Shire of Melton

Outdoor Advertising Policy and Guidelines

Adopted October 2005



A VIBRANT, PROUD GROWING AND HEALTHY
COMMUNITY OFFERING LIFESTYLE CHOICES

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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. Advertising and more specifically business identification signs are measures of economic activity and prosperity and are considered vital to commercial custom and success.

The Outdoor Advertising Policy has direct regard to the Melton Planning Scheme and specifically Clause 52.05 Advertising Signs. 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.

The Policy has been prepared following a detailed review of advertising signage within the municipality. 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.

Policy Objectives

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

- Minimize visual clutter and the proliferation of signs and to encourage concise, clear and consistent advertising that respects the character and appearance of the surrounding area;
- Ensure visual amenity by ensuring that outdoor advertising signs compliment the form, design and scale of the host buildings and/or the landscape setting;
- Primarily direct advertising signage to the land which the business relates to;
- Ensure that outdoor advertising is planned as part of an overall signage package for a site;
- Encourage the incorporation of appropriate outdoor advertising into the design of new buildings and major renovations and to ensure signage is an integral component of the building fabric and considered at the initial stages of development;
- Ensure that outdoor advertising does not adversely impact upon the safety and function of a road, walkway or other public passage and does not obscure traffic signals, directional signs or street signs;
- Enhance the appearance of the Shire's gateways through the effective display of signs and the avoidance of proliferation and visual clutter; and
- Protect areas of environmental and natural significance via limiting signage adjoining or facing onto these areas.

In seeking to apply these objectives the full impact of advertising signage in its wider context must be taken into account. Council encourages applicants to not only consider signs as a method of attracting business custom but 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 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	Residential 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) Green Wedge Zone (GWZ) Green Wedge Zone A (GWA) Rural Zone (RUZ)

4	Sensitive Areas	To provide for unobtrusive signs in areas requiring strong amenity control.	Mixed Use Zone (MUZ) Special Use Zone (SUZ) Comprehensive Development Zone (CDZ) Urban Floodway Zone (UFZ) Public Park and Resource Zone (PPRZ) Public Conservation and Resource Zone (PCRZ) Public Use Zone (PUZ) Rural Conservation Zone (RCZ)
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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

Signs Exempt from this policy

A permit is not required to display the following signs (under Clause 52.05-3):

- A sign identifying the functions or property of a government department, public authority or municipal council, but not a promotion sign displayed at the direction of any of these bodies.

- A sign controlling traffic on a public road, railway, tramway, water or in the air, provided it is displayed at the direction of a government department, public authority or municipal council.
- A sign at a hospital that gives direction to emergency facilities.
- A sign inside a building that cannot generally be seen outside.
- A sign in a road reserve which gives direction or guidance about a tourist attraction, service or facility of interest to road users. The sign must be displayed to the satisfaction of the road authority.
- A sign which promotes or provides information about the construction or operation of the Melbourne City Link Project or the South Eastern Arterial Grade Separations Project provided that it is displayed at the direction of a government department or agency. The sign must be removed upon the practical completion date of the project.
- A sign required by statute or regulation, provided it is strictly in accordance with the requirement.
- A sign at a railway station for the information of people using the station.
- A sign on a showground, on a motor racing track or on a major sports and recreation facility, provided the advertisement cannot be seen from nearby land.
- A sign with an advertisement area not exceeding 1 square metre to each premises that provides information about a place of worship. It must not be an animated or internally illuminated sign.
- A sign with an advertisement area not exceeding 2 square metres concerning construction work on the land. Only one sign may be displayed, it must not be an animated or internally-illuminated sign and it must be removed when the work is completed.
- A sign with an advertisement area not exceeding 5 square metres publicising a local educational, cultural, political, religious, social or recreational event not held for commercial purposes. Only one sign may be displayed on the land, it must not be an animated or internally-illuminated sign and it must not be displayed longer than 14 days after the event is held or 3 months, whichever is sooner. A sign publicising a local political event may include information about a candidate for an election.
- A sign publicising a special event on the land or in the building on which it is displayed, provided no more than 8 signs are displayed in a calendar year and the total number of days the signs are displayed does not exceed 28 in that calendar year. The sign must be removed when the event is finished.
- A sign with an advertisement area not exceeding 2 square metres publicising the sale of goods or livestock on the land or in the building on which it is displayed, provided the land or building is not normally used for that purpose. Only one sign may be displayed, it must not be an animated or internally-illuminated sign and it must not be displayed longer than 3 months without a permit.

- A sign with an advertisement area not exceeding 10 square metres publicising the sale or letting of the property on which it is displayed. Only one sign may be displayed, it must not be an animated sign and it must not be displayed longer than 7 days after the sale date. A permit may be granted for:
 - The advertisement area to exceed 10 square metres if the sign concerns more than 20 lots.
 - The sign to be displayed on land excised from the subdivision and transferred to the municipal council.
 - The sign to be displayed longer than 7 days after the sale date.

- No permit is required to fly the Australian flag or to display the flag on a building, painted or otherwise represented, provided it is correctly dimensioned and coloured in accordance with the Flags Act 1953.

Policy

When considering Outdoor Advertising Signage, it is policy that:

- Advertising signs provide concise, clear and consistent information;
- Signs integrate and compliment the design, form and scale of the host building or land;
- Signs 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 normally protrude above the height of rooflines, beyond fascias, parapets or walls ;
- Signs that obstruct or impede views of significant streetscapes, landscapes or other important local features will be discouraged;
- Signs should not constitute excessive or unnecessarily repetitive advertising and should minimise visual clutter;
- Assessment of the existing signage at a site and its relative effectiveness should be provided prior to the consideration of additional signage;
- Identification signs for a business are considered as part of a total signage package and not in isolation;
- Encourage the incorporation of appropriate outdoor advertising into the design of new buildings and major renovations to ensure it is an integral part of the building fabric;
- Signs should not 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 ;
- The provision of electrical services to a sign and its supporting structure should not visually despoil the façade 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 must incorporate sufficient landscape treatment.

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:

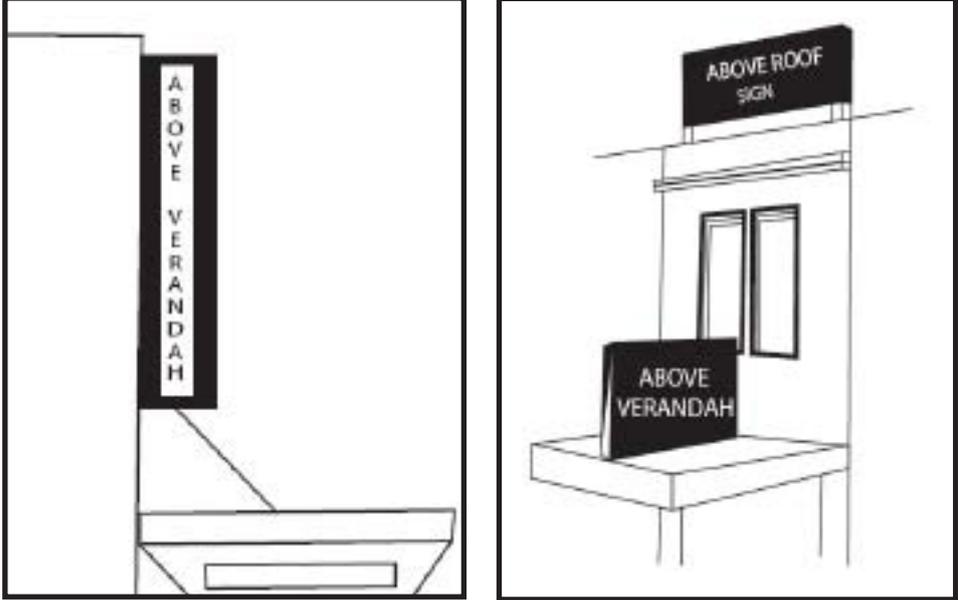
- Business Signs
- Directional Signs
- Home Occupation Signs
- Internally Illuminated Signs
- Pole Signs
- Under Verandah and Verandah Fascia Signs

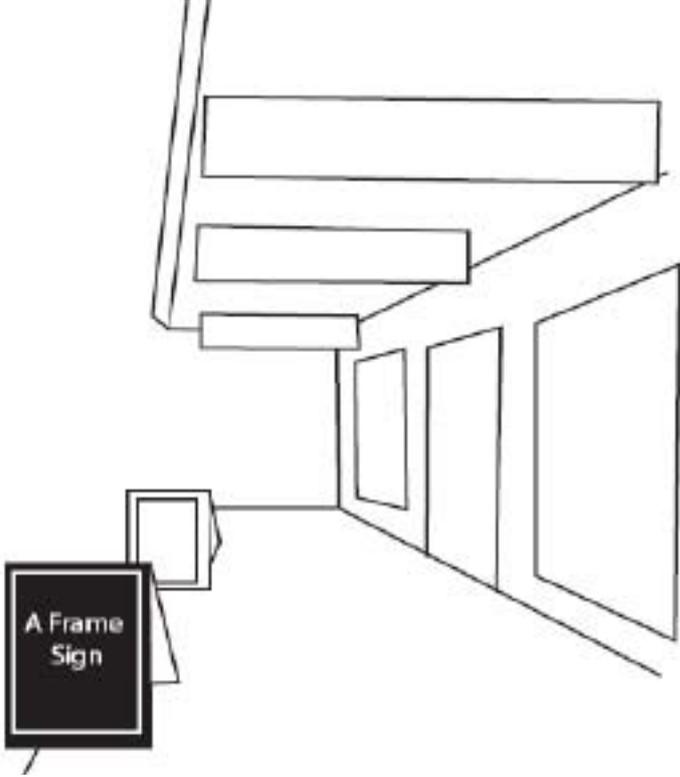
Signs that are generally discouraged within the Shire of Melton include:

- 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 ***

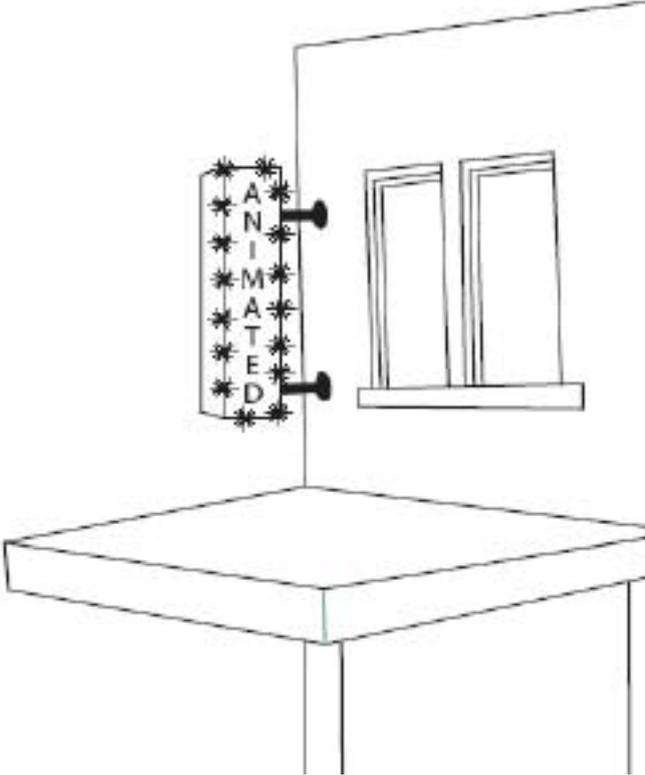
Note:

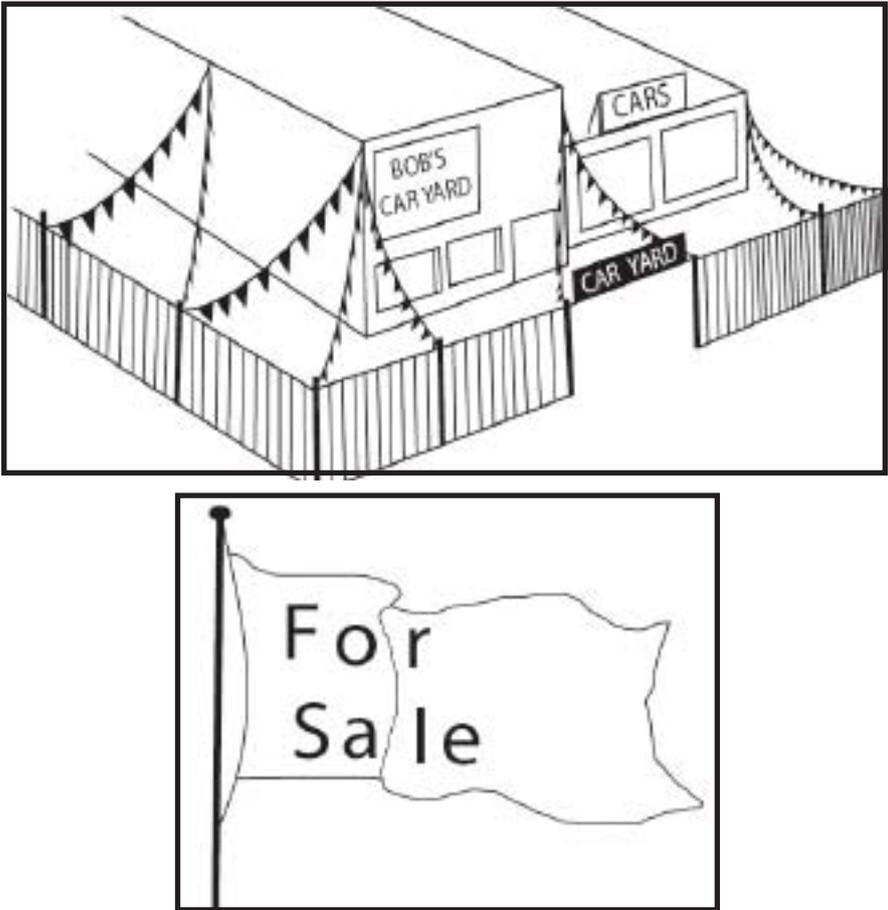
- * An above the verandah or panel sign may only be permitted under certain circumstances, within identified locations. This is explained in the following section Performance Standard by Sign Type.
- ** Consent from Council (Local Law Department) is required prior to the placement of A-Frame signs in 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.

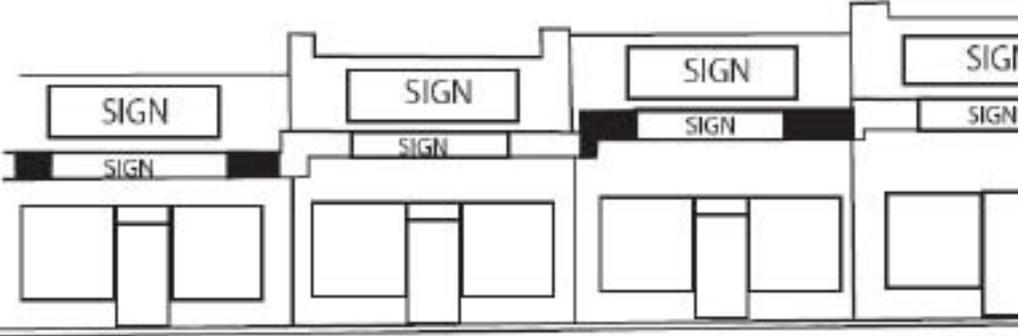
<p>Type</p>	<p>Above Verandah Sign & Above Roof Sign</p>
<p>Definition</p>	<p>Any sign above a verandah or, if no verandah, that is more that 3.7 metres above pavement level, and which projects more that 0.3 metre outside the site.</p> <p>(Above verandah signage usually comprises of either a sign attached to the wall of a building or a separate sign/structure placed on the roof of a verandah. Above Roof Signs consist of signage that protrudes above the roofline.)</p>
<p>Example</p>	
<p>Performance Standards</p>	<p>Above verandah and Above Roof signs are considered inappropriate within the Melton Shire, given they extend beyond the parapet wall of visual lines of the buildings.</p> <p>Consideration will only be given where:</p> <ul style="list-style-type: none"> - The Sign compliments the evolving cultural and entertainment function of a commercial centre. The applicant will be required to show compliance with the objectives of this policy. This may include artistic fixed structures attached to the side of the building or fixed above the roofline.
<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>	

<p>Type</p>	<p>A- Frame Signs</p>
<p>Definition</p>	<p>A portable 'A' Frame sign or similar type advertising board which is placed on the site.</p>
<p>Example</p>	
<p>Performance Standards</p>	<p>Melton Shire Council discourages the use of A-Frames or similar structures for means of advertising a business, as it contributes to unnecessary advertising visual clutter.</p> <p>It is only considered appropriate where:</p> <ul style="list-style-type: none"> - A-Frame Signs on private property will only be considered where the signs are located on the land the product/service is being provided. - The A-Frame signage is considered as part of the total signage package and does not create advertising clutter or lead to repetition of signage; - It does not adversely impact upon the amenity of the site; - Only one A-Frame Sign is permitted per a business;

Performance Standards	<p>Council's consent is required from Council Local Laws Department, prior to placement of A-frame signs in public places. A-Frames other than meeting the below listed standards require a Council permit obtained through the Local Laws department:</p> <ul style="list-style-type: none">- Have a height of 1.2m, width of 1.0m and a maximum extension of 0.4m- Contain no moving or oscillating parts;- The advertising area must only contain the trading name of the business, and not advertise the products sold from that shop or premises;- The A-Frame sign shall be located 0.75m from the kerbside and shall leave a minimum unobstructive footpath width at all times of 1.5m;- The A-Frames are on public display from 7.30am to 9.00pm daily;- The A-Frame shall not be located beyond the immediate adjoining property boundary; and- The applicant provides annually satisfactory evidence to Council of current Public Risk Insurance policy (minimum cover of \$2,000,000).
<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>	

<p>Type</p>	<p>Animated Sign</p>
<p>Definition</p>	<p>A sign that can move, contains moving parts, changes its message, flashes, or has a moving or flashing border</p>
<p>Example</p>	
<p>Performance Standards</p>	<p>Animated signage is considered inappropriate under Council Guidelines and be actively discouraged. These signs cause visual clutter, distraction 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>	

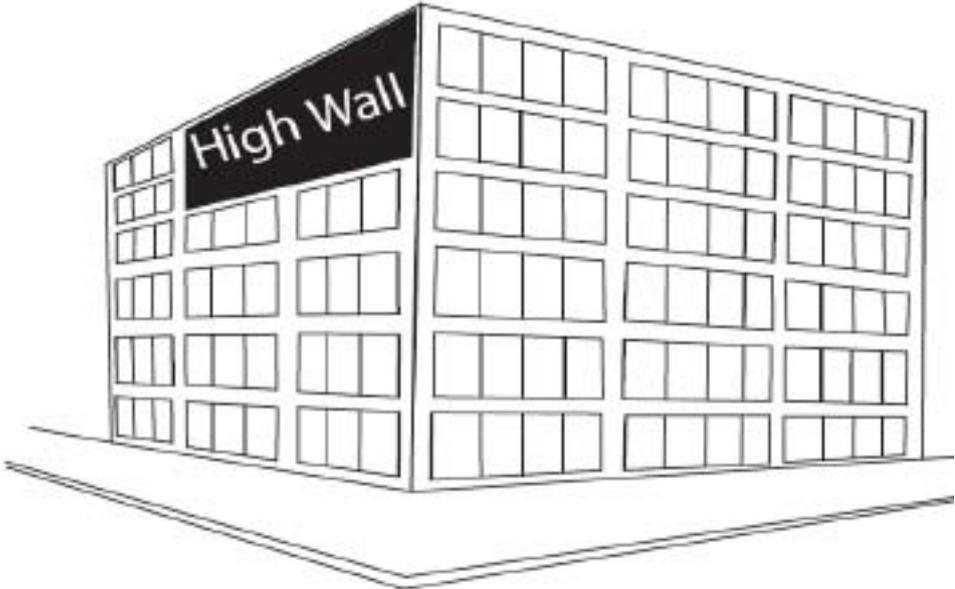
<p>Type</p>	<p>Bunting Sign</p>
<p>Definition</p>	<p>An advertisement that consists with of bunting, streamers, flags, windvanes, or the like</p>
<p>Example</p>	
<p>Performance Standards</p>	<p>These types of signs are usually discourage given that they:</p> <ul style="list-style-type: none"> - Create 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 4) <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.
Example	
Performance Standards	<p>Business signs are considered appropriate within the Shire of Melton where:</p> <ul style="list-style-type: none"> - The requirements are met under the Melton Planning Scheme Provisions. - The signs does not constitute to 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 scale of the building and/or the architectural features presented. - The sign does not dominate the urban character of the building or streetscape. - Business signs located on awnings should not cover more than 50% of the awning area. - Business signs located above a verandah on the façade of a building should occupy no more than 50% of the wall area, above the verandah. - 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. - The sign is placed in the parapet of a building, whether it be single or double storey. - The sign does not project more than 0.3 metres outside the site.

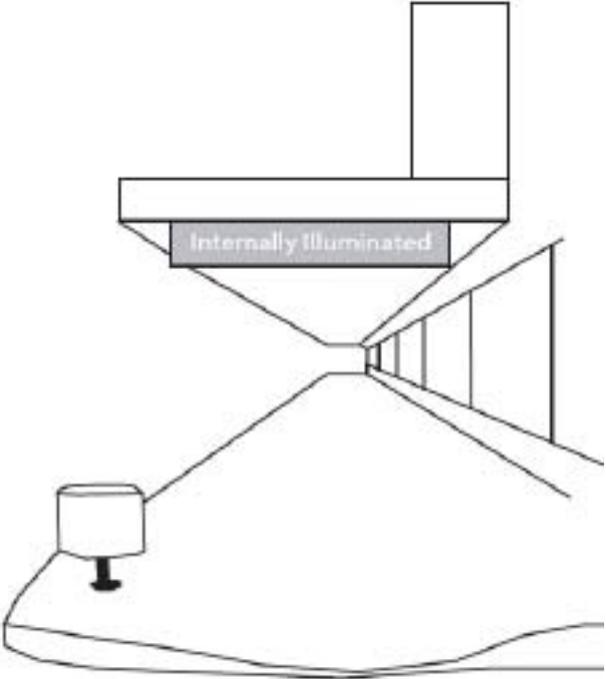
Performance Standards	<ul style="list-style-type: none">- The sign is not a permanent advertising component painted on a window.- Business signs should be planned into the design of a new development or renovations, involving a recess or designated location to be provided.- Freestanding retail centres will display only major tenant business signs on the façade of the building. Signs for businesses having direct frontage may be considered providing the signage is consistent and equally proportional for all businesses. Signs must display a business and service offered and not a product message.- 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 (refer to page 12)- Is only one per an address- Is considered as part of a total sign 'package' for the property and does not 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 metre 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'. In front of the building, there is a sign that reads 'Carparking'. The drawing is a simple line art illustration.</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 - 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>	

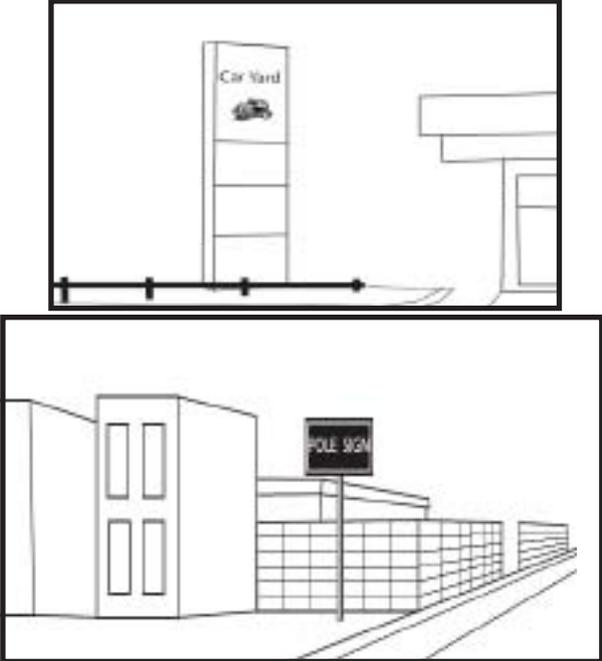
Type	Floodlit sign
Definition	A sign illuminated by external lighting provided for that purpose
Example	
Performance Standards	<p>Floodlit signs are generally discouraged as they adversely negatively impact on the surrounding amenity.</p> <p>Floodlit signs are only considered appropriate in Industrial Areas, 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 - Floodlit 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>	

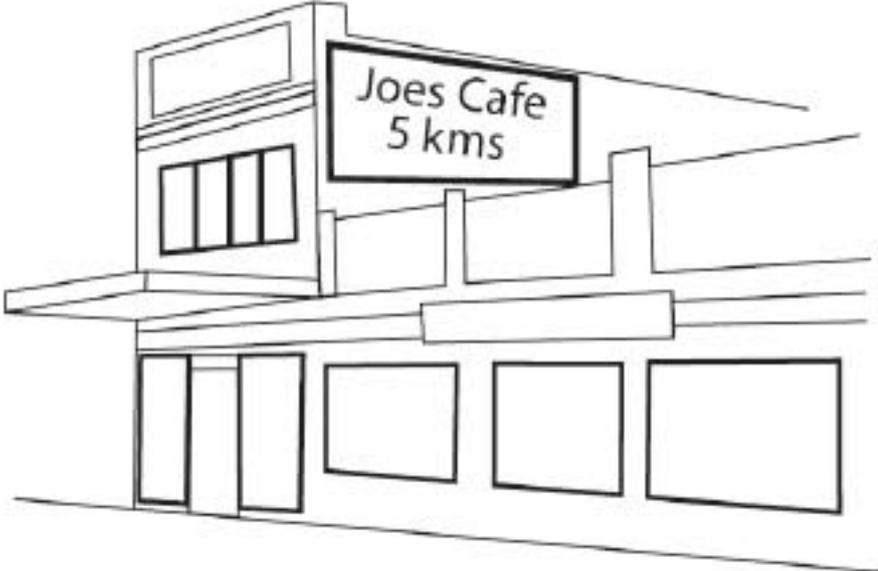
Type	High Wall sign
Definition	A sign on the wall of a building so that part of it is more than 10 metres above the ground
Example	
Performance Standards	<p>Generally not considered appropriate or necessary under Council guidelines. Consideration will only be given if the applicant can justify:</p> <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 is located at 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.
<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 have any bunting. - The sign identifies a business, service and not a product - The sign is professionally designed. - If the sign is freestanding, it should be located at the front of the property, with 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 Policy 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	
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>	

<p>Type</p>	<p>Panel Sign</p>
<p>Definition</p>	<p>A sign with an advertisement area exceeding 10 square metres</p>
<p>Example</p>	 <p>The image shows a simple line drawing of a building with a gabled roof. On the side of the building, there is a large, dark rectangular sign with the word 'SIGN' written in white, bold, capital letters. The building has several windows on the left side and a door on the right side. The drawing is a perspective view from a low angle, showing the building's footprint on the ground.</p>
<p>Performance Standards</p>	<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 at the frontage, subsequently the total advertising area, must not exceed 10 square metres. - 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.
<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>	

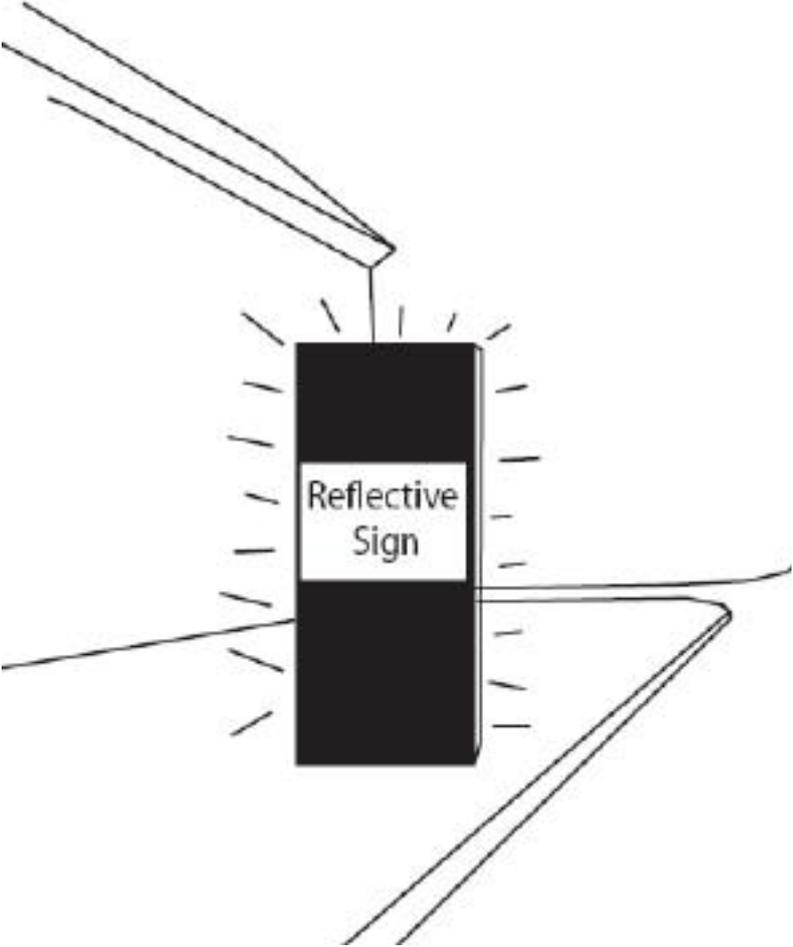
Type	Pole Sign
Definition	<p>A sign:</p> <ol style="list-style-type: none"> a. On a pole or pylon that is not a part of building or another structure; b. That is no more than 7 metres above the ground; c. With an advertisement area not exceeding 6 square metres; and d. That has a clearance under it of at least 2.7 metres
Example	
Performance Standards	<p>Pole 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.
<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>	

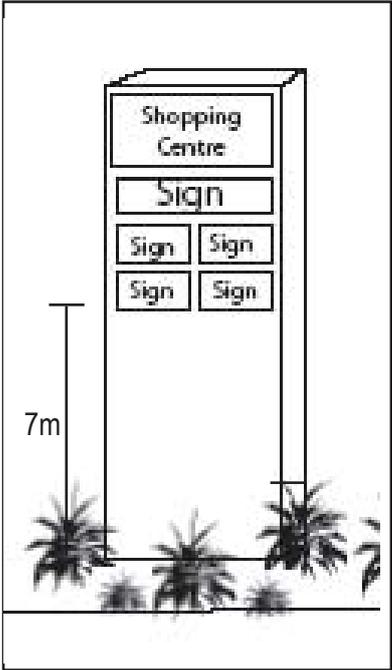
Type	Promotion Sign - General
Definition	A sign of less than 18 square metres that promotes good, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited
Example	 <p>The image shows a perspective drawing of a building facade. On the upper right side of the building, there is a rectangular sign with a black border. The sign contains the text 'Joes Cafe' on the top line and '5 kms' on the bottom line. The building has several windows and a door, but they are not detailed.</p>
Performance Standards	<p>Promotional signs are generally 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"> - Display Villages (refer to page 41); - 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.</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>	

<p>Type</p>	<p>Promotional Sign - Residential Subdivisions</p>
<p>Definition</p>	<p>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</p>
<p>Example</p>	
<p>Performance Standards</p>	<p>Subdivision and New Residential Estate Promotion Signs 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; - 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; - 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;

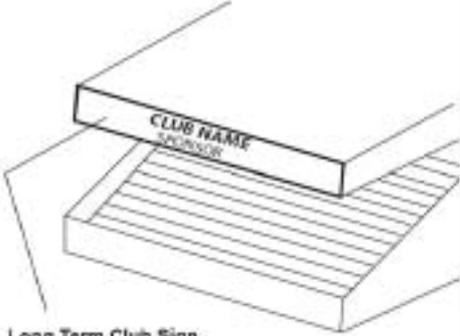
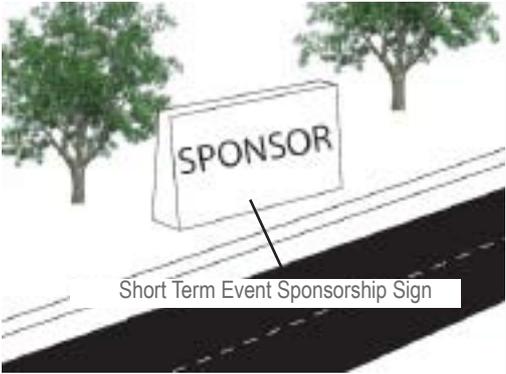
Performance Standards	<ul style="list-style-type: none">- Subdivision sites with frontage to 2 major roads are permitted to have one promotional sign per 'on site' frontage.- Off-site estate signs should be located at least 200 metres from any other subdivision promotion sign advertising different estates.- 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	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.
<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>	

<p>Type</p>	<p>Sky Sign</p>
<p>Definition</p>	<p>A sign:</p> <ul style="list-style-type: none"> a. On or above the roof of a building, but not a verandah b. Fixed on the wall of a building and which projects above the wall; or c. Fixed to a structure (not a building) so that part of its more than 7 metres above the ground
<p>Example</p>	<div style="display: flex; justify-content: space-around; align-items: center;">   </div>
<p>Performance Standard</p>	<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 not permitted.</p> <p>Sky signs that are fixed to a structure (not a building) and sits 7 metres above the ground is not permitted. 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 the advertising of Major Tenants in both Business and Industrial Areas (ie. Woodgroove Shopping Centre).</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 verandah fascias. These are to include sign below height, even when 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 2.4 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>	

<p>Type</p>	<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) 	
<p>Definition</p>	<p>Long Term Club Sign</p>	<p>A sign for advertising for the club who is the primary land user.</p>
	<p>Long Term Club Sponsorship</p>	<p>A sign advertising the sponsor of a club who is the primary land user</p>
	<p>Short Term Event Details Sign</p>	<p>A sign for advertising a short term event</p>
	<p>Short Term Event Sponsorship Sign</p>	<p>A sign for advertising the sponsor/s of a short term event</p>
<p>Example</p>	 <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. The promotion of the primary users of the land and promotion of events, signs on Council land may be permitted if they meet the following general (and specific) performance standards:</p> <ul style="list-style-type: none"> - The applications must be assessed 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 signs 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 coincided with the length of the sporting season. - Removal of the sign must be undertaken by the owner (club/sponsor) within one week after authorisation or the relevant Planning Permit expires. - More than one sign may be allowed if one sign faces outwards and other faces within the site.
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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- Sponsorship details may cover up to 100% of the signs total 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> <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.- Sponsorship details must cover less than 30% of the total sign area.- The sign must not be erected for no longer than 4 weeks.- The sign may be directed to face outwards.- The total are of the sign must be no more than 5 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 100% 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
- 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

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.

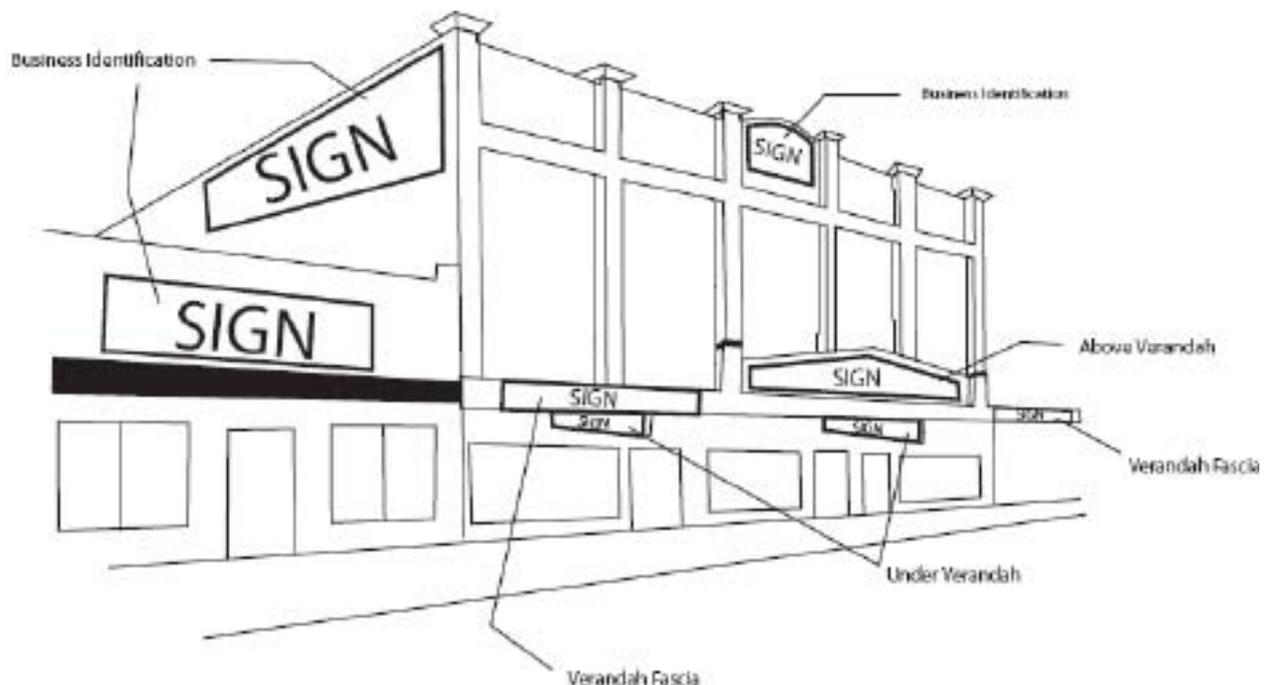
Shop Premises

- 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



Free Standing Shopping Centre

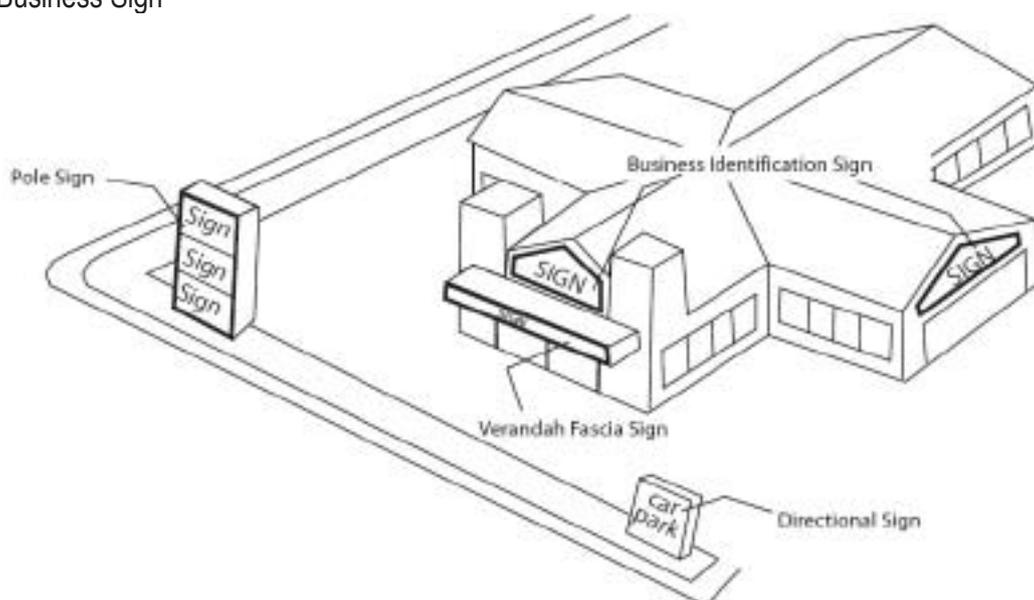
- It is encouraged that Freestanding shopping centres address advertising in the design of the centres built form.
- With regard to grouping of shops (i.e. Woodgrove Shopping Centre) advertising per shop should not be permitted unless the shop has direct frontage. These signs should be consistent and 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
- Pole Sign
- Business Sign
- Under Verandah Sign
- Directional Sign

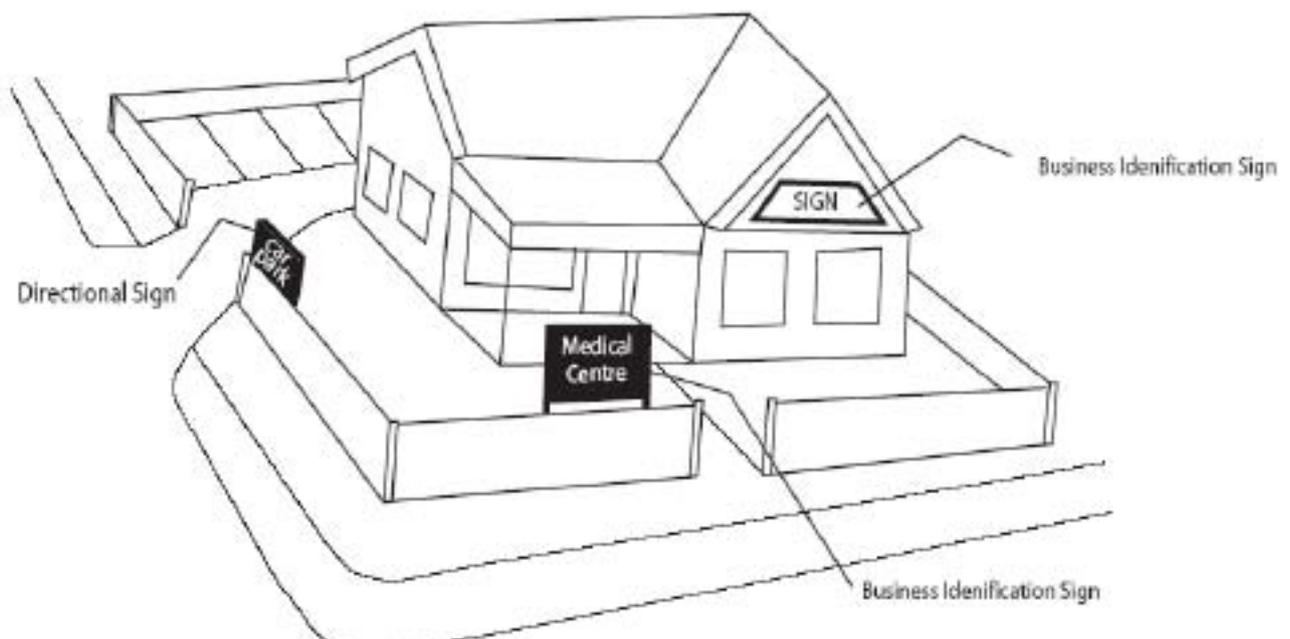


Medical Centre

- 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)

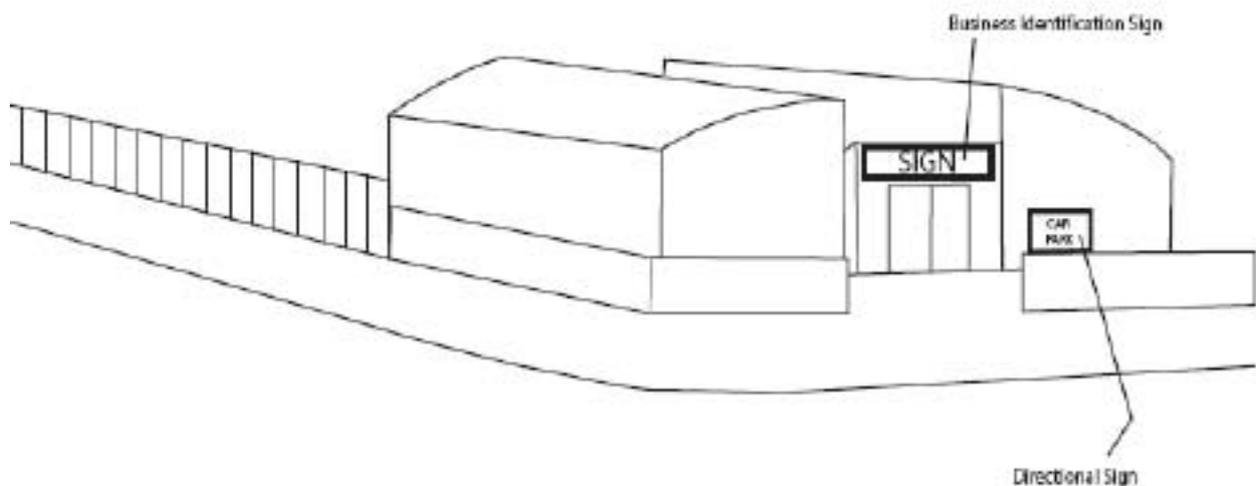


Childcare Centre

- 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 be depend on the size of the premises and the provisions of the Melton Planning Scheme. It is recomended 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.

Reccomended Signage:

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

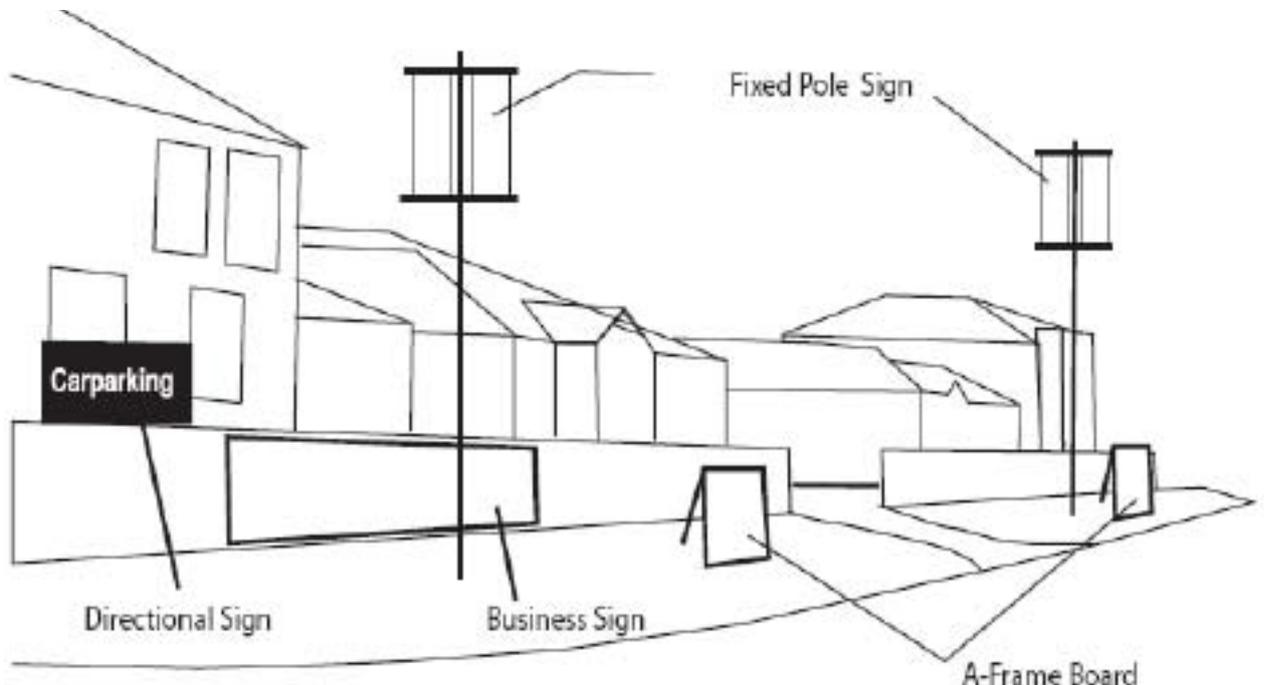


Display Homes

- 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.
- Fixed Pole signage is permitted in Display Villages, but must only be located at the entrance of the Display Village.
- The signage will only be permitted for the life of the Display Home approval. Signs must be regularly maintained by the owner.
- The Fixed Pole signage must have the following dimensions:
 - length: 1.8m
 - width: 0.6m

Recommended Signage:

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

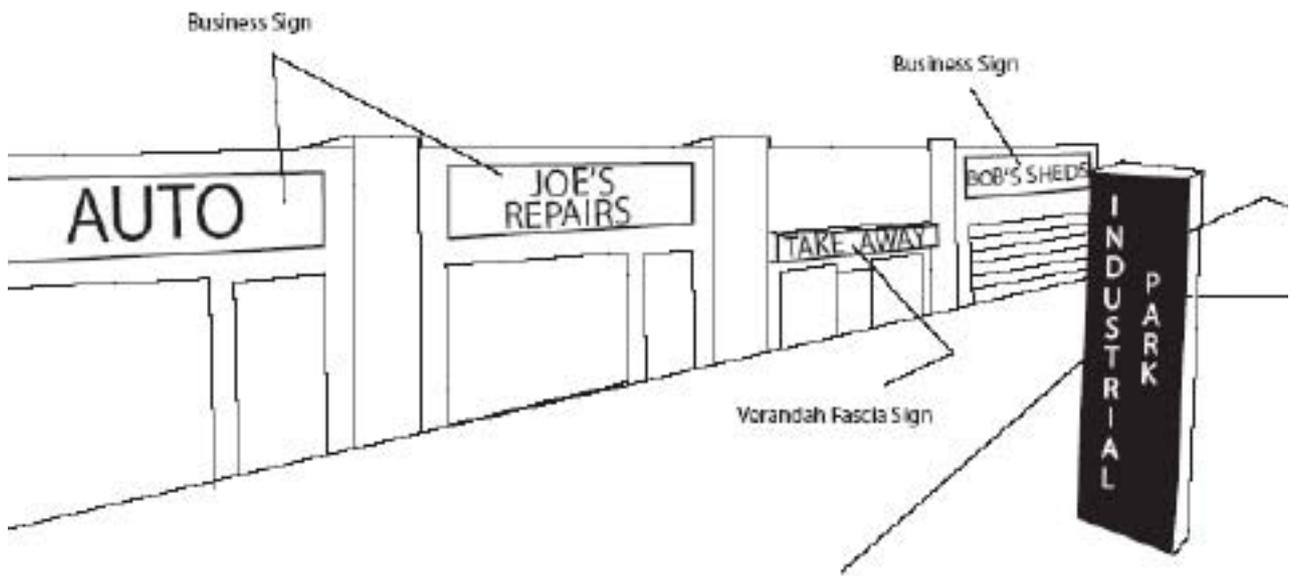


Industrial Premises (Factory/Warehouse)

- 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 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 6.0 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 |

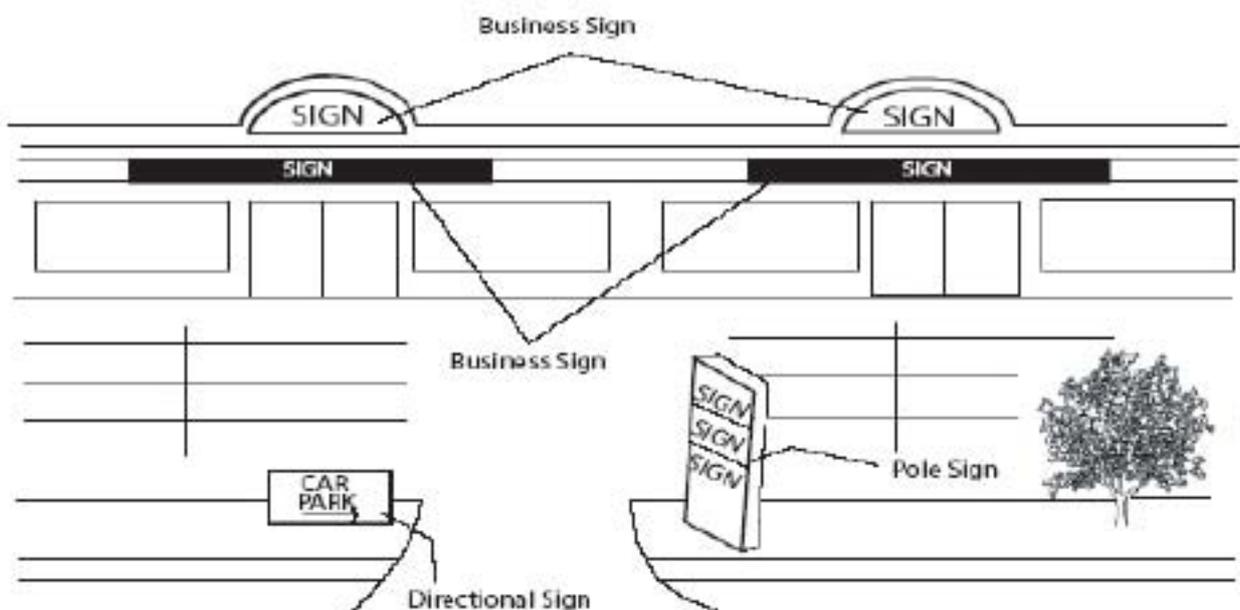


Restricted Retail Premises

- 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 6.0m 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

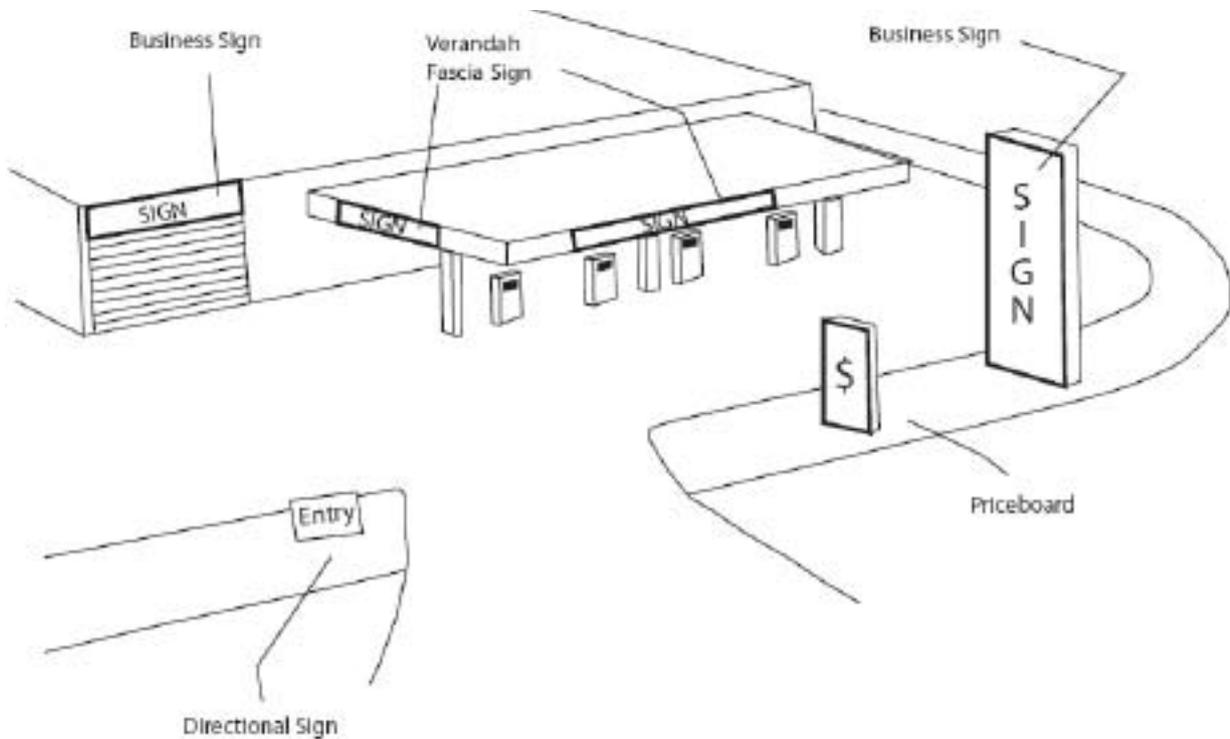


Petrol Station

- 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. Written authorisation will be required by the Manager of Community Facilities, on behalf of Council as the land owner. 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:

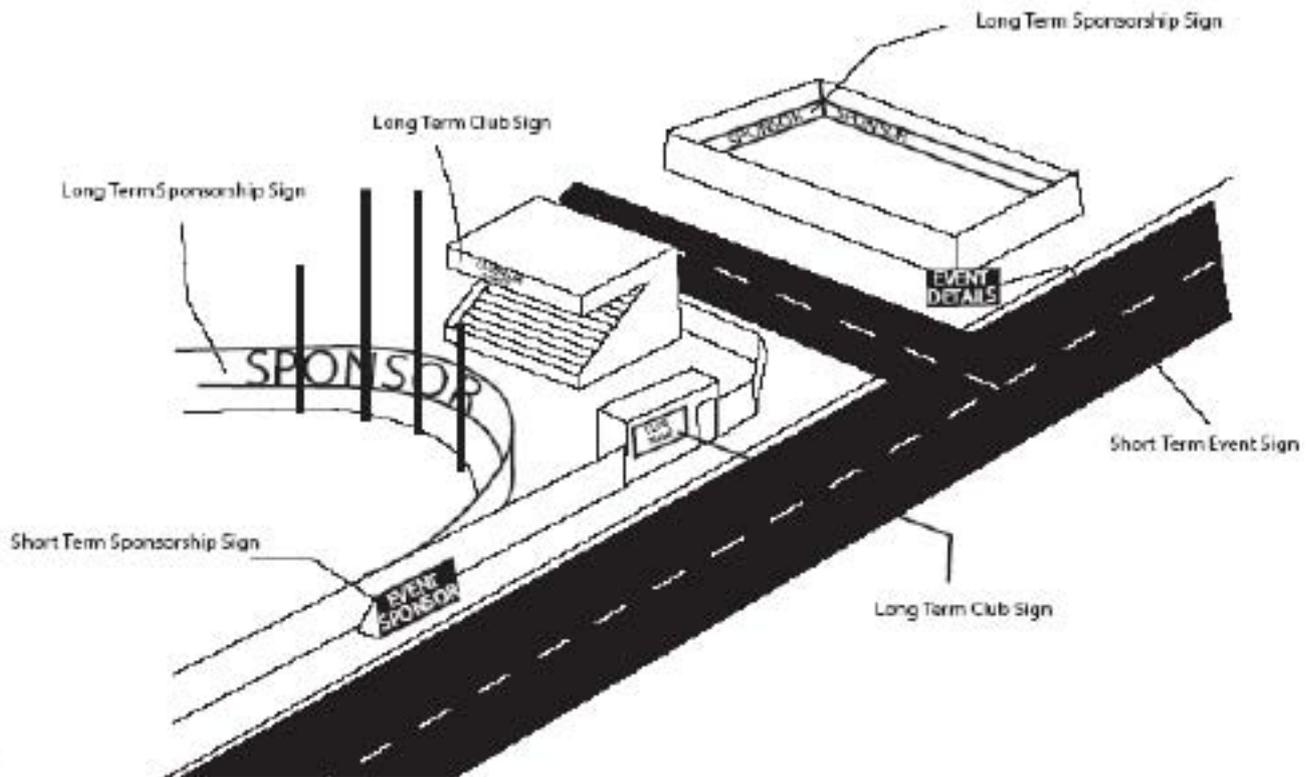
It is noted that permanent promotion signs are prohibited on land zoned Public Park and Recreation Zone (PPRZ). The vast majority of Council Land, Parks, Reserves and Sports Grounds fall within this zone.

Reccomended 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



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 a 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.



section four

Application Requirements

Application Requirements

Prior to lodging an application, applicants are encouraged to discuss their proposals with Council's Planning Department. Applicants must also consult a building surveyor to determine if a building permit is required. Applicants must also discuss with Council the need for public liability insurance.

If the proposal is considered of potential detriment to an affected party, Council may require the applicant to give notice of the application. This factor must be allowed for when estimating application assessment time. In addition a sign fronting a declared main road will require the application to be referred to VicRoads for comment.

Any application should have regard to any overlay controls within the Melton Planning Scheme.

Applications for Outdoor Advertising must meet the policy requirements stated above. If an application is contrary to the policy, written justification is required and this should form part of the application.

The following information must accompany any application:

- Completed application form and application fee.
- A full copy of the Certificate of title, listing any Restrictive Covenants and Section 173 Agreements,
- Copies of three sets of plans (drawn to scale) showing the following:
 - Location of the sign on the land/building
 - Property details
 - Dimensions, height and setbacks of the sign from the property boundaries and roads
 - Details of illumination
 - Colour, wording, and lettering style of the sign
 - Details of landscaping (i.e. for a pole sign)
 - Location details of any existing signs on the property.
 - Location details of any existing signage on adjoining properties