



Banyule

CITY COUNCIL



Outdoor Advertising Policy

Revised December 2015

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1. Introduction

This policy promotes signs that complement or enhance the development on which they are located and the character of the street. Fewer, more effective signs are encouraged, with the emphasis being on quality not quantity.

The impact of an advertising message is severely reduced if it is in competition with numerous other signs. By reducing visual clutter and ensuring clear readable signage, Council aims to improve the overall effectiveness of signs in the City and to positively support a high quality image. Streetscape character should be enhanced by sign types and styles which are appropriate to the character.

Council endeavours to work with the community on urban design issues. The physical improvements of street furniture and advertising rationalisation are important aspects of rejuvenating community shopping centres.

In relation to signs on its own land, Council recognises the role of sponsorship advertising in the development of recreational groups and sporting clubs but at the same time recognises that the wider community has a right to expect that its open spaces and other areas of the public environment have a limited amount of advertising.

This policy encourages a consistent approach to signs, whether or not a permit is required. It also encourages signs which complement streetscape improvement works and landscaping and promotes more attractive and legible activity areas within the City.

This policy provides:

- guidance for signs which require approval under Council's Local Laws, including signs on footpaths, nature strips and where applicable within recreation reserves
- recommendations for appropriate display of signs which are exempt from planning controls; and
- decision guidelines for planning permit applications related to signage.

In certain zones, some signs identified within this policy may be prohibited by the Banyule Planning Scheme. In such instances, regardless of the comments contained within this policy, these signs are not supported by this policy. The recommendations contained within this policy are in addition to the decision guidelines within the Banyule Planning Scheme.

Before signage is displayed, advice should be sought from Council's Development Planning section to determine whether a planning permit will be required. Signs must also comply with building regulations, and therefore consultation may also need to be undertaken with a Building Surveyor.

2. Structure of the Document

This document is divided into two parts. The first part outlines general principles relating to signs. The second part details the policy provisions relating to signs at specified locations or particular types of signs, including:

1. Greensborough Principal Activity Centre.
2. Freestanding Centres.
3. Ribbon Activity Centres.
4. Activity Centres of Special Significance and Heritage Controls.
5. Industrial Areas.
6. Stand Alone Premises.
7. Freestanding Offices.
8. Residential Areas.
9. Long Term Signs on Council Land.
10. Temporary Signs

This specific location advice is available in sheet form for easy reference.

When designing or considering an application for a sign, Part 1 of the policy and the relevant section should be considered.

3. What is a Sign?

Advertising signs communicate information via painted, printed, projected or incised surfaces. The Banyule Planning Scheme defines a sign as “An advertisement and any structure built specifically to support it”.

Words are not always needed as signs also include characters, logos, numbers, and pictures. Banners, flags (excluding the Australian flag) and bunting are regarded as signs. Painting in corporate colour schemes may also require approval depending on a number of different circumstances.

Signs are generally found on the fascias, windows, walls and roofs of buildings. Freestanding signs may be on frames, poles or A-framed signs on footpaths. Directional signs for traffic and pedestrian control are not subject to the same controls as outdoor advertising signs which advertise a business or product.

Types of signs

A sign can be described by its design or construction detail, location, size or message. eg illuminated sign, above verandah sign, business sign.

This policy describes signs as follows:

- **By their location in relation to a building -**

Under-verandah

sign Verandah

fascia sign Above-

verandah sign*

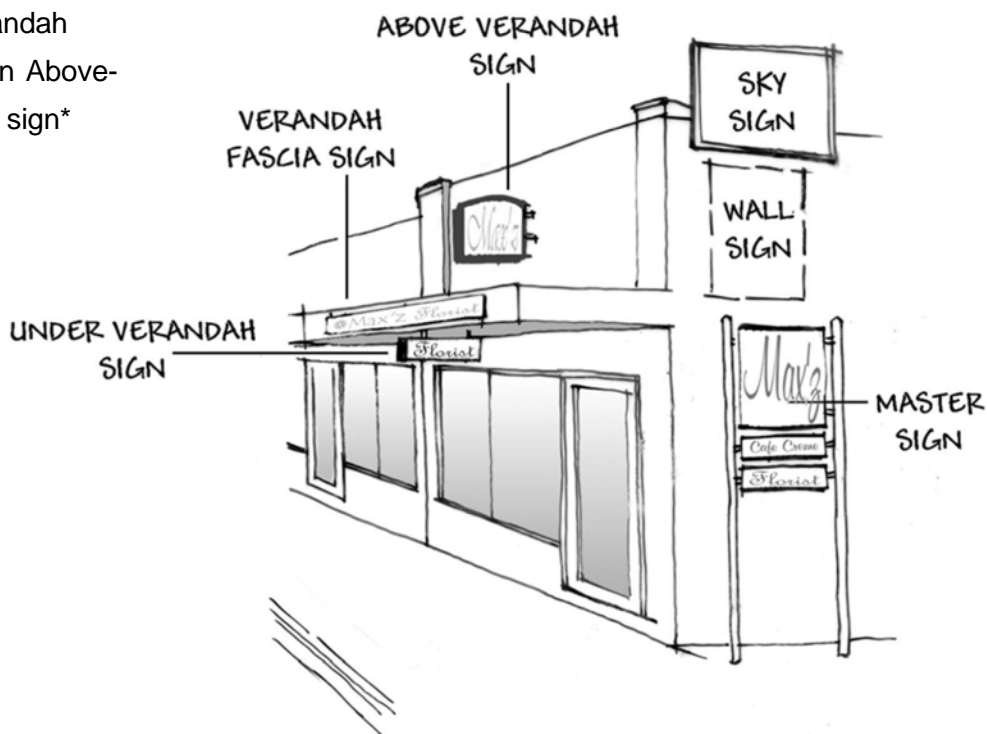
Sky sign*

Wall

sign

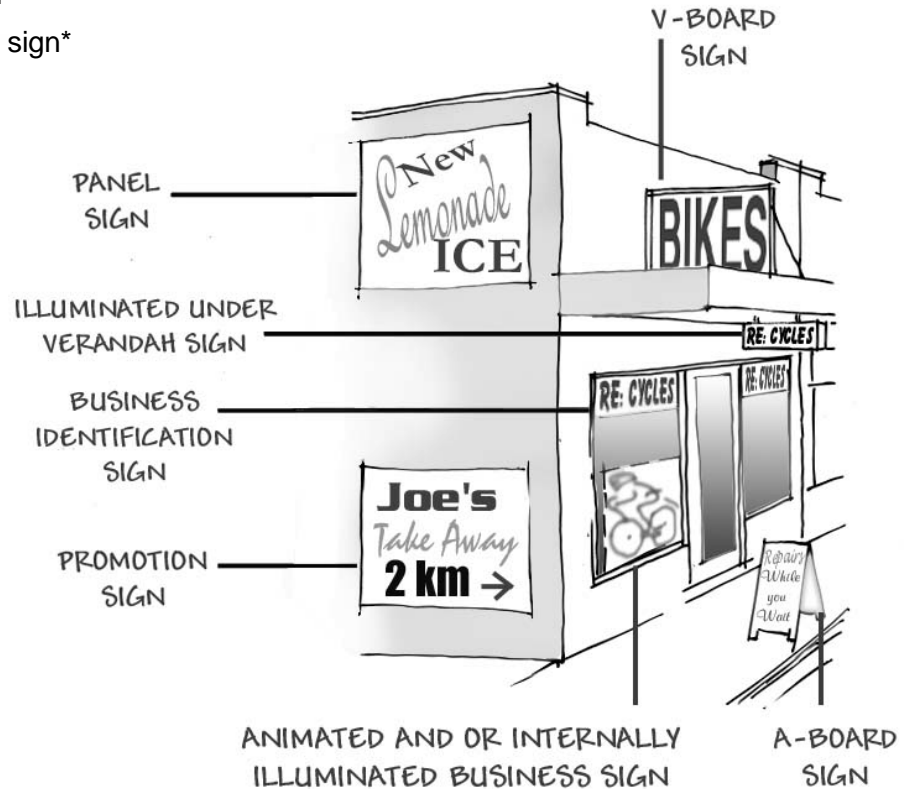
Master

sign



• **By way of their message or construction detail -**

- Animated sign* (including flashing or “moving” lights)
- Business identification sign*
- Pole sign*
- Floodlit* or Internally illuminated* sign
- Bunting sign*
- “A”-Board sign
- “V”-Board sign
- Panel sign*
- Promotion sign*



* Those terms identified with an asterisk are defined in the Banyule Planning Scheme.

Other signs are specified in the Planning Scheme including:

- Bed and breakfast sign
- Direction sign
- High-wall sign
- Home occupation sign
- Major promotion sign
- Reflective sign

4. General Objectives

By this policy, Council seeks to ensure the enhancement of the physical character and visual appearance of the City. In determining whether or not permission will be granted for any advertising sign, in addition to matters specified in the Banyule Planning Scheme, Council will have regard to the following objectives:

- To encourage signs which enhance the physical character of the City of Banyule.
- To encourage signs which are adequate and effective, given the legitimate need for business identification and recognition.
- To minimise visual clutter and rationalise existing and proposed signs.
- To ensure that the appearance, size, illumination and other aspects of signs complement the developments on which they are displayed and the character of the surrounding locality.
- To encourage signs which identify the business, not the individual products which are sold.
- To ensure signs do not adversely affect the advertising capability of adjacent premises.
- To ensure that signs do not interrupt or detract from views of major natural and built environment features.
- To ensure signs do not significantly impact on the character or amenity of residential areas.
- To ensure that signs are not located where they are hazardous to motorists and pedestrians.
- To encourage operators of all sites to improve the effectiveness of advertising on their site.
- To encourage appropriately sited signs which provide net community benefit in either the information contained within the sign or in the provision of community facilities resulting from the display of signage (such as the provision of advertising on bus shelters).

5. Designing & Locating Signs - What to Consider

The following general design criteria should be taken into account by applicants and sign designers when proposing new signs in the municipality.

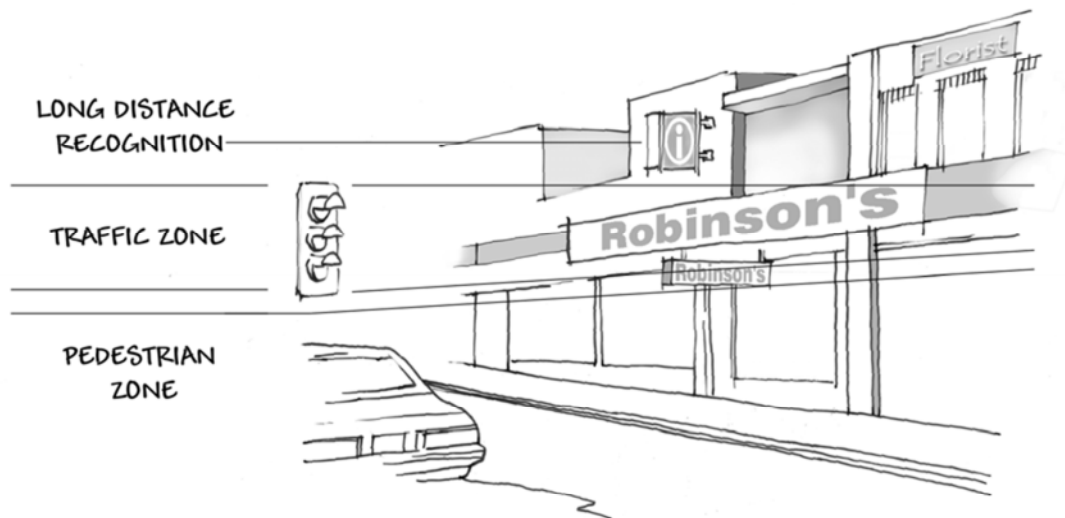
Effectiveness

The purpose of signs is to effectively identify a business and effectively communicate a message. To be effective a sign should:

- be placed where it is visible to potential customers;
- present a clear image; and
- be safe and durable.

Visibility

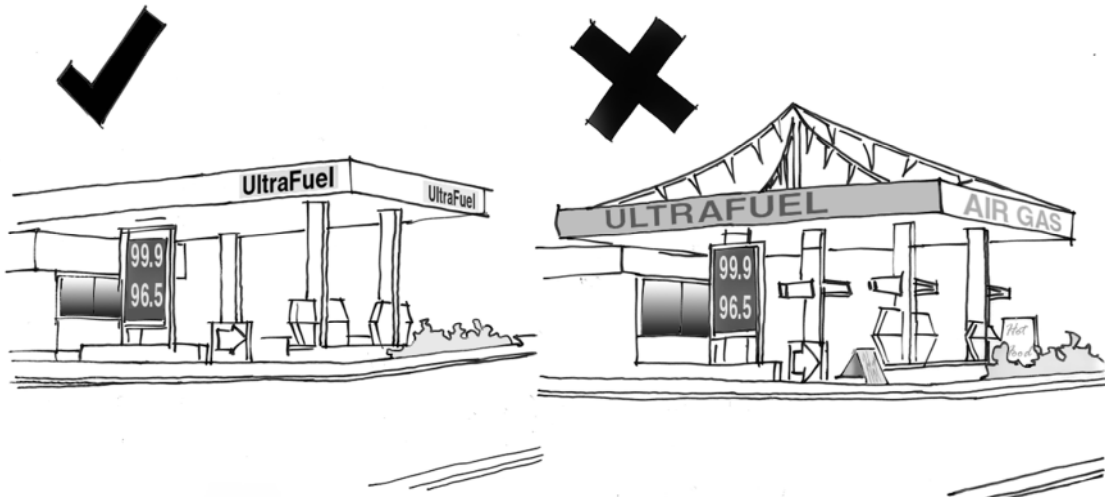
The way a customer approaches a business (as a motorist or as a pedestrian) is important as this will determine the location and size of signs. For example, customers in a Centre such as the Greensborough Principal Activity Centre is likely to park nearby and walk to a business whereas a customer in a stand alone premises is likely to drive straight to the premises.



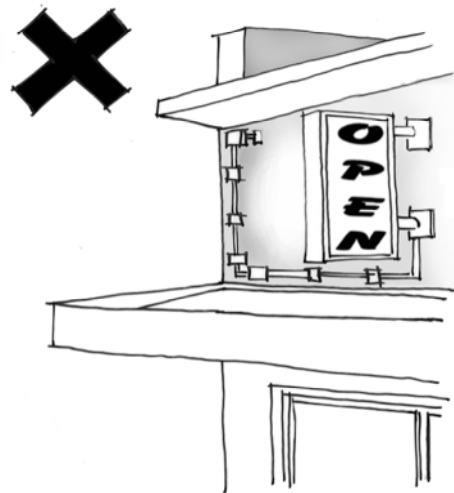
A sign must be visible to successfully convey its message. Signs should not be cluttered on a building or in a street. Fewer signs that display simple and concise messages are more easily read by pedestrians and passing motorists.

A Clear Image

Adding new signs to a cluttered site may not achieve the aim of promotion or information if existing clutter obscures the message. Old or faded signs may detract from the message being communicated and result in visual clutter. Council will encourage business to review their existing signs when applying for a new sign, and where appropriate negotiate the rationalisation of signs on the site.



The supporting structure and electrical fixtures may also detract from the sign or the building and impact adversely on the message.



Durability

Signs which have low maintenance requirements may be of greater long term benefit and appeal than less durable alternatives.

Safety

All signs must be designed, erected and maintained to protect vehicular and pedestrian safety.

Signs and their supporting structures should not:

- be hazardous to passersby;
- obscure a driver's or pedestrian's view of road or rail vehicles, pedestrians or features of the road, railway or footpath such as junctions, bends and changes in road width;
- be so highly illuminated that they cause discomfort to, distract or inhibit the vision of an approaching driver or pedestrian (particularly when flashing lights are proposed); or
- look like an official traffic sign nor distract attention from traffic signals or screen these signals from view.

The Context of Signs

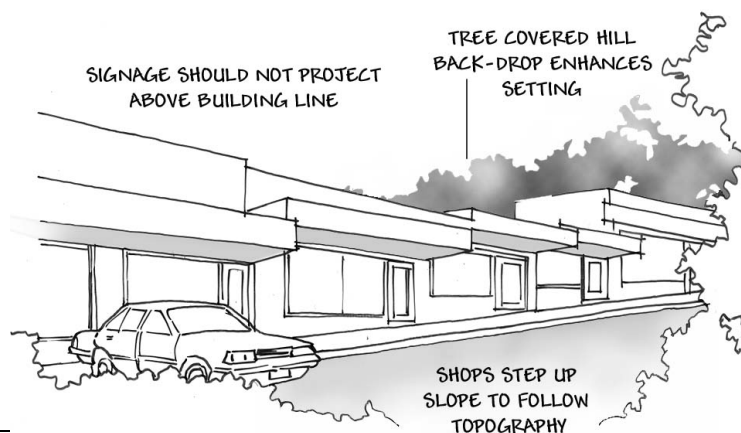
Whilst there are many different locations for the placement of signs, each sign is expected to respond to its particular context. For example, the commercial area of Bell Street, Heidelberg Heights will be suited to a different size, colour, form and type of sign than the Eaglemont Shopping Centre or a residential area.

In Part 2, a number of common development areas are listed and the context of each is discussed. Recommendations for the appropriate placement of signs will be based on the guidelines within part 1 and within the specific policy sheets forming part 2 of the policy.

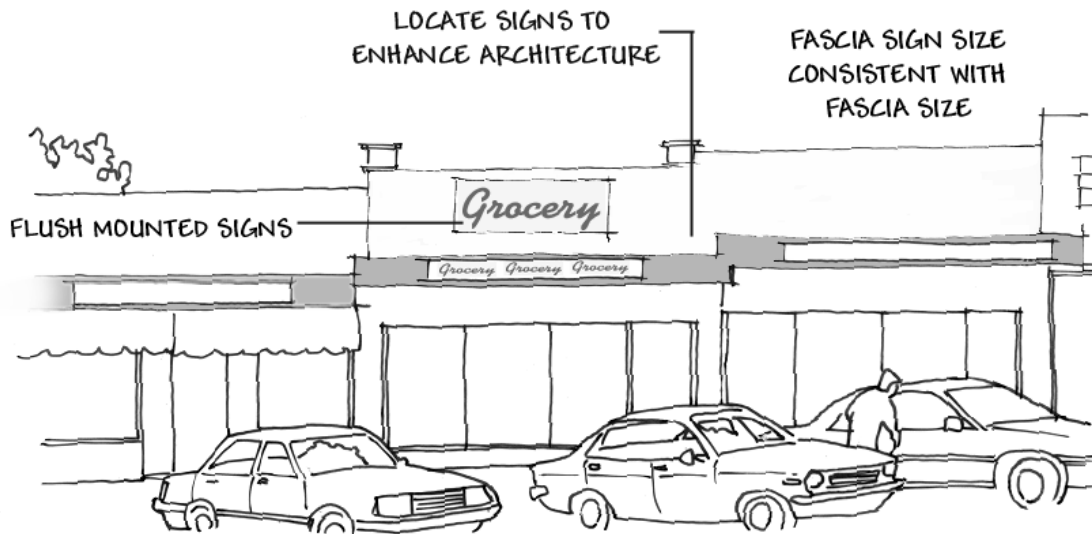
Locating Signs to Suit the Site

Signs can harmonise with and enhance the character of the building or site if thoughtfully designed and located. In general:

- signs which are located to complement the design of the building or site are encouraged;
- signs which respond to building elements which suit the placement of signs (such as verandah fascias or above verandah sign areas) are encouraged;



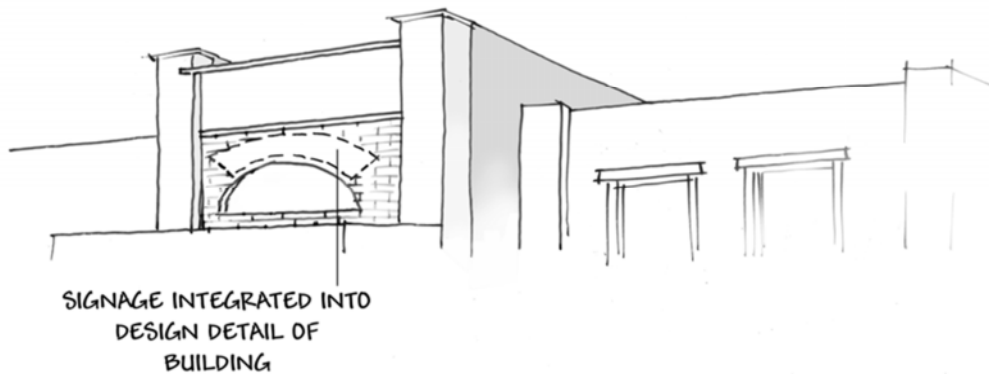
- fascia sign size should be consistent with the size of the fascia and complementary to the scale of adjoining building elements.



- signs which are so large that they are out of scale with the building or are located in places which clash with the building's line and form are discouraged; and,
- signs which protrude from the building or protrude above the parapet line so as to break up the building line are discouraged.

Prior to designing signs, the applicant should carefully analyse the design of the building and the patterns of the facade and relate the sign to these elements.

In new commercial developments it is expected that the building designer will include locations for signs as an integral part of the design concept.



Master Signs

In Freestanding Centres, Stand Alone Premises and Multiple Occupancy developments, master signs are encouraged in lieu of a proliferation of smaller signs. A Master Sign or business directory sign is a single sign which announces the development and lists all the occupancies.

Master signs should be:

- restricted to one per development;
- of a maximum height of 6 metres with a maximum area of 6 square metres;
- responsive to the architecture of the development and the character of the street;
- located and designed to ensure pedestrian and vehicular safety; and
- located to ensure the sign does not adversely affect the advertising capability of adjacent premises.

Multiple Occupancy in Single Building

Multiple tenancies within the single building often occur in business centres. For example, an office may locate above a shop in a two storey building. In these instances it is appropriate for each tenancy to limit the size and number of advertising signs to maintain an uncluttered appearance.

Corporate Identity

Corporate colour schemes, logos and other identifying features play an important role in reinforcing a business image. It is considered that a corporation's identity can be retained and can respond to the local context via modification of colour schemes and variations to the standard use of logos and other features. This may ensure a result which is extremely successful.

Landscaping

The design of signs to enhance existing or proposed landscaping is encouraged. Tall, "clean trunk" trees and low shrubs will soften the appearance of the site and not detract from the sign's message.

In centres where public landscaping and beautification works have occurred or are proposed, signs should be designed to complement these works.

Illumination

Floodlighting or internal illumination of signs is important for businesses which trade in the evenings, such as restaurants, convenience stores and hotels. Floodlit or illuminated signs at pedestrian level and well lit window displays add to the safety and vitality of strip shopping centres at night.

Floodlit or illuminated signs in or adjacent to residential and environmentally sensitive areas can be unduly intrusive and some forms of illuminated signs, such as animated and flashing signs detract from the amenity of most streetscapes and can detract from the safety of motorists. Animated and flashing signs are therefore generally discouraged with preference given to "fixed" lighting.

In proposing the flood lighting or illumination of signs, an applicant must demonstrate why the sign must be lit and must have regard to adjacent or nearby residential uses and ecological impacts

6. Signs which are discouraged

Council has considered the character of the various streetscapes within the City and has concluded that there is a need to discern between different types of signs. Signs identified within this section are not prohibited but will be assessed on their merits and impact on the environment of their proposed locations. Council's designation of discouraged signs provides a broad position concerning the likely impact of signs in a general sense. Individual considerations will be assessed as part of the formal application process.

Promotion signs are signs which advertise goods and services not necessarily available from the site on which the sign is located. Promotion signs, if in addition to existing business signs, can significantly add to visual clutter in a locality. Promotion signs are generally not encouraged in the City of Banyule as they are not appropriate to the suburban setting of the City. Promotion signs would detract from the distinctive architectural style of many of the shopping centres in Banyule. Many of the industrial areas in Banyule are opposite residential areas making them inappropriate settings also.

Promotion signs will only be supported in limited circumstances, primarily in relation to sponsorship advertising associated with sporting clubs and community groups. In situations where there is not a proliferation of signs and the design, scale and size of the promotion sign does not result in visual clutter or disharmony. The character of the streetscape should be enhanced by the sign. The proposed sign must at all times meet the objectives of this policy.

"V"-board and illuminated fascia signs are discouraged, especially in ribbon shopping centres, as they often conflict with the building and the streetscape.

Animated signs can have a poor quality appearance. Animated signs will be strongly discouraged and will generally only be approved in exceptional circumstances. In addition it should be noted that animated and flashing signs can be distracting to motorists and do not enhance commercial streetscapes. They are particularly inappropriate adjacent to or opposite residential properties as they can detract from the enjoyment of residential land.

In many locations, signs located on top of roofs or parapets are not encouraged as they may detract from the architecture of the building and may impact adversely on the cohesiveness of commercial streetscapes.

7. Applying for a Planning Permit

In making an application for a sign, an applicant should undertake the following steps:

1. Consider the context of the site including the topography and landscaping, the adjacent buildings and the descriptions in this policy;
2. Using photographs or diagrams of the building, look for opportunities for signs which complement the design of the building;
3. Design the sign taking this policy into account to produce a proposal which enhances the building or site, the streetscape and the wider setting;
4. Prepare the formal application for planning permit. It should include:
 - a colour photograph of the site or building showing the location of the proposed sign;
 - a colour photograph of adjacent sites or buildings showing the relationship of the proposed sign to existing signs. Note that existing signs may not conform to the desired future character of the area;
 - three copies of a simple, scaled (preferably 1:200) and dimensioned drawing showing a site plan and elevation which precisely locates the sign in its architectural and landscape context. The message (if known) should be shown on the elevation. The means of support and fixing must also be shown. The drawing should be annotated to show the colours, materials and means of illumination. The location of electrical or other service conduits should also be shown;
 - a statement of the purpose of the sign (who it is meant to attract) and the reason why the size and location of the proposed sign was chosen.

The application must be accompanied by the appropriate fee and forwarded to:

The Development Planning Department
In person at 44 Turnham Avenue Rosanna
Or by mail addressed to
Banyule City Council
P O Box 51
IVANHOE VIC 3079

PART TWO – POLICY SHEETS
SPECIFIC LOCATIONS AND TYPES OF SIGNS

Part 2

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule

1. Signs in the Greensborough Principal Activity Centre

Context

The Greensborough Principal Activity Centre is a place for retail, commercial and entertainment activities and is a place with a strong identity. A consistent landscaping theme and a high level of pedestrian activity is promoted. Main Street's integrity is to be retained with new building's facades being two storeys in height with greater bulk behind this facade if required. The entrances to the Centre are to be enhanced as Gateways. The views from the Centre to the open space areas and wooded hills to the north and north-east are to be protected and enhanced.

The landscaped central median strip and extensive nature strip landscaping distinguishes Main Street/Grimshaw Street from other ribbon shopping centres in the City. Reduced through traffic and limited on-street car parking reinforces the pedestrian focus of Main and Grimshaw Streets. The size and mass of the Greensborough Plaza separates this building from others in the Centre. From the entry points on the Circuit, the Greensborough Plaza can be considered a Freestanding Centre.

Eight distinct development precincts have been identified within the Greensborough Principal Activity Centre (Plan 1 within the Municipal Strategic Statement at Clause 21.08 indicates the precinct boundaries). Consideration should be given to the style and location of signage in each precinct to ensure consistency in design and siting.

Specific Objectives

- To allow signs to contribute to a lively day time and night time character in the Centre.
- To ensure that signs respond to the architecture of the building and the landscaping and setting of the Centre and the individual precinct in which the site is located.
- To reduce the visual clutter of signs on Main and Grimshaw Streets to ensure the effectiveness of the message and to enhance the streetscape.
- To standardise the dimensions of under verandah signs to increase ease of comprehension unless unique design circumstances exist.
- To avoid signage structures which increase the overall height of the parapet wall or verandah fascia to an inconsistent standard with the built form in the immediate area.

The Purpose of Signs

Main & Grimshaw Streets

In general, signs in Main and Grimshaw Streets should aim to be attractive to pedestrians.

Part 2 – Section 1

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

Examples of such signs are:

- Internally illuminated under-verandah lightbox signs;
- non-illuminated verandah fascia signs;
- attractive window displays; and
- above verandah signs (to attract pedestrians from further away) where they are located flush to the wall to maintain the continuity of the streetscape and are designed to enhance the streetscape and respond to the character of the building.

Where the rear of buildings are visible from car parks or other public access viewpoints, such as on the east side of Main Street and the south side of Grimshaw Street, signs should consist of a simple message and notice of a walkway through to the street, if appropriate.

Greensborough Plaza

Signs which identify the Greensborough Plaza and have a consistent theme are encouraged. The signs external to the building should identify the Plaza itself rather than a proliferation of individual signs identifying the various tenants. Master or directory signs are encouraged. Seasonal or festive decorations of the building's exterior are also encouraged. Signs within the Plaza are exempt from this policy as they cannot be seen outside the building.

The Gateways

Sites at the Gateways to the Centre are important entry points to the Centre. Signs at these sensitive locations should enhance the visual appearance of these entry points and should include landscaping consistent with the District Centre theme planting where possible. The existing signs at the Centre Gateways fulfil important traffic, directional and parking control functions. Pedestrian access points are also identified. It is important that any new signs, not interfere or conflict with important "information" or traffic signage.

Major Promotion Signs

Major Promotion Signs should only be supported in limited circumstances at key entry points to the centre. The amount of major promotion signs visible from any one point should be limited to ensure that the signs do not detract from the built form, surrounding landscape, or capacity of externally facing tenancies to convey appropriate business identification signage (particularly for smaller tenancies) without imposing visual clutter.

Signs which are not encouraged

Sky, panel, animated, illuminated fascia, "V"- board, and bunting signs.

Part 2 – Section 1

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule

2. Signs in Freestanding Centre's

Context

In the City of Banyule, the following places are described as Freestanding Centres: Bell Street Mall (The Mall), Diamond Village, Warringal Village, Heidelberg Safeway, Ivanhoe Plaza.

These Centres tend to attract patrons who drive directly there. All provide large areas for vehicular access and car parking. Each has a distinct and self-contained architectural style. Where a Centre contains specialty shops around the perimeter of a major tenant (such as a Supermarket) or is in a mall configuration, the specialty shops can be treated similarly to shops in the ribbon shopping centres.

Landscaping of the car parking area, site and building perimeter is encouraged. Clear trunk trees and ground level planting will retain a view of the Centre and enhance the site and surrounds. New signs should be respectful of urban improvement initiatives.

Specific Objectives

- To encourage simple, uncluttered and coordinated signs.
- To encourage combined Master signs.
- To discourage signs above the parapet or roof line.
- To discourage signs which directly abut or unnecessarily face residential areas.
- To ensure illuminated signs do not cause light spill or glare into residential areas or distract road users.



Part 2 – Section 2

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

The Purpose of Signs

In general, signs should inform motorists and pedestrians of what shops, activities or services exist in the Centre and direct pedestrians to the entry.

Examples of such signs are:

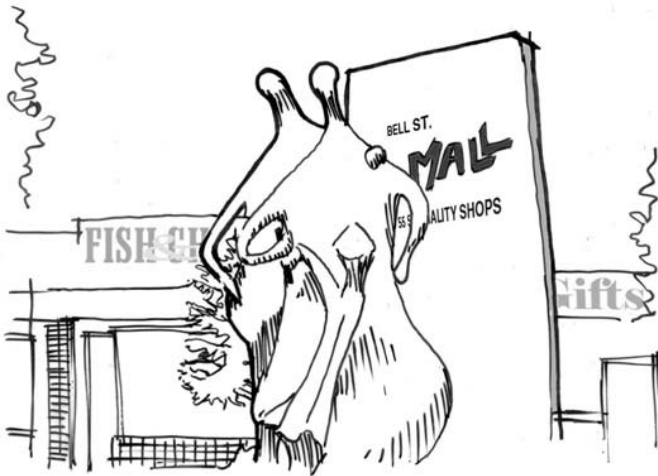
- single freestanding Master Sign announcing the Centre and listing its tenancies; and
- signs located at the entry to the building.

Speciality shops can be treated similarly to shops within Ribbon Shopping Centres.

Signs which are not encouraged

Sky, panel, animated, bunting and promotion signs.

KEY IDENTIFICATION AND MASTER
SIGNS SHOULD BE LOCATED
AROUND ENTRY POINTS
AND BE INTEGRATED INTO
THE ARCHITECTURE OF THE
DEVELOPMENT



Part 2 – Section 2

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

3. Signs in Ribbon Activity Centres

Context

Most of the retail areas in the City of Banyule are alongside roads which carry varying amounts of traffic. There are a large number such centres in the municipality ranging from small groups of shops in residential areas to larger centres including Watsonia, Heidelberg Central, and Rosanna. Many were developed in the 1950s and 1960s as the suburban areas of the City expanded. In the older areas such as Heidelberg, much of the activity centre development occurred between 1915 and 1940. The Centres of Eaglemont, Ivanhoe, East Ivanhoe and Montmorency have been identified as centres of special significance, are mostly affected by Heritage controls, and are referred to separately in Section 4.

Ribbon Activity Centres generally consist of single or double storey buildings with verandahs or canopies protruding over the footpaths. Many of the smaller centres were built as one development and share a common architectural style.

Typically there is either parallel or angled on-street car parking in front of the shops. In some centres, street beautification works including improved street furniture and upgraded footpath paving has occurred.

Specific Objectives

- To encourage signs which enhance the cohesiveness of the Centre.
- To encourage signs which respond to the architecture of the building(s).
- To reduce the visual clutter of signs to ensure the effectiveness of the message and to enhance the streetscape.
- To ensure there is equal access to advertising space and that signs do not adversely affect the advertising capability of adjoining or nearby premises.
- To discourage signs above the parapet or roof line.
- To ensure that illuminated signs do not cause light spill or glare into residential areas nor distract road users.

The Purpose of Signs

Signs in these Centres should aim to be attractive to pedestrians and to identify businesses for passing motorists. Examples of such signs are:

- non-illuminated verandah fascia signs
- internally illuminated under-verandah lightbox signs
- attractive window displays
- above verandah signs where they are located flush to the wall to maintain the continuity of the streetscape and are designed to enhance the streetscape and respond to the character of the building.

Part 2 – Section 3

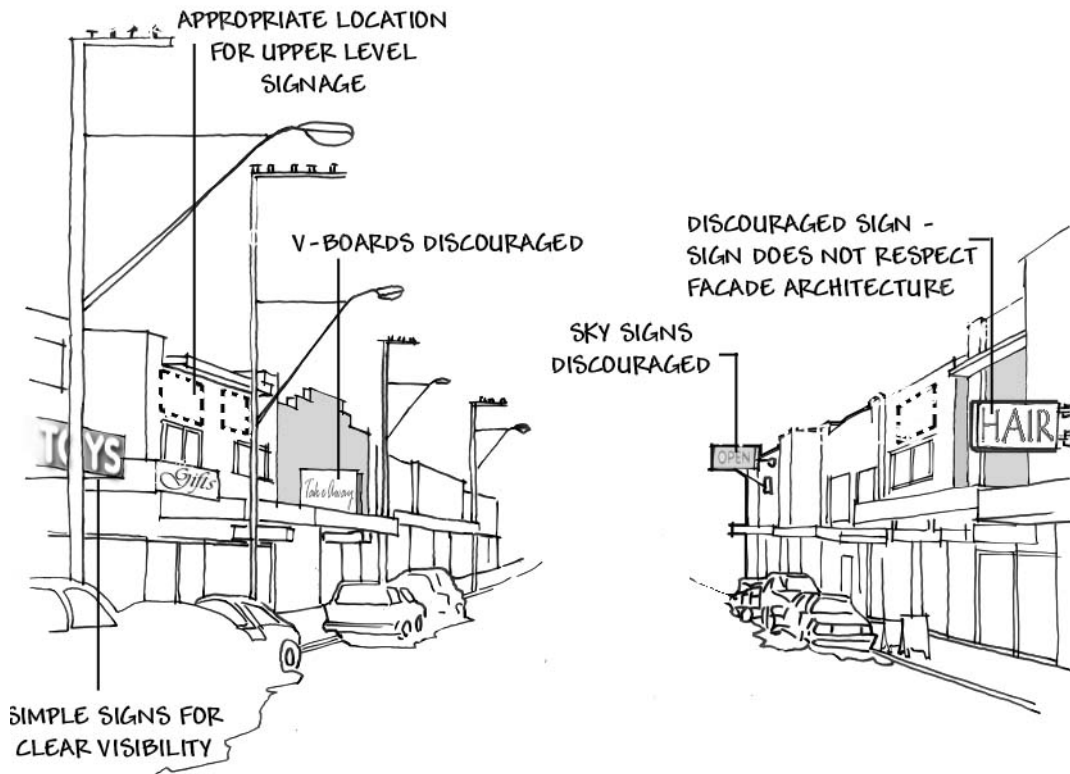
These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

In particular, verandah fascias contribute significantly to the character of these streets and should be carefully treated. Verandah awnings are functional for protecting premises from direct sunlight or rain however they are not appropriate for signs or to be left down at all times.

Where the rear of buildings are visible from car parks, signs should consist of a simple message and notice of a walkway through to the street, if applicable.

Signs which are not encouraged

Sky, panel, animated, illuminated fascia, "V"- board, verandah awning signs, bunting and promotion signs.



Part 2 – Section 3

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

4. Signs in Activity Centres of Special Significance and Heritage Controls

Context

Within the City of Banyule there are numerous examples of buildings and areas of architectural and historic significance. Four commercial areas have been identified as of heritage significance, including Eaglemont, East Ivanhoe, Ivanhoe and Montmorency Shopping Centres. Careful consideration should be given to the design of any advertising in these centres.

Eaglemont

The Eaglemont Shopping Centre is the most intact commercial development within Banyule. The shopping centre is a distinctive and enclosed urban entity, defined by its relatively narrow street width, predominantly two-storey building height and repetitive shop design with continuous parapets and canopy line.

East Ivanhoe

The shopping centre is part of the Beauview Estate which was developed as the fourth Jennings' estate in Melbourne. That Estate is of local historical significance. The shopping centre is substantially intact and is an integral part of the estate.

Ivanhoe

The Ivanhoe Shopping Centre is of local historical and social significance. It is a traditional strip shopping centre sited on one of the earliest thoroughfares in the area and represents a range of building forms, including some from the 19th century, but is predominantly from the period c1915-1940. The character of the Centre is dominated by austere commercial style which preceded and followed World War One. It is a dominant part of Banyule's urban fabric and is the most homogenous of Banyule's two largest strip shopping centres.

Montmorency

Were Street is lined on both sides with shops, predominantly single storey but some two-storey. The Centre is characteristic of the post-war period and is of local interest as an intact 1950's and 1960's local shopping centre.

Specific Objectives

- To ensure signs are designed and located to conserve and enhance these Centres.
- To promote signs which enhance the cohesiveness of these Centres.

Signs in these Centres should aim to be attractive to pedestrians and to identify businesses for passing motorists.

Examples of such signs are:

- non-illuminated verandah fascia signs;
- under-verandah signs;
- attractive window displays.

Part 2 – Section 4

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

Applicants should consider using floodlit signs as they may be more in character than internally illuminated signs. Lettering which imitates or responds to styles used in the 1920s and 1930s is also encouraged as it is considered to be more in character with the Centre.

Due to the need to maintain the integrity of these buildings, sign opportunities will be more limited.

Signs which are not encouraged

Sky, panel, animated, "V"-board, internally illuminated, bunting and promotion signs.

Part 2 – Section 4

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

5. Signs in Industrial Areas

Context

Banyule's principal area of industrial activity is located in Heidelberg West with other significant areas in Greensborough and Bundoora. Buildings in these areas range considerably in size and height but most are set back from the street to allow car parking, access to loading bays and landscaping. Multiple occupancies on the one site are common.

Specific Objectives

- To ensure signs enhance the appearance of the building or site.
- To minimise visual clutter and disruption.
- To encourage a coordinated approach in multiple occupancy sites.
- To ensure signs are located so as not to adversely impact on the advertising capability of adjacent premises.

The Purpose of Signs

The purpose of signs in these areas should be to direct clients to the site. Such signs need only describe the operator and business.

Examples of signs which serve this purpose are:

- a sign on the face of the building in a similar location to those on adjoining buildings.
- a freestanding Master sign (for multiple occupancy sites).

Signs which are not encouraged

Sky, panel, "V"-board, animated, bunting and promotion signs.

Part 2 – Section 5

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

6. Signs in Stand Alone Premises

Context

Stand Alone Premises are attracted to main road locations as their clients are generally motorists passing by. The buildings are often set back from the street with car parking or concrete aprons at the front. Such Premises are often located next to or near residential properties. Examples include Convenience Restaurants, Petrol Stations, and Car Wash Centres.

Signs on these developments must be able to attract the attention of passing traffic yet should not intrude into nearby residential areas.

Specific Objectives

- To encourage clear coordinated signs.
- To encourage complementary landscaping using tall “clean trunk” trees and low ground cover.
- To discourage signs adjacent to residential properties or signs which cause light spill or nuisance to such properties.

The Purpose of Signs

Signs for Stand Alone Centres should identify the business and direct customers to the premises. They should also enhance the building or site.

Examples of signs which serve this purpose are:

- Illuminated or non-illuminated Pole sign: - one sign per premises.
- Direction sign: - one to each entry.
- Limited wall or building fascia sign.
- Illuminated or non-illuminated canopy fascia sign.

Signs which are not encouraged

Sky, panel, above verandah, “V”-board, animated signs, promotion and bunting signs.

Part 2 – Section 6

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

7. Signs for Freestanding Offices

Context

In general, less outdoor advertising is required for freestanding offices than for retail areas. External signs giving corporate or head tenant identification are common with other tenants being identified on internal directory boards. The purpose of such signs is to identify the street address, provide direction for visitors and to establish corporate identity.

As the City of Banyule is generally suburban in character, most freestanding offices are adjacent to or nearby residential areas. Signs need to respond to this setting and complement any landscaping associated with the office building to maintain and enhance this residential setting.

Specific Objectives

- To provide an appropriate image for the building and its tenants.
- To locate signs on wall spaces designed for this purpose and not obscure architectural features such as windows and parapets.
- To encourage complementary landscaping.
- To locate signs on the ground floor ceiling line and in the case of single storey buildings below the top of the parapet or fascia of the building.
- To encourage limited freestanding signs in the building setback.

The Purpose of Signs

Signs for Freestanding Offices should identify the street address of the building and identify the main tenant or tenants.

Examples of signs likely to serve this purpose are:

- Limited non-illuminated wall, canopy, or building fascia sign.
- Limited freestanding signs within the building setback.

Signs which are not encouraged

Sky, panel, animated, bunting, promotion and pole signs.

Part 2 – Section 7

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

8. Signs in Residential Areas

Context

Certain commercial and community uses such as medical centres, churches, milk bars, community halls, child care centres and nurseries can be located in residential areas if they are granted a planning permit. Occupants of any dwelling can also run a business from home if it complies with the Banyule Planning Scheme requirements with respect to a Home Occupation.

As expectations in residential areas include high levels of privacy and amenity, signs associated with non-residential uses should not dominate the residential setting. Some residential areas have been identified as of heritage significance and signs in those areas should be designed and located having regard to that heritage context. Signs associated with uses on main roads may be more prominent than those in local streets, given reduced residential amenity levels at main road locations.

Specific Objectives

- To ensure signs do not impact on residential amenity.
- To ensure signs are of an appropriate design in areas of heritage significance.
- To ensure that signs provide direction and information to customers.
- To ensure that where a site is not adjacent to a road zone as specified in the Banyule Planning Scheme, signs are limited.

The Purpose of Signs

A sign in a residential area should identify the business or occupation which occurs at the site.

- a. Sites which are located in residential neighbourhoods where the land use is exclusively or predominantly residential and is in a local street is likely to have very high residential amenity. In these neighbourhoods advertising may be erected to identify the business which is conducted on the site.
 - Business identification or home occupation sign should be limited to one square metre.
 - Signs slightly larger than one square metre may be acceptable in circumstances where the design of the sign is not intrusive or allows for the retention of existing or incorporation of new landscaping.
 - Milk Bars, neighbourhood convenience stores or other small shops which are surrounded by residential uses will be restricted in the extent of signage if they are not adjacent to a road zone, so as to maintain the residential character of the area.

Part 2 – Section 8

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

- b. Sites which are located adjacent to a road zone where traffic volumes are higher and identification is more difficult, may be justified in seeking additional identification signage. Floodlit or illuminated signs may be appropriate for those locations. Illuminated signs should minimise any reflection, glare or light spillage to adjoining dwellings.

In any residential area located adjacent to a road zone signs should:

- be located wholly within the boundary of the site and be in a well landscaped setting. They should face the street rather than adjoining residential properties.
- use colours and materials of construction that have regard to the amenity and character of the area.
- be sympathetic to the existing streetscape. This is particularly important for those premises affected by a Heritage Overlay where the architectural and historic significance of the building and neighbourhood should be taken into account.

NOTE: Stand Alone Premises

Signs proposed for standalone premises such as convenience stores and restaurants, petrol stations and car wash centres are discussed in Section 6 of this policy. Section 6 - Signs to Stand Alone Premises is available as a separate sheet.

Signs Which Are Not Encouraged

Promotion, pole, floodlit and reflective signs.

9. Long Term Signs on Council Land

Context

Long Term signs *promoting local sporting teams, clubs or community services or commercial sponsorship of those teams, clubs or services may be appropriate on Council owned or managed land. Such land includes open space, sporting fields, libraries, community centres and maternal and child health centres. In these instances Council plays the dual role of land owner and planning authority.*

While Council recognises the role of sponsorship advertising in the development of recreational groups and sporting clubs, at the same time it recognises the wider community's expectation that its open spaces and other areas of the public environment have limited advertising.

Signs identifying businesses or promoting products sold may be appropriate on footpaths.

Temporary signs on Council land have different requirements. These are outlined separately in Section 10.

Specific Objectives for Signs on Buildings and Reserves

- To allow adequate identification of places and activities.
- To promote groups activities or events without undue intrusion of commercial sponsorship.
- To recognise the role of recreational groups and sporting clubs in the community and the role of sponsorship in their development.
- To recognise that the public has the right to expect its open spaces and other areas of the public environment to have a limited amount of advertising signs.

The Purpose of Signs on Buildings and Reserves

Signs on Council buildings and reserves should:

- 1) identify the reserve and/or building and identify the regular occupier user group/s;
- 2) allow appropriate recognition of sponsorship of specific user groups; and
- 3) maintain high standards of design and appearance.

Examples of signs likely to serve this purpose are:

- One freestanding sign at the frontage of the site identifying the user group/s.
- Business identification or promotion signs attached to a building.

Part 2 – Section 9

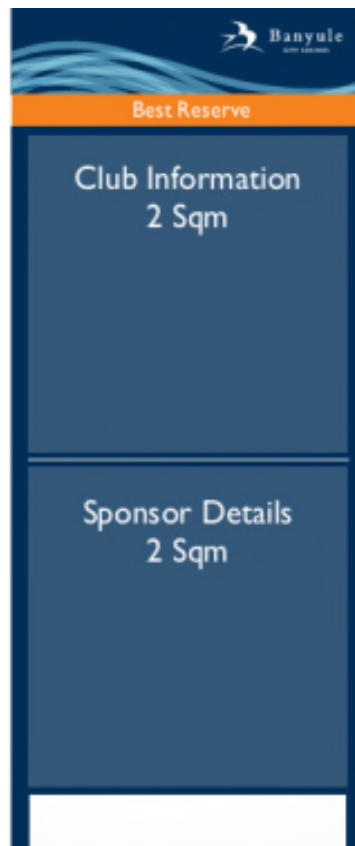
These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

Number and Location of Signs

Signs should be located on structures according to the following criteria:

Freestanding signs:

- A Freestanding sign should be located at the entrance to the reserve to identify the main occupants of the facility and provide recognition of the main sponsors of the group(s).
- The sign must be located to face a road under management of VicRoads (Road Zone Category One) where applicable.
- The Size of lettering on any freestanding sign should be generally consistent with The VicRoads Traffic Management Note No 26 – Guidelines for Community Message Signs.
- The sign must be appropriately sited to ensure that the sign does not directly face and impact on the amenity of an existing dwelling. Where vegetation or topographical features provide sufficient screening, signs may be permitted to a minimum of 25metres from an existing dwelling.
- The size and layout of the sign should reflect the specifications of the ‘Reserve’ signage template (below) which sets out the maximum user group identification component and the maximum promotion/sponsorship component.



Part 2 – Section 9

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

- Where there is more than one (1) occupier of the reserve and associated buildings, the applicant must provide written proof of an amicable agreement between such occupiers in relation to the apportionment of signage rights. Where this is not obtained, the signs will need to be removed at the end of each seasonal allocation for the group that has obtained the sign.
- The sign should not be permitted in a historically sensitive area.
- The sign must not be designed in an arch form to ensure that vehicular access to the reserve is not restricted by the height limitation of the sign.
- The sign must not be illuminated or floodlit.
- A freestanding sign will not be supported on sites where there is no pavilion, scoreboard or coaches box. Such signs should only be permitted where no other signs are located intentionally to face outside of the site.

Signs attached to buildings:

- No more than six signs on buildings or structures are to be permitted and each sign must not exceed a maximum of 2m²
- The sign(s) should be located so that it integrates well with architectural features of the facade and adopts proportions which are consistent with those used within the design of the facade.
- Signs shall not be located above the roofline or extending outside the building envelope in any way, including being fixed on a supporting structure at an angle to walls or other parts of the structure.
- Signs will only be permitted on buildings directly related to the lease, license or seasonal tenancy of the applicant for the sign including pavilions, scoreboards or coaches boxes
- Signs may be located on a building facade which faces a main road. Where the main road is in a Road Zone Category 1 the consent of VicRoads may be required.
- Long term advertising signs on structures such as coaches boxes and fences may be supported where the advertising has exposure to an abutting road way

General Requirements:

- Signs on Council owned or managed land will not be permitted to advertise alcohol, tobacco, gaming, a brothel or escort service.
- Long term signs other than the match signs (see below), will not be approved on other structures such as fences.
- Tennis clubs, bowling clubs and the like that have securely fenced facilities may erect limited signs on the inside of these fences provided they are not visible to passersby and the appearance of the back of the sign is not intrusive or unsightly.

Part 2 – Section 9

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

Match Signs

Council will permit sporting clubs to display temporary advertising signs on buildings, fences, coaches' boxes, goal posts and other such structures, directly relating to the activity, when teams are playing at their grounds. This does not apply to training sessions or registration days, however does include match days and match nights when competing against other clubs. These are "Match only" signs and they shall comply with the following requirements:

- No more than one (1) key sign measuring no more than 12m². Council may provide written approval for a sign slightly larger than 12m² where the sign is not considered to be of detriment to the amenity of the nearby area.
- Additional individual signs are permitted but must not be more than 4 square metres in area and must be securely and safely affixed to a structure.
- Match Signs may be displayed no more than three hours before the commencement of matches on a particular day and must be removed by the Club or its associates within two hours of the finish of the matches on that day.
- Where a match sign is displayed after 4pm on a match day and is intended to be displayed the following day due to additional matches, then the match sign may remain in place overnight when approved in writing by Council's Leisure and Cultural Services Department.
- Upon application in writing, goalpost pads with advertising may be permitted on a temporary basis on training nights.

Signs which are not removed in compliance with these requirements may be impounded by an authorised officer. The organisation or individual responsible may incur a penalty and be required to pay the costs associated with impounding the sign.

Design Requirements

All signs attached to a building or structure should be non-illuminated, screen printed or painted, flat signs, securely fixed to the building façade or structure in such a manner that, when the signs are removed, the fixing points of the building can be readily made good so that the appearance of the buildings is not degraded.

All freestanding signs must be durable, attractive and designed to ensure structural integrity. The sign must be of solid construction, preferably incorporating the use of high quality and permanent materials.

Internally illuminated, floodlit, pole, reflective and above verandah signs are not encouraged.

Part 2 – Section 9

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

Ongoing Requirements

Should Council grant approval for the erection and display of signage on Council land, it is likely that the following restrictions may be applied to any approval issued:

- The signage must not be floodlit or illuminated by external or internal lights.
- The signage must be maintained in good condition to the satisfaction of the Responsible Authority, including the removal of any graffiti as soon as possible.
- The signage must be located wholly within the boundaries of the subject land.
- The signage must not advertise tobacco, alcohol, gaming, a brothel or escort service or other advertising which may be deemed to be inappropriate or offensive by Council.

Where Council issues planning approval for a sign specifically supported by the Outdoor Advertising Policy, it is likely that a fifteen (15) year expiry will apply, as provided for by the Banyule Planning Scheme. Where Council consents to the display of other signage, it is likely that a reduced sign expiry of five (5) or ten (10) years (depending on the nature of the sign) will be imposed.

Specific Objectives for Signs on Footpaths

- To ensure pedestrian movement is not obstructed.

The Purpose of Signs on Footpaths

“A” board signs are only appropriate where they do not impede pedestrian movement on the footpath. “A” board signs will not be supported if they add to visual clutter within any shopping centre. Further information concerning signs on footpaths is detailed in Councils Local Law No. 1 - Part 2.

Permits for Signs on Footpaths

An applicant seeking to place a sign on Council land will generally require a planning permit and Council’s written approval as manager/owner of the land.

Local Laws Permit

Local Laws advertising sign permits expire on a common expiry date and a new permit will need to be obtained each year.

Signs Which Are Not Permitted

Signs on Council owned or managed land will not be permitted to advertise tobacco, alcohol, gaming, a brothel or escort service or other advertising which may be deemed to be inappropriate or offensive by Council.

Signage painted on sporting fields and ovals will also not be permitted.

In addition, promotion signs which rename the public place based on commercial sponsorship are inappropriate and present risks to public safety due to potential confusion between registered place names and emergency services. These signs will not be permitted.

Part 2 – Section 9

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

10. Temporary Signs

Context

Other sections deal with signs which are long term fixtures. This section relates to temporary signs, i.e. signs which are displayed for a limited period (except for match day signs on Council reserves which are considered in Section 9). Such signs can be on private or Council owned land. Temporary signs are often used to promote local educational, political, religious, social or cultural events or the sale of goods or the sale or lease of a property. They are often displayed at schools, churches, public halls, vacant land and buildings for sale or lease.

Specific Objectives

- To promote local educational, cultural, religious, social or recreational events.
- To enable the sale or lease of real estate and other goods.
- To ensure that signs respond to the building or setting and the surrounding area.
- To encourage signs of the minimum possible size which are erected for the shortest possible time necessary to reasonably perform their function.
- To ensure that signs do not affect residential amenity.

The Purpose of Signs

Temporary signs should identify a particular event or activity and have a limited impact on the surrounding area.

Examples of signs likely to meet this purpose are:

- signs for the sale or lease of a property being confined to the subject site
- community notice boards limited to two per nominated site
- community notice boards with a maximum of 15% of the total sign area showing sponsor advertising.

Permit Requirements

Temporary signs relating to community events or property sales which are displayed on private property generally do not require a planning permit. However this should be verified in relation to any particular sign by contacting the Development Planning Section.

However for temporary signs on Council owned land a permit will be required under Council's Local Law (Local Law No. 1 – General Local Law, Schedule 3). Applicants are advised to contact Council's Administration and Laws Unit in these instances.

Part 2 – Section 10

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

Requirements for Temporary Signs on Council Land

Some Council owned sites may, subject to written approval, be used by a charitable organisation or local community group for the display of a temporary sign promoting a local educational, cultural, religious, social or recreational event not held for commercial purposes.

For the purposes of the policy:

- a charitable organisation is one that can demonstrate to the satisfaction of Council that at least 75% of funds collected from its fundraising activities are used directly for the relief of some aspect of poverty, suffering or social distress.
- a local community group is one that can demonstrate to the satisfaction of Council that it is a non-profit group which provides a service to the community in general, or to a particular section of it and which has a principal objective the enhancement of the wellbeing of residents of Banyule.

Location details, standard permit conditions and standard dimensions for any sign are provided on the Local Law application form.

Such a sign may with Council approval also be displayed on Council owned land which is the site of the event referred to on the sign.

Signs on Council owned or managed land will not be permitted to advertise alcohol, tobacco, gaming, a brothel or escort service.

Electronic or Variable Message Signs will not be permitted within the road reserve unless for traffic management purposes, community safety messages or as otherwise authorised by the relevant road authority.

Part 2 – Section 10

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.

The following 18 sites have been nominated to allow 'two' community notice boards per site with approval from the Local Laws Section:

No.	RESERVE	LOCATION OF SIGN
1.	Sparks Reserve	The Boulevard and Heidelberg Road, Ivanhoe
2.	Burke Road North Reserve	The Boulevard near Burke Road North, Ivanhoe East. Note: Part of this site is owned by VicRoads
3.	Yulong Park	Bent Street and Plenty Road, Bundoora
4.	Greensborough War Memorial	Corner Esther and Henry Street, Greensborough
5.	Road Reserve, Karingal Drive	Karingal Drive opposite intersection with St Helena Road, Greensborough
6.	Malcolm Blair Reserve	Corner Weidlich Road and Karingal Drive, Greensborough
7.	Yandell Reserve	St Helena Road, Greensborough
8.	Bolton Street Road Reserve	Corner of Bolton Street and Cressy Street, Eltham
9.	Montmorency Park	Para Road, near Rattray Road, Montmorency
10.	Macleod Park	50 Chapman Street, Macleod
11.	Malahang Reserve	Corner of Southern and Oriel Roads, Heidelberg West
12.	A K Lines Reserve	Grimshaw Street, Watsonia
13.	Greensborough Park	Diamond Creek Road, Greensborough
14.	Ivanhoe Park	Lower Heidelberg Road, Ivanhoe East
15.	De Winton Park	Grove Road, Rosanna
16.	Warringal Parklands	Beverley Road, Heidelberg
17.	Heidelberg Park	Beverley Road Heidelberg
18.	Ford Park	Banksia Street, Bellfield

Contravention of the Local Law

Any sign erected on Council land or on a Road Reserve in contravention of the Local Law may be impounded by an Authorised Officer. The organisation or individual responsible may incur a penalty and required to pay the costs associated in impounding the sign.

Part 2 – Section 10

These documents should be read in conjunction with Part 1 which outlines general principles for Outdoor Advertising signs in the City of Banyule.