ADVERTISING SIGNS POLICY

Where the policy applies

This policy applies to all land where a planning permit is required for advertising signs.

Policy basis

Fostering a positive image of Casey as having a desirable living environment is a key strategic direction in the MSS. Control over advertising signs is one means of ensuring high standards of visual amenity in Casey’s built environment. Local guidelines on advertising signs are needed to supplement the Decision Guidelines in Clause 52.05-2.

Policy objectives

- To ensure that businesses in Casey have adequate opportunities to identify their location, name and nature of business.
- To ensure that the display of advertising signs does not detract from the visual amenity of the surrounding area.
- To maintain a degree of uniformity and equity in the extent of advertising permitted.
- To ensure that signs are in keeping with the scale and character of the host building.
- To provide and maintain a degree of public safety for persons using any public way.

Policy

It is policy that:

- Signs are attractive, well presented and do not promote visual clutter, particularly along main roads or in activity centres.
- Signs are architecturally integrated with, and compliment the style and character of the host building, abutting buildings and the overall landscape or streetscape.
- Fewer signs displaying simple, clear messages that are easy to read be encouraged.
- The size and type of advertising signs clearly identifies the use without detracting from the amenity of the area or adjoining land uses.
- The use of creative signs that may also act as public art be encouraged in appropriate locations.
- Advertising be designed and located in a manner that conserves heritage places, protecting and enhancing what is valued about the building or place.
- Business operators who choose to establish on sites remote from general public access or vision not expect to compensate for this by compromising the objectives and guidelines outlined in this policy in order to attract attention to the premises.
- Signs associated with non-residential uses have regard to the scale of the development to which it relates and the character of the development in the vicinity of the site.
- A-frame signs and other temporary signs (including bunting) be discouraged.
- Illuminated signs be permitted only if light spillage is not a problem and the character and amenity of the surrounding area is not detrimentally affected.
Signs in Berwick Village protect and enhance the visual amenity of the “English Village” style and character of the streetscape.

Signs in rural areas be in character with the existing and likely future amenity of the rural locality and limited to advertising property names, tourism orientated businesses and limited directional signs.

**Performance Standards**

The following performance standards are deemed to satisfy some aspects of the policies outlined above:

**All Signs**

- An integrated and co-ordinated sign package in terms of colour, graphic content and placement.
- Signs only identifying information concerning the premises, the name of the occupier and the activity conducted on the site.
- Business identification signs not exceeding 7 metres in height.
- Single signs less than 7 metres in height for multiple occupancy premises accommodating a number of businesses occupying the one site.
- Signs for individual businesses in joint occupancy buildings of a uniform size, shape and presentation.
- Signs located on or below a verandah so as not to obscure:
  - The view of signs on neighbouring premises when viewed from a middle to near distance perspective; or,
  - land forms, vegetation or buildings that provide local character.
- A sign on or attached to buildings aligned with, and relate to, the architectural design lines on a building facade or, in the absence of architectural detail or decoration, relate to the design lines of adjacent buildings.
- Signs not projecting above parapet lines.
- A sign that does not face residential development.
- Sponsors’ details not accounting for more than 20% of a community event sign.

**Commercial and Retail Areas**

- A sign associated with a major freestanding commercial centre only promoting the centre itself and/or identifying the major tenants.
- A package of signs comprising one under verandah sign, a verandah fascia sign and a parapet wall sign displaying the business name, logo, nature of business and hours of operation.
- Signs with a total area of less than 8 square metres in Berwick Village.

**Industrial Areas**

- Entrance signs or directory boards identifying the name of the estate and the occupants.
- One or two relatively large signs per industrial premises identifying the business.
A package of signs comprising a pole or site identification sign not exceeding 7 metres in height and a fascia/wall sign displaying the business name, logo, nature of business and hours of operation.

**Residential Areas**

- For freestanding non-residential developments, a package of signs comprising a pole sign not exceeding 7 metres in height or a low profile sign and a parapet/fascia/wall sign displaying the business name, logo, nature of business and hours of operation.
- For smaller non-residential developments a package of one low profile business sign not exceeding 1.8 metres in height and a total package not exceeding 2 square metres.

**Rural Areas**

- A maximum of two signs per site with one freestanding sign and/or one sign located on a building.

**Heritage Places**

- Signs in heritage colours complementing the finishes of the heritage place and located where signs were traditionally located.
- Advertising signs be consistent with the identified character of the land use areas outlined in the City of Casey Advertising Signs Policy.

### Decision guidelines

In considering applications to display advertising signs, the responsible authority must consider the following:

- Whether signs are proportional to the size and scale of the building/premises on which they are being erected and compliment the style and character of the building, abutting buildings and the overall streetscape.
- The colours, graphic content and placement of the signs.
- Whether architectural/design features of the host building are used to advantage, to enhance the impact of the sign.
- Whether the proliferation of signs causes any detriment to the surrounding area.
- The amount and type of existing signs on premises and on abutting premises.
- Whether the signs are part of an integrated and co-ordinated sign package.
- Whether supporting structures have a potentially detrimental visual impact on the amenity of the area.

### Policy Reference

- Advertising Signs Policy (adopted in principle 1997) City of Casey