

MELTON PLANNING SCHEME

22.17 ADVERTISING SIGNS POLICYDD/MM/YYYY
Proposed C188

This policy applies to all planning permit applications for advertising signs within the municipality.

22.17-1 Policy basisDD/MM/YYYY
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Advertising signs are important to identify, communicate and market businesses, institutions and buildings across the City of Melton.

Advertising signs have a significant impact on the public realm, the quality of the streetscape and the building with which they are visually associated. Well integrated signage in appropriate locations can add colour, vibrancy and interest to an area. A proliferation of signs and poorly designed and located signs can significantly detract from the attractiveness and amenity of the City's urban and rural environments and gateways, as well as reducing the effectiveness of signs.

22.17-2 ObjectivesDD/MM/YYYY
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The objectives of this policy are to:

- Allow for the reasonable identification and marketing of businesses in the City of Melton.
- Require advertising signage to respond to and enhance the character, scale, architectural quality and appearance of a building, site and landscape setting.
- Support signs that contribute to the interest, vitality and improve the quality of commercial and industrial areas.
- Ensure that signs enhance residential areas and other high amenity built and natural areas and do not detract from the appearance or character of the area.
- Maximise the effectiveness of signs by minimising and consolidating signage to avoid visual clutter.
- Enhance the character and amenity of the City of Melton's gateways.

22.17-3 PolicyDD/MM/YYYY
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It is policy that advertising signs should meet the relevant requirements set out below.

General

Signage should:

- Advertise and identify the business and service provided on the site and not details of product/s sold.
- Avoid repetitive signage on a building or site.
- Be located within the site the business operates on.
- Provide adequate space for all occupancies to display signage where a building or site is occupied by more than one business.
- Complement the architectural design, form and scale of the host building or land.
- Not obscure a building's architectural form, features or glazed surfaces.
- Not protrude above rooflines or parapets, or beyond the edges of fascia or walls of the host building.
- Be designed so a sign's supporting structure does not visually detract from the façade of the building.
- Conceal electrical services to a sign.

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- Be designed and placed in a manner that accounts for the long-term maintenance needs and the ease of changing messages when reusing the existing mountings and service installations.
- Not detract from the appearance or character of high amenity areas.
- Protect areas of environmental and natural significance by limiting signage within, adjoining or facing these areas.
- Be compatible with and complement the type, design and character of existing signs in the streetscape and surrounding area.
- Enhance major entrances / gateways to the municipality by positively contributing to urban design.
- Not cause a safety hazard, obscure views or sight lines or potentially distract road users, trains or pedestrians, though the type of illumination, colour or form of advertising.

Commercial (shop and office) areas

- Signage should stimulate interest in the business or service provided on the site and enhance and contribute to the vitality and visual amenity of the commercial area.
- Signage on the façade of the building should not occupy more than 50% of the wall area above the verandah, or if no verandah 50% of the total façade wall.
- Signage should not occupy more than 50% of an awning.
- Signage should be limited to a maximum of eight square metres where the frontage of the building is less than five metres long.

Free-standing shopping centres

Free-standing shopping centres include a shopping centre located on a prominent corner site and/or adjoining a Road Zone Category 1 or 2 (RDZ1 and RDZ2). They have a high degree of visibility from the surrounding area. The centres generally have one central built form area but are comprised of a number of tenancies.

- Signage for the shopping centre should be incorporated into the design of the centre's building form.
- For individual businesses, advertising on the exterior of the building should be restricted to tenancies that have direct external frontage to a carpark.
- Business identification signs should be consistent and uniform in size and preferably located on the building's verandah fascia or parapet.
- Business identification signs on external walls should:
 - Be proportional to the building and positioned on the building façade.
 - Designed into and complement the architecture of the building.
 - Not protrude above the roofline.
 - Identify the name of the shopping centre.
- Pole and free-standing panel signs should:
 - Display the name of the shopping centre at the top of the sign.
 - List tenants of the site beneath the name of the shopping centre.
 - Be limited to one sign, incorporated into the landscaping treatment and with a maximum height of six metres, in centres identified as a 'Neighbourhood Centre' in the *City of Melton Retail and Activity Centre Strategy*.
 - Generally limited to one sign on a RDZ1 and RDZ2 road only, and incorporated into the landscaping treatment for centres identified as 'Activity Centres' and 'Metropolitan Activity Centre' in the *City of Melton Retail and Activity Centre Strategy*.

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Free-standing pad sites

Free-standing pad sites include service station, retail premises, freeway service centre, office (medical centre) and veterinary centre land uses that are located on prominent corner sites and/or on freeways, highways and main roads.

- Signage should be incorporated into the design of the building form.
- Signage should not obscure views from windows to, or passive surveillance of, pedestrian activity areas, car parking areas and streets.
- Signage on external walls should not protrude above the roofline and may identify the names of the tenants or business logo only.
- Business identification signage should be consistent and uniform in size and preferably located on the verandah fascia or parapet.
- Pole and free-standing panel signage should be limited to one sign per road frontage, be less than seven metres in height and incorporated into the landscaping treatment.
- Direction signage should be limited to one per road entry point and not exceed 0.3 square metres in size.
- For an individual business, the painting of corporate colours on the exterior of a building is considered to be signage and should be limited to the front façade of the tenancy where it has frontage to a car parking area or road.

Industrial and restricted retail areas

- Signage should be located on buildings, awnings or within built elements.
- Signage should be limited to the front and side of buildings.
- Pole (or free-standing panel) signage should be:
 - Located on main roads and is set back from the road.
 - Used to display only business identification information.
 - Limited to one sign per premises where buildings are free-standing, or one sign for a group of premises (such as an estate or homemaker centre).
 - Incorporated into a landscaped area.
 - Less than seven metres in height.
- Specific guidelines for industrial areas
 - Signage for an industrial premises should be a maximum of 10 square metres in area.
 - Where an industrial premises has a frontage greater than 40 metres and is well set back from a road, signage may be up to a maximum of 20 square metres in area.
 - Where an industrial building (or complex) is free-standing, a fascia / wall mounted business identification sign should be located on the front or side of the building on each frontage.
 - Signage that provides a business registry of an industrial building and/or estate should be located within a landscape area, and should not exceed three square metres.
- Specific guidelines for restricted retail premises
 - Where there is a grouping of restricted retail premises (such as a homemaker centre), business identification signage should only be located on the exterior of the building where the business has a direct frontage to the outside of the centre.
 - For an individual premises, the advertising area of all signs should not exceed 12 square metre for the premises.

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- Where a large free-standing premises has a frontage greater than 40 metres and is well set back from a road, signage may be up to a maximum of 20 square metres in area.
- Pole signs for individual premises within a homemaker centre are discouraged.

Residential areas

Within residential areas signage should be minimised so it does not detract from, and is designed to be compatible with, the residential amenity of the area.

- Signage should be limited to one business identification sign with an area of less than three square metres.
- Signage should be affixed to the building, should respect the form and scale of the host building and be incorporated into the building's form.
- If the sign is free-standing, it should be:
 - Located in front of the building.
 - Located facing the street with the greatest amount of traffic (if the site has more than one street frontage).
 - No higher than two metres above natural ground level.
 - Located in a landscaped area.
- Internally illuminated, floodlit, animated, electronic and reflective signage is discouraged in residential areas.

Display homes and villages

Display homes and villages are typically located within new residential estates and signage should be minimised and designed to respect residential amenity and privacy, and to minimise visual intrusion from advertising signs or bright lights.

- Any promotion sign for the display village should be located at the entry to the display village. More than one such sign per display village is discouraged.
- Any sign which identifies the name of a builder should be limited to one promotion sign per building within the display village, with one additional promotion sign for each display home which clearly identifies the builder and/or name of the display home. These display home promotion signs should be less than two square metres in area.
- On-site direction signage is supported where it identifies the car park and pedestrian entry to the display village and does not exceed 0.3 square metres in area.
- Signs should only be displayed for the length of time the land is being used for a display home.
- Fixed pole signage with banner flags is supported in display villages.

Subdivision and new estate promotion signs

- Subdivision and new estate promotion signs should, wherever possible, be located on the subject land that is being subdivided or sold.
- Signage should promote a residential estate only where the estate has a frontage to a freeway and/or highway.
- Major promotion signs should not exceed 21 square metres in area per sign face.
- On-site promotion signs for new estates should be limited to one sign per road frontage. Consideration can be given to the establishment of a second on-site road frontage sign where the road frontage is greater than one kilometre in length.
- On-site promotion signs may include fixed pole signage with banners along the main entrance road to the estate.
- Signs should not be located within a road reserve.

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- Signs should be set back a minimum of five metres from the title boundary, this setback is increased to 10 metres from highways and freeways.
- Signs not on the subject site should be no more than five kilometres from the boundary of the subdivision or development to which they relate.
- The number of off-site promotion signs for a particular subdivision or development should be limited to three, with a minimum separation distance of one kilometre between each sign.
- Off-site estate signs should be at least 250 metres from any other subdivision or new estate promotion sign, regardless of whether they advertise the same or different developments, and should be set back 500 metres from on-ramps on freeways.

Rural / green wedge areas

Within rural areas signage is expected to be low scale to respect the rural character.

- Only one business identification sign should be located on any site.
- Where signage is free-standing it should be located at the front of the property, no more than two metres above ground level, and incorporated into the landscape treatment.
- Be colours compatible with the colour palette of the surrounding landscape.

Gateway entrances

There are a number of prominent entries into the City of Melton which deserve appropriate protection from visual intrusions. Gateways are important as these areas are typically the most trafficked areas in the City of Melton and create an impression of the City for residents, visitors and those passing through.

- Encourage signage that enhances major gateway entrances to the municipality and contributes to positive urban design outcomes.
- Support the location of signs where it can be demonstrated that signs have been sited to minimise the impacts on viewing corridors, and do not adversely impact on the visual amenity of the surrounding location.
- Discourage major promotion signs and sky signs in gateway locations.
- Discourage 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 a road or rail corridor.
- Discourage signs with distracting elements such as bunting, floodlit, animated, electronic and reflective signs.

22.17-4 References

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City of Melton, Advertising Signage Design Guidelines, 2017

City of Melton, Retail and Activity Centre Strategy 2014