



# Outdoor Advertising

## Policy and Guidelines



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## **PREAMBLE**

Advertising signage is a major component of business identification. The size, shape, location and form of advertising signs is often integral to the success of a business.

The policy and guidelines have been prepared to be used in addition to the requirements in the Darebin Planning Scheme. This documents intends to assist Council in the exercising of discretion, when giving advice to businesses, considering planning applications and/or authorising advertising on Council land.

The controls are designed to positively contribute to:

- Identifying businesses,
- Promoting economic development,
- Informing customers,
- Protection of the environment,
- Urban Character and streetscape.

The Policy and Guidelines have been prepared following a detailed review of advertising signage within the municipality. It is intended that it will assist applicants in appreciating what the City of Darebin considers to be appropriate forms of advertising signage. This document will form the policy basis on which Council will base it decision making.

The policy is divided into two components:

- (i) Council's philosophy/policy with regard to advertising signage.
- (ii) Detailed guidelines to assist applicants in appreciating what is considered, by Council, to be acceptable forms of outdoor advertising signage.

## **PURPOSE AND OBJECTIVES**

The purpose of the policy and guidelines is to provide guidance on the display of outdoor advertising within the context of the following objectives / policy statement.

The objectives of Council's Outdoor Advertising Policy and Guidelines are:

- To regulate and minimise visual clutter and the proliferation of signs, particularly along major gateways, road reservations, commercial/retail centres and industrial estates.
- To encourage simple, clear, consistent and unrepetitive advertising, that is displayed in appropriate locations.
- To assess applications consistently in accordance with adopted Council Policy and Guidelines.
- To ensure signage does not distract or create confused messages.
- To primarily direct advertising signage to business identification, rather than the promotion of goods.
- To restrict advertising signs to the land to which the business relates.
- To ensure outdoor advertising is planned as part of an overall signage package for a site.
- To incorporate outdoor advertising into the design of new buildings and major renovations to ensure signage is an integral component of the building fabric and is planned for at the beginning rather than at the end of development.
- To ensure outdoor advertising is appropriate with regard to the architectural design of buildings on which signs are displayed.
- To require that outdoor advertising does not adversely impact upon the safety and function of a road, walkway or other public passage.
- To require that outdoor advertising does not obscure traffic signals, directional signs or street signs.

In seeking to apply these objectives the full impact of advertising signage in its wider context must be taken into account. Council wants to encourage applicants to not consider signs as the only 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 businesses to advertise and the broader community expectation that Council will provide for a safe and attractive living environment. This balance is essentially a reflection of the vision envisaged within the City of Darebin's Corporate Plan, which states:

***Darebin: A diverse and democratic city where citizens work together to advance community life.***

### Community and Economic Development

The City of Darebin will work to improve the quality of life for all of its local community. We will ensure that social and cultural services are tailored to meet specific local needs and will work to stimulate the city's economic activity to improve the profitability of local business and enhance employment opportunities for our local residents.

## **POLICY AND GUIDELINES APPLICATION**

The Outdoor Advertising Policy and Guidelines applies to all outdoor advertising signs within the City of Darebin that are subject to planning controls.

Council's Statutory Planning section will assist in determining if a planning permit is required according to the **Darebin Planning Scheme**.

This document also guides all advertising on Council land. Council (as land owner) can determine what signs are appropriate on Council land.

### ***APPLICATION OF THE POLICY AND GUIDELINES INCLUDES:***

The policy and guidelines affects all outdoor advertising signs in the City of Darebin which require a planning permit and all signs on Council land.

### ***APPLICATION OF THE POLICY AND GUIDELINES EXCLUDES:***

This policy may provide guidance but does not control:

- Signs exempt under Clause 52.05 of the Darebin Planning Scheme (that are not on Council Land).
- Signs covered by the Local Laws Department of the City of Darebin.
- Advertising signs that currently have planning permits and have in effect 'existing use rights' until their permit expires (if applicable) or until the business changes.

**[All new businesses should contact the City of Darebin's Statutory Planning section on 9230 4412 to determine the validity of their existing signage and if their signage requires a planning permit].**

## **CONSIDERING PLANNING APPLICATIONS**

While intended to be used in conjunction with the Darebin Planning Scheme the Outdoor Advertising Policy and Objectives *do not* override the provisions of the planning scheme. This document aims to direct Council and applicants to what signs are considered appropriate within the City of Darebin.

The performance standards are derived from the objectives (p.2) of the policy and guidelines. Each proposal is assessed on individual merit, with the policy and guidelines assisting Council's application of discretion.

In considering proposals the guidelines provide a degree of certainty to applicants that approval is likely, should performance standards be satisfied and reasonably complied with. They also provide Council with a consistent approach to the consideration of applications.

If an applicant wishes to depart from the performance standards detailed within the guidelines (i.e. to achieve a better outcome), written justification is required and this should form part of the application. In considering applications Council may consider proposals which comply with objectives, (i.e. are innovative), while not specifically complying with all of the performance standards. It should be noted, however that any departure from the guideline requirements should not result in departure from the key objectives (p.2).

When considering and determining an application Council will take account of:

- The objectives and requirements of this policy.
- Planning Scheme provisions (including Clause 52.05).
- Other relevant Council policies.

## **PERFORMANCE STANDARDS**

The following sections define each sign, and outline the required performance standards to be considered when assessing planning applications. To aid the application of the policy and guidelines, illustrated examples are provided.

Signs generally encouraged include:

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

Signs generally discouraged include:

- Above Verandah Sign ⌘
- Animated or Flashing Signs
- Bunting Sign
- High Wall Sign
- Major Promotion Signs
- Panel Sign ⌘
- Promotion Signs
- Reflective Sign
- Sky Sign
- Sign on Council Land ⌚
- High Wall Sign

NOTE: ⌘ An above verandah or panel sign may be permitted under certain circumstances, within identified locations. This is explained in the following section – “Performance Standards by Sign Type”

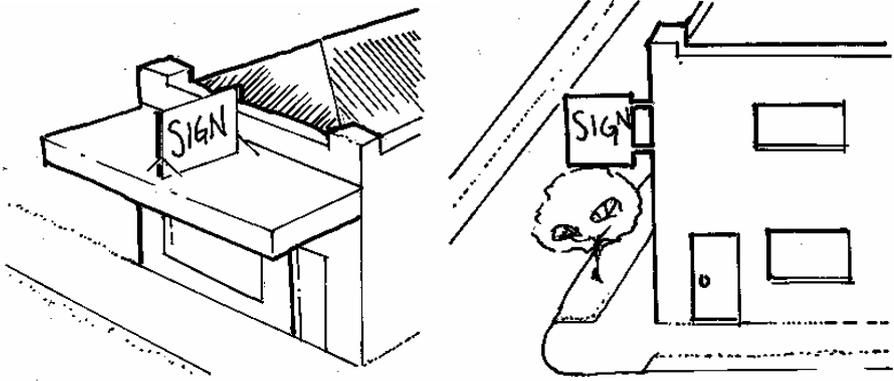
⌚ Signs on Council land are to be kept to a minimum, but shall allow for the promotion of the primary users of the land and the promotion of events.

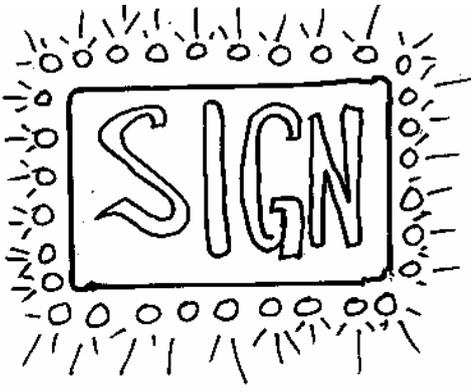
The “PERFORMANCE STANDARDS” section is divided into two parts:

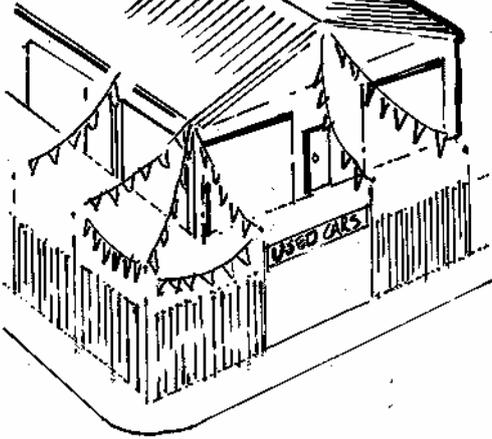
- (i) **Performance Standards by Sign Type**, that provides definitions, examples and performance standards for the different types of signs.
- (ii) **Performance Standards by Uses**, that outlines signs considered appropriate for different land uses.

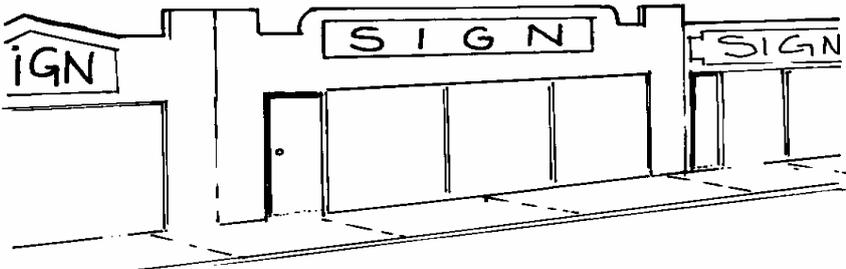
**PERFORMANCE STANDARDS BY SIGN TYPE**

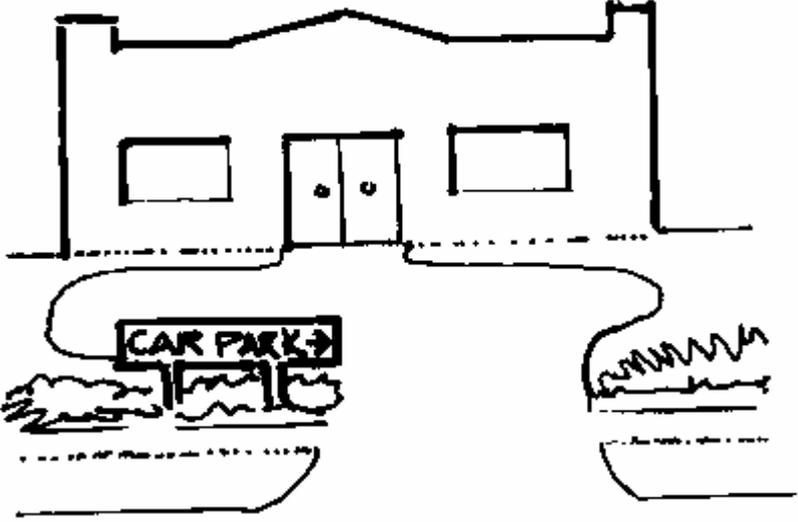
The following tables provide definitions, examples and performance standards for the different types of signs

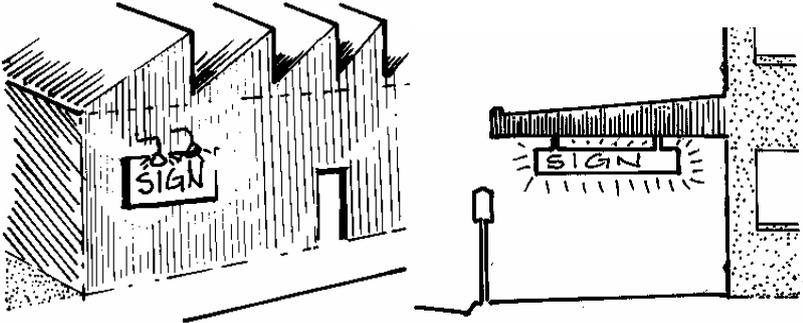
<b>Type:</b>	<b>ABOVE VERANDAH SIGN</b>
<b>Definition</b>	<p><b>A sign above a verandah, or if no verandah, that is more than 3.7 metres above pavement level, and which projects more than 0.3 metres outside the site.</b></p> <p>(Above verandah advertising generally comprises of either a sign attached to the wall of a building or a separate sign/structure placed on the roof of a verandah.)</p>
<b>Example</b>	
<b>Performance Standards:</b>	<p>Above verandah signs are discouraged within the City of Darebin.</p> <p>Consideration will only be given where:</p> <ul style="list-style-type: none"> <li>• 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.</li> </ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

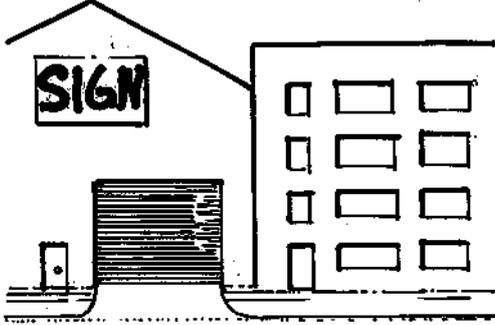
<b>Type:</b>	<b>ANIMATED OR FLASHING SIGNS</b>
<b>Definition</b>	<b>A sign that can move, contains moving parts, changes its message, flashes or has a moving flashing border.</b>
<b>Example</b>	
<b>Performance Standards:</b>	These types of signs are discouraged and will generally not be permitted, as they contribute to visual clutter, distraction and are not appropriate for identification purposes in most residential/commercial/industrial locations.
If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.	

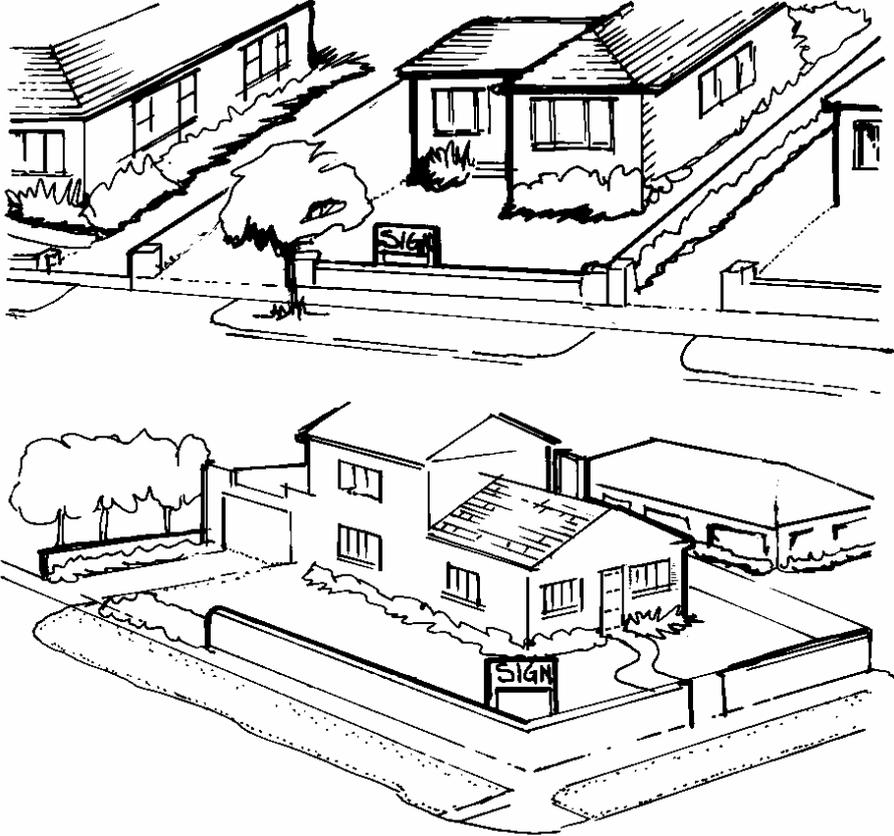
<p><b>Type:</b></p>	<p><b>BUNTING SIGN</b></p>
<p><b>Definition</b></p>	<p><b><i>An advertisement that consists of bunting, streamers, flags, windvanes or the like.</i></b></p> <p>(This includes signs placed below the under verandah signs that are below 2.4m, and buntings below 2.4m above pavement level that project into the pavement))</p>
<p><b>Example</b></p>	
<p><b>Performance Standard</b></p>	<p>This type of sign is discouraged given that they :</p> <ul style="list-style-type: none"> <li>▪ create visual clutter</li> <li>▪ are not considered necessary</li> <li>▪ do not contribute to clear identification of a business premises.</li> </ul> <p>Consideration will only be given where an applicant can demonstrate that the sign can both:</p> <ul style="list-style-type: none"> <li>▪ contribute to the visual appearance and amenity of a downgraded site</li> <li>▪ meet the objectives of this policy</li> </ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

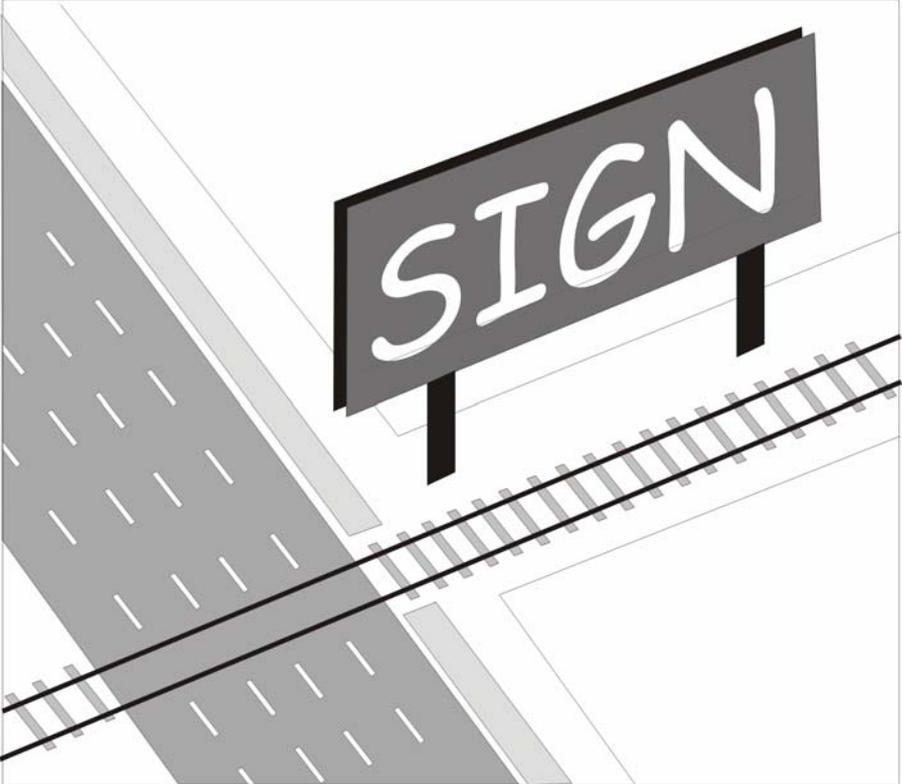
<p><b>Type:</b></p>	<p><b>BUSINESS SIGN</b></p>
<p><b>Definition</b></p>	<p><i>A sign that provides business identification information about a business or industry on the land where it is displayed. The information may include the name of the business or building, the street number of the business premises, the nature of the business, a business logo or other business identification information.</i></p>
<p><b>Example</b></p>	
<p><b>Performance Standards</b></p>	<p>Business signs are considered appropriate where:</p> <ul style="list-style-type: none"> <li>▪ Planning Scheme Provisions (purpose and zone requirements) are met.</li> <li>▪ The sign does not constitute unnecessary and repetitive signage.</li> <li>▪ Quantity and effectiveness of existing signs are considered and need for additional signage is assessed.</li> <li>▪ The sign identifies a business and not a product.</li> <li>▪ The sign is located on the building or site in which the business operates.</li> <li>▪ Scale of building, and architectural features are not dominated by the sign.</li> <li>▪ Urban character of the building or streetscape is not compromised by the sign.</li> <li>▪ Business signs on awnings should not cover more than 30% of the awning area.</li> <li>▪ If located above a verandah, the sign occupies no more than 30% of the wall area above the verandah.</li> <li>▪ The sign is located on the wall / facade of a building and is not a free standing sign positioned on top of the verandah.</li> <li>▪ The sign on a second storey is placed above windows.</li> <li>▪ The sign is placed in the parapet of a building whether it be single or double storey.</li> <li>▪ The sign does not project more than 0.3m outside the site.</li> <li>▪ Business signs should be planned into the design of new development or renovations, involving a recess or designated location to be provided.</li> <li>▪ Freestanding retail centres will display only major tenant business signs on the facade 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 not product message.</li> <li>▪ The sign is not an A-frame or similar structure.</li> </ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

<p><b>Type:</b></p>	<p><b>DIRECTIONAL SIGN</b></p>
<p><b>Definition</b></p>	<p><b>A sign not exceeding 0.3m<sup>2</sup> that directs vehicles or pedestrians. It does not include a sign that contains commercial information.</b></p>
<p><b>Example</b></p>	
<p><b>Performance Standards</b></p>	<p>Directional signs are considered appropriate where:</p> <ul style="list-style-type: none"> <li>▪ Planning Scheme Provisions (purpose and zone requirements) are met.</li> <li>▪ Located within the boundaries of the site.</li> <li>▪ No more than 0.3m<sup>2</sup> in area.</li> <li>▪ No more than two directional signs per business.</li> <li>▪ Clearly indicating a directional message only, not a product or business message.</li> </ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

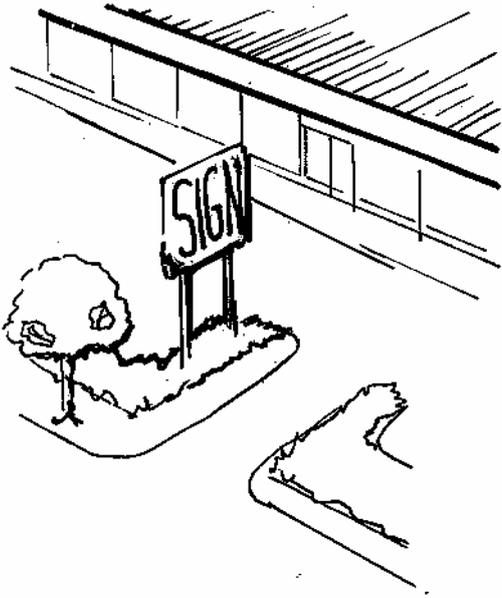
<p><b>Type:</b></p>	<p><b>FLOODLIT AND INTERNALLY ILLUMINATED SIGN</b></p>
<p><b>Definition</b></p>	<p><i><b>Flood lit sign</b></i> - A sign illuminated by external lighting provided for that purpose.</p> <p><i><b>Internally illuminated sign</b></i> - A sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as an advertisement.</p>
<p><b>Examples</b></p>	
<p><b>Performance Standards</b></p>	<p>Floodlit and Internally Illuminated signs are considered appropriate where:</p> <ul style="list-style-type: none"> <li>▪ Planning Scheme Provisions (purpose and zone requirements) are met.</li> <li>▪ The level and intensity of illumination does not become a nuisance.</li> <li>▪ Baffled treatment is provided to avoid the unnecessary spill of light, and distracting glare.</li> <li>▪ Floodlit and/or illumination of signs must be justified by the location, use and opening hours of the business.</li> </ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

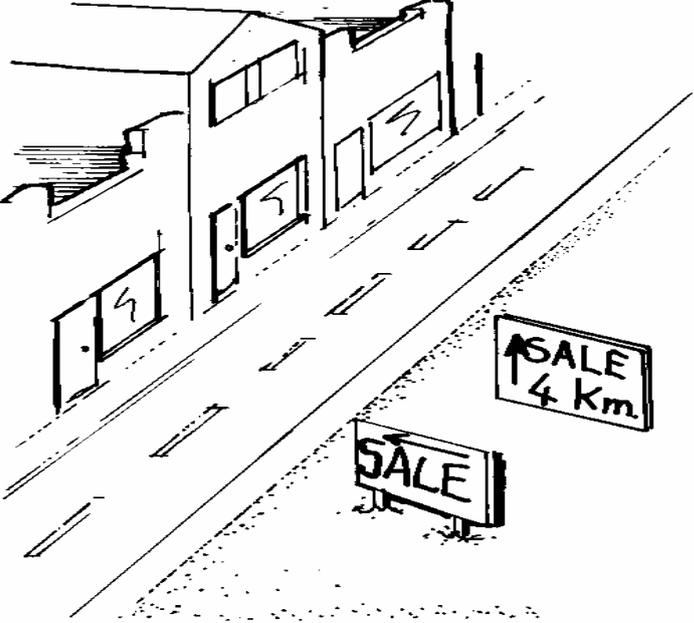
<b>Type:</b>	<b>HIGH WALL SIGN</b>
<b>Definition</b>	<p><b>A sign on a wall of a building so that part of it is more than 10m above the ground.</b></p> <p>Includes signs over 10m above the ground on any structure or feature.</p>
<b>Example</b>	
<b>Performance Standards</b>	<p>These signs are generally discouraged. Consideration will only be given where the applicant can justify:</p> <ul style="list-style-type: none"> <li>▪ The building is of a large scale or form to justify such a sign.</li> <li>▪ The sign must be located along the building frontage, and the size proportional to the building.</li> <li>▪ The sign displays a business and not proportional message.</li> </ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

<p>Type:</p>	<p><b>HOME OCCUPATION SIGN</b></p>
<p>Definition</p>	<p><b>A sign at a dwelling that advertises a home occupation carried on in the dwelling, or on the land around the dwelling.</b></p>
<p>Example</p>	
<p>Performance Standards</p>	<p><b>Home occupation</b> signs are considered appropriate where:</p> <ul style="list-style-type: none"> <li>▪ Planning Scheme Provisions (purpose and zone requirements) are met.</li> <li>▪ The nature of this signage and its location within residential areas necessitates that it be of a low scale.</li> <li>▪ An advertising area should not exceed 0.5m<sup>2</sup>.</li> <li>▪ The sign should face the road with the highest traffic volume, or if appropriate be placed on the corner of the property.</li> <li>▪ The sign should not be artificially lit or have any bunting.</li> <li>▪ Clearly identify the business and not a product.</li> <li>▪ Be professionally designed</li> <li>▪ If a freestanding sign, it should be at the front of the property and within the landscaping treatment and be no higher than 2m above footpath level.</li> </ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

<p><b>Type:</b></p>	<p><b>MAJOR PROMOTION SIGN</b></p>
<p><b>Definition</b></p>	<p><b>A sign with which is 18 square meters or greater that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited</b></p>
<p><b>Example</b></p>	
<p><b>Performance Standards</b></p>	<p>These types of signs are discouraged and will generally not be permitted, as they: contribute to visual clutter and distraction, are not appropriate for identification purposes in most residential/commercial/industrial locations, are generally only appropriate on major arterials and highways/ freeways and do not contribute the visual amenity and image of Darebin's gateways and major roads.</p>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

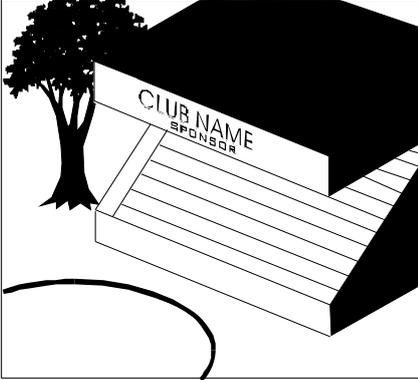
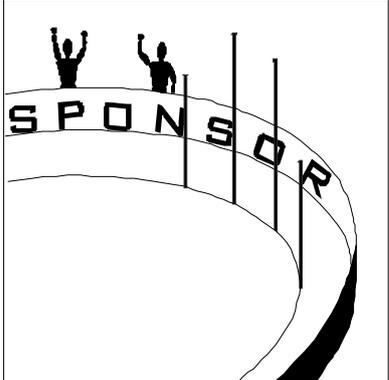
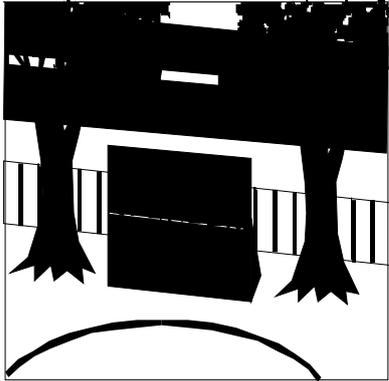
<b>Type:</b>	<b>PANEL SIGN</b>
<b>Definition</b>	<b>A sign with an advertisement area exceeding 10m<sup>2</sup>.</b>
<b>Example</b>	
<b>Performance Standards</b>	<p><b>Panel</b> signs are considered appropriate where:</p> <ul style="list-style-type: none"> <li>▪ Planning Scheme Provisions (purpose and zone requirements) are met.</li> <li>▪ Panel signs may be considered where they advertise a large-scale industrial /commercial use having significant frontage to a main road.</li> <li>▪ The sign must be located along the building frontage, and the size proportional to the building.</li> <li>▪ The sign must advertise the business and not a promotional message. The sign must refer to one business.</li> <li>▪ The sign must be attached to a building to which the sign relates.</li> </ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

<p><b>TYPE:</b></p>	<p><b>POLE SIGN</b></p>
<p><b>Definition</b></p>	<p><b>A sign:</b></p> <ul style="list-style-type: none"> <li>▪ on a pole or pylon that is not part of a building or another structure;</li> <li>▪ that is no more than 7 metres above the ground;</li> <li>▪ with an advertisement area not exceeding 6 square metres; and</li> <li>▪ that has a clearance under it of at least 2.7 metres.</li> </ul>
<p><b>Example</b></p>	
<p><b>Performance Standards:</b></p>	<p><b>Pole</b> signs are considered appropriate where:</p> <ul style="list-style-type: none"> <li>▪ Planning Scheme Provisions (purpose and zone requirements) are met.</li> <li>▪ A maximum height of 6m and area of 3m<sup>2</sup>.</li> <li>▪ Not protruding over a footpath, road or adjoining property.</li> <li>▪ Is incorporated into the landscape treatment of the premises.</li> <li>▪ 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 sales).</li> <li>▪ Has regard to the shape, size and form of pole signs on adjoining properties so as to avoid a “stepping” effect of pole signs.</li> <li>▪ Does not affect the safety of an abutting road in terms of visibility or distraction.</li> <li>▪ Identifies the name of the company/business and not goods or services provided.</li> <li>▪ 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.</li> </ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

<p><b>Type:</b></p>	<p><b>PROMOTION SIGNS</b></p>
<p><b>Definition</b></p>	<p><b>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.</b></p>
<p><b>Example</b></p>	
<p><b>Performance Standards</b></p>	<p>Promotions signs are discouraged within the City of Darebin. These types of signs are generally the main contributors to advertising clutter and are in most circumstances unnecessary and distracting. They do not relate directly to a particular business and their location is often poorly sited on the land/building to which they are displayed.</p> <p>Promotion signs will only be considered under the following circumstances. These circumstances are exceptions rather than the rule:</p> <p><u>A-Frame signs:</u></p> <ul style="list-style-type: none"> <li>▪ Council consent (i.e the Local Laws Department of the City of Darebin) is required prior to the placement of A-frames in public places (such as on footpaths and nature strips)</li> <li>▪ A-frame signs on private property will only be considered where they are located on the land to which the product/service is provided (refer to Business Signs p.9)</li> </ul> <p><u>Subdivision Estate Promotion Signs</u></p> <p>These signs are generally erected for a limited time and provide direction to 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"> <li>▪ The sign located on the subdivision site is not in excess of 8m<sup>2</sup>.</li> <li>▪ Signs located on public / private land off the subject site is not in excess of 2m<sup>2</sup>.</li> <li>▪ Permission is obtained from Vic Roads for signs located on main road reservations.</li> <li>▪ No more than two off site real estate subdivision signs should be approved per development, with a minimum separation distance of 1km</li> </ul>

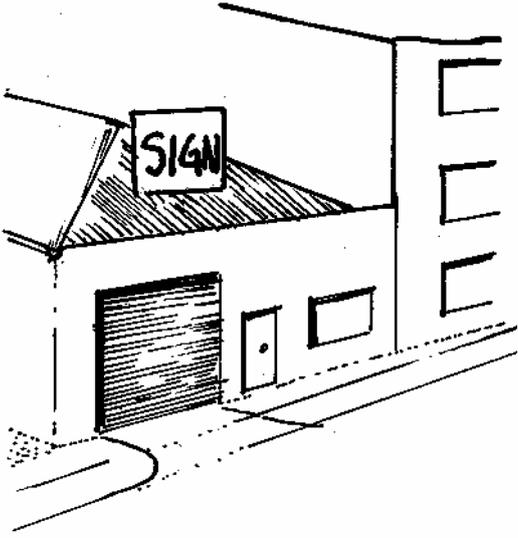
	<p>between each sign.</p> <ul style="list-style-type: none"><li>▪ Signs shall be located within 5km of the exterior boundary of the subdivision estate to which they relate.</li><li>▪ No additions, tags, streamers or appurtenances may be added to the sign.</li><li>▪ Identification shall be placed on such signs indicating the permit number, owner and expiration date.</li></ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

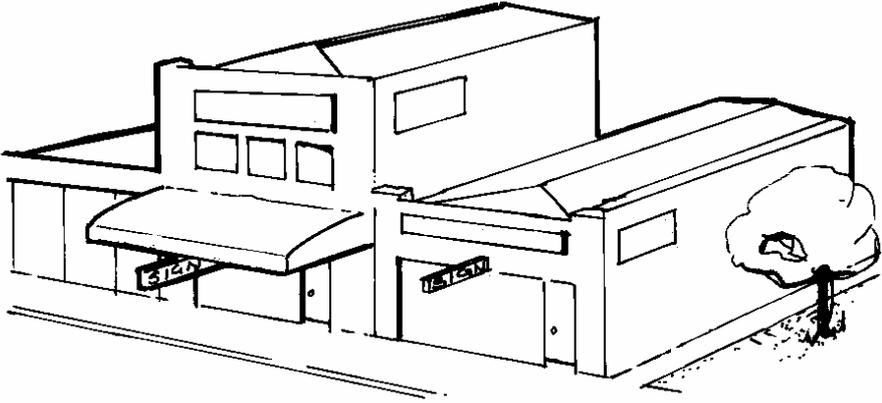
<b>Type</b>	<b>REFLECTIVE SIGN</b>
<b>Definition</b>	<b>A sign finished with material specifically made to reflect external light.</b>
<b>Example</b>	
<b>Performance Standards</b>	This sign is not considered under any circumstances given they are an inappropriate means of business identification, distracting to passing traffic and adversely impact upon the surrounding amenity.
If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.	

<p><b>Type</b></p>	<p><b>Signs on Council Land</b></p> <p><b>Any sign requiring a Planning Permit or requiring Council permission (as land owner) that is on:</b></p> <ul style="list-style-type: none"> <li>• <b>COUNCIL RESERVES/PARKS/SPORTING GROUNDS;</b> must meet the definition and performance criteria, below, <i>or</i></li> <li>• <b>ANY OTHER COUNCIL OWNED PROPERTY;</b> must meet the performance criteria of a <b>Business Sign</b> (p.9 of this document)</li> </ul>	
<p><b>Definition</b></p>	<p><b>Long Term Club Sign</b> A sign for advertising the club who is the primary land user</p> <p><b>Long Term Sponsorship Sign</b> A sign for advertising the sponsor of a club who is the primary land user</p> <p><b>Short Term Event Details Signs</b> A sign for advertising a short term event</p> <p><b>Short Term Event Sponsorship Signs</b> A sign for advertising the sponsor/s of a short term event</p>	
<p><b>Examples</b></p>	 <p><b>LONG TERM CLUB SIGN</b></p>	 <p><b>LONG TERM SPONSORSHIP SIGN</b></p>
 <p><b>SHORT TERM EVENT DETAILS SIGNS</b></p>	 <p><b>SHORT TERM EVENT SPONSORSHIP SIGNS</b></p>	

<p><b>Performance Standards</b></p>	<p>Signs as defined above may be considered appropriate if they meet the following general performance criteria:</p> <ul style="list-style-type: none"> <li>• Council should consider the appropriate location, size, content and design of the sign to ensure that there is no adverse impact upon public safety or the visual amenity.</li> <li>• Changes to the sign will require Council permission.</li> <li>• A public liability statement is provided with the application.</li> <li>• Applications to erect a sign will detail the requested location, size, content, design and exhibition period.</li> <li>• Sign design, construction and erection is to be of a professional standard.</li> <li>• The application and Council will consider the sign as part of an entire 'sign package' for the club/event and the site.</li> <li>• Signs on Council land that do not have the appropriate authorisation from Council or Planning Permit will be impounded by Council's Local Laws Department.</li> <li>• Applicants must consult a Building Surveyor to determine whether the sign requires a Building Permit, and, if required, obtain a Building Permit before the signs erected.</li> <li>• All applications must be sent to Council's Statutory Planning Unit.</li> </ul>
<p><b>Performance Standards</b></p>	<ul style="list-style-type: none"> <li>• Council will determine if the sign requires a Planning Permit or written authorisation from the Manager of Darebin Parks on behalf of Council as landowner. (<i>note</i>: a Planning Permit may require the payment of a fee).</li> <li>• Council will refer all applications to the Statutory Planning Unit, Darebin Parks and the Major Facilities and Leisure Department</li> <li>• The sign is generally not to be floodlit, internally illuminated, reflective, animated, flashing or a bunting sign.</li> <li>• Identification shall be placed on the sign indicating the owner and the date when the Permit or authorisation ceases.</li> </ul>
	<p>In addition, to the above criteria, signs should meet the following specific criteria:</p> <p><b>Long Term Club Sign</b>, will be considered where</p> <ul style="list-style-type: none"> <li>• The club which is applying for the sign is the primary user of the land</li> <li>• The sign identifies the name and details of the club</li> <li>• The sign contains sponsorship details that covers less than 30% of the sign's total area.</li> <li>• The sign should be located on a building/structure such as a clubhouse, pavilion or scoreboard.</li> <li>• The sign does not dominate the built form.</li> <li>• The sign is erected for no longer than 12 months, or less to coincide with the length of a sporting season.</li> <li>• The sign may be directed to outside the site.</li> <li>• The area of the sign is no more than 5 square metres.</li> <li>• Must be removed by the owner within one week after authorisation or Planning Permit expires.</li> </ul>

	<p><b>Long Term Sponsorship Sign</b> will be considered where</p> <ul style="list-style-type: none"> <li>• The sign is directed to the inside the site (i.e. generally not visible from outside the site)</li> <li>• May contain up to 100% of its area in sponsors details</li> <li>• Must be removed by the owner within one week after authorisation or Planning Permit expires.</li> <li>• The sign is generally placed on a perimeter or periphery fence, and be no higher than 1 metre high.</li> </ul>
	<p><b>Short Term Event Detail Signs</b></p> <ul style="list-style-type: none"> <li>• The sign identifies the name and details of the club/ organisation/ group</li> <li>• The sign contains sponsorship details that covers less than 30% of the signs total area.</li> <li>• The sign is erected for no longer than 3 weeks.</li> <li>• The sign may be directed to outside the site.</li> <li>• The area of the sign is no more than 5 square metres.</li> <li>• Must be removed by the owner within one week after authorisation or Planning Permit expires.</li> </ul>
	<p><b>Short Term Event Sponsorship Signs</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Must be removed on the day the event finishes</li> <li>• The sign is directed to the inside the site (i.e. generally not visible from outside the site)</li> <li>• May contain up to 100% of its area in sponsors details.</li> </ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

<b>Type</b>	<b>SKY SIGN</b>
<b>Definition</b>	<p><b>A sign:</b></p> <ul style="list-style-type: none"> <li>▪ on or above the roof of a building, but not a verandah;</li> <li>▪ fixed to the wall of a building and which projects above the wall; or</li> <li>▪ fixed to a structure (not a building) so that part of it is more than 7 metres above the ground.</li> </ul>
<b>Example</b>	
<b>Performance Standards</b>	<p>This type of sign is discouraged given that they are unnecessary and add to visual advertising clutter. They do not form part of the building design and are an obvious distraction.</p>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

Type	<b>UNDER VERANDAH &amp; VERANDAH FASCIA SIGNS</b>
Definition	<b><i>Signs located under the verandah or displayed along verandah fascias..</i></b> <b>These include signs below verandah height, even when no verandah exists.</b>
Example	
Performance Standards	<p><b>Under verandah and verandah fascia signs are considered appropriate where:</b></p> <ul style="list-style-type: none"> <li>▪ Planning Scheme Provisions (purpose and zone requirements) are met</li> <li>▪ The sign is at least 2.4m above footpath level.</li> <li>▪ The signs does not project further than the verandah.</li> <li>▪ The sign may be internally illuminated.</li> <li>▪ All under verandah signs should generally have a maximum dimension of 0.50m in height, and 0.30m in depth.</li> <li>▪ Verandah fascia signs should generally have a maximum height of 0.5m.</li> </ul>
<p>If an applicant wishes to depart from the performance standards (above), then justification must be provided and the objectives (p.2) of this document must be met.</p>	

***PERFORMANCE STANDARDS BY USES***

The following section gives applicants a guide to Council's recommended advertising approach for certain land uses. These uses are:

- Petrol Filling Station
- Shop Premises
- Medical centre
- Free Standing Shopping Centre
- Industrial Premises (Factory/Warehouse)
- Peripheral Sales Premises
- Signs on Council Land - Sporting/recreational club.

The following illustrations indicate the types of signs considered appropriate for different uses.

It is noted however that variations in building location, design and form may lead to variations in sign details.

## Petrol Filling Station

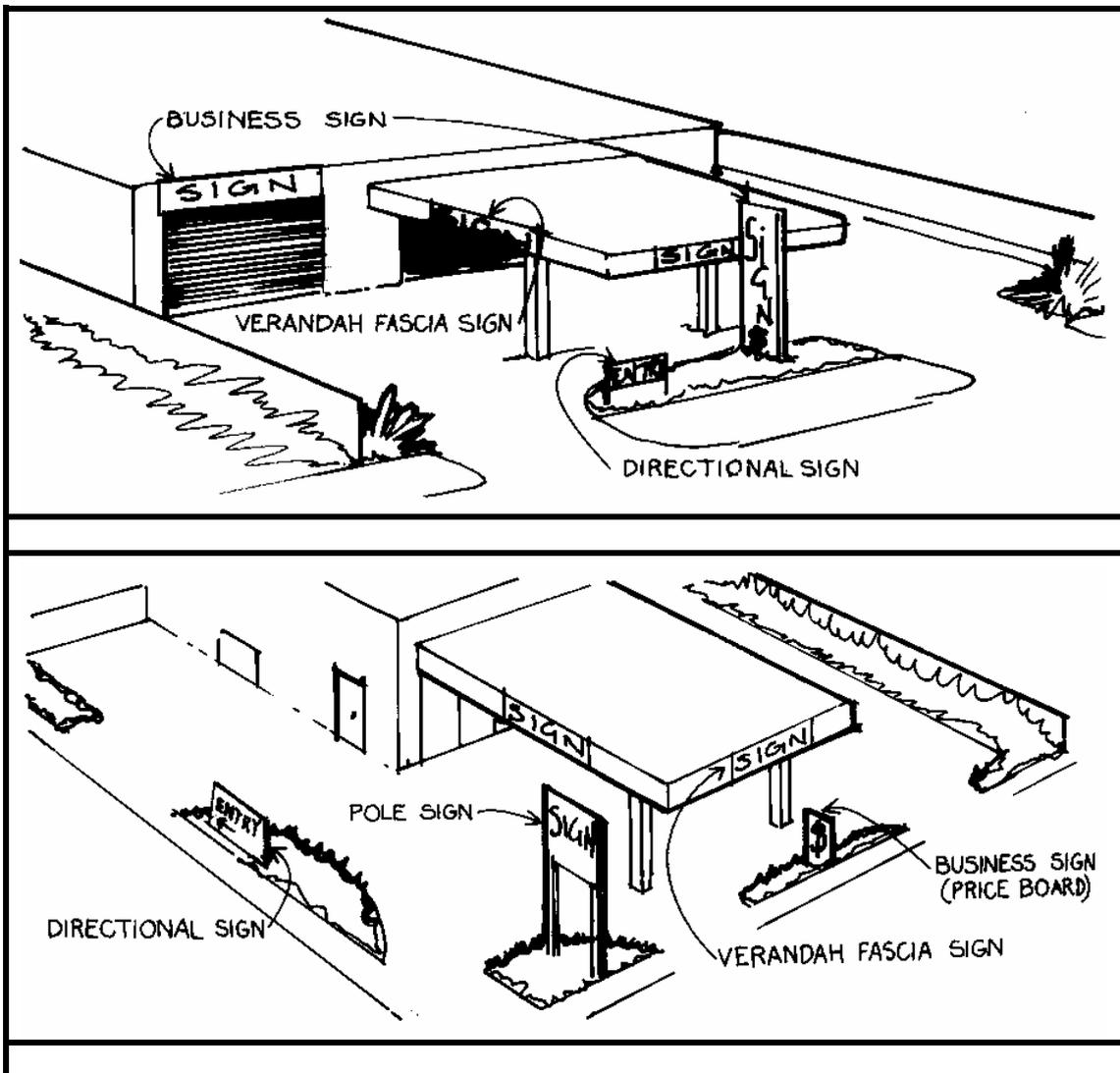
Recommended Signage:

- Pole Sign
- Price Board
- Business sign - identification (i.e. Reservoir Service Station)
- Fascia Sign
- Service Bay/Car Wash Signs
- Direction Sign

Generally all of the above combined advertisement area should not exceed 30m<sup>2</sup> in total.

Other performance standards:

- One Price Board per frontage
- Price Boards to be less than 2 metres high or included within the pole / business sign, and should generally not be located on A-frames.



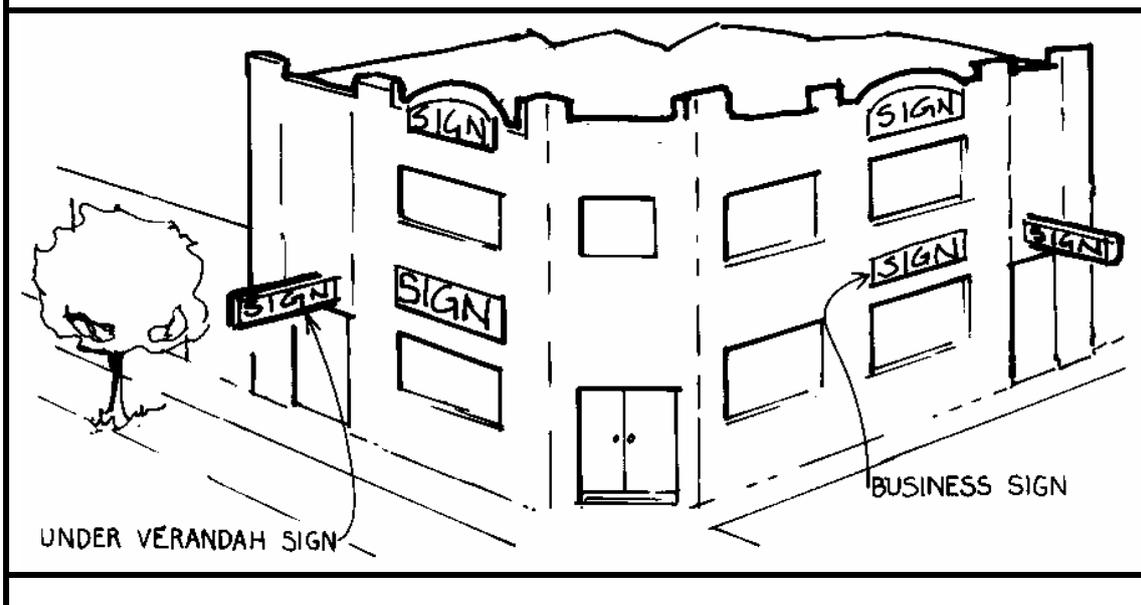
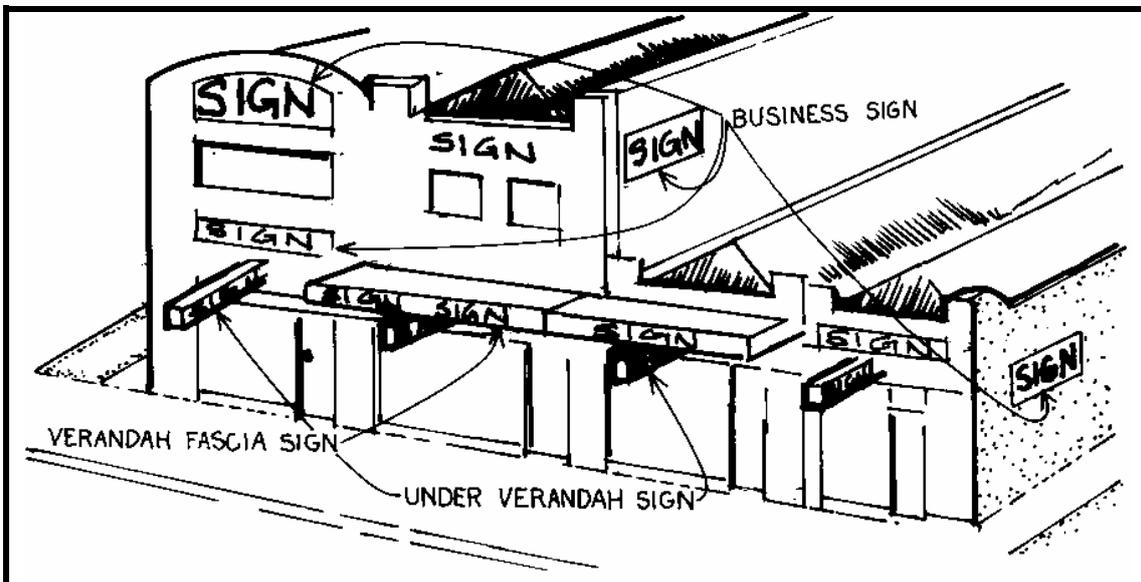
## Shop Premises

Recommended Signage:

- Verandah Fascia Sign
- Under Verandah Sign
- Business Signs
- Above verandah signs (subject to performance standards previously outlined)

These signs should advertise the business or service provided and not products sold. The signs should be consistent with the built form of the building, particularly recesses, should direct the preferred signage size and location.

For premises with a frontage of less than 5m, a maximum of 8m<sup>2</sup> of the above-recommended outdoor advertising will be permitted.

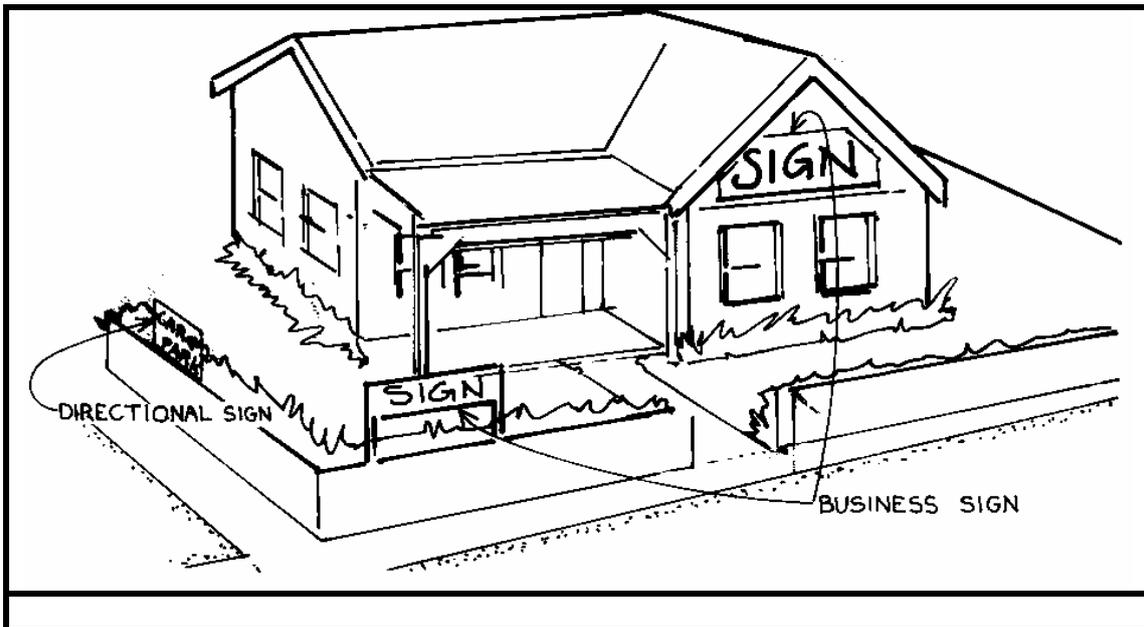


## Medical Centre

Recommended Signage:

- Business Sign indicating the name of the centre.
- Direction Sign (Carpark)

Total advertisement area will depend on the size of the premises and the provisions of the planning scheme. A medical centre in a residential location requires low scale signage and should not be more than 3m<sup>2</sup>. Design and location of the advertising area will be of an appropriate scale and incorporated into the architecture of the building. Uniform size, shape and colour of advertising should be used.



## Free Standing Shopping Centre

Recommended Signage:

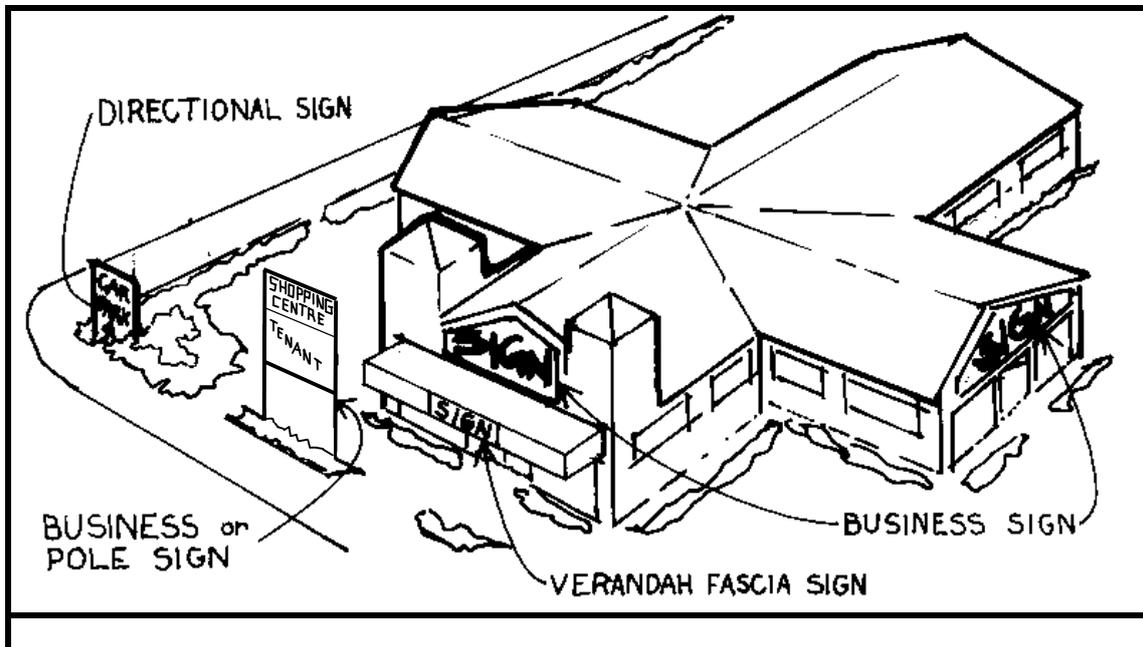
- Verandah Fascia Sign
- Business Sign
- Under Verandah Sign
- Pole Sign / Business (Registry) sign
- Directional Sign

It is essential that free standing shopping centres address advertising in the design of the centres built form. With regard to a grouping of shops (i.e. Northland 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 located on the verandah fascia. Shops internal to the centre are not permitted external advertising, other than major tenants. This advertising must be designed into the architecture of the building.

One Pole Sign / Business (Registry) sign is permitted per shopping centre. Centres with multiple major access points (ie. Northland Shopping Centre) will be permitted additional pole signs at these locations. These signs should indicate the name of the centre and advertise only the major tenants.

Business signs on the external walls will be permitted providing the sign:

- has been designed into and compliments the architecture of the building.
- does not protrude above the roof line.
- identifies the name of the shopping centre, and major tenants (not smaller individual shops).
- is proportional to the building and is positioned on the building façade.



## Industrial Premises (Factory/Warehouse)

Recommended signage:

- Verandah Fascia / Business Sign
- Pole Sign (only for large free standing factories i.e. Visy Board)
- One Business (Registry) Sign (only for industrial estates)
- Direction Sign (staff Carpark)

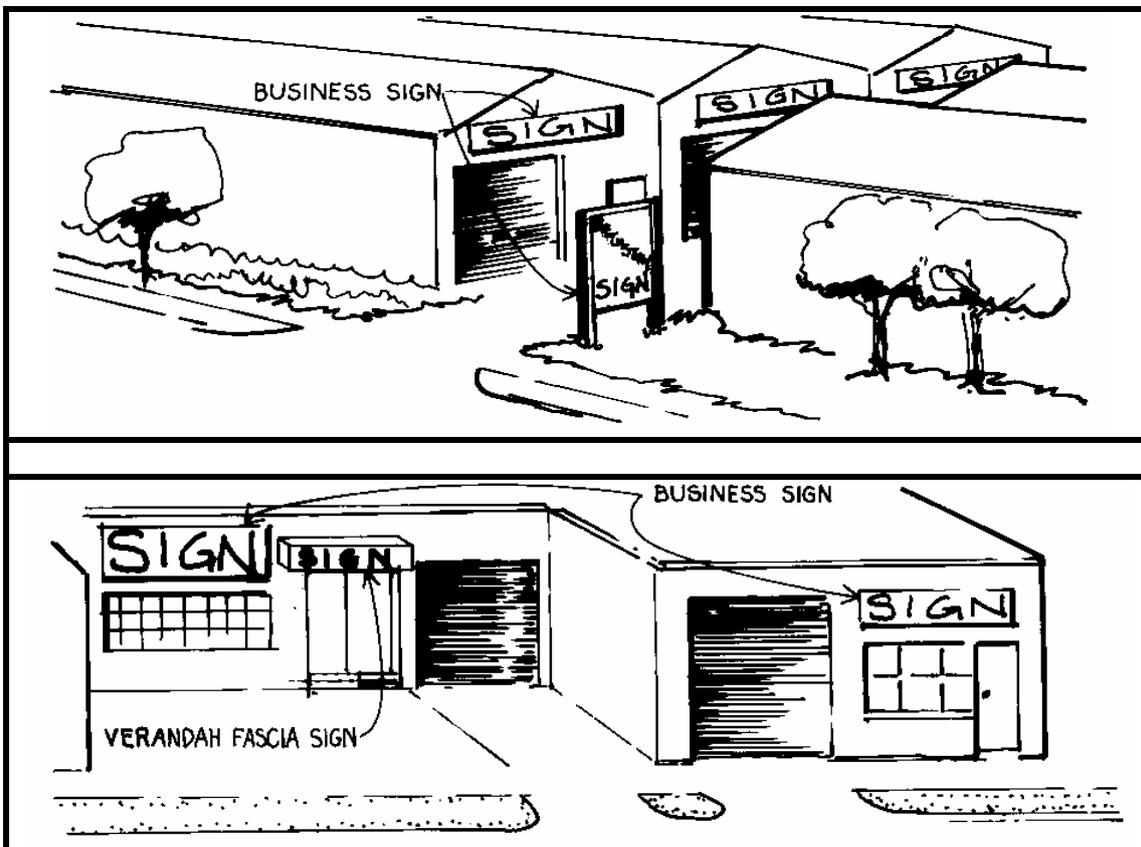
No promotional signs will be displayed.

For individual small scale industrial premises and those located within an industrial estate the advertising area for business signage must not exceed 8m<sup>2</sup> per premises.

For industrial estates a registry sign will be considered, providing that:

- the sign is located within the landscape treatment of the property at the main entrance.
- the sign does not adversely affect pedestrian and vehicular safety.
- the total advertising area does not exceed 3 square metres.
- the sign has a maximum height of 3 metres.
- the sign is maintained and upgraded by the tenants occupying the factories.

For a large free standing industrial premises advertising area will be permitted up to 20m<sup>2</sup> where the frontage exceeds 40m in length. A pole sign will only be considered for large industrial premises on a main road. No pole sign is to exceed 6m in height and 3m<sup>2</sup> in advertising area. Poles signs for each individual premises within an industrial estate will not be permitted.



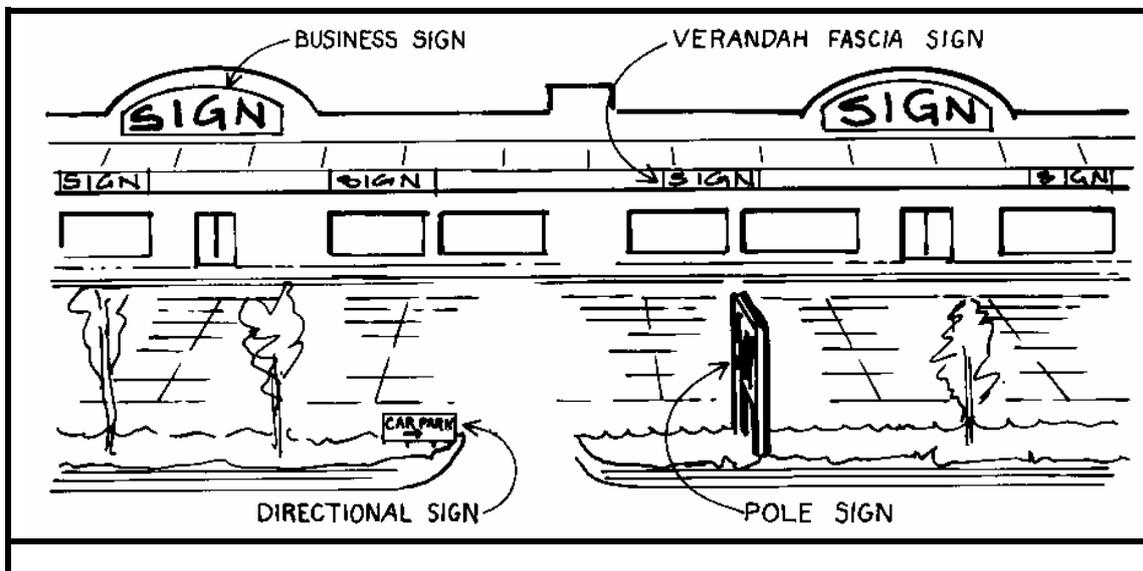
## Peripheral Sales Premises

Recommended Signage:

- Business Sign
- Verandah Fascia Sign
- Pole Sign
- Directional Sign

For individual premises the advertising area must not exceed 12m<sup>2</sup>. A large free standing premises will be permitted up to 20m<sup>2</sup> advertising coverage where the building frontage exceeds 40m in length.

Where peripheral sales premises are located within "homemaker" centres Council will allow one major Pole sign to provide a register of businesses (6m in height 3m<sup>2</sup> in advertising area). Poles signs for each individual premises within a "homemaker centre" will not be permitted. For free-standing peripheral sales premises, one pole sign may be permitted, where the frontage exceeds 40m in length.



## Advertising Signs on Council Land (reserves, sporting grounds etc.)

Recommended signage:

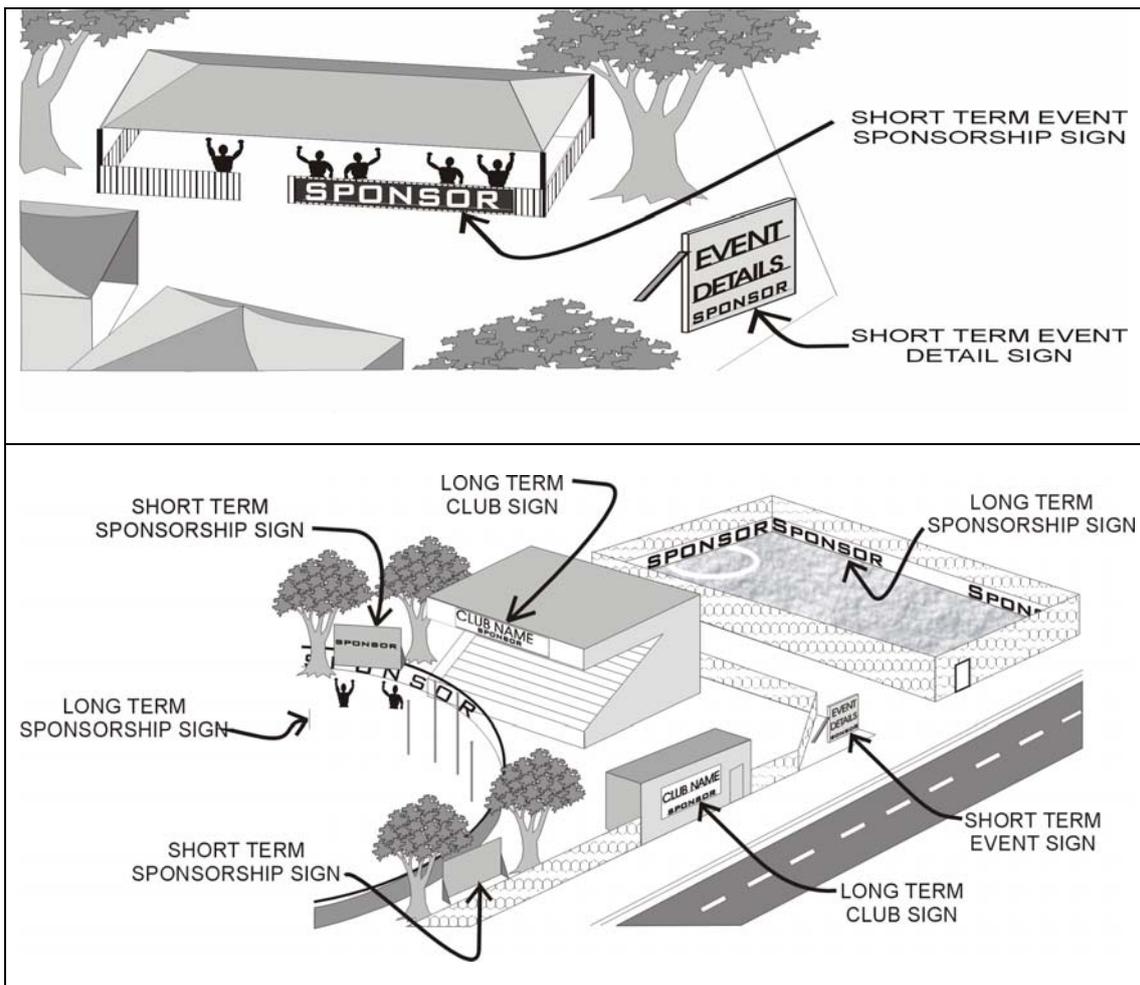
For recreational (sporting) clubs who have primary (main) use of the land:

- Long term club sign
- Long term sponsorship sign
- Short term event details sign
- Short term sponsorship sign

For clubs/organisations that share a venue or have an occasional/once-off event:

- Short term event details sign
- Short term sponsorship sign

Generally signage will be considered where it is for a sporting/cultural/social or recreational club/event not being held for commercial purposes. All applications must be sent to Councils Statutory Planning Unit, who will determine if the sign requires a Planning Permit or written authorisation from the Manager of Darebin Parks on behalf of Council as landowner. (*note: a Planning Permit may require the payment of a fee*). When considering applications for advertising, Council will consider the provisions in the Darebin 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.





## **APPLICATION REQUIREMENTS**

Prior to lodging an application, applicants are encouraged to discuss their proposal with a member of Council's Statutory Planning section. 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 main road will require the application to be referred to Vic Roads for comment.

Any application should have regard to any heritage controls as stated in the Darebin Planning Scheme and should consider any urban character study for the area.

As stated within the outdoor advertising guidelines, if an applicant wishes to depart from the standards detailed within the guidelines, 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.
- Copies of plans showing:
  - Location of the sign on the land/building.
  - Property details.
  - Dimensions, height and setbacks of the sign from property boundaries & 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 property.
  - Location details of any existing signage on adjoining properties.

### **Review**

This policy will be reviewed every 2 years from the date of adoption, or sooner if affected by a Planning Scheme Amendment.