

OUTDOOR ADVERTISING POLICY

22.08

This document is intended to describe and illustrate a range of sign types which meet the objectives of the City of Monash.

The Outdoor Advertising Policy can be found at clause 22.08 of the Monash Planning Scheme. Council officers are available to answer detailed enquiries regarding land zoning and permit requirements. Further information can also be obtained by visiting the website at www.monash.com.au

This policy applies to all land.

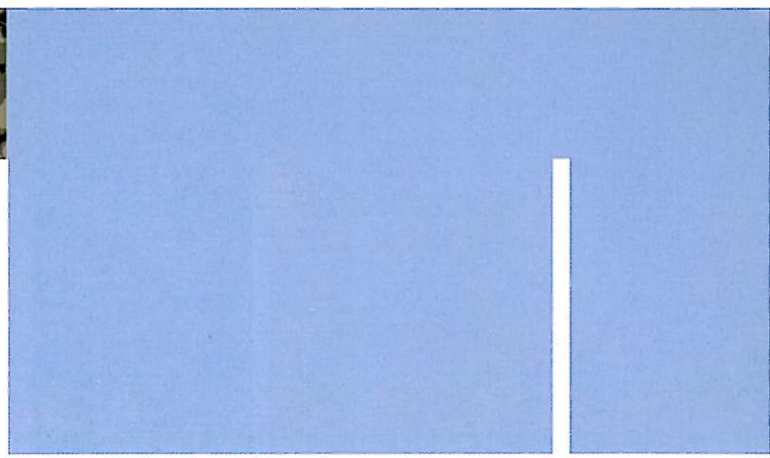
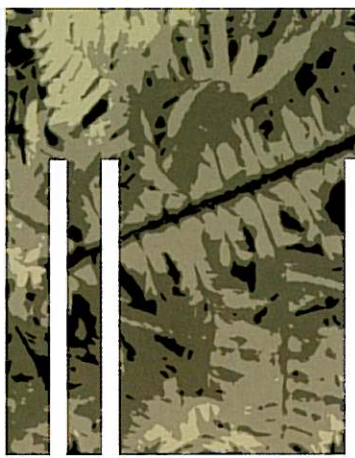
Policy basis

This policy:

- builds on the MSS objectives in Clause 21.12–3 in relation to the protection of environment and heritage;
- supports the MSS at Clause 21.06–3 by recognising and supporting a hierarchy of Business Activity Centres in the municipality. It is appropriate that outdoor advertising style should respond to and reinforce each centre's role in the hierarchy;
- provides guidance to implement the objectives of Clause 22.03–3 with reference to advertising signs within industrial and business developments;
- avoids the erosion of the garden city character as outlined in the MSS at Clause 21.02–3 through the appropriate location and design of outdoor advertising signs; and
- controls the proliferation of advertising signs along major roadways and at gateways to the municipality as outlined in Clause 21.02–1 of the MSS.

The Municipal Strategic Statement and other local planning policies recognise high quality and well established landscaped environments as a characteristic of the municipality. This garden city outcome is supported by Council's development standards which require substantial setbacks in business, industrial and residential areas.

OBJECTIVES



General objectives:

- To facilitate advertising signs that provide appropriate and effective identification of businesses and other land uses.
- To ensure that outdoor advertising is sited and designed in a manner that is complementary to the built form and landscape characteristics of the locality and supports the garden city objectives of the municipality.
- To identify signage types appropriate to different land use and development circumstances.
- To achieve outdoor advertising outcomes appropriate to the hierarchy of business centres in the municipality and to encourage a consistent theme for business identification signs within each centre.
- To provide for identification signs that add vitality and colour to high order shopping centres in accordance with this policy.
- To ensure that the amenity of residential areas is not adversely affected by the provision of outdoor signage for non-residential uses, particularly along non-arterial roads.

Specific objectives

Glen Waverley Retail and Entertainment Precincts except The Glen and western side of Springvale Road:

To identify and promote retailing, entertainment activities and other commercial uses in a vibrant, colourful and integrated manner.

Glen Waverley – western side Springvale Road (not including The Glen):

To identify uses and activities whilst respecting the amenity of surrounding residential areas and avoiding adverse safety effects on traffic.

The Glen, Waverley Gardens, Brandon Park and other “undercover” shopping complexes:

To identify the centres and their major tenants in an orderly and co-ordinated manner.

Oakleigh Retail Precinct:

To promote Oakleigh in a creative manner having regard to its diverse range of activities.

Mount Waverley Village:

To identify and promote the centre and its businesses in an integrated and orderly manner having regard to its village image.

Pinewood, Clayton, Wheelers Hill and Syndal:

To identify and promote commercial and entertainment activities in a vibrant and integrated manner.

Other strip retail centres and individual traders amidst residential uses along public roads:

To identify uses and activities whilst respecting the surrounding residential amenity.

Monash Technology Precinct:

To foster the Garden City image of the city by promoting clear, modern corporate identification and maintain spatial relationships.

Other Business and Industrial Areas:

To promote the orderly display of signs having regard to the need for identification of business premises and respect for environmental context.

Residential areas:

To provide for unobtrusive identification signs respectful of neighbourhood character

Council and public uses and areas:

To provide for identification and community signage that minimises amenity impacts for surrounding land uses.

POLICY

Exercising discretion

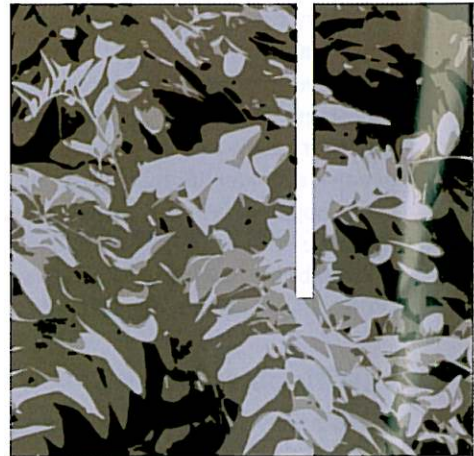
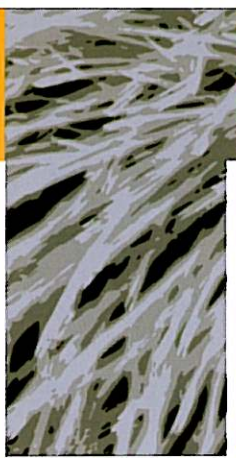
Where a permit is required to display a sign, it is policy to:

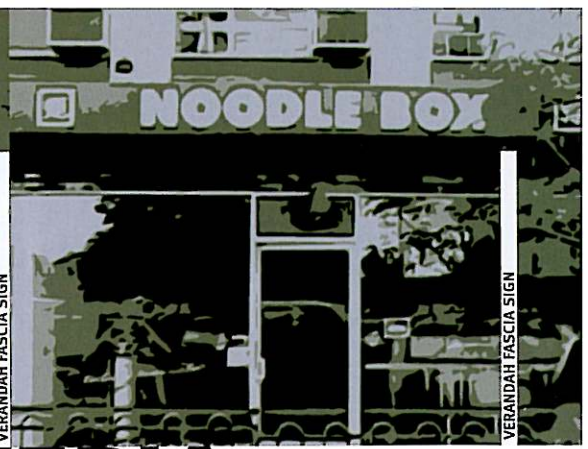
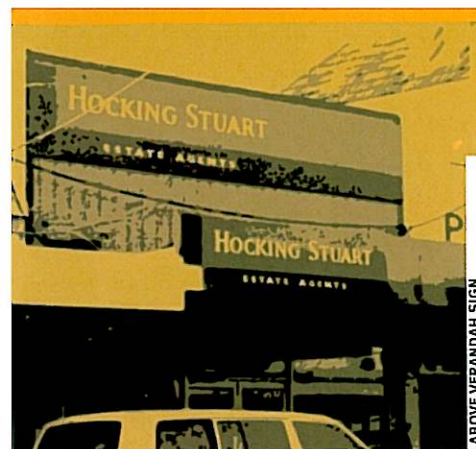
- encourage the type, scale and location of signs to be respectful of their environment including the business centre's role in the activity centre hierarchy (where appropriate);
- promote the identity of strip shopping centres by the use of a consistent design theme for business signs;
- limit the location and extent of signage for businesses outside retail precincts to that which identifies the business and provides necessary directional information;
- ensure that signage in residential neighbourhoods is unobtrusive;
- ensure that the amenity and area character contribution made by landscaped setbacks is not eroded by signage;
- discourage the proliferation of signs along major roadways and at gateways to the municipality; and
- discourage animated signage except in limited circumstances.

Decision guidelines:

It is policy that the responsible authority consider as appropriate:

- the objectives of this policy at Clause 22.08-2;
- whether the signage is required for the identification of the business or other use on the site;
- whether the specific objectives at Clause 22.08-5 have been complied with; and
- the design guidelines at Clause 22.03-3 for applications within Industrial 1 or Business 2, 3 or 4 Zones.





PERFORMANCE CRITERIA

Above verandah sign

Particular attention is required to consistency of adjacent signage in terms of sign construction, size and graphic application. Innovative and 3-dimensional design is encouraged. Information should be minimised to focus attention on the principal design elements and avoid visual clutter. The inclusion of secondary information such as street addresses, telephone numbers and website addresses is discouraged.

Above verandah signage should not be used in conjunction with building fascia signage and is discouraged on retail premises with significant building setbacks.

Promotional advertising may not be included.

Verandah fascia sign

The business name, logo or product/service identification should form the focus of the verandah fascia sign. The wording should be legible from moving vehicles. Additional information is discouraged.

Consistency of the fascia depth with adjacent signs is appropriate.

Not to be used for promotional advertising.



Community Billboards

Community events may be advertised at specific locations for two weeks.

Direction sign

Legibility is the primary concern. Consideration should be given to the legibility of the script and contrast between background colour and script colour.

Directional signs may include the centre identity provided that it is not visually dominant. Directional signs may not be used to display advertising messages.

Reflective sign

Encouraged for directional signage particularly for traffic.



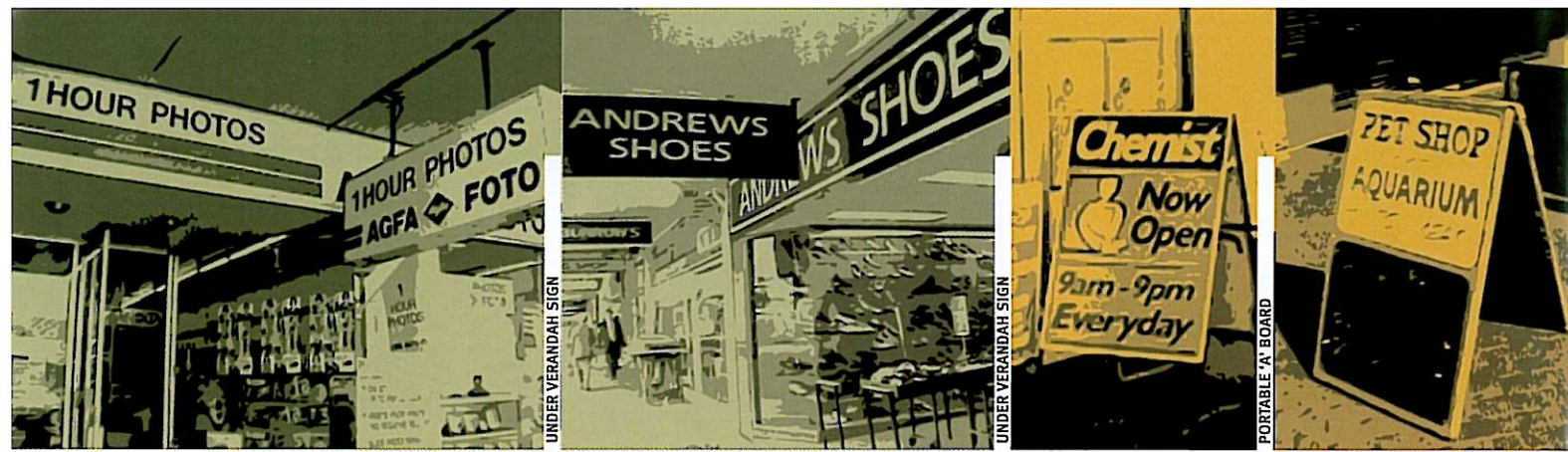
Signage for residential areas

Bed and breakfast sign

One sign per dwelling, not exceeding 0.2m² unless exceptional circumstances exist.

Home occupation sign

One sign per dwelling, not exceeding 0.2m² unless exceptional circumstances exist.



Under verandah sign

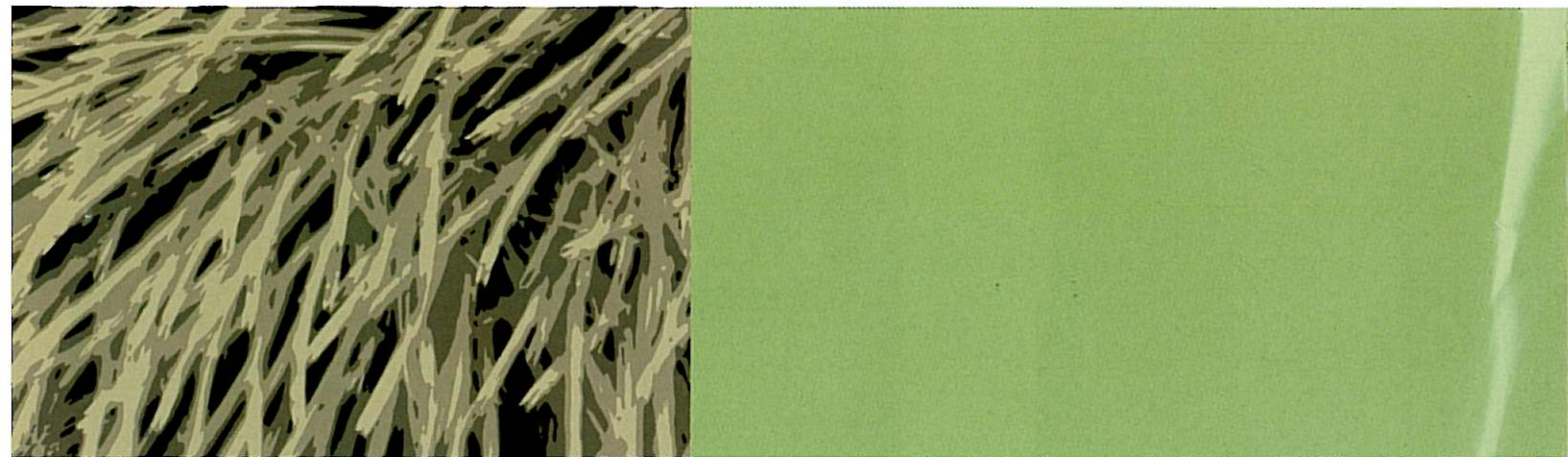
Under verandah signs should provide clear identification of businesses for pedestrians.

There should be a consistent form of construction, size and location (including height to the underside) of signs for all premises within a centre. May be internally illuminated, non-illuminated or spot lit with minimal light spillage.

Not to be utilised for promotional purposes.

Portable 'A' boards

Appropriate only in retail centres. Local laws permit required: special conditions apply.



Signage with particular restraints

Major promotion sign

Generally inconsistent with the Garden City image

Promotion sign

Generally discouraged. They should be visually distinct from business identification signs.

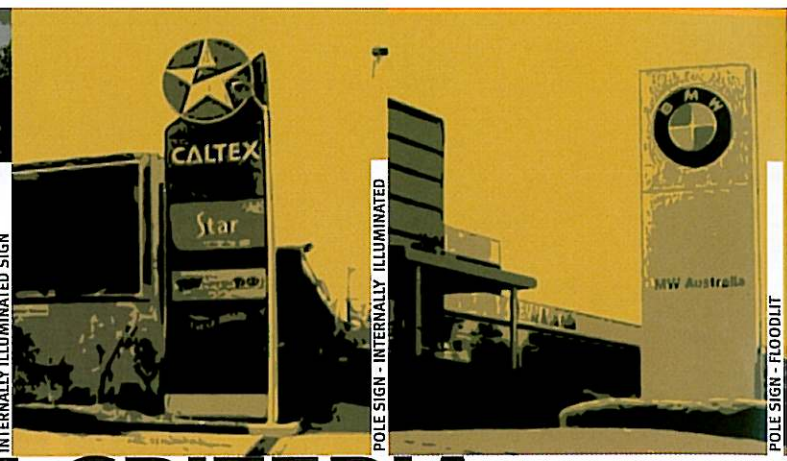
Dedicated space for changeable seasonal promotions may be appropriate.

Animated sign

Generally discouraged unless in an entertainment precinct or if exceptional circumstances exist.

Bunting sign

Acceptable as temporary signage for a community event. Discouraged as permanent signage on commercial sites. Flags will be assessed on their merits.



PERFORMANCE CRITERIA

These additional guidelines apply to the following sign types:

Signage for retail centres and businesses

Sky sign

May be considered for centre identification at the major entry points of a large retail centre. The design should be integrated with the architectural features of the centre including its scale and construction detail.

Centre identification signs may be internally illuminated or floodlit but animated signs, flashing signs, reflective signs and associated bunting signs are discouraged.

Promotional advertising on sky signs is discouraged.

Internally illuminated sign

Acceptable in areas of high activity or for business identification purposes provided there is no detrimental effect on nearby properties. May include a logo.

Pole sign

May be considered for retail centres including to promote centre identity or for business or industrial premises with significant building setbacks. Signs should be sited within the building setback and located at the principal entry points to the site or building.

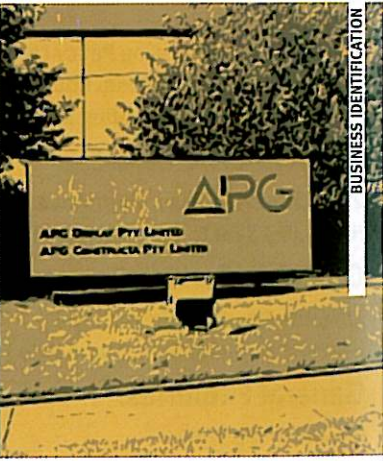
The design of the pole sign structure should be integrated with the architectural design of the retail centre or business or industrial premises and exhibit design excellence.

The sign may be internally illuminated or floodlit but animated signs, flashing signs, reflective signs and associated bunting signs are discouraged.

Banner structures may be considered appropriate within this category.

Floodlit sign

These signs should not interfere with the effective operation of traffic or other public signage and be baffled to avoid amenity reducing light spill.



High-wall sign

Large scale, high level signs may be appropriate to identify the major or anchor tenants of large retail centres. The sign should generally be located close to the relevant business. Only one such sign should be displayed on each building elevation.

A sign should not protrude above the wall to which it is fixed and should generally be integrated with the architectural form of the building.

Major tenant signs should be less visually dominant than signage identifying the centre.

Panel sign

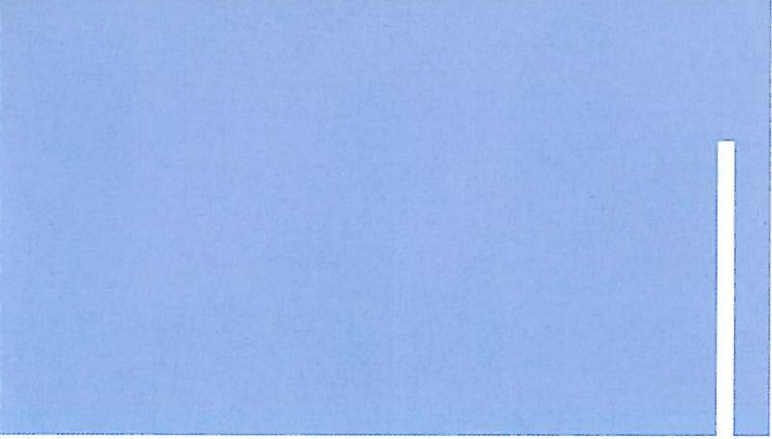
May be appropriate to identify the major or anchor tenants of large retail centres. The location of the sign should generally be close to the relevant business. Only one such sign should be displayed on each building elevation.

A sign should not protrude above the wall to which it is fixed and should generally be integrated with the architectural form of the building.

Major tenant signs should be less visually dominant than signage identifying the centre.

Business identification sign

Consider need for identification and integration with environmental context.



All signage applications must be accompanied by three (3) sets of plans. Plans must be drawn to a metric scale and clearly show:

- the location of the proposed signage on the property/premises-setbacks must be indicated.

Elevations shown from ground level:

- dimensions of the sign, including the height of letters
- advertising message/s
- method of illumination (if applicable)
- colours of sign and lettering
- all existing signage on site to be retained



FOR MORE INFORMATION

The Outdoor Advertising Policy can be found at clause 22.08 of the Monash Planning Scheme. Council officers are available to answer detailed enquiries regarding land zoning and permit requirements.

Monash Civic Centre

293 Springvale Road, Glen Waverley, 3150

Hours: 8.15am to 5pm, Monday to Friday

Oakleigh Service Centre

Atherton Road, Oakleigh, 3166

Hours: 8.45am to 5pm, Monday to Friday

General Enquiries:

Phone: 9518 3555

TTY - Hearing impaired: 9518 3655

Fax: 9518 3444

E-mail: mail@monash.vic.gov.au

Website: www.monash.com.au

Policy references

Image Enhancement of Main Roads, City of Waverley 1992

Local Law (No.3.1) City of Monash

Monash Heritage Study, 1999

Monash Urban Character Study, Gurner Consulting Pty Ltd

- Volume 1 Assessment Report, January 1997

- Volume 2 Citations, January 1997

Monash Neighbourhood Character Guide, Gurner Consulting Pty Ltd

- Volume 3 — Private Development, January 1997

- Volume 4 — Public Infrastructure and Assets, January 1997

- Volume 5 — Medium Density Housing, June 1997

- Volume 6 — Industrial/Business Character Types, June 1997