



OUTDOOR ADVERTISING GUIDELINES

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1. INTRODUCTION

1.1 PURPOSE OF THE GUIDELINES

The City of Port Phillip Outdoor Advertising Guidelines are designed to help property owners, traders, business and the advertising industry understand the importance of signs in the urban environment, and to ensure that signs effectively convey their message without detracting from their surroundings.

The City of Port Phillip recognises that advertising is a legitimate means of communication and promotion. It is an increasingly visible element within cities, with demand by businesses and the advertising industry seeking to increase exposure. If well designed and located, signage can be helpful and informative, whilst adding interest, colour and character to local streetscapes.

To ensure that signs are effective in advertising a product or promoting a business, they should complement their setting and other nearby signs. Too many signs or signs which are too large, or inappropriate, can dominate the urban environment (particularly in heritage precincts or areas of special character e.g. foreshore), reduce the amenity of an area and lose their effectiveness by competing with each other. These guidelines are not unduly restrictive and are aimed at avoiding excessive amounts of inappropriate signage in sensitive locations.

1.2 PRINCIPLES

The guidelines have been based on the following principles:

- To ensure commercial businesses are able to display sufficient signage to adequately identify their premises and promote the business, the goods they sell or the services they offer;
- To ensure that signs achieve maximum effectiveness without being excessive in their size, number or appearance;
- To ensure that the architectural qualities and features of buildings are not obscured by excessive signage; but are enhanced by the placement of signs;
- To ensure that the visual character of commercial areas is not devalued by signage, but that the size, position and amount of signage adds to the vitality and interest of the urban environment;
- To protect the visual amenity of the locality by avoiding visual disorder and visual clutter;
- To encourage an improvement in the attractiveness and function of the premises to which signs are attached;
- To ensure that outdoor advertising does not cause loss of amenity or have a detrimental effect on the natural or built environment or the safety, appearance or efficiency of any public place.

More specifically, the guidelines require that:

- Signs should not dominate the building to which they are fixed or the property on which they are sited;
- Signs should not break the sky-line of the building;
- Too many signs on a single property or site become confusing and lose their effectiveness;
- The position of signage on a property or building must take into account the architectural style of the building, the character of the local environment and the need to avoid conflict with traffic signals and other necessary control and directional signs;
- There should be an equitable distribution of signage between premises within one commercial precinct to avoid visual dominance of one business over others.

1.3 PERFORMANCE BASED APPROACH

Each application will be assessed on its merits in light of the objectives of the guidelines and the provisions of the Port Phillip Planning Scheme. In determining an application, Council will also consider the matters outlined above.

1.4 PORT PHILLIP PLANNING SCHEME

The Port Phillip Planning Scheme as set out in Clause 52.05 provides controls over outdoor advertising signs through a series of requirements which Council must consider before deciding on an application to display a sign.

Clause 22.08 of the Port Phillip Planning Scheme provides guidance on the siting and design of outdoor advertising in Port Phillip.

1.5 APPLICATION OF THE GUIDELINES

These Guidelines build on the provisions of the Planning Scheme to facilitate the control of signs within the City of Port Phillip. Certain signs may or may not be permitted, depending on factors/consideration such as:-

- Zoning
- Overlay controls (e.g. Design and Development Overlay/Heritage Overlay)
- Land use and activities in the area
- Total area of signs on the premises
- Other factors.

To determine whether an existing or proposed sign can be displayed, three primary factors must be considered:

1. Is a **PLANNING PERMIT** required? (Section 2)
2. Is the **LOCATION** of the sign acceptable? (Section 3)
3. Have the **LOCAL CONSIDERATIONS** been taken into account? (Section 4).

2. IS A PLANNING PERMIT REQUIRED?

To determine if a Planning Permit is required, two matters need to be considered:

- The type of information the sign carries; and
- The form of the sign.

Please note that in accordance with the provisions of the Port Phillip Planning Scheme, the definition of the advertising area of a sign is *“the total area of an advertisement. If the advertisement does not rotate or move, the area is one side only”*.

2.1 INFORMATION THE SIGN CARRIES

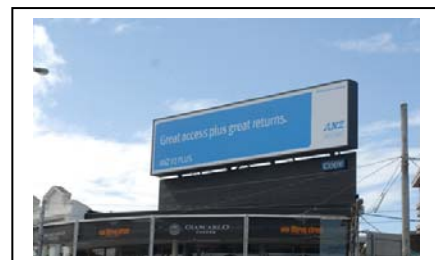
Business Identification Sign: a sign that provides business identification information about a business or industry on the land where it is displayed. The information may include the name of the business or building, the street number of the business premises, the nature of the business, a business logo or other business identification information.



Promotion Sign: 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.



Major Promotion Sign: a sign which is 18 square metres 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.



Home Occupation Sign: A sign at a dwelling that advertises a home occupation carried on in the dwelling, or on the land around the dwelling.



Directional Sign: a sign not exceeding 0.3 square metres that directs vehicles or pedestrians. It does not include a sign that contains commercial information.

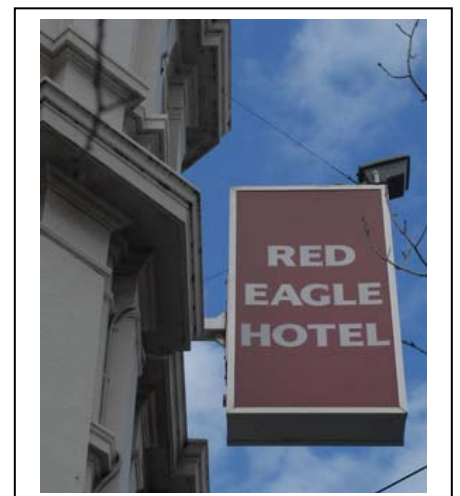


2.2 FORM OF THE SIGN

Wall mounted Sign: a sign fixed, applied or painted directly on to a wall surface.



Off-wall Sign: a sign projecting from a wall and fixed by a bracket or other support, usually at 90 degrees to the wall.



Pole Sign: a sign

- On a pole or pylon that is not part of a building or another structure.
- That is no more than 7 metres above the ground.
- With an advertisement area not exceeding 6 square metres.
- That has a clearance under it of at least 2.7 metres.



Sky Sign: a sign either

- On or above the roof of a building, but not a verandah,
- Fixed to the wall of a building and which projects above the wall,
- Fixed to a structure (not a building) so that part of it is more than 7 metres above the ground.



Panel Sign: a sign with an advertisement area exceeding 10 square metres.



3. IS THE LOCATION OF THE SIGN ACCEPTABLE?

The position, number and size of signs should have regard for the architectural style of the building and elements of the façade such as windows, parapets, and other details. The resulting blank areas of walls provide the locations for signs to be fixed. In certain parts of the City of Port Phillip, the amount of signage; that is, either the number of signs or the total area of signage on a premises, is limited. To determine this, refer to Section 5.

3.1 SIGN LOCATIONS

Locations where signs are commonly located are:

Façade:

The building frontage facing a street or public space.



Verandah: including

- Under the verandah
- On the fascia of the verandah
- Above the verandah – 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.



Window:

Fixed or applied to the exterior or interior of a window and visible from a public place.



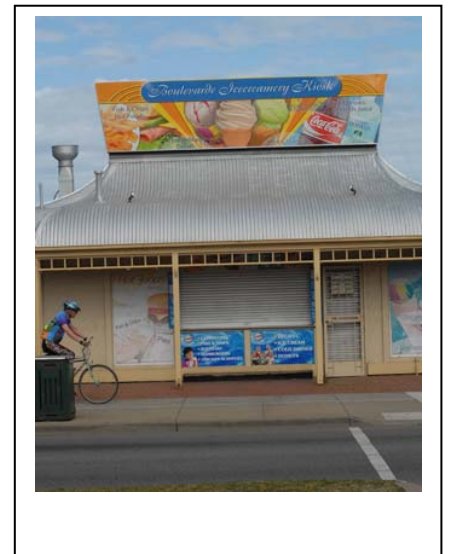
Forecourt or Setback Area:

Within an area between a building and the property boundary.



Rooftop:

Above roof lines, parapets or on the tops of walls.



Footpath Advertising Signs including A-Framed Signs:

Approvals can be obtained from Council. Contact ASSIST on 9209 6777 for further information.

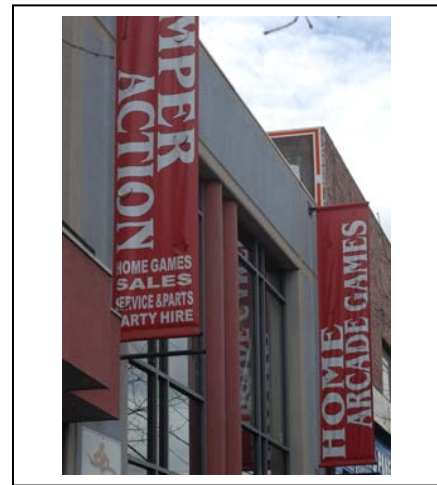
Street Furniture:

Advertising panels are integrated into the design of tram and bus shelters, and phone booths.



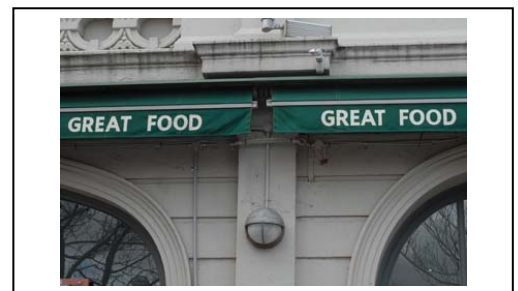
Bunting:

An advertisement that consists of bunting, streamers, flags, windvanes or the like.



Awnings:

Signage painted directly or affixed on shop awnings.



3.2 ACCEPTABLE AND UNACCEPTABLE SIGN LOCATIONS

Diagram 1, on page 15 shows acceptable locations for signs on buildings.
Diagram 2, on page 15 shows locations on buildings where signage is considered unacceptable.

Façade: ground floor level

Acceptable locations:

- Above the door or window head
- On piers beside shop-front windows
- On shop windows
- Undecorated wall areas
- Below the window sill

Façade: upper level

Acceptable locations (non-heritage areas):

- Undecorated wall areas
- Parapets
- Beside windows (within the vertical height of the window)
- Signage related to the form and proportions of the building
- Off wall (vertical format)

Unacceptable locations:

- Covering windows or architectural details

Side or rear elevations

Acceptable locations:

- On undecorated wall areas provided the position relates to the architectural design of the building and the size of the sign.

Verandah

Acceptable Locations:

- Under verandah: suspended from the underside of the verandah or cantilevered from the façade where no verandah exists. Clearance above footpath to be at least 2.7 metres.
- Verandah fascia: flush-mounted on to front or side edge of verandah, within the depth of the fascia and with a minimum of 10 percent of fascia length as side margins.
- Above verandah: mounted on a wall above a verandah or, if no verandah, more than 3.7 metres above pavement level and projecting more than 0.3 metres outside the property boundary (except in the Heritage Overlay).

Unacceptable Locations:

- Projecting above the verandah which detracts from the architectural character of the building and unnecessarily dominant in the streetscape.
- Mounted on top of verandah (“V” signs are often in this location and are considered unacceptable).
- Above the verandah in the Heritage Overlay

High Wall:

- High wall sign is a sign on a wall of a building that is more than 10 metres above the ground. High wall signs are acceptable only where:
 - Such a sign does not detract from the visual environment and,
 - Where no alternative location on that elevation of the building or property is available and,
 - Where the sign is a Business Sign and,
 - Where the size is no more than 10% of the visible wall area.

Window:

- Window signs are acceptable only if sign-written on to glass or mounted behind a window and intended to be visible from a public place, but not including shop-window display material.
- Window signs should not obscure more than a third of a window

Forecourt of Building Setback Area:

- The number and size of signs will be determined by the frontage and length of the property but will be generally limited to one free-standing or pole sign, with maximum height of 7.0 metres above ground level. **Note:** in certain zones there are specific restrictions on signage in the setback areas.

Fence, Wall or Gate:

- These signs are acceptable only if fixed or painted directly on to a fence, wall or gate and not projecting above the height of the fence, wall or gate.

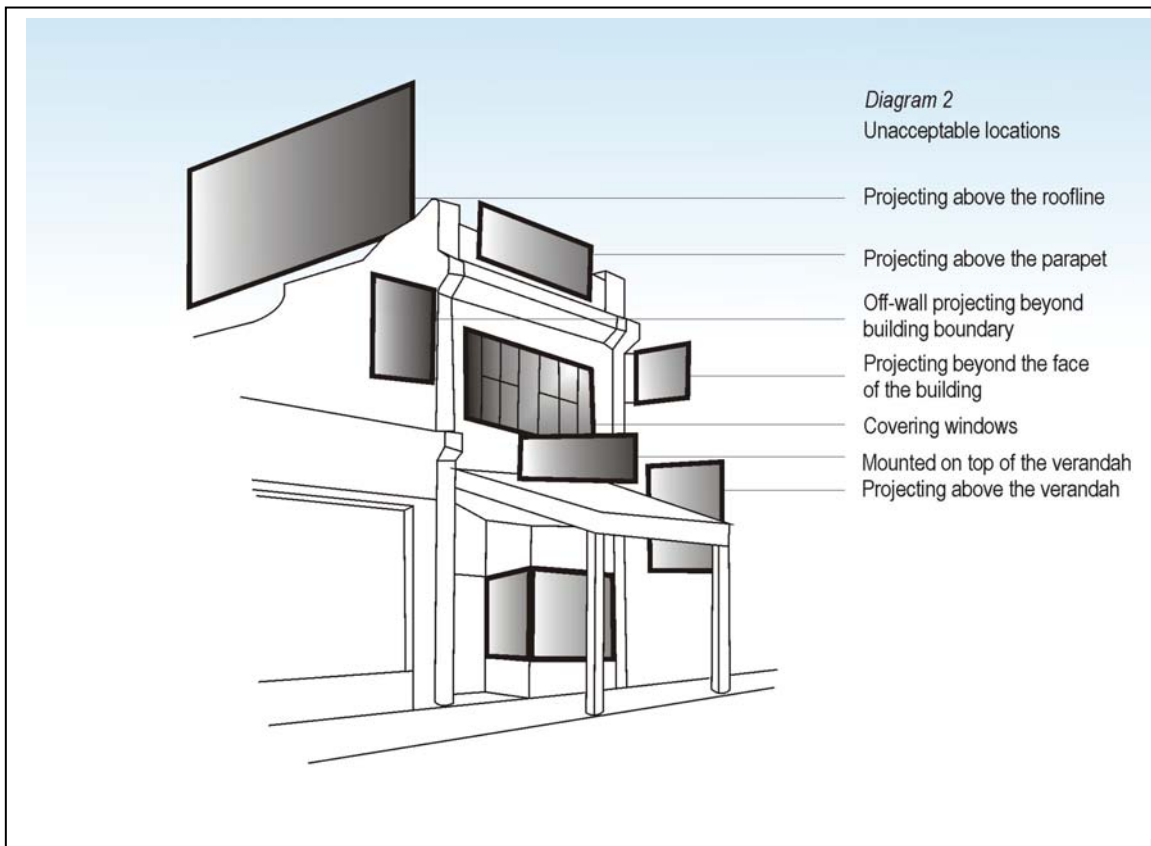
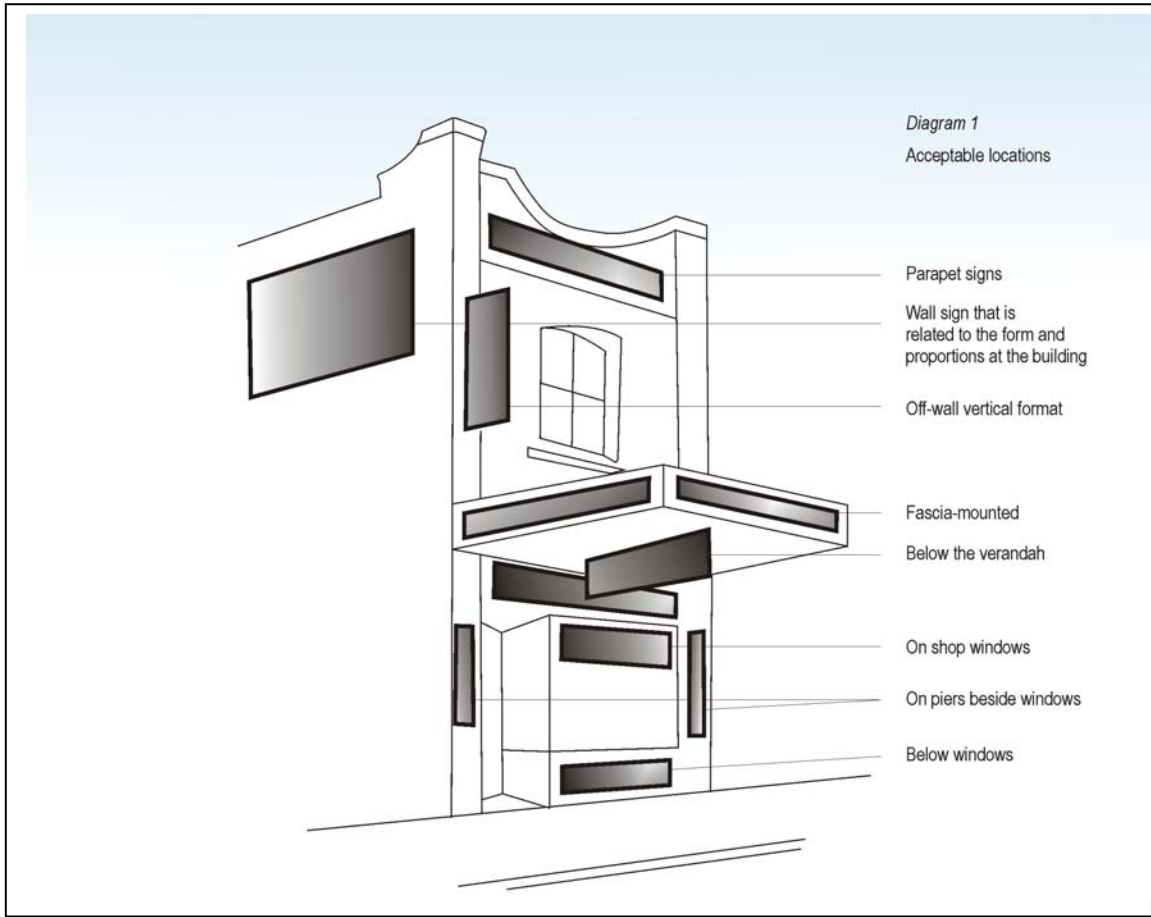
On top of Buildings:

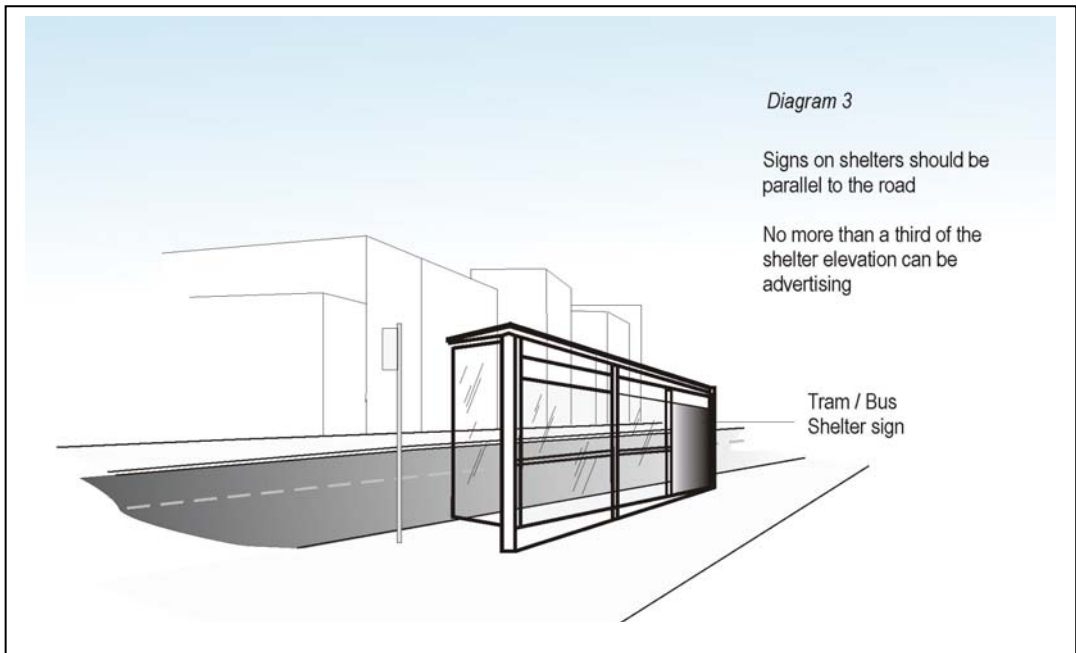
- These signs are unacceptable where they break the skyline of the building on which they are located when viewed from any vantage point.

Street furniture (tram and bus shelters, and phone booths)

- Signage on street furniture in a public open space/residential area or commercial area may be supported if located on a major street and not within a high amenity area.
- Signage on street furniture in a Heritage Overlay area is discouraged if it is located within
 - A public open space or residential area
- Street furniture signs must meet the following requirements:
 - Signage provides route information on the bus or tram services for which the shelter is constructed.
 - The phone booth is located appropriately in proximity to other public facilities such as tram stops, railway stations, shopping and community facilities with the priority for the phone booth being public convenience.
 - Signage is in proportion to the host structure and appropriate to the heritage values of the area.
 - Signage is oriented parallel with the roadway to ensure clear views are maximised along and across the street.
 - Signage covers no more than one third of the shelter.
 - The ends of tram and bus shelters remain clear and free of advertising panels.
 - If located on a boulevard or a main road, its impact on the amenity of the area, key views and vistas and the safety of pedestrian and vehicular traffic.
 - If the bus or tram shelter has been identified as having heritage significance, whether there will be a detrimental impact on heritage values.
 - The advertising sign is not animated or scrolling (however, internal illumination of signage is acceptable).

Diagram 3 on page 16 shows where advertising signage is appropriate on tram and bus shelters





IONS

To achieve the objectives set out in Section 1, the Council will consider the following policies relating to a proposed sign, as well as the impact of the sign on the general amenity of the area, particularly in proximity to residential properties.

4.1 ILLUMINATION OF SIGNS

Floodlighting

A floodlit sign is defined as “a sign illuminated by external lighting provided for that purpose”. If the sign is to be floodlit:

- The light source should be located so that light is directed on to the sign as much as possible to minimise glare.
- Light spillage from the light source should be controlled by the use of baffles, shields or reflectors.
- Automatic time switches should be provided to turn off the illumination when it is not required.

Internal Illumination

An internally illuminated sign is defined as “a sign illuminated by internal lighting or which contains lights of illuminated tubes arranged as an advertisement”. If the sign is to be internally illuminated:

- The light source should be designed to illuminate the sign and minimise light spillage on to other surfaces.
- Automatic time switches should be provided to turn off the illumination when it is not required.

Animation

An animated sign is defined as “a sign that can move, contains moving parts, changes its message, flashes or has a moving or flashing border”. If the sign moves or has moving parts or includes flashing or running lights:

- It may not be located within 30 metres of a traffic or pedestrian crossing signal.
- It must not unduly distract the attention of motorists.

The Council discourages the use of flashing or running lights, particularly on verandahs. Other methods of static lighting (e.g. neon behind shop windows) are regarded as more suitable to promote a business and identify business premises.

Reflection

Reflective signs are acceptable and are defined “a sign finished with material specifically made to reflect external light”.

Concealment of Electricity Supply Equipment

Care should be taken to ensure that electrical conduits, junction boxes and floodlights are concealed from view. Conduits should not spoil the wall or architecture and details of a building. Any exposed electrical equipment should be unobtrusively located and should be painted to match the surface colour on which they are mounted.

4.2 COLOURS, MATERIALS AND GRAPHICS

Colours, lettering style and layout of a sign should be chosen to reflect the character and style of the building and its environment particularly, but not only, where the building is of historic or architectural interest or is located in a Heritage Overlay area. This can enhance both the building and effectiveness of the sign and its message.

Whilst corporate logos may be supported, their size, location, number and general impact on the amenity and streetscape will be taken into consideration.

4.3 CREATIVE SIGNS

A proposed sign which does not comply with these Guidelines may be considered for approval if it has particular merit and can be demonstrated to make a significant positive contribution to the streetscape and character of the locality.

The Council will consider creative signage, that whilst may not comply with the guidelines, will be assessed on its contribution to the general environment in which it is located. Examples of creative signs include the Luna Park Entrance, Hairdressing and Gallery signs in Acland Street.

Creative signs should be of high artistic merit, directly relevant to the nature of the business or products available at the premises, and be a positive and innovative enhancement of the street environment.



4.4 MAINTENANCE OF SIGNS

All signs, whether requiring a Planning Permit or not and particularly those already in place, are to be maintained in sound condition. Faded, damaged and rusted, broken or defaced signs are a bad advertisement for the premises and the business. They make an area look shabby and do not help in attracting customers.

Building owners, tenants and business people have a responsibility to ensure that their signs are relevant, clean, operational and in good condition.

4.5 ALTERATIONS TO SIGNS

If it is proposed to repair, maintain, renew or replace an existing sign, a Planning Permit may be required. Situations where a Planning Permit is required are:-

- To renew or replace the advertisement of an animated or internally illuminated sign. (Refer to Section 4.1 for definitions.)
- If the advertisement area is to be increased.
- If the renewal or replacement would result in a different type of sign.
- If a condition of a current planning permit specifies the requirement of a further permit.
- If a Planning Permit has been issued that has a condition limiting the life of the sign.

A sign that is reconstructed must meet all the relevant advertising sign requirements and provisions of the Port Phillip Planning Scheme.

4.6 EXEMPT SIGNS

The Port Phillip Planning Scheme allows certain signs to be displayed without the need for a Planning Permit. Full details of Exempt Signs are provided in Clause 52.05-3 of the Port Phillip Planning Scheme.

4.7 TEMPORARY SIGNS

Temporary Signs are of two basic types; those which are fixed for a short period of time, and those which are displayed only during business hours.

A recent trend is for temporary signs which form part of construction sites either attached to hoardings around sites or integral to the support scaffolding that surrounds buildings under construction. These forms of signage for promotional purposes should be visually creative, of high quality and design, achieve a positive impact to the site presentation, relate to the site and be erected for no longer than the construction period or 2 years whichever is the lesser.

4.8 AREAS OF SPECIAL SIGNIFICANCE

Port Phillip Foreshore Area

The foreshore is one of Port Phillip's most outstanding physical features. The nine kilometre stretch of coastline is one of the most intensively used sections of the bay. It is therefore particularly important that signage in the vicinity of the foreshore be designed to complement the area. Council discourages any form of advertising along the foreshore, unless it promotes a cultural or leisure activity and has the consent of Council. General advertising in these areas will be restricted to appropriate business identification signs, associated with businesses operating along the foreshore.



In the vicinity of the Westgate Freeway or other major roads

The following provisions apply to Freeways, main roads and boulevards. The City of Port Phillip recognises the necessity for the display of advertising signs and the importance they play in the communication network.



The City of Port Phillip has unique physical attributes comprising natural features including the Port Phillip foreshore area and Albert Park Lake, and elevated structures such as the Westgate Freeway. The predominant flat topography makes any elevated form of signage (such as sky or pole signs) extremely visible and dominant elements. In considering applications for sky or pole signs Council will consider the impact the signage will have on visual corridors including foreground, middle ground and background views, as well as vistas and overhead views.

Each application will be considered and assessed on its merits. The following is a list of instances where Council will not support this form of signage:-

- Sky signs attached to the roofs of buildings:-
 - Break the sky line of the building and dominate the “host buildings” to which they are attached.
 - Detract from the Architectural integrity of the “host” building.
 - Become the dominant element in the streetscape and detract from the overall character of the area.
 - Contribute to visual clutter by requiring substantial unattractive support structures that become just as dominant as the signs themselves.
 - Due to their location, maintenance of the signs themselves and the supporting structures is often neglected.

-
- Free standing Pole signs:-
 - The “floating” sign, particularly those orientated to attract views from major arterial roads bear no relationship to the general environment in which they are located
 - When viewed from ground level the “pole” structures which are generally quite substantial dominate the streetscape in which they are located.
 - They do not compliment the adjacent or surrounding built environment.
 - Illumination adds to their prominence.
 - Signs of this nature are often purely “promotional” and are not consistent with the advertising theme in the locality.
 - Depending on their height, these structures not only impact on the immediate environment, but areas some distance away because of their visibility.

Heritage Overlay

Heritage areas and sites are identified through the Port Phillip Heritage Overlay. Large areas of the municipality are affected by heritage precincts and site specific heritage overlays. Within identified heritage precincts greater control is exercised over the amount, design and siting of advertising signage than in non-heritage areas. The heritage areas are recognised for their contribution to the identity and history of Port Phillip and wider metropolitan Melbourne, and are therefore more sensitive to change.

There should be a consistent approach to signage in heritage areas unless there is a demonstrated historic reason for signage to be different to those heritage principles which are incorporated into the advertising policy. Above verandah signage in heritage areas is discouraged and in any case should not be illuminated. Below verandah signage may be illuminated provided that the light source is directed onto the sign and minimises glare or light spillage. Animated signage will not be supported.

Signage on buildings in heritage areas should respect the host building and should not obscure architectural features or details, nor the windows, door openings or verandahs.

There are a number of buildings within the City of Port Phillip which still display the signs originally painted on the walls or facades of the buildings or on shopfronts. Where possible these signs should be retained to reflect the history of the building. Examples of such signs include the McCauleys sign on the building on the corner of Dorcas and Marshall Streets and the Nugget Shoe Polish sign on the former shop window at No. 86-87 Canterbury Road.

Places that are listed on the Victorian Heritage Register require a permit from Heritage Victoria.

Emerald Hill Precinct

The Emerald Hill area is of significance as containing most of the earliest buildings to have been developed in South Melbourne, and for the integrity of its mid-Victorian buildings and streetscapes. The building stock that relates to the area’s first period of development, around the 1850s-1870s, has a mid-Victoria character quite removed from later Victorian developments.

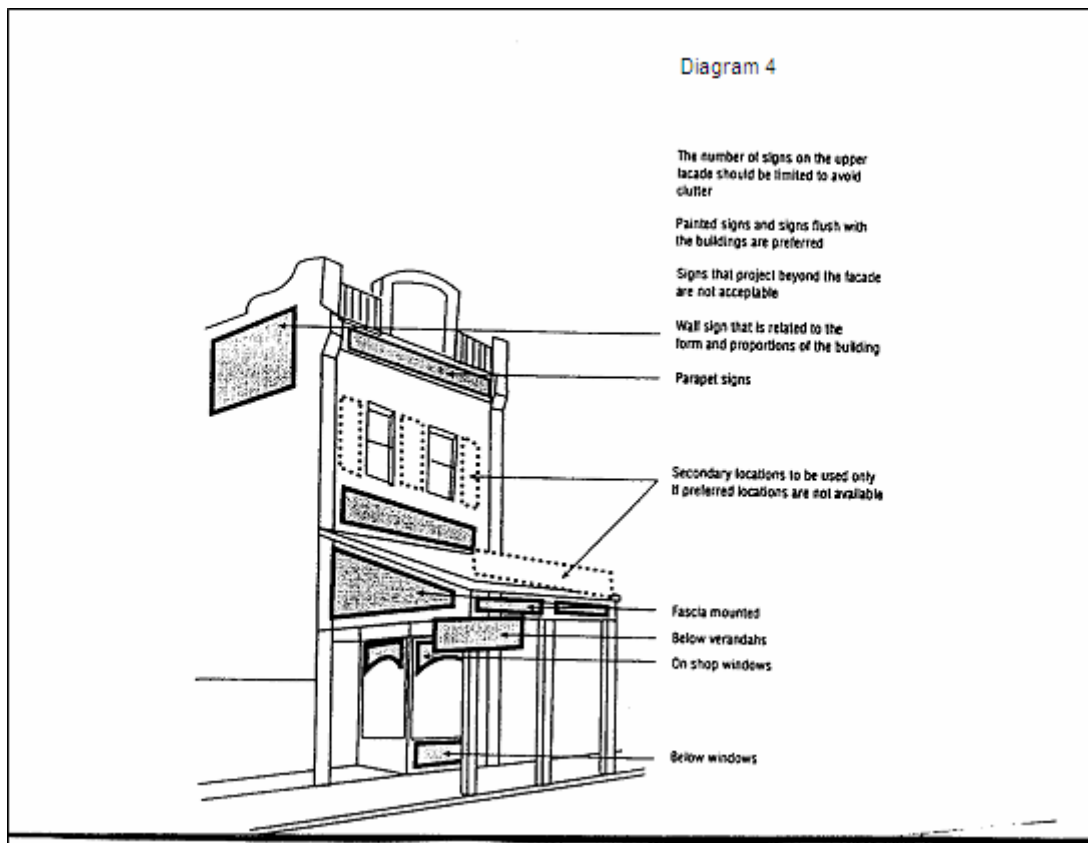
A walk down any of the streets in this core area, i.e. Clarendon Street, Bank Street, Park Street and Dorcas Street reveals the intact streetscape. On the whole the majority

of buildings in this precinct do not contain any signage above the verandah level (either on the building façade itself or on top of the verandah).

Diagram 3 on the following page shows preferred locations for signage on buildings in the precinct. Generally, either painted signs or signs that are flush with the building will be allowed. However, it is preferred that the number of signs be limited to a total of two, so that the signs do not become cluttered and compete with one another. Signs which project from the façade will not be supported.

Illuminated signs on the upper facades of the buildings are discouraged in these consistent streetscapes. Illumination of the buildings is encouraged where it is located on top of the verandah at the base of the upper storey to minimise visibility of any “lighting structures”.

Signage in this area must be sympathetically designed and placed in locations where signage was traditionally located.



Tourist Precinct (Acland Street/Fitzroy Street)

Acland and Fitzroy Street areas are a declared Tourist Precinct. Council is keen to encourage signage in this area that will add to the cosmopolitan character and atmosphere of these areas. In this unique area the signage should create visual interest and contribute to the vitality of the area. Signage in these areas must:-

- Be well proportioned,
- Be well located,
- Portray a clear message,
- Be graphically creative,
- Contain attractive images, typefaces and colours, and
- Enhance the three dimension modelling of the streetscape.

5. PERMIT CONDITIONS AND REQUIREMENTS

The land use zones specify categories of limitation for advertising signs. The categories of limitation are further detailed in Clause 52.05 which specifies the advertising signage permit requirements.

If a sign can be described in more than one way, the most restrictive permit and condition requirements set out in the Table must be complied with. For example, a Business Sign in a Business or Industrial Zone does not require a Planning Permit (provided certain conditions are met), whereas the same sign, if floodlit or of reflective material, will require a Planning Permit.

Note: Some temporary signs, such as "A" boards as described in Section 2 do not require a planning permit, however, will require approval under the City of Port Phillip's Local Law.

A permit for a sign other than a major promotion sign expires on the date specified in the permit. If no date is specified, the expiry date is 15 years from the date of issue of the permit.

A permit for a major promotion must include conditions that specify an expiry date not less than 10 years or more than 25 years from the date of issue of the permit unless a local policy specifies a different expiry requirement as stated in Clause 52.05-5 of the Port Phillip Planning Scheme.