



CITY OF GREATER GEELONG

**ADVERTISING SIGN GUIDELINES
NOVEMBER 1997**

AMENDED OCTOBER 2014

A1

Advertising Sign Guidelines Category 1 sign control areas



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on design and location of advertising signs.

Category 1 Minimum Limitation



Comment:

Many of Geelong's business centres have a special character that is related to their rich and varied building stock. These buildings provide great potential for the development of attractive and distinctive streetscapes that can give the retail areas a special and recognisable identity.

Poorly designed and located advertising signs that do not respect the design of the buildings - which project beyond the lines of the building and which cover windows and other important detailing severely detract from the appearance of the buildings on which they are displayed. Signs above the verandah level, in particular, need to be carefully controlled to ensure that they do not detract from the design and appearance of buildings, and from the overall streetscape.

Sign clutter also has negative impacts by detracting from the overall appearance of the centre and by reducing the effectiveness of individual signs.

Shoppers prefer to shop in business centres that are attractive. Unattractive and cluttered signage can significantly detract from the appearance of business centres and influence the way shoppers feel about their centres and which centre they will be attracted to. Furthermore, smaller centres are generally closely related to residential areas, and in these centres, dominant or unattractive signage has potential to detract from the amenity of adjoining residential areas.

Signs that are discouraged include:

- Sky signs, which tend to dominate the streetscape and other signs in the area, and disrupt the lines of the building.
- Above-verandah signs, which intrude into the overall streetscape, detract from the appearance of the building and often hide the form and detailing of the building.
- Promotion signs above verandah level, which create unsightly sign clutter that detracts from the appearance of the building and the overall streetscape.

Guidelines:

- signs should be compatible with the scale, character and design of the building on which they are displayed, and should not hide building detailing;
- the size and location of signs should not reduce the visibility of signs on adjoining buildings;
- the size, location and design of signs should be compatible with the overall streetscape;
- signs should not contribute to sign clutter in the area and repetitive signs should not be used;
- 'Promotion' signs should not be displayed above the verandah level of the building, or if there is no verandah, more than 3.7 metres above the pavement level;
- 'Sky' signs should not be displayed unless it can be demonstrated that the sign will be used in a positive way to create continuity of building form within the streetscape;
- 'Above-verandah' signs should not be displayed unless it can be demonstrated that the signs will not intrude into the streetscape and/or detract from the appearance of the building;
- 'Pole' signs should not be higher than the surrounding buildings;
- in local centres close to residential areas, illuminated signs should not be visible from properties outside the centre;
- prominent display of street numbers on buildings is encouraged;
- where a consistent theme in sign design and/or location has been established in a business centre, signs should be in accordance with that theme.
- use of sign themes in business centres is encouraged as a means of providing a distinctive image for centres.

Category 1

Sign control policy for signs that require a planning permit

Sign Type	Policy
Above-verandah.	Advertisement area of sign must not exceed 1.0 sq m. Any sign attached to or projecting from the wall of a building will be considered on its merits. A sign erected on a verandah is actively discouraged. Sign must comply with guidelines A1 and B1.
Animated.	Animated signs are actively discouraged, and in no case must the advertisement area of a sign exceed 1.0 sq m. Sign must comply with guidelines A1 and B2.
Bunting.	Flag and banner signs will be considered on their merits, and must comply with guidelines A1 and B3. Bunting and streamer signs are actively discouraged.
Floodlit.	Maximum advertisement area of illuminated signs to each premises is: for premises with a street frontage of less than 12 metres - 3 sq m.; for premises with a street frontage of 12 metres or more - 5 sq m. Sign must comply with guidelines A1 and B6.
High-wall.	Sign must comply with guideline A1.
Major promotion.	Sign must comply with guideline A1.
Panel.	A panel sign is actively discouraged unless it is to be located on the side of a building. Sign must comply with guidelines A1 and B10.
Pole.	Sign must comply with guidelines A1 and B11.
Reflective.	Sign must comply with guidelines A1 and B13.
Sky.	Sky signs are actively discouraged unless the sign will improve the surrounding streetscape by providing continuity of building line or other measures. Sign must comply with guidelines A1 and B14.
Signs that do not comply with section 1 conditions:	
Bed and breakfast. Business identification. Home occupation.	Sign must comply with guideline A1 and the appropriate B4 series guideline.
Promotion.	The total advertisement area of 'Promotion Signs' per premises, apart from any 'Major Promotion Sign' or 'Panel Sign' not to exceed 0.5 sq m of sign area to each metre of frontage, to a maximum area of 4 sq m. Sign must comply with guidelines A1 and B12.
Internally illuminated	Maximum advertisement area is: for premises with a street frontage of less than 12 metres - 3 sq m.; for premises with a street frontage of 12 metres or more - 5 sq m. Sign must comply with guidelines A1 and B8.

A2

Advertising Sign Guidelines Category 2 sign control areas



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on design and location of advertising signs.

Category 2 Low Limitation



Reproduced from City of Launceston Advertising Sign Guidelines

Comment:

In office areas emphasis is on the projection of corporate image through the architectural presentation of buildings and the use of well designed logos and other compatible identification signs. Advertising signs in office areas are generally well controlled in keeping with the overall presentation of the area. The advertising sign controls reinforce this practice, and seek to limit signs in office areas to business identification signs.

Industrial areas are extremely variable. They may comprise:

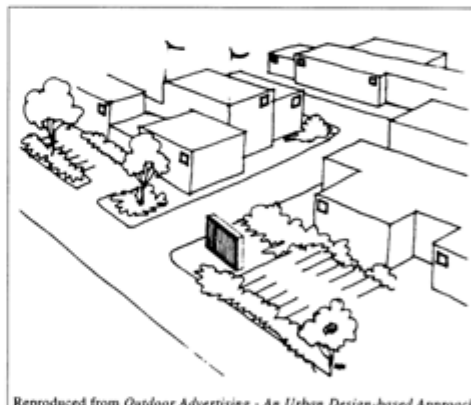
- unplanned industrial areas made up of streets of small factory buildings on individual sites;
- planned industrial/technology parks;
- highway strips, with a high proportion of highway oriented uses;
- large scale industrial uses.

Whilst the scale and style of industrial development is very variable, much can be done to enhance all types of industrial development through the use of well designed and located advertising.

The main objectives of signs in industrial areas should be to provide clear identification of premises and to promote corporate image. Because of the limited retail activity in these areas, there is generally little need for product promotion advertising.

The number of signs on any site should be kept to a minimum in order to avoid clutter. The signs displayed may be relatively large and should comprise bold, simple graphics that complement the scale of the buildings and the character of the area.

In large industrial areas, an attempt should be made to coordinate sign locations on adjacent buildings. This would bring some order to the advertising and would enhance the visibility of individual signs. Signs in multiple occupancy buildings should be of a uniform shape and size and should be located as close as possible to occupancy to which they apply.



Reproduced from *Outdoor Advertising - An Urban Design-based Approach*

Where buildings are set back from the street frontage, pole signs or low level free standing signs may be used close to the street frontage. A free standing sign can be developed as an architectural feature that enhances the appearance of the site and promotes the corporate image of the company.

Directory Boards should be provided at the entrance to self-contained industrial estates, identifying the name of the estate and the various occupants.

Along highway strips clutter of advertising should be avoided. Advertising should be limited to business identification signs only. The number of signs should be kept to a minimum, lettering should be large enough to be legible to passing motorists, and the advertising message should be as short as possible.

Category 2

Sign control policy for signs that require a planning permit

Sign Type	Policy
Above-verandah.	Advertisement area of sign must not exceed 1.5 sq m. Any sign attached to or projecting from the wall of a building will be considered on its merits. A sign erected on a verandah is actively discouraged. Sign must comply with guidelines A2 and B1
Animated.	Animated signs are actively discouraged, and in no case must the advertisement area of a sign exceed 1.0 sq m. Sign must comply with guidelines A2 and B2.
Bunting.	Flag and banner signs will be considered on their merits, and must comply with guidelines A2 and B3. Bunting and streamer signs are actively discouraged.
Floodlit.	Maximum advertisement area of illuminated signs to each premises is: for premises with a street frontage of less than 12 metres – 3 sq m.; for premises with a street frontage of 12 metres or more – 6 sq m. Sign must comply with guidelines A2 and B6.
High-wall.	Sign must comply with guideline A2.
Major promotion.	Sign must comply with guideline A2.
Panel.	A panel sign is generally discouraged unless it is to be located on the side of a building. Sign must comply with guidelines A2 and B10.
Promotion.	The total advertisement area of ‘Promotion Signs’ per premises, apart from any ‘Panel Sign’ not to be exceed 0.25 sq m. of sign area to each metre of frontage to any street, to a maximum area of 4 sq m. Sign must comply with guidelines A2 and B12.
Reflective.	Sign must comply with guidelines A2 and B13.
Sky.	Sky signs are actively discouraged unless the sign will improve the surrounding streetscape by providing continuity of building line or by other measures. Sign must comply with guidelines A2 and B14.
Signs that do not comply with section 1 conditions:	
Bed and breakfast. Business identification. Home occupation.	The number of business identification signs to each frontage not to exceed two. Sign must comply with guidelines A2 and the appropriate B4 series guideline.
Pole.	Sign must comply with guidelines A2 and B11.
Direction.	Sign must comply with guidelines A2 and B5.
Internally illuminated.	In Office areas – one sign per premises. In industrial areas, the max. advertisement area is: for premises with a frontage of less than 12 m – 3 sq m.; for premises with a frontage of 12 m or more – 6 sq m. Sign must comply with guidelines A2 and B8.
Site specific requirements	Requirement.
Land at the sports stadium at Kardinia Park shown on Map 1 to the Schedule to Clause 36.02	Any sign displayed must be located not more than 20 metres above ground level. This requirement cannot be modified with a permit.

A3

Advertising Sign Guidelines Category 3 sign control areas



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Category 3 Medium Limitation



Reproduced from City of Launceston Advertising Sign Guidelines

Comment:

Residential areas can contain a range of ancillary uses, such as medical and veterinary practices, corner shops, churches, private schools, private hospitals, nursing homes, motels etc. Various 'Home Occupations' may also be established in residential areas, and there may be 'non-conforming uses' that were established in the area before the housing was developed - groups of shops, small factories etc.

All these uses need some form of identification sign. However, whilst businesses and other uses need adequate identification, advertising signs in residential areas must be carefully controlled to ensure residential amenity is maintained.

- Medical and veterinary surgeries are generally on single residential sites, and the size of their sign should be in keeping with the residential scale and setting of the property.
- Larger signs may be appropriate for uses such as Nursing Homes or Private Hospitals. Provision has been made in the sign controls for signs of up to 2 square metres in area to cater for these larger land uses. The size, location and design of these signs should be compatible with the size and location of the site and the residential streetscape.
- Illuminated signs are generally inappropriate in residential areas. However, a small illuminated sign at a doctors surgery, veterinary clinic or private hospital will normally be permitted. There may also be other circumstances where an illuminated sign may be appropriate, such as a

motel on an arterial road. In all cases care must be taken to ensure that the signs are not visible from residential properties and that there is no spill of light beyond the site.

Rural areas provide an important escape from the trappings of urban living, and provide an opportunity for residents and visitors alike to enjoy attractive farming and natural landscapes. Advertising signs generally have no place in these environments and should only be used in a most controlled way. For these reasons, advertising signs in rural areas should generally be limited to business identification signs. The size, design and location of signs should also ensure that signs are unobtrusive and fit with the landscape character of the area.

Signs for major recreational uses should be controlled by site specific requirements that provide for identification and marketing of the resort without detracting from the landscape character of the area.

Special Use zones provide for the use of land for specific purposes such as golf courses, key tourist developments, port areas and showgrounds..

Advertising signs in special use zones should be generally limited to business identification and direction signs. However, because of the large scale of the sites and buildings, and because the buildings are often set well back from the street frontage, the signs may need to be relatively large, in scale with their surroundings.

Guidelines:

- the size, location and design of all signs should be compatible with the character of the surrounding area;
- the size and design of signs should be appropriate to the size of the site and the scale of the development;
- the number of signs on a site should be limited to the minimum number necessary to adequately identify the premises;
- illuminated signs should not be visible from residential properties; there should be no spill of light beyond the site; and in rural zones signs should only be illuminated during the times the business is open for trade;
- signs should not be placed on walls facing dwellings.
- colours used in signs in rural areas should be compatible with the surrounding landscape;
- signs should be designed so that they are clearly legible and do not cause any distraction to passing motorists.

Category 3

Sign control policy for signs that require a planning permit

Sign Type	Policy
Above-verandah	Advertisement area of sign must not exceed 1.0 sq m. Any sign attached to or projecting from the wall of a building will be considered on its merits. A sign erected on a verandah is actively discouraged. Sign must comply with guidelines A3 and B1.
Business identification	Advertisement area of sign not to exceed 2 sq m, except in Special Use or Comprehensive Development zones where the maximum advertisement area is 6 sq m. Sign must comply with guideline A3 and the appropriate B4 series guideline.
Floodlit	Advertisement area of sign not to exceed 2 sq m. In rural areas a sign must be illuminated only during times the business is open for trade. Sign must comply with guidelines A3 and B6.
Internally illuminated	Advertisement area of sign not to exceed 2 sq m. In rural areas a sign must be illuminated only during times the business is open for trade. Sign must comply with guidelines A3 and B8.
Pole	Only one to each premises. Advertisement area of sign not to exceed 2 sq m. Sign must comply with guidelines A3 and B11.
Promotion	The total advertisement area of 'Promotion Signs' to each premises not to exceed 0.5 sq m. Sign must comply with guidelines A3 and B12.
Reflective	Sign must comply with guidelines A3 and B13.
Signs that do not comply with section 1 conditions:	
Bed and breakfast	A maximum of one sign to any road frontage. Advertisement area of sign not to exceed 2 sq m. Sign must comply with guideline A3.
Home occupation	Advertisement area of sign must not exceed 0.3 sq m. Sign must comply with guideline A3.

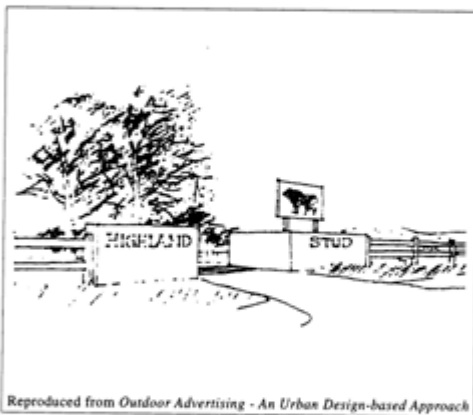
A4

Advertising Sign Guidelines Category 4 sign control areas

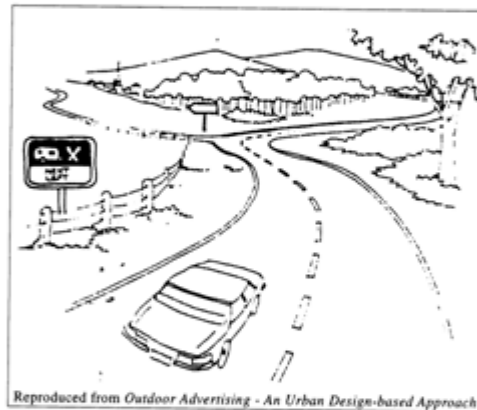


These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on design and location of advertising signs.

Category 4 Sensitive Areas



Reproduced from *Outdoor Advertising - An Urban Design-based Approach*



Reproduced from *Outdoor Advertising - An Urban Design-based Approach*

Comment:

The Environmental Rural zone relates to areas of high environmental significance and includes areas of great scenic beauty that require a high level of protection. Any application for use or development in this zone, including any application for advertising signs, will be assessed in relation to its impact on the landscape features of the area. Advertising signs in this zone must be kept to a minimum and must be compatible with the landscape character of the area.

Advertising signs in the Public Use, Public Park and Recreation, Public Conservation and Resource and Urban Floodway zones must be appropriate to their setting and must not detract from the character of the site, the adjoining streetscape, or the surrounding area.

Guidelines:

- signs must be limited to the minimum number necessary to adequately identify the premises;
- the size, location and design of signs must be compatible with the landscape character of the area;
- the size and design of signs must be appropriate to the size of the site and the scale of the development on the site;
- colours used in any signs must be compatible with the surrounding landscape;
- signs must be designed so that they are clearly legible and do not cause any distraction to passing motorists.

Category 4

Sign control policy for signs that require a planning permit

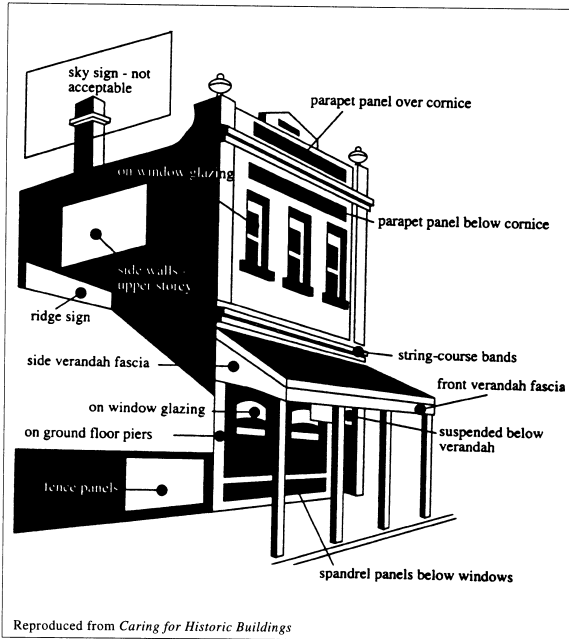
Sign Type	Policy
Business identification	The total advertisement area of signs per premises in a Environmental Rural zone must not exceed 2 sq m, and in all other zones in this category must not exceed 3 sq m. Sign must comply with guideline A4 and the appropriate B4 series guideline.
Floodlit	Only one floodlit sign to each premises. In the Environmental Rural zone, advertisement area of sign must not exceed 1.0 sq m. Sign to be illuminated only during times business on the land is open for trade. Sign must comply with guidelines A4 and B6.
Signs that do not comply with section 1 conditions:	
Bed and breakfast	A maximum of one sign to any road frontage. Advertisement area must not exceed 2 sq m. Sign must comply with guideline A4.
Home occupation	Advertisement area of sign must not exceed 0.3 sq m. Sign must comply with guideline A4.

A5

Advertising Sign Guidelines Heritage overlay areas



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on design and location of advertising signs.



New signs on heritage buildings should be discreet and should allow the architectural details of the building to dominate. Signs should be placed on heritage buildings in locations that were traditionally used as advertising areas. These locations include:

- parapet panels, above and below the cornice;
 - front and side fascia of the verandah;
 - signs suspended below the verandah;
 - string course bands and other small individual elements;
 - spandrel panels below windows and on ground floor piers;
 - ground and first floor windows;
 - side walls and panels on fences.
- These locations are shown on the diagram opposite.

Lettering styles and colours that are appropriate to the design of the building should also be used. *Lettering and Signs on Buildings c.1850-1900* by George Tibbits and produced by the National Trust of Australia (Victoria) is a useful reference and is available at the Council's Integrated Planning and City Development units.

Guidelines:

The advertising sign guidelines that relate to the underlying zoning are applicable to the Heritage Overlay Areas. In addition, the following guidelines also apply:

- new signs must be capable of being moved or replaced without damaging the fabric of the building;
- signs should be placed in locations on buildings that were traditionally used as advertising areas;
- neon signs and other internally illuminated signs, flashing signs and fluorescent and iridescent paints should not be used;
- appropriately placed and baffled external floodlights that illuminate the whole or part of the building facade (including signs) are encouraged;
- mock heritage signs should not be used;
- corporate image requirements should be adapted to suit the specific requirements of the particular building.

Advertising signs in the Drysdale Commercial area should also comply with guideline A 6, which sets out specific policy for that centre.

Comment:

The heritage overlay covers diverse areas of the municipality, including:

- Geelong commercial areas;
- Geelong residential areas;
- industrial locations;
- rural sites and homesteads;
- natural environments on the Bellarine Peninsula.

There is general acceptance of the need for greater control over advertising signs in heritage areas. Adoption of a special approach to sign control in these areas not only protects significant streetscapes and buildings, but in commercial areas increases the attractiveness and appeal of the area to shoppers.

There are two aspects to sign control in heritage areas: conservation of surviving early signs, and use of new signs that are compatible with the building or area in which they are located. Existing signs may contribute to the significance of a heritage building or streetscape, and in some cases conservation may be required.

Category 5

Sign control policy for signs that require a planning permit

Sign Type	Policy
Above-verandah	Above verandah signs are actively discouraged, and in no case must the advertisement of a sign exceed 1.0 sq m. Sign must comply with guidelines A5 and B1.
Animated	Animated signs are actively discouraged. Sign must comply with guidelines A5 and B2.
Bed & Breakfast	Sign must comply with guideline A5.
Bunting	Bunting and streamer signs are actively discouraged. Flag and banner signs will be considered on their merits. Signs must comply with guidelines A5 and B3.
Business identification	Sign must comply with guideline A5 and the appropriate B4 series guideline.
Direction	Sign must comply with guidelines A5 and B5.
Floodlit	Maximum advertisement area of illuminated signs to each premises must not exceed 1.5 sq m. Sign must comply with guidelines A5 and B6.
High-wall	High wall signs are actively discouraged. Sign must comply with guideline A5.
Home occupation	Only one Home occupation sign to each premises. Advertisement area not to exceed 0.3 sq m. Sign must comply with guideline A5.
Internally illuminated	Maximum advertisement area of illuminated signs to each premises must not exceed 1.5 sq m. Sign must comply with guidelines A5 and B8.
Major promotion	Major promotion signs are actively discouraged. Sign must comply with guideline A5.
Panel	Panel signs are actively discouraged. Sign must comply with guidelines A5 and B10.
Pole	Sign must comply with guidelines A5 and B11.
Promotion	Sign must comply with guidelines A5 and B 12.
Reflective	Sign must comply with guidelines A5 and B 13.
Sky	Sky signs are actively discouraged. Sign must comply with guidelines A5 and B14.

A6

Advertising Sign Guidelines Drysdale Commercial Area sign controls



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on design and location of advertising signs.

Comment:

The Drysdale Town Centre is an attractive village style centre that has been developed adjacent to the main road through Drysdale (the Geelong-Portarlington Road). The centre contains a number of buildings dating back to the early part of this century. New developments have sought to reproduce the style of the original buildings in the centre - ornamental parapets and verandahs with balustrading and similar post details have been used throughout the centre. Consistent paint colours have also been used on buildings, which has further enhanced visual unity throughout the centre. The overall effect is most attractive and provides the centre with a strong identity and visual character.

Traders in the centre have extended the visual theme throughout the centre by adopting a consistent approach to the display of advertising signs:

- Signs are restricted to business identification signs only.
- Signs are limited to below verandah signs and signs painted on the parapet of the buildings.
- Signs follow a standard format that specifies design, dimensions and colours, includes a circular "Drysdale Village" logo.

Guidelines:

- signs in the centre are to be generally restricted to 'Identification' signs;
- limited 'Promotion' signs will only be permitted in the centre below the verandah level of the building, or if there is no verandah, no more than 3.7 metres above the pavement level;
- signs in the centre must be adopt the design of the 'Drysdale Village' standard sign;
- signs in the centre are to be generally restricted to 'Below-verandah' signs or signs painted or fixed to the parapet of the building;
- other types of signs will only be approved under exceptional circumstances and where it can be demonstrated that the sign will not detrimentally affect the the attractive visual themes that have been developed through the centre.



"Drysdale Village" standard sign format

Signs under the verandah are to comprise a standard 300 x 1500mm rectangular sign, backed by a maroon coloured, 600mm diameter, circular "Drysdale Village" logo.

Category 6

Sign control policy for signs that require a planning permit

Sign Type	Policy
Above-verandah	An above verandah sign is actively discouraged. Sign must comply with guidelines A5, A6 and B1.
Animated	An animated sign is actively discouraged. Sign must comply with guidelines A5, A6 and B2.
Bed and Breakfast	Sign must comply with guidelines A5 and A6.
Bunting	All bunting signs are actively discouraged. Sign must comply with guidelines A5, A6 and B3.
Business identification	The total advertisement area of 'Business Identification' signs to each premises not to exceed 0.5 sq m of sign area to each metre of frontage to any street, to a maximum of 6 sq m. Sign must comply with guidelines A5, A6 and B4 series guidelines.
Direction	Sign must comply with guidelines A5, A6 and B5.
Floodlit	Total advertisement area of all illuminated signs to each premises must not exceed 1.5 sq m. Sign must comply with guidelines A5, A6 and B6.
High-wall	High-wall signs are actively discouraged. Sign must comply with guidelines A5 and A6.
Home occupation	Sign must comply with guidelines A5 and A6.
Internally illuminated	Total advertisement area of all illuminated signs to each premises must not exceed 1.5 sq m. Sign must comply with guidelines A5, A6 and B8.
Major promotion	Major promotion signs are actively discouraged. Sign must comply with guideline A5 and A6.
Panel	Panel signs are actively discouraged. Sign must comply with guidelines A5, A6 and B10.
Pole	Sign must comply with the design of the 'Drysdale Village' standard sign. Advertisement area of sign must not exceed 1.5 sq m. Sign must comply with guidelines A5, A6 and B11.
Promotion	The total advertisement area of 'Promotion Signs' to each premises must not exceed 0.1 sq m of sign area to each metre of frontage to any street, to a maximum of 2 sq m. Sign must comply with guidelines A5, A6 and B12.
Reflective	Sign must comply with guidelines A5, A6 and B13.
Sky	Sky signs are actively discouraged. Sign must comply with guidelines A5, A6 and B14.

B1

Advertising Sign Guidelines Above - verandah sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

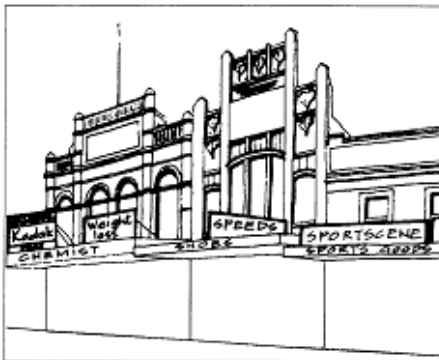
A sign above a verandah or, if no verandah, that is more than 3.7 metres above pavement level, and which projects more than 0.3 metres outside the site.

Comment:

Many of Geelong's retail areas have a special character that is based largely on their rich and varied building stock. The age and style of buildings ranges from late last century to the present day, and includes a significant representation of Victorian, Federation and Art Deco buildings. These buildings provide great potential for the development of attractive and distinctive streetscapes that could give Geelong's retail areas a special and recognisable identity.

Whilst shop fronts at ground floor level have been extensively altered over the years, building facades above the verandahs have generally escaped 'modernising' and the detailing of buildings is in much its original form.

One of the greatest threats to these building facades is poorly located and designed advertising signs that do not respect the design of the building or the surrounding streetscape.



Above-verandah signs can detract from the architecture of the building on which they are located by breaking up the attractive lines of the building. They also have potential to obscure building detailing, and they can intrude into the overall streetscape.

For these reasons some above-verandah signs are actively discouraged in the Category 1, 2 and 3 sign control areas and Heritage overlay areas, and are prohibited in the Category 4 sign control areas.

Planning Scheme Controls:

The following table describes the planning scheme controls relating to above-verandah signs:

Zones	As of right	Permit required	Prohibited
Category 1		●	
Category 2		●	
Category 3		●	
Category 4			●
Heritage overlay areas		●	

In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with any conditions for above-verandah signs in the appropriate sign category table in the planning scheme.

In the 'Permit required' column - ● indicates that a planning permit is required for the sign. In considering whether to grant a planning permit, the Council will take into account the advertising sign guidelines set out on the back of this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone.

It should be noted that the sign diagrams shown on the back of this sheet are indicative only, and do not necessarily show all forms of signs that will be considered, or signs that will necessarily be approved.

Guidelines:

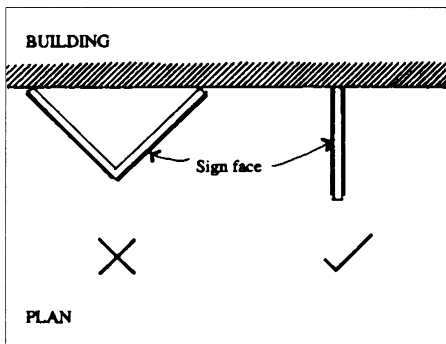
An above-verandah sign includes any Rigidly or Semi-rigidly Suspended Banner Sign that is above the verandah level or more than 3.7 metres above the pavement level.

General guidelines:

- the sign must be respectful of the architecture of the building on which it is located, and must not detract from the lines of the building or obscure building detailing;
- the sign must not intrude into the surrounding streetscape;
- the sign must not be visible from any residential property;
- the sign must comply with any advertising sign guideline for the zone in which the sign is to be located.

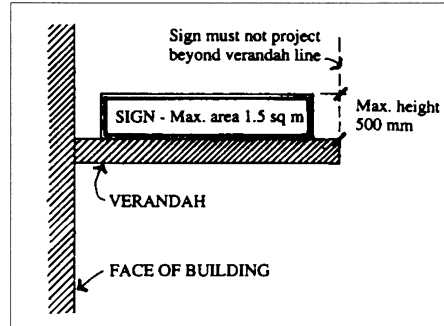
Specific guidelines:

- the sign must not project above the parapet of the building;
- there must be no other signs on the building located on or above the verandah level, or where there is no verandah, more than 3.7 metres above the pavement;
- the advertisement must be restricted to the street number, the name of the business or the building, the nature of the business or other business identification information, and may not include any promotional advertising of products or services available;
- the sign must have a maximum of two faces which must be parallel to each other;
- the sign must be at right angles to the face of the building on which it is located;



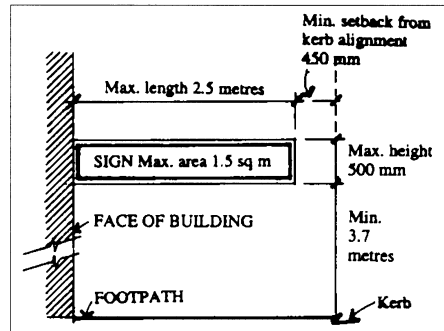
- the area of the sign must not be more than 1.5 square metres;
- the sign must not be an animated sign;
- the sign must not have a supporting structure or electricity supply (if required) that is visually intrusive or spoils the building's appearance;
- where a consistent theme in sign design, orientation or location has been established in the surrounding area, the sign must continue that theme.

Where the sign is to be erected on a verandah, the sign must have a maximum height of 500mm above the verandah, and must not project beyond the verandah line.



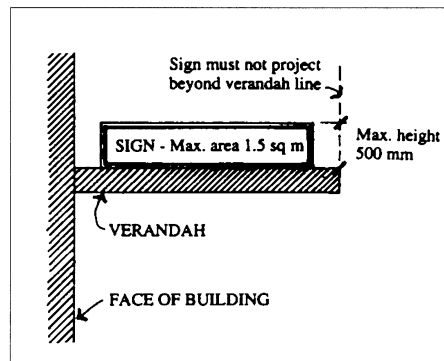
Where the sign projects horizontally from the wall of the building, the sign:

- must have a maximum length of 2.5 metres and a maximum depth of 500mm;
- must be setback from at least 450mm from the kerb alignment.



Where the sign projects vertically from the wall of the building:

- the sign must have a maximum projection of 700mm from the face of the building, and where it could obscure building detailing, must be set out 200mm from the face of the building.



B2

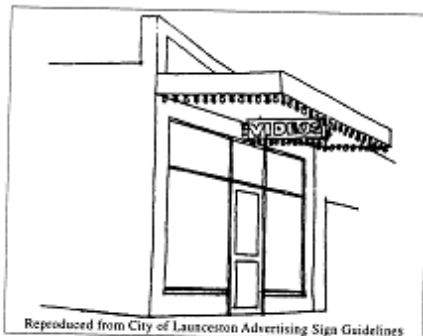
Advertising Sign Guidelines Animated sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on design and location of advertising signs.

Definition:

A sign that can move, contains moving parts, changes its message, flashes or has a moving or flashing border.



Reproduced from City of Launceston Advertising Sign Guidelines

Comment:

Animated signs are designed to attract attention through special effects such as changing messages, flashing lights, or moving parts. These signs are visually intrusive, they draw attention away from other signs in the area and they can dominate the overall streetscape.

For these reasons animated signs are not considered appropriate in retail, office, industrial or other business areas. However, there may be special circumstances where well designed animated signs may be acceptable - in entertainment areas for example where animated signs may contribute to the lively ambience of the area.

Animated signs can affect residential amenity, especially at night and are therefore inappropriate in residential areas or in locations where they are visible from residential properties. Furthermore, animated signs are inappropriate in rural areas because of their incompatibility with rural landscape character.

Animated signs are also of concern on main roads where they have potential to distract motorists and to limit the conspicuity of traffic signs and signals. In particular, potentially distracting signs should not be allowed in areas where high driver concentration is required - such as near signalised intersections, or at freeway entrances and exits.

Animated signs are actively discouraged in business and industrial zones and Heritage overlay areas and are prohibited in all other zones.

Planning Scheme Controls:

The following table describes the planning scheme controls relating to animated signs for the various planning scheme zones.

Zones	As of right	Permit required	Prohibited
Category 1		●	
Category 2		●	
Category 3			
Category 4			●
Heritage overlay areas		●	●

In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with the conditions for animated signs set out in the appropriate sign category table in the planning scheme. Where the conditions are not complied with, a planning permit is required.

In the 'Permit required' column - ● indicates that a planning permit is required for the sign. In considering whether to grant a planning permit, the Council will take into account the advertising sign guidelines set out on this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone.

Guidelines:

- the sign must be located in an area where it will be compatible with the planned character for the area and will provide a positive contribution to that character;
- the sign must not be visually intrusive;
- the sign must be attractively and well designed;
- the sign must not affect traffic safety by drawing motorists attention away from road traffic conditions or traffic signs and signals, particularly in areas requiring high driver concentration, such as near signalised traffic intersections;
- the sign must not be located in any Heritage overlay area or in any of the gateway areas to the City of Geelong;
- the sign must not be visible from any residential area;
- the sign must comply with any advertising sign guideline for the zone in which the sign is to be located.

Prepared for the City of Greater Geelong by Elizabeth Jacka, Town Planner & Landscape Architect

B3

Advertising Sign Guidelines

Bunting sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on design and location of advertising signs.

Definition:

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



Reproduced from City of Launceston Advertising Sign Guidelines

Comment:

Bunting and streamers are advertising devices that are designed for the sole purpose of attracting attention, and do not provide information that either identifies or promotes a particular business. These advertising devices add to the overall visual 'noise' in an area and so detract from the visual environment. For these reasons, bunting should only be used as a short term display to promote a special event.

Flags and banners are a form of advertising device that can be used for short and longer term displays. These signs can be an appropriate form of advertising provided they are securely and safely displayed, and provided they are properly maintained and regularly replaced.

Some temporary advertising signs publicising special events are exempt from the planning scheme controls:

- A sign publicising a local educational, cultural, social, recreational, religious or political event is exempt from the controls provided only one sign is displayed on the land; the advertisement area does not exceed 5 square metres; the sign is not animated or internally-illuminated and the sign is not displayed for longer than 3 months.
- A sign publicising a special event on the land or building on which it is displayed is exempt from the controls provided the sign is removed once the event is finished, and provided that no more than 8 signs are displayed in any calendar year and the total number of days the signs are displayed in that year is 28.

These exemptions may provide for temporary displays of flags, banners and bunting publicising special events.

Planning Scheme Controls:

The following table describes the planning scheme controls relating to bunting signs for the various planning scheme zones.

Zones	As of right	Permit required	Prohibited
Category 1		●	
Category 2		●	
Category 3			●
Category 4			●
Heritage overlay areas		●	

In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with any conditions set out in the appropriate sign category table in the planning scheme.

In the 'Permit required' column - ● indicates that a planning permit is required. In considering whether to grant a planning permit for the sign, the Council will take into account the advertising sign guidelines set out on the back of this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone.

It should be noted that the sign diagrams shown on the back of this sheet are indicative only, and do not necessarily show all forms of signs that will be considered, or signs that will necessarily be approved.

Guidelines:

General guidelines:

- the sign must be respectful of the architecture of the building on which it is located;
- the sign must not be visually intrusive;
- the sign must be attractively and well designed;
- the sign must not affect traffic safety by drawing motorists attention away from traffic conditions, or traffic signs and signals, particularly in areas requiring high driver concentration, such as near signalised intersections;
- the sign must comply with any advertising sign guideline for the zone in which the sign is to be located.
- the sign must be referred to Powercor if power or street lighting poles are to be used as methods of support.

Specific guidelines:

Bunting or Streamer Signs:

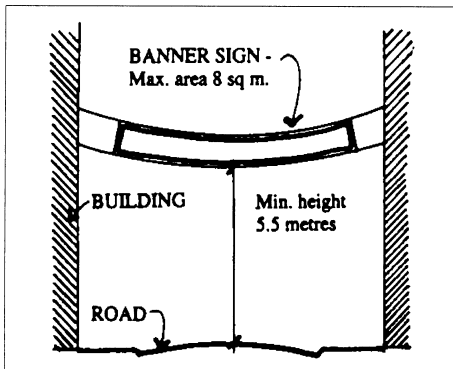
- must be a temporary display promoting a fair, festival or other special event, and is to be displayed for no longer than 2 weeks (and for some reason does not comply with the exemption provisions of the planning scheme).

Flag Signs:

- must have a maximum area of 5 square metres;
- must have a minimum clearance of 4.5 metres above the pavement
- must be properly maintained and must be removed or replaced within 9 months from the time the sign was erected.

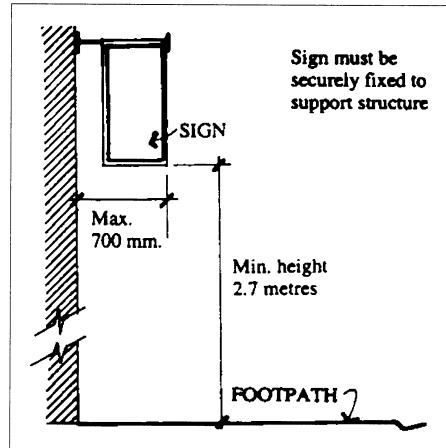
Suspended Banner Signs:

- must have a maximum area of 8 square metres;
- where the sign is suspended over any road or public space, the sign must be a minimum of 5.5 metres above the pavement level;
- the method of supporting the sign must be approved by Council;
- must be removed within 4 weeks from the time the sign was erected.



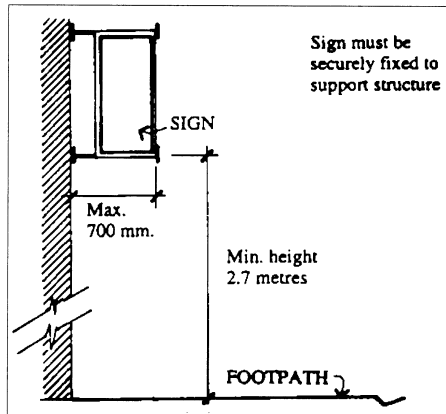
Semi-rigidly Suspended Banner Signs:

- must have a minimum clearance of 2.7 metres above the ground;
- must have a maximum projection of 700mm. from the face of the building;
- must be securely fixed to the support structure;
- must be properly maintained and must be removed or replaced within 9 months from the time the sign was erected.



Rigidly Suspended Banner Signs:

- must have a minimum clearance of 2.7 metres above the pavement level;
- must have a maximum projection of 700mm. from the face of the building;
- must be securely fixed to the support structure.



All forms of bunting sign must comply with the minimum clearance distances from overhead powerlines as detailed in the State Electricity Commission (Clearance of Lines Act), 1983.

B4

Advertising Sign Guidelines Business identification sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

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.

Planning Scheme Controls:

The following table describes the planning scheme controls relating to business signs for the various planning scheme zones:

Zones	As of right	Permit required	Prohibited
Category 1	●	○	
Category 2	●	○	
Category 3			●
Category 4			●
Heritage overlay areas			●

In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with the conditions for business signs in the appropriate sign category table in the planning scheme, as set out below:

In Category 1 the condition for 'As of Right' business identification signs is that: *The total advertisement area of all signs to each premises is not to exceed 8 square metres. This does not include a sign with an advertisement area not exceeding 1.5 square metres that is below a verandah or, if no verandah, that is less than 3.7 metres above pavement level.*

In Category 2 the condition for 'As of Right' business identification signs is that: *The total advertisement area of all signs to each premises must not to exceed 8 square metres. This does not include a direction sign.*

In the 'Permit required' column - ○ indicates that a planning permit is required for the sign. Any conditions for a business sign in the appropriate sign category table must be complied with. If the conditions are not complied with, the sign is prohibited.

In Category 4 the condition for business identification sign is that: *The total advertisement area to each premises must not exceed 3 sq m.*

In considering whether to grant a planning permit for the sign, the Council will take into account the advertising sign guidelines set out on the back of this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

- ○ indicates that where the 'As of Right' conditions for a business identification sign are not complied with, application may be made for a planning permit for the proposed sign. A planning permit for the sign will only be issued where it can be demonstrated that the sign will meet the advertising sign guidelines set out on the back of this sheet.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone or overlay area.

Business identification signs can take many forms, they can be located below a verandah, on a verandah fascia, on the wall of a building, on an awning or be a free standing sign.

A series of guidelines describe Council policy in relation to some of these different types of sign. These guidelines are:

B4a Awning sign

B4b Below-verandah sign

B4c Free-standing sign

B4d Verandah fascia sign

B4e Wall sign

Guidelines:

General guidelines:

- where the sign is located on a building, the sign must be respectful of the architecture of the building on which it is located, and must not detract from the lines of the building or obscure building detailing;
- the sign must be related to the scale of the building or site on which it is located, and to the scale of its surroundings, and must not dominate other signs in the area;
- the sign must be attractively and well designed, and coordinated with other signs on the premises to create an orderly sign display;
- where possible signs should be designed to provide a decorative element or visual interest that enhances the appearance of the building or site, and the overall streetscape;
- the sign must not detract from the surrounding streetscape/landscape;
- the sign must not contribute to sign clutter on the premises or in the surrounding area;
- the sign must not affect traffic safety by drawing motorists attention away from road traffic conditions, or traffic signs and signals, or by reducing the conspicuity of traffic signs and signals through background clutter;
- the sign must comply with any advertising sign guideline for the zone or reservation in which the sign is to be located.

Specific guidelines:

- the sign must comply with any maximum area requirements for the particular zone in which it is to be located;
- the total area of signs on the premises must comply with any total area of signs requirement for the particular zone in which it is to be located;
- where a consistent theme in sign design or location has been established in the surrounding area, the sign must continue that theme.

B4a

Advertising Sign Guidelines

Awning sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

A sign on an awning erected over a door or window of a building.



Comment:

An awning can be an appropriate addition to a heritage building where the original design of the building did not include a verandah, and where the addition of a verandah would detract from the building design. In these cases an awning can provide some protection for pedestrians and goods displayed in shop windows, without detracting substantially from the original building design.

Awnings can also provide an attractive feature to bland building designs.

Awnings provide an opportunity for the display of advertising messages. However, it is important that these messages do not detract from the appearance of the awning and the building as a whole, and are restricted to simple identification signs such as the street number of the building, the name of the company or building, or the nature of the business.

Awning signs, as a form of business identification sign, are encouraged in all business and industrial zones.

Guidelines for the use of awning signs are set out on the back of this sheet.

Guidelines:

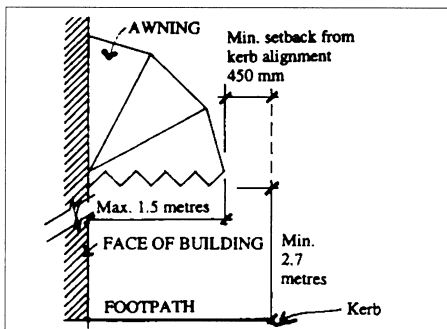
General guidelines:

- the awning and sign must be respectful of the architecture of the building on which it is located, and must not detract from the lines of the building or obscure building detailing;
- the sign must not detract from the surrounding streetscape;
- the sign must comply with any advertising sign guideline for the zone or overlay area in which the sign is to be located.

Specific guidelines:

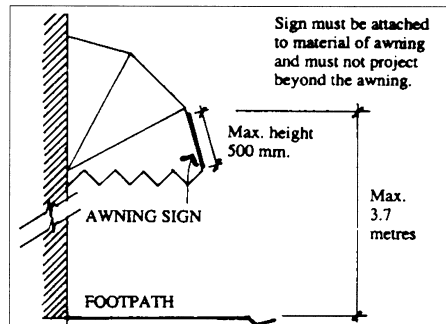
Any awning:

- must have a minimum clearance of 2.7 metres from the pavement level;
- must project a maximum of 1.5 metres from the face of the building;
- must be setback at least 450mm from the kerb alignment;
- must have a size and profile that is compatible with the building design.



Any awning sign:

- must be painted onto or attached to the material of the awning, and must not project beyond the lines of the awning;
- the sign must not be animated or internally illuminated;
- the advertisement must be restricted to the street number, the name of the business or the building, the nature of the business or other business identification information, and must not include any promotional advertising of products and services available;
- must have a maximum height of 500mm;
- the top of the awning sign must not be more than 3.7 metres above the pavement level.



It should be noted that the sign diagrams shown on this sheet are indicative only, and do not necessarily show all forms of signs that will be considered, or signs that will necessarily be approved.

B4b

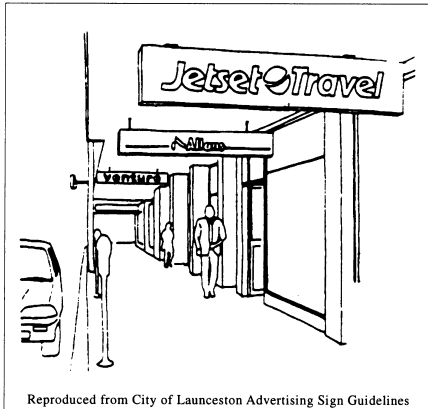
Advertising Sign Guidelines Below-verandah sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

A sign below a verandah, and attached to or suspended from the verandah.



Comment:

Below-verandah signs are amongst the most commonly used business identification signs and their use is supported by these guidelines.

The guidelines relating to below-verandah signs are directed primarily at ensuring public safety, ensuring that a below-verandah sign does not obstruct views to another below-verandah sign, and ensuring that the sign will not detract from the appearance of the building or the surrounding streetscape.

The guidelines for the use of below-verandah signs are set out on the back of this sheet.

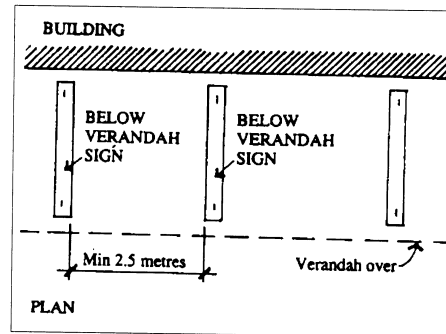
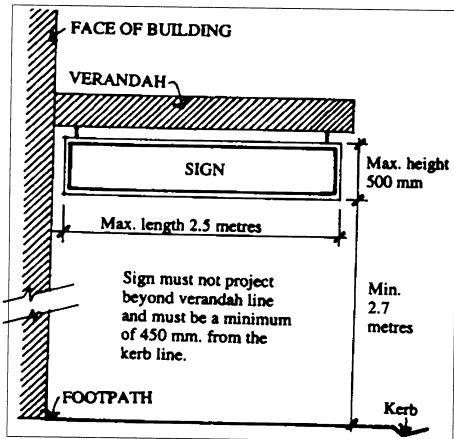
Guidelines:

General guidelines:

- the sign must not obstruct views to any other below-verandah sign;
- the sign must not detract from the surrounding streetscape;
- the sign must be respectful of the architecture of the building on which it is located;
- the sign must continue any design theme that has been developed for below-verandah signs in the area;
- the sign must comply with any advertising sign guideline for the zone or overlay area in which the sign is to be located.

Specific guidelines:

- the sign must have a minimum clearance of 2.7 metres from the pavement level;
- the sign must have a maximum depth of 500mm;
- the sign must not project beyond the verandah line, or exceed 2.5 metres in length, whichever is the shorter;
- the sign must be at least 450mm from the kerb alignment;
- the sign must not be erected within 2.5 metres of any other below-verandah sign;



- the sign must not be an animated sign;
- the sign must be securely suspended from the verandah;
- the sign must not have a support structure or electricity supply (if required) that is visually intrusive or spoils the building's appearance.

It should be noted that the sign diagrams shown on this sheet are indicative only, and do not necessarily show all forms of signs that will be considered, or signs that will necessarily be approved.

B4c

Advertising Sign Guidelines

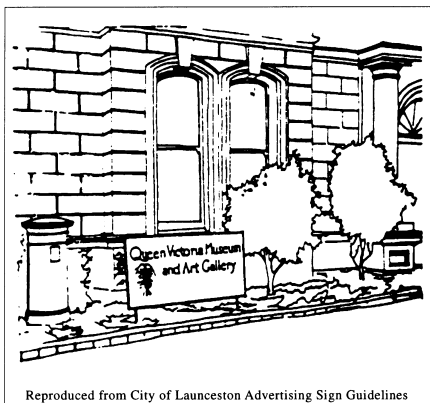
Free standing sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

A low level sign on a structure that is not part of any building, and which is not a pole sign.



Reproduced from City of Launceston Advertising Sign Guidelines

Comment:

A free standing sign in a landscape setting provides a splendid opportunity for the development of a well designed business identification sign which promotes a high quality business image.

Free standing signs are particularly suited to large industrial sites, corporate headquarters and other office buildings, and to institutional and community uses such as schools, private hospitals, aged care hostels, art galleries etc.

The design of these signs should be simple and, if appropriate, should reflect the design of the building to which they relate. The message on the sign should also be simple and be restricted to business identification information such as business name and/or logo, street number, building name.

Free standing signs are encouraged in all business and industrial zones and on public land. In all other zones a free standing sign is seen as suitable, subject to the sign complying with the guidelines. The guidelines for use of free standing signs are set out on the back of this sheet

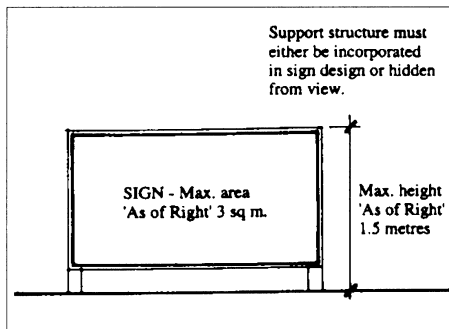
Guidelines:

General guidelines:

- the sign must not intrude into the surrounding streetscape;
- the sign must be attractively and well designed, and should be compatible with the architecture of the building to which it relates;
- the sign must not dominate the streetscape or dominate other signs in the area;
- the sign must comply with any advertising sign guideline for the zone or overlay area in which the sign is to be located.

Specific guidelines:

- the area of a free standing sign should not be more than 3 square metres, unless it can be demonstrated that the sign will not detract from the appearance of the site or the surrounding streetscape, or dominate other signs on adjoining land;
- a free standing sign should have a maximum height of 1.5 metres above ground level, unless it can be demonstrated that the sign will not detract from the appearance of the site or the surrounding streetscape, or dominate other signs on adjoining land;
- the sign must be located entirely within the site;
- there must be only one free standing sign on any street frontage to a site;
- the sign must not be an internally illuminated or animated sign;
- the support structure for the sign must not detract from the appearance of the sign and should either be incorporated into the sign design or, apart from the supports below the sign, hidden from view;
- the advertisement must be restricted to the street number, the name of the business or the building, the nature of the business or other business identification information, and may not include any promotional advertising of products.



It should be noted that the sign diagrams shown on this sheet are indicative only, and do not necessarily show all forms of signs that will be considered, or signs that will necessarily be approved.

B4d

Advertising Sign Guidelines Verandah Fascia sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

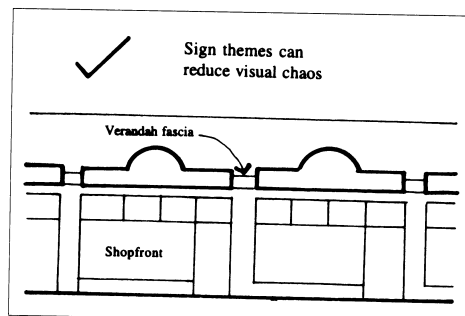
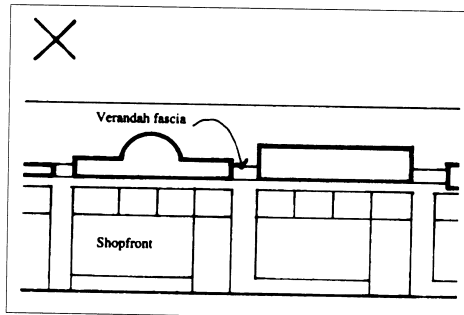
A sign on the front or side fascia of a verandah.



Comment:

Signs on verandah fascias provide an opportunity to develop a consistent advertising theme throughout a centre, and also to create some continuity in the verandah line.

The development of advertising sign themes throughout a shopping centre or other business area can produce order out of potential chaos, and at the same time help to create a recognisable identity for the centre. Advertising sign themes can be developed by controlling one or two design factors, such as size, shape, location or colour, and still leave opportunities for individuality in sign design.



The guidelines for use of verandah fascia signs are set out on the back of this sheet.

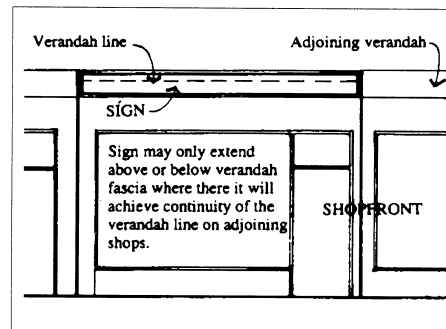
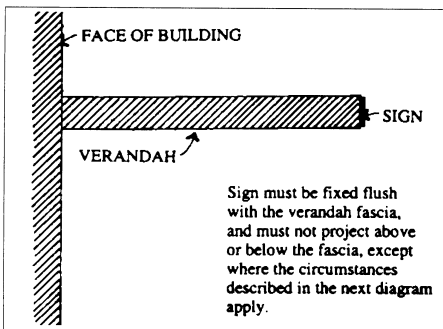
Guidelines:

General guidelines:

- the sign must not detract from the surrounding streetscape;
- the sign must be respectful of the architecture of the building on which it is located;
- the sign must continue any design theme that has been developed for verandah fascia signs in the area;
- the sign must comply with any advertising sign guideline for the zone or overlay area in which the sign is to be located.

Specific guidelines:

- the advertisement must be restricted to the street number, the name of the business or the building, the nature of the business or other business identification information, and must not include any promotional advertising of products and services available;
- the sign must not be animated or internally illuminated;
- the sign must be fixed flush with the verandah fascia;
- the sign must not project above or below the verandah to which it is attached, unless there is an opportunity to create continuity in the verandah line with the adjoining building.



It should be noted that the sign diagrams shown on this sheet are indicative only, and do not necessarily show all forms of signs that will be considered, or signs that will necessarily be approved.

B4e

Advertising Sign Guidelines Wall sign

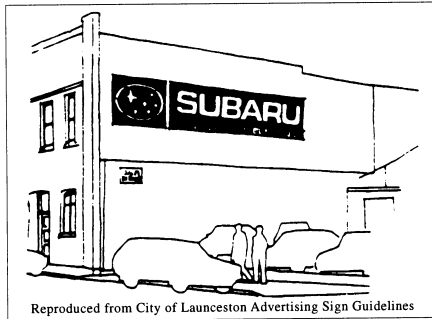


These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

A sign painted onto or attached to the wall of a building, and either:

- located on the side or rear wall of a building; or
- located on a wall facing onto a street, and above the verandah, or where there is no verandah, is more than 3.7 metres above the pavement.

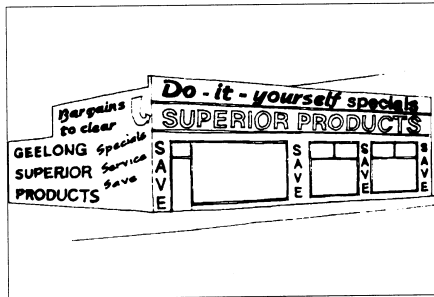


Reproduced from City of Launceston Advertising Sign Guidelines

Comment:

Wall signs that are designed to fit with the design of the building and the overall streetscape can add to the appearance of a building.

On the other hand, a chaotic proliferation of wall signs; excessively large signs; or signs that are placed over windows or obscure building detailing significantly detract from the appearance of individual buildings and overall streetscapes.



Guidelines for the use of wall signs are set out on the back of this sheet.

Guidelines:

General guidelines:

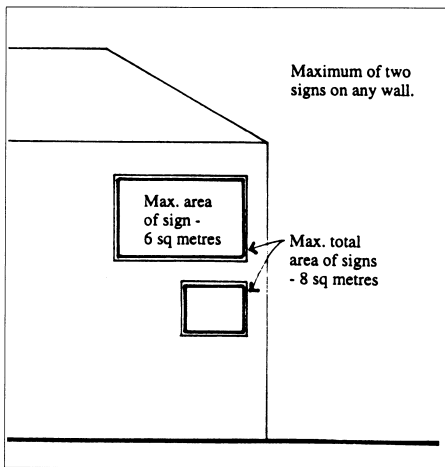
- the sign must be respectful of the architecture of the building on which it is located, and not detract from the lines of the building, cover any window or obscure building detailing;
- the sign must not be visually intrusive;
- the sign must not dominate the streetscape or overshadow other signs in the area;
- the sign must not be visible from any residential property;
- the sign must comply with any advertising sign guideline for the zone or overlay area in which the sign is to be located.

Specific guidelines:

- the sign must be fixed flush with the wall of the building;
- the sign must not project beyond the lines of the building;
- the sign must not be animated;

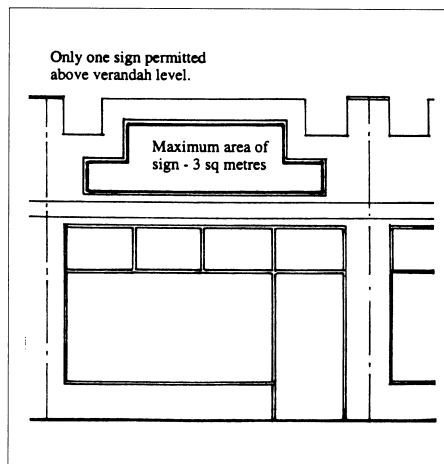
In the case of a wall sign on the side or rear wall of a building:

- the number of signs on the wall must be no more than two;
- the area of the sign must not be more than 6 square metres;
- the total area of all wall signs on any face of the building must not be more than 8 square metres.



In the case of a wall sign on a wall facing onto a street, and located above the verandah level:

- there may be no other signs on the building, on or above the verandah level;
- the area of the sign must not be more than 3 square metres;
- the sign must not contain any advertisement other than the street number, the name of the business or the building, the nature of the business or other business identification information.



It should be noted that the sign diagrams shown on this sheet are indicative only, and do not necessarily show all forms of signs that will be considered, or signs that will necessarily be approved.

B5

Advertising Sign Guidelines Direction sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on design and location of advertising signs.

Definition:

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

Comment:

Direction signs may be used to indicate vehicle entry and exit points, car park locations, pedestrian ways and pedestrian access to buildings etc.

These signs are important in helping people to find their way into and around buildings and sites, and to ensure that the planned pedestrian and vehicular circulation patterns on sites are properly understood.

Planning Scheme Controls:

The following table describes the planning scheme controls relating to direction signs for the various planning scheme zones.

Zones	As of right	Permit required	Prohibited
Category 1	●		
Category 2	●	○	
Category 3	●		
Category 4	●		
Heritage overlay areas	●	●	

In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with any conditions set out in the sign category table in the planning scheme.

In Category 2 the condition for an 'As of Right' direction sign is: *Only one to each premises.*

○ indicates that where the 'As of Right' condition for a direction sign is not complied with, application may be made for a planning permit for the proposed sign. A planning permit for the sign will only be issued where it can be demonstrated that the sign will meet the guidelines set out on this sheet.

In the 'Permit required' column - ● indicates that a planning permit is required. In considering whether to grant a planning permit for the sign, the Council will take into account the guidelines set out on this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone.

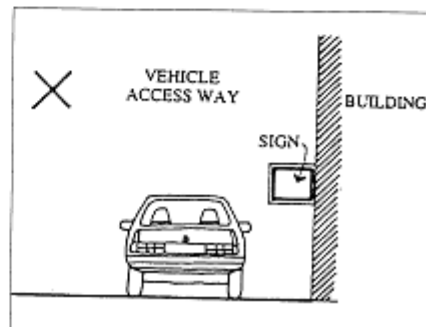
Guidelines:

General guidelines:

- in the case of a sign located on a building, the sign must be respectful of the architecture of the building on which it is located;
- the sign must be attractively and well designed;
- the sign must not intrude into the surrounding streetscape/landscape;
- the sign must be located so that it is clearly visible to its target audience;
- the sign must not interfere with pedestrian or traffic movements;
- the number of direction signs on any site must be kept to an absolute minimum;
- the sign must comply with any advertising sign guideline for the zone in which the sign is to be located.

Specific guidelines:

- in the case of a sign located on a building, the sign must not project beyond the lines of the building, or cover any window or other building detailing;
- the sign must not project into any vehicular or pedestrian access way.



B6

Advertising Sign Guidelines

Floodlit sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

A sign illuminated by external lighting provided for that purpose.

Comment:

Floodlit signs have great potential for attractive night time advertising that can enhance and enliven business areas. In particular, floodlighting is the preferred form of illumination in areas of heritage significance where internally illuminated signs can be out of context with the area.

However, great care needs to be taken to ensure that the floodlighting does not intrude into any nearby land or distract motorists on adjoining roads. Floodlights should be appropriately placed and baffled, and the level of illumination controlled, to ensure that there is no spill of light beyond the area of the sign to be illuminated.

Floodlighting can be provided to a variety of different types of sign, both on and around a building. However, care must be taken in the siting and design of these signs to ensure that they comply with any other guideline relating to the location of the proposed sign, as well as these guidelines relating specifically to floodlit signs.

Planning Scheme Controls:

The following table describes the planning scheme controls relating to floodlit signs for the various planning scheme zones.

Zones	As of right	Permit required	Prohibited
Category 1		●	
Category 2		●	
Category 3		●	
Category 4		●	
Heritage overlay areas		●	

In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with the conditions for floodlit signs in the appropriate sign category table in the planning scheme.

In the 'Permit required' column - ● indicates that a planning permit is required. In considering whether to grant a planning permit for the sign, the Council will also take into account the advertising sign guidelines set out on the back of this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone or overlay area.

Guidelines:

General guidelines:

- the sign must not be visually intrusive;
- the sign must not be visible from any residential property or other visually sensitive area;
- the sign must not affect traffic safety by drawing motorists attention away from road traffic conditions or traffic signs and signals;
- the sign must comply with any other relevant advertising sign guideline, including guidelines relating to the type of sign, or for the zone or overlay area in which the sign is to be located.

Specific guidelines:

- the floodlights must be suitably located and baffled and the level of illumination controlled, to ensure that there will be no spill of light onto any adjoining site;
- the floodlights must be suitably located and baffled and the level of illumination controlled, to ensure that motorists on any nearby road will not be distracted by the floodlighting;
- the area of any floodlit sign may be no more than 3 square metres, unless specified differently in any guideline relating to the zone in which the sign is to be located;
- the total area of floodlit signs on any site may not exceed 5 square metres, unless specified differently in any guideline relating to the zone in which the sign is to be located;
- the sign must be at least 30 metres from pedestrian or traffic lights;
- in rural zones, the sign must only be illuminated during times when the business on the land is open for trade;
- the floodlights must be located so that they do not detract from the appearance of the site or cause any obstruction to pedestrians.

B8

Advertising Sign Guidelines

Internally illuminated sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

A sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as an advertisement.

Comment:

Neon signs and other forms of internally illuminated advertising signs have great potential for attractive and creative advertising that can enliven and enhance business areas.

On the other hand, excessively large, poorly located or badly designed internally illuminated signs can be highly intrusive and detract from the appearance of a building, and the overall streetscape.

Internally illuminated signs also have potential to draw attention away from, or be confused with traffic signs and signals. Furthermore, these signs have potential to intrude into adjoining residential or other visually sensitive areas and detract from the amenity of these areas.

Internally illuminated signs may be installed in a range of locations on or around a building, ie. below the verandah, flush with the building wall, projecting from the wall, as a free standing pole sign or as a low level free standing sign. Care must be taken in the siting and design of these signs to ensure that they comply with any other guideline relating to the location of the proposed sign, as well as these guidelines relating specifically to internally illuminated signs.

Planning Scheme Controls:

The following table describes the planning scheme controls relating to internally illuminated signs for the various planning scheme zones.

Zones	As of right	Permit required	Prohibited
Category 1	●	○	
Category 2	●	○	
Category 3		●	
Category 4			●
Heritage overlay areas		●	

In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with the conditions for internally illuminated signs in the appropriate sign category table in the planning scheme.

In Category 1 the conditions for an 'As of Right' internally illuminated sign are:

The total advertisement area to each premises must not exceed 1.5 sq m.

No part of the sign may be above a verandah or, if no verandah, more than 3.7 m above pavement level.

The sign must be more than 30 m from a residential zone or pedestrian or traffic lights.

In Category 2 the conditions for an 'As of Right' internally illuminated sign are:

The advertisement area must not exceed 1.5 sq m.

The sign must be more than 30 m from a residential zone or pedestrian or traffic lights.

In the 'Permit required' column - ● indicates that a planning permit is required for the sign. In considering whether to grant a planning permit, the Council will take into account the advertising sign guidelines set out on the back of this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

- ○ indicates that where the 'As of Right' conditions for an internally illuminated sign are not complied with, application may be made for a planning permit for the proposed sign. A planning permit for the sign will only be issued where it can be demonstrated that the sign will meet the advertising sign guidelines set out on the back of this sheet.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone or overlay area.

B10

Advertising Sign Guidelines

Panel sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

A sign with an advertisement area exceeding 10 square metres.



Reproduced from City of Launceston Advertising Sign Guidelines

Comment:

Panel signs, posterpanels, smaller billboards all fall within the definition of a panel sign. These signs may be attached to the side of a building or displayed on a free-standing structure. The size of panel signs is generally related to standard sheet sizes used by the outdoor advertising industry.

Because of their size, poster signs tend to visually dominate an area, and for this reason are unacceptable in rural and residential areas and other areas where protection of a high level of visual amenity is important - such as civic precincts, or gateway areas to townships.

However, limited opportunities may exist for panel signs in business or industrial areas where they will not detract from the visual character of an area - such as on the side walls of buildings in locations where they will not be visually intrusive, and where they will not be visible from more visually sensitive areas.

There are also some circumstances where panel signs can provide some positive benefits, by obscuring unsightly structures or activities etc.

Planning Scheme Controls:

Because of the visual impact of these signs, panel signs are discouraged in all areas, except where it can be demonstrated that the sign will not cause loss of visual amenity.

The following table describes the planning scheme controls relating to panel signs for the various planning scheme zones:

Zones	As of right	Permit required	Prohibited
Category 1		●	
Category 2		●	
Category 3			●
Category 4			●
Heritage overlay areas		●	

In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with any conditions set out for panel signs in the appropriate sign category table in the planning scheme.

In the 'Permit required' column - ● indicates that a planning permit is required. In considering whether to grant a planning permit for the sign, the Council will take into account the advertising sign guidelines set out on the back of this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone or overlay area.

Guidelines:

General guidelines:

- where the sign is erected on the face of a building, the sign must be respectful of the architecture of the building, and must not detract from the lines of the building or obscure any window or other building detailing;
- the sign must not be visually intrusive;
- the sign must not dominate the streetscape or overshadow other signs in the area;
- the sign must not be visible from any residential property;
- the sign must comply with any advertising sign guideline for the zone or overlay area in which it is to be located.

Specific guidelines:

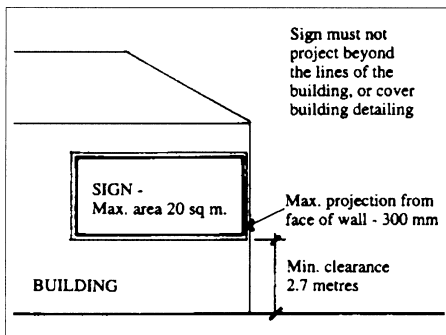
- the sign must not be animated or internally illuminated;

Panel signs erected on a building:

- must not exceed 18 square metres in area;
- must be fixed flush with a wall of the building;
- must not project beyond the lines of the wall on which it is fixed, or cover any window or other building detailing;
- must have a minimum clearance of 2.7 metres above the ground;
- must not project more than 300mm from the face of the wall.

Free-standing panel signs:

- must have a maximum of two faces which must be parallel to each other;
- shall only be permitted where it can be demonstrated that the sign will improve the appearance of the area, by obscuring unsightly views or by other means.



B11

Advertising Sign Guidelines

Pole sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

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; and
- that has a clearance under it of at least 2.7 metres.



In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with the conditions for pole signs in the appropriate sign category table in the planning scheme, as set out below:

In Category 2 the condition for an 'As of Right' pole sign is: *The total advertisement area of all signs to each premises must not exceed 8 sq m. This does not include a direction sign.*

In the 'Permit required' column - ○ indicates that a planning permit is required. In considering whether to grant a planning permit for the sign, the Council will take into account the advertising sign guidelines set out on the back of this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

○ indicates that where the 'As of Right' conditions for a pole sign are not complied with, application may be made for a planning permit for the proposed sign. A planning permit for the sign will only be issued where it can be demonstrated that the sign will meet the advertising sign guidelines set out on the back of this sheet.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone or overlay area.

Planning Scheme Controls:

The following table describes the planning scheme controls relating to pole signs for the various planning scheme zones.

Zones	As of right	Permit required	Prohibited
Category 1		●	
Category 2	●	○	
Category 3			●
Category 4			●
Heritage overlay areas		●	

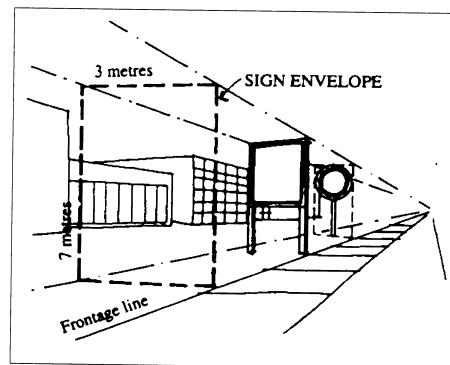
Guidelines:

General guidelines:

- the sign must not be visually intrusive;
- the sign must not dominate the streetscape or overshadow other signs in the area;
- the sign must not contribute to sign clutter on the premises or in the surrounding area;
- the sign must not be visible from any residential property or other visually sensitive area;
- the sign must not affect traffic safety by drawing motorists attention away from road traffic conditions or traffic signs and signals, or by reducing the conspicuity of traffic signs and signals through background clutter;
- the sign must comply with any other relevant advertising sign guideline for the zone or overlay area in which the sign is to be located.

Specific guidelines:

- the sign must be located entirely within the site;
- there must be only one pole sign on any site, unless in the opinion of the Council more than one sign is justified because of the size of the site, or because the site has frontages to two or more streets;
- the sign must not be an animated sign;
- where the sign is to be located in a shopping centre or other area where there are adjacent buildings, the sign must not project above the roofline of the adjacent buildings;
- the sign must not obstruct views to other signs on the site or on adjoining land;
- the advertisement must be restricted to the street number, the name of the business or the building, the nature of the business or other business identification information;
- where the sign is to be located in a building setback area from the street frontage, the sign should be contained within a 3 metre by 7 metre envelope located on the street frontage and at right angles to the frontage.



It should be noted that the sign diagrams shown on this sheet are indicative only, and do not necessarily show all forms of signs that will be considered, or signs that will necessarily be approved.



Advertising Sign Guidelines

Promotion sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

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.

Comment:

Promotion signs are non-essential signs that often contribute to sign clutter in our urban areas. These signs do not necessarily relate to any activity on the land or building on which they are located, and may use valuable advertising space to promote a product, service or event that is sold, provided or to be held at some other place. For these reasons, promotion signs are not generally encouraged.

Many panel signs are promotion signs. However, there may also be limited opportunities for the display of smaller promotion signs in business and industrial areas where they will not contribute to sign clutter, nor detract from the visual character of the area. Sites such as side walls of buildings, in locations where they will not be visually intrusive, and where they will not be visible from more visually sensitive areas may be suitable for these signs.

Planning Scheme Controls:

The following table describes the planning scheme controls relating to promotion signs for the various planning scheme zones:

Zones	As of right	Permit required	Prohibited
Category 1	●	○	
Category 2		●	
Category 3		●	
Category 4			●
Heritage overlay areas		●	

In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with the conditions for promotion signs in the appropriate sign category table in the planning scheme, as set out below:

In Category 1 the condition for 'As of Right' promotion signs is:

The total advertisement area of all signs to each premises must not exceed 8 square metres. This does not include a sign with an advertisement area not exceeding 1.5 square metres that is below a verandah or, if no verandah, that is less than 3.7 metres above pavement level.

In the 'Permit required' column - ● indicates that a planning permit is required for the sign. Any conditions for a promotion sign in the appropriate sign category table must be complied with. If the conditions are not complied with, the sign is prohibited.

In Category 3 the condition for a promotion sign is:
The advertisement area must not exceed 2 sq m.

In considering whether to grant a planning permit for the sign, the Council will take into account the advertising sign guidelines set out on the back of this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

- ○ indicates that where the 'As of Right' condition for a promotion sign is not complied with, application may be made for a planning permit for the proposed sign. A planning permit for the sign will only be issued if it can be demonstrated that the sign will meet the advertising sign guidelines set out on the back of this sheet.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone or overlay area.

Guidelines:

General guidelines:

- where the sign is located on a building, the sign must be respectful of the architecture of the building on which it is located, and must not detract from the lines of the building or obscure building detailing;
- the sign must be related to the scale of the building or site on which it is located, and to the scale of its surroundings, and must not dominate other signs in the area;
- the sign must be attractively and well designed;
- the sign must not detract from the surrounding streetscape/landscape;
- the sign must not contribute to sign clutter on the premises or in the surrounding area;
- the sign must not affect traffic safety by drawing motorists attention away from road traffic conditions, or traffic signs and signals, or by reducing the conspicuity of traffic signs and signals through background clutter;
- the sign must comply with any advertising sign guideline for the zone or reservation in which the sign is to be located.

Specific guidelines:

- no promotion sign may have an advertisement area of more than 18 square metres;
- the sign must comply with the maximum area requirements for the particular zone or overlay area in which it is to be located;
- the total area of signs on any premises must comply with the total area of signs requirement for the particular zone or overlay area in which it is to be located.

B13

Advertising Sign Guidelines Reflective sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on siting and design advertising signs.

Definition:

A sign finished with material specifically made to reflect external light.

Comment:

Reflective signs are illuminated by the headlights of passing cars and for that reason are particularly appropriate on rural roads, where it would be impractical, as well as visually intrusive to use internally illuminated or floodlit signs.

Care should be taken in locating reflective signs to ensure that they do not reduce the conspicuity of reflective traffic signs.

Planning Scheme Controls:

The following table describes the planning scheme controls relating to reflective signs for the various planning scheme zones.

Zones	As of right	Permit required	Prohibited
Category 1		●	
Category 2		●	
Category 3		●	
Category 4			●
Heritage overlay areas		●	

In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with any conditions set out for reflective signs in the appropriate sign category table in the planning scheme.

In the 'Permit required' column - ● indicates that a planning permit is required. In considering whether to grant a planning permit for the sign, the Council will take into account the advertising sign guidelines set out on this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone or overlay area.

Guidelines:

General guidelines:

- the sign must not be visually intrusive;
- the sign must not affect traffic safety by having potential to confuse motorists or reduce the conspicuity of traffic signs;
- the sign must comply with any other relevant advertising sign guideline, including guidelines relating to the type of sign, or to the zone in which the sign is to be located.

Specific guideline:

- the sign must be 30 metres from pedestrian or traffic lights or from any reflective traffic control or advisory sign.

B14

Advertising Sign Guidelines

Sky sign



These guidelines have been prepared to explain the town planning controls, and Council's objectives and policies relating to advertising signs. The series 'A' guidelines explain Council policies for the various planning scheme zones and overlay areas, the series 'B' guidelines explain Council policies for different types of advertising signs, and the series 'C' advisory notes provide information on the operation of the planning scheme and advice on design and location of advertising signs.

Definition:

A sign:

- 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; or
- fixed to a structure (not a building) so that part of it is more than 7 metres above the ground.



Reproduced from City of Launceston Advertising Sign Guidelines

Comment:

An advertising sign should respect and complement the architecture of the building on which it is located, and contribute to the creation of a distinctive and attractive streetscape.

Sky signs are generally incompatible with these objectives. Signs located on the roof of a building, or which project above the wall of the building, normally dominate the building and surrounding streetscape, and detract from the appearance of the building by breaking the building lines. Sky signs also tend to overshadow the other signs in the area.

For these reasons sky signs are prohibited in all residential, special use, public use and rural zones and are actively discouraged in all other zones.

However, there may be circumstances where a sky sign could be used in a positive way to create continuity of building form within a streetscape. In this situation a sky sign may be favourably considered.

Planning Scheme Controls:

The following table describes the planning scheme controls relating to sky signs for the various planning scheme zones.

Zones	As of right	Permit required	Prohibited
Category 1		●	
Category 2		●	
Category 3			●
Category 4			●
Heritage overlay areas		●	

In the 'As of right' column - ● indicates that no planning permit is required provided the sign complies with any conditions set out for a sky sign in the appropriate sign category table in the planning scheme.

In the 'Permit required' column - ● indicates that a planning permit is required in the respective zones. In considering whether to grant a planning permit for a sky sign the Council will also take into account the advertising sign guidelines that are set out on the back of this sheet. Where the guidelines are not complied with, the sign is likely to be refused.

In the 'Prohibited' column - ● indicates that the sign is prohibited in the zone or overlay area.

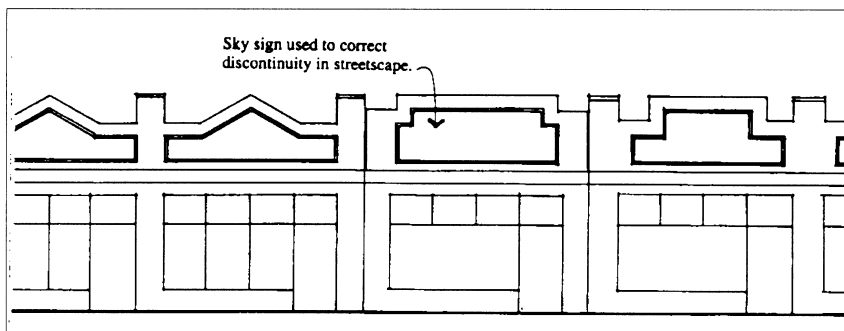
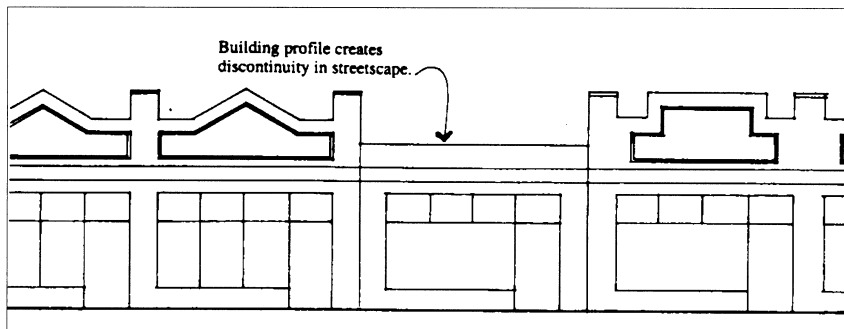
Guidelines:

General guidelines:

- the sign must be respectful of the architecture of the building on which it is located;
- the sign must not be visually intrusive;
- the sign must not dominate the streetscape or overshadow other signs in the area;
- the sign must not be visible from any residential property;
- the sign must comply with any advertising sign guideline for the zone or overlay area in which it is to be located.

Specific guidelines:

- the sign must not be animated or internally illuminated;
- where the sign projects over a road reserve it must be fixed to a building located in a zone in which a permit may be issued for a sky sign;
- the sign must improve the surrounding streetscape by providing continuity of building line or other measures.



Prepared for the City of Greater Geelong by Elizabeth Jacka, Town Planner & Landscape Architect