



port phillip advertising signs policy review

prepared by hansen partnership pty ltd

for city of port phillip

september 2007

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1 introduction

Hansen Partnership Pty Ltd has been engaged by the City of Port Phillip to review the outdoor advertising signs policy. This review runs concurrently with a wider review of the Port Phillip Planning Scheme being undertaken by Council which includes the periodic Municipal Strategic Statement review.

In the current climate attitudes towards advertising, particularly in inner Melbourne, are that whilst it is part of the economic function of the city, it should be subservient to the overall city image. Outdoor advertising signage is a currently an issue across Melbourne with various municipalities reviewing their signage policies.

It is understood that the Department of Sustainability and Environment is in the process of reviewing the Clause 52.05 Advertising Sign provisions. The recent direction by DSE is that a one year extension of major promotion sign permits has been granted whilst DSE undertakes their review, which in effect means that numerous major promotion signs will expire in September 2008. The implication of the review of the state advertising provisions is that they may change and hence further review of the local advertising guidelines may be necessary. However, it is appropriate for the Port Phillip signage policy to be reviewed now given that the *Outdoor Advertising Guidelines* and Clause 22.08 have been in effect in the New Format Port Phillip Planning Scheme since its gazettal in 1998. It is also timely that the advertising signs policy be reviewed in light of the revised MSS.

The paradox of advertising signage is that it contributes to the visual interest and colour of the city but the city image is essentially about built form and character. Therefore how do the two interact? This is the challenge for planning policy which provides flexibility for businesses to display signage and promote their products or services whilst maintaining a high quality, urban environment and image.

The project brief comprised the following tasks:

- Review planning decision making and current practice to identify issues with the current policy.
- Identify any gaps with the existing policy which need to be addressed.
- Prepare a revised policy that addresses the identified issues and provide the strategic justification for the changes.

The current advertising policy is perceived to be quite strong however there are some gaps in relation to the urban structure and technical aspects of the policy which are further addressed in the following report. This review needs to address some of the city structure and strategic principles, however it does not seek to provide a detailed review of the MSS and local policies in relation to setting the city structure.

This report is structured as follows:

- **chapter 2** – analyses the issues in relation to the Port Phillip advertising signs policy and review the current decision making
- **chapter 3** – sets out the vision for how signage should fit within the municipal context
- **chapter 4** – details the advertising policy revisions and other amendments or implementation requirements.



2 review of issues

Currently there is not much documentation that highlights the issues in relation to outdoor advertising signage and policy within City of Port Phillip. As such to gain an understanding of any issues with the policy the following has been considered:

- How do the advertising signage provisions in Clause 22.02 compare with Clause 52.05?
- What issues have Council planners and other relevant officers faced in decision making and hence what are the gaps or issues with how the policy is implemented?
- What patterns or issues are emerging through in VCAT decision making?
- What are the key issues that should be addressed in a review of Clause 22.08 and what implications are there for other policies within the Port Phillip Planning Scheme.

These matters are further considered below.

2.1 state and local advertising policies

Clause 52.05 Advertising Signs provisions sets out the permit triggers for advertising signs in different areas based on the type of sign as defined in Outdoor Advertising Terms contained in Clause 73 of the Port Phillip Planning Scheme. These provisions are applied across the state of Victoria in all planning schemes.

Clause 22.08 Outdoor Advertising provisions are the City of Port Phillip's local planning policy on signage. The local policy provides the guidance for how certain signage types or locations of signage should be treated when a permit is required. These provisions go beyond the state policy and seek to supplement the standard requirements with more information about what is sought by Council.

Clause 52.05 sets out the specific categories of advertising controls that apply to the land use zones. This is the starting point when considering if certain types of advertising signs are appropriate or not and links the decision of a sign to the land use zone rather than the built form and urban character of an area.

The following table provides a comparison of Clause 22.08 and Clause 52.05



table 1 – comparison of clause 22.08 and clause 52.05

	Clause 22.08 – Outdoor Advertising	Clause 52.05 – Advertising Signs
What elements does the policy address?	General signage provisions Signage location on buildings High Wall signs Window signs Signs in forecourts or building setback areas Signs on fences, walls or gates Illuminated & Animated Signs Signage electricity supply and equipment Sign colours, materials and graphics Creative signs Port Phillip Foreshore Westgate Freeway and other major roads Acland Street & Fitzroy Street tourist precinct Signage application information requirements Decision Guidelines	Advertising Categories Signs not requiring a permit Existing signage provisions Major Promotion Signs Business Areas (Category 1) Office and Industrial areas (Category 2) High Amenity areas (Category 3) Sensitive Areas (Category 4)

Largely the two policies are complementary and there are no obvious inconsistencies. The Council policy seeks to clearly direct how signage in Port Phillip should operate and provide specific details and guidance that supports the state policy directions on outdoor advertising signs.

Having regard to potential issues in relation to signage and experiences regarding signage in other areas such as City of Melbourne, the following omissions in Clause 22.08 are notable:

- There is no definition or explanation of how visual clutter will be considered or measured.
- The policy does not distinguish major promotion or promotion signs from business identification signage.
- Advertising signage on tram and bus shelters or other street furniture signage is not addressed.

2.2 advertising sign policy issues

Through discussions with Council's statutory planning, strategic planning, urban design, heritage and local laws officers it is apparent that the current signage policy is well written and is easily implemented in planning decision making. The strengths of the policy are perceived to be the illustrations contained within the policy and the Creative Signs provisions.

Whilst the policy has general acceptance, there are a number of areas of the policy which have been identified as areas for improvement or where issues have occurred.



table 2 – advertising sign policy issues

Issues	How can this be addressed?
Applicants applying for signs in all locations detailed in Diagrams 1 and 2 of the policy – i.e. the quantity of business signs on the one property are exceeding reasonable levels.	Include a provision within the policy which specifies a maximum number of signs per street frontage. These provisions may also address proportional relationship between building, sign and streetscape.
Lack of clarity and control on tram/bus shelters, phone booths and other street furniture	Include siting and design guidelines on how advertising should be incorporated into street furniture.
Signage definitions do not refer to siting and design in relation to the street (only in relation to the host building)	Guidance should be included on orientation of signage to property frontages and street and carriageway alignment.
Animated signs and other new media are not addressed	The illuminated and animated signs section should be updated to refer to new and emerging technologies.
The policy lacks overall strategic direction.	The policy should reference the city structure and define a hierarchy of areas where signage should be avoided and other areas where signage may be able to be accommodated.
The policy does not reference different character areas	The policy can include reference to signage design in particular character areas. The character areas need to be identified and have sound strategic justification. Such provisions cannot contract the Clause 52.05 provisions.
The policy does not adequately guide high wall signage, particularly in relation to St Kilda Road businesses orienting signs to Queens Rad and Albert Park	The St Kilda Road precinct has a number of issues. These should be addressed in relation to the appropriate siting and location of signs on and around buildings in this precinct.
The policy does not address provide assessment guidance on how bright illuminated signs can/should be.	Illuminated signage provisions can be updated to specify maximum lux, however this needs to have scientific or strategic justification. The illumination provisions should also include guidance on the use of neon, LED, LCD, projection and other new forms of lighting type or design.
The policy does not set out guidelines on considering wider reaching impacts of signs, rather it focuses on the immediate surrounds	In some circumstances it is appropriate to consider the impact to a wider viewing catchment, particularly where signs are elevated above other buildings or structures and/or within important views and vistas (eg: St Kilda Road). The general policy requirements can include a requirement that the extent of visual catchment is to be considered. This should be written in consideration of the later reference in the decision guidelines that address visual clutter and equitable distribution of signage.
The policy does not provide guidance regarding signage in the Shrine Precinct	It would be appropriate to include reference to the special character and vista attributes of the Shrine Precinct. This should be included as part of addressing character areas and the Port Phillip urban structure.
The policy does not address 'corporate branding' whereby multiple signs, material finishes and colours and graphics are sited all over the building.	The signage provisions need to include reference to avoiding multiple signs on one frontage. There is a lack of distinction or definition in Clause 52.05 in relation to 'corporate branding'. In heritage areas or on sites where paint controls apply, Council has discretion regarding the colour of buildings. It can be a character issue, particularly in special character areas like Acland Street. On the other hand it can contribute to the vitality of business, commercial and industrial areas. The urban design policies



Issues	How can this be addressed?
	should address colours and finishes of development, as a building painted a particular colour may not be considered 'corporate branding' unless there is an accompanying graphic or image that conveys a logo or forms part of an advertising sign.
The policy does not refer to signage on retractable awnings	Retractable awning signs are not defined in the planning scheme. However, this issue ties in with businesses taking advantage of multiple signage opportunities. Use of retractable awnings can encourage awnings to be extended unnecessarily which could reduce streetscape amenity, i.e.: blocking views across or along streets. Using the 'fascia' or edge of an awning for a simple business identification may be appropriate where the awning acts like a verandah over the public footpath or a seating area.
Temporary signs and hoardings are not addressed in the policy	Public art, development identification and branding and promotional advertising can be attached to hoardings and add to the vitality and vibrancy around construction sites. Construction scaffolding can also be used to show a 1:1 scale of what the new development will look like once completed, which is a successful technique for renovations/ redevelopment of heritage buildings. Temporary signs may be a means of short term major promotion signage rather than having a series of major promotion signs along major transport routes, which is the common location for such signage.
Policy does not address minimum clearances of signage above footpaths	2.7m is the accepted standard clearance height which is defined in the Building Regulations. This can be incorporated into the policy and is cited in the City of Melbourne.

2.3 general advertising sign issues

Further to the above issues, the workshop with Council officers and a bus tour of key areas of signage in the municipality raised a number of issues that are associated with the erection of advertising signage but are not necessarily issues with the policy.

The following outlines these general advertising sign issues:

- Street furniture itself only needs a permit in heritage areas. Outside heritage areas there is no control in the planning scheme for where street furniture is located. However, the siting and design of promotion or major promotion advertising on street furniture is controlled by Clause 52.05. (Note: Clause 52.05-3 sets out the permit exemptions for signs)





- Should there be a distinction between business identification and promotion signage?
- There are some inconsistencies in the decisions on signage applications being made by Council and Heritage Victoria in and around Clarendon Street, particularly in the *Emerald Hill Estate* (HO30) area.
- Existing use rights on many signs both promotion/major promotion and business identification.
- Fascia signs are exceeding the height of canopies and verandahs (which was noted along Bay Street Port Melbourne).
- Real estate signs are an enforcement issue in terms of time that such signs stay erected, and also 'For Lease' signs undefined in the local laws which also contribute to the issue of temporary signs. There is recognition that St Kilda Road has an excessive number of real estate signs erected at any one time. This is a particular issue to this precinct because of the quantity of commercial and office buildings, and their siting with generous setbacks (for Shrine vistas) which enable large real estate signs to be located at street level.
- The light rail corridor (Route 96) is owned by Vic Track and contains a number of promotional advertising signs. Parts of the railway reserve are included in Environmental Significance Overlay 1 – Light Rail Remnant Indigenous Vegetation area. This area is governed by the City of Port Phillip therefore any new permits will require Port Phillip planning approval, however some signs may have existing use rights.
- Window signage which blocks views into ground level shops is a problem which is common with businesses such as chemists, newsagents and milk bars. This may be an enforcement issue where businesses do not have approval for the quantity and/or location of signage.
- Large developments require co-ordinated approaches to signage to ensure that signage does not overwhelm the new buildings or contribute to visual clutter. As such, *signage strategies* should form part of the approval of major developments with commercial components to ensure equitable signage opportunities and the consideration of how advertising will be integrated into new buildings when they are approved.
- Kingsway is recognised as something of a 'traffic sewer' with major urban design challenges. This area should be the subject of its own set of urban design guidelines, however it is a key area where major promotion signs are located, as well as the usual business identification advertising of businesses along the Kingsway corridor.
- Queens Road also has its own set of issues because of its relationship with Albert Park Lake which currently hosts the





Australian Grand Prix over a long weekend in March. The park interfaces are extensive because of the park's size, and a recent trend is emerging with buildings on St Kilda Road seeking to maximise signage visibility to the west towards Albert Park Lake.

- Signage provisions for heritage areas are considered to be more concise than for non-heritage areas.



Visual clutter is also commonly raised as an issue associated with advertising signage. The overall amount of signage in relation to the streetscape and the cumulative effect of many signs can create visual clutter. Ultimately whether an area is in danger of becoming visually cluttered is subjective. While quantitative measures such as setting the amount of signage within a particular view to a limited percentage may be employed, these are subject to distortion. A more effective method of controlling visual clutter is to promote positive policy on where and how signage may occur, and to encourage a strong and respectful response to the site's context.



To address and prevent visual clutter the following strategies should be employed:

- Encouragement of fewer and more effective signs
- Allow the fronts of buildings between the first floor and the parapet to be free of signage
- Consideration of the context including the amount of signage (promotional, directional or business advertising) already in a location
- Restricting the number of signs to one per building elevation.
- Views analysis and consideration of the importance of the view
- Consideration of the contribution to visual clutter by the supporting structure and the signage
- Limiting the proportions of different types of signage
- Restricting signage which projects from buildings and rooftops

2.4 recent vcat decisions

Council's decisions on a number of business identification and major promotion signage applications have been considered at VCAT in the past 6 years. A study of five VCAT decisions was undertaken to ascertain how the current advertising policy is performing, whether VCAT is relying on the policy and what issues have been raised that may need to be addressed by this policy review. The VCAT applications for review included conditions appeals, objector appeals and reviews of Council refusals. In some cases Council's decision was upheld, however in other circumstances it was overturned.

The VCAT decision review included consideration of the following five decisions. These are further detailed in Appendix 2.

- Octopus Media Pty Ltd v Port Phillip CC (19 December 2005)
- C R Hooper & Ors v Port Phillip CC (9 June 2005)
- Design Driven v Port Phillip CC (11 November 2002)



- Buckle Outdoor Advertising v Port Phillip CC & Ors (30 June 2001)
- Treadmaster Pty Ltd v Port Phillip CC (11 May 2005)

The key issues and implications of these decisions are summarised as follows:

- There is no conclusive evidence that advertising signs on roads have an impact to road safety.
- New technologies such as LED have benefits over other forms of lighting like neon in terms of controlling light output and spillage.
- VCAT has relied on the provisions of Clause 22.08 in relation to animated and illuminated signs (such as in *Buckle Outdoor Advertising v Port Phillip CC & Ors* and *Treadmaster Pty Ltd v Port Phillip CC*) whilst in other circumstances (such as *Octopus Media Pty Ltd v Port Phillip CC*) the animation aspects of the policy were not mentioned.
- Road safety considerations raised by Clause 22.08 were also generally referred to and relied upon where the question of road safety was concerned (eg: *Treadmaster Pty Ltd v Port Phillip CC*). However, in *Octopus Media Pty Ltd v Port Phillip CC* and *Buckle Outdoors Advertising v Port Phillip CC & Ors* the arguments surrounding road safety issues were considered tenuous by the presiding Tribunal members.
- Whilst the local policy does not specifically outline how road safety is to be measured, Vic Roads utilise the *Ten Point Road Safety Checklist 2001* which addresses driver line of sight, effectiveness of traffic signals, potential to dazzle or distract drivers, signage concentration, potential to confuse signs with traffic signals/signage and instructions to drivers. Vic Roads are involved in the planning process where a matter relates to primary roads (i.e. roads in a Road Zone Category 1 or 2).
- The cases *Buckle Outdoors Advertising v Port Phillip CC & Ors* and *Octopus Media Pty Ltd v Port Phillip CC* both related to new major promotion signs replacing existing signs but were typically larger or different proportions from the existing sign. In both of these cases planning permits were issued and the key consideration was the potential increased impact of the sign. These cases were unique in that the Octopus Media case related to St Kilda Junction which has long been an iconic signage location whilst the Buckle Outdoors Advertising case was considered in the context of the existing sign, a recent signage approval by Council and the proposed sign. Council had issued a permit for the same site as the Buckle Outdoors Advertising sign but it was argued by the Tribunal that the prior approval was likely to have a worse impact than the Buckle sign.
- The many layers of policy where advertising signs are proposed in heritage areas such as *Design Driven v Port Phillip CC & ors* means that much clearer distinctions are set for heritage areas. The same direction and clarity is necessary for other areas of the municipality which may be sensitive to the display of outdoor advertising.



3 the role of signage in port phillip

This section addresses the role that signage has within the City of Port Phillip. It provides a discussion of key aspects of the policy vision and objectives for incorporating advertising signs into the urban setting, and how the policy should be adapted to meet changing needs and issues.

Generally the current Port Phillip Advertising Policy is perceived to be well written and works well in decision making. There are two main areas where gaps have been identified, in relation to how advertising fits into the urban design structure of the municipality and in the more technical aspects of signage types and effects. These will be addressed separately below.

3.1 urban design structure

The often cited issue with advertising signs is their lack of integration with the host building/structure and streetscape. A review of the Municipal Strategic Statement reveals little reference to advertising signage and its role in Port Phillip, whilst the Advertising Signs policy at Clause 22.08 provides the specific guidance for how signs are sited and designed but this local policy does not address the overarching strategic objectives.

The underlying message within the Port Phillip Local Planning Policy Framework is one of a land use based vision and objectives, with a lesser focus on the three-dimensional aspects of the urban environment. The current policy acknowledges the following strategic basis:

The Municipal Strategic Statement encourages new buildings and works to make a positive contribution to the public realm having regard to the diverse and distinctive character that contributes to the high quality of the city's physical environment. Outdoor advertising signage is a key and often highly visible component of the physical environment of the city. (Clause 22.08-1)

Urban design is important to the image, identity and function of cities. Thus, the presence and visibility of signage needs to be understood in the context where the predominant feature of the city is the built environment. The structure of Planning Schemes and municipal policies seek to establish a high quality built form, where buildings and landscaping are the dominant character elements. Signage is part of the make up of the City, however it needs to contribute positively to the visual amenity of the built environment and not overwhelm or dominate the cityscape. It is accepted that part of a functioning city is its transport and infrastructure and advertising signage, however such elements should not overwhelm or dominate the cityscape to the detriment of the appreciation of the built form.

The challenge is how to incorporate signage, which is a legitimate means of communication and promotion, sensitively within the urban framework. The cues are taken from the city structure and built form, and to a certain extent the land use zones. Therefore it is necessary to define broad typologies to make controls appropriate for those areas which are based on the built form, road hierarchy, subdivision grain, the openness of the environment, views and vistas and general landscape treatments.



3.1.1 urban typologies

The urban typologies below explain the essential characteristics of a range of urban precinct types. These typologies assist in understanding the typical character, scale and form of an area to enable informed decisions in relation to how advertising signage should be designed and adapted to different locations in Port Phillip. The typologies are based on the following attributes:

- Building height, scale and massing
- Subdivision grain
- Openness of built environment
- Views
- Road configuration (visibility)
- Traditional scale main street versus major wide boulevards

Assessing an area for its typology should be achieved by defining the typical form rather than using 'exceptions' (such as the odd tall / large building here and there) to define an area. The main Port Phillip urban typologies are described below and set out the typologies main characteristics, examples of where the typology occurs and the vision/policy direction for advertising signage in that area:

Fine Grain Main Streets

- Traditional main street environments comprising scales ranging from 2-5 storeys which establish a street wall (typically of 2 storeys)
- Buildings often have traditional or historic features
- Fine subdivision and building grain
- Urban environments where landscaping takes on a lesser role than the built form
- These environments usually are located on the narrower primary or secondary roads which creates an intimacy of scale.



Example: Ormond Road, Glen Huntly Road, Carlisle Street, Brighton Road (Hennessy Avenue to Milton Street) Acland Street/Barkly St, Fitzroy Street (between Canterbury Rd/Grey Street and Beaconsfield Pde), Bridport Street, Victoria Avenue, Clarendon Street, Glen Eira Road, Bay Street

Policy direction: Encourage the predominance of the built form and pedestrian environment in fine grain main streets. Signage should comprise at a maximum directional street signage and business identification signage. Large format signs are not appropriate in these areas due to the more intimate scale of the urban setting.



Medium to High Rise

- Built form typically 5-8+ storeys
- Adjoin tree-lined boulevards (primary roads) which frame corridor views and vistas
- Landscaped front building setbacks
- Medium-broad grain subdivision

Examples: Queens Road, Albert Road, St Kilda Road (east side - High Street to Charnwood Road, and west side - Dorcas Street to Waterloo Crescent), Barkly Street (near St Kilda Junction), St Kilda Junction (private realm), Fitzroy Street (St Kilda Road to Canterbury Road/Grey Street)



Policy direction: These areas receive pressure for freestanding signage in building setbacks, high wall signage (particularly for building names or corporate identities). The built form and landscape (hard or soft) should be the predominant feature of these areas. Signage should be well integrated, simple and contemporary. Avoid the proliferation of major promotion signs around the St Kilda Junction.

Low to Medium Scale

- These areas typically adjoin roads in the Road Zone which cannot be otherwise defined as Medium to High Rise or Fine Grain Main Street.
- Usually comprise low rise buildings of between 1 and 5 storeys which have a mix of fine, medium and broad subdivision grain.
- There is a predominance of service business uses with some residential buildings interspersed.
- This typology does not refer to the primary retail activity centres.



Example: St Kilda Road (east side Charnwood Road to Carlisle Street incorporating B2Z and MUZ land, and, west side Waterloo Crescent to Blanche Street), Brighton Road (Carlisle Street to Mozart Street), Wellington Street/Nelson Street, St Kilda

Policy direction: Signage should be simple, modest and contemporary. Avoid roof top or sky signage. Integrate signage within the host building, and at street level wherever possible. Large format signs are generally not appropriate in these areas due to the lower scale built form.



Large Format Industrial / Mixed Activity Areas

- 'Working' buildings typically not more than 2 or 3 storeys comprising warehouses or factories and traditionally used for industrial or light industry purposes.
- Buildings with large footprints and a broad subdivision grain
- Usually located in and around secondary and connector routes rather than primary roads.
- Landscaping is typically subordinate to the built form
- Some former industrial areas are evolving into mixed activity areas (eg: areas affected by the Mixed Use Zone) which have introduced domestic apartment building forms and a focus on increasing residential development.



Example: South Melbourne, Port Melbourne Industrial area and Port Melbourne Mixed Use area

Policy direction: There is scope for much larger signage to be accommodated in parts of these areas because of the larger scales of development, however signage in these areas should be effective, simple and contemporary but not necessarily large. Signage should not be a substitute for enhancing the presentation of large bulky building forms. Advertising signs displaying the brands or goods associated with the on-site business should be subordinate to the business identification signage. Illumination of signage in the Mixed Activity Areas zoned MUZ should be designed to avoid detrimental effects to dwellings.

Port Phillip Foreshore

- The foreshore area comprises a corridor of land and buildings interfacing with the Port Phillip Bay foreshore
- Built form is mixed but predominantly maintains a low scale and is located on the north/east side of the road adjoining the foreshore and the foreshore itself
- Landscape and public open space areas are of primary importance
- Significant areas for passive and active recreation
- The foreshore area accommodates primary roads which provide a local and regional connection and recreational role.
- The openness and foreshore vistas are a valued part of the foreshore precinct character and are an important part of defining the overall character of the municipality



Example: Beaconsfield Parade, Ormond Esplanade, Jacka Boulevard, Marine Parade, The Esplanade



Policy direction: Signage should be kept to a minimum in the foreshore area. Adjoining the foreshore, signage should be simple, contemporary and modest. Promotion and major promotion signs are strongly discouraged. In decision making it is important to consider the visual catchment and visual impact of signs on the foreshore area.

Freeways and Road Infrastructure

- Wide, multi-lane roads primarily for the purpose of vehicle movement including major road junctions
- Bridges and other elevated structures such as freeway interchanges
- Usually have open, wide and horizontal proportions
- Built form, where present and pedestrian environment are subordinate to the function of the road for vehicles.



Example: Westgate Freeway, St Kilda Junction (public domain)

Policy direction: Freeways are typically the best location for major promotion signs, particularly the wide horizontal format signage, however there are a number of signs already located along Westgate Freeway and at St Kilda Junction. Within Port Phillip, new major promotion signs should only be located in the Road Zone Category 1 in which the Westgate Freeway is situated to reduce the saturation of signage in areas surrounding the freeway as they often do not relate to the street environment at their base. Signage on infrastructure such as bridges and freeways should be in proportion to its context.

There are limitations with the above typologies as they do not and cannot cover every situation, in particular they do not cover the residential context (typically in a Residential 1 Zone), because signage in such areas do not typically appear because of the planning scheme restrictions. Nevertheless some signage is present in residential areas with existing use rights.

3.1.2 other urban attributes

Other urban attributes which add layers to the urban typologies but are not typologies within themselves include heritage areas, park interfaces, road corridors, views and vistas, and areas of special character or themes. These are not typologies but are important as overarching qualities upon which signage can have an impact.



heritage areas

Heritage areas and sites are identified through the Port Phillip Heritage Overlay. Large areas of the municipality are affected by heritage precincts which overlay and intertwine with the identified urban typologies outlined above. Site specific heritage overlays also affect places throughout the municipality.

Within identified heritage precincts greater control is exercised over the amount, design and siting of advertising signage. The heritage areas are recognised for their contribution to the identity and history of Port Phillip and wider metropolitan Melbourne, as such, they are more sensitive to change. Signage in heritage areas should comprise nothing above the ground level and no third party commercial promotion advertising should be permitted. These limitations should enable the historic values and assets of the area to be the primary focus.

Important heritage precincts such as the Emerald Hill Precinct in South Melbourne (defined by Heritage Overlay, Schedule 30 and Victorian Heritage Register H1728), particularly given its location in a commercial centre, need to consider the visual impact of signage not only on the heritage values of the host building but the impact to the surrounding precinct. There are situations where approval for signage may be granted by Heritage Victoria first which means that in determining an advertising signage application triggered by the zoning and Clause 52.05 provisions heritage cannot be considered by the Council because the sign is exempt from Heritage Overlay provisions.



There should be a consistent approach to signage in heritage areas unless there is a demonstrated historic reason for signage to be different to those heritage principles which are incorporated into the advertising policy.

park interfaces

The City of Port Phillip contains and abuts major recreation areas such as Albert Park Lake, Port Phillip Bay Foreshore reserves and Kings Domain (Shrine of Remembrance). The openness and expanse of these important public spaces results in expansive vistas of the urban form beyond. Parks are highly valued and the role that park interfaces place in the overall structure of the municipality is important to the identity and amenity of Port Phillip.



The existing form and nature of current planning policies seek to ensure that development along Queens Road and St Kilda Road steps down towards the Albert Park interface. Advertising signage in or near key public open space areas should not be visible or if visible should be unobtrusive. Advertising signage should be located at ground level wherever possible and avoid high wall or roof signs. It is considered that promotion and major promotion signage should be avoided along park interfaces and signage should be limited to business identification or directional signage.



views / visual catchment

Views and vistas are important as means of orientation and way finding within the city. The value of views is typically based on a range of reasons such as visibility of monuments, valued architecture or landmark buildings and the landscape qualities such as tree lined boulevards.



It is important to consider the visual catchment in relation to advertising. A balance needs to be struck between siting signage effectively and avoiding signage dominating the urban environment. Consideration of the visual catchment of signage, particularly in relation to major promotion or large business signage, is important to ensure that there is no detrimental impact beyond the immediate environs. This is an important consideration in relation to park interfaces, the foreshore areas and within heritage areas.

It is also critical to consider that the intended visibility and viewing of proposed signage achieves the proponent's objectives and to not impact upon the safety or amenity of an area. Furthermore, the need to prevent visual disorder and visual clutter is a current consideration which should be retained in the advertising policy.

road hierarchy

There is a varying road hierarchy comprising major north-south major traffic conduits such as Kingsway, Queens Road, St Kilda Road/Brighton Road and along the foreshore with cross municipal connections such as Albert Road/Kerferd Road, City Road, Fitzroy Street east-west connector routes.



The pressure for promotion or major promotion signs in areas of high traffic volume needs to be balanced with the desire to maintain the built form and landscape attributes as the prevailing form which identifies the municipality. The northern edge of the municipality adjoins Citylink/Westgate Freeway and there are numerous major promotion signs in the form of sky and pole signs already adjoining the freeway. The freeway edge lends itself to the siting of major promotion signage and there is a history of such signage locating along major freeways throughout Metropolitan Melbourne.

New signage adjoining the freeway should be carefully considered particularly in terms of the relationship with the streets, where the sign is situated or visible from.

The road reserve should not be used for freestanding signage whether for commercial advertising or business identification purposes. The exception being, the provision of shelters at tram and bus stops, and for public telephones.



special character and/or themed areas

The key special character areas within Port Phillip are the Acland Street tourist precinct and St Kilda Road Shrine vista precinct. Emerald Hill South Melbourne is also recognised as a special heritage area which is recognised by its registration on the Victorian Heritage Register and has been addressed above.



The Acland Street tourist precinct is a key tourism feature within the municipality. It is noted for its vibrance, colour and activity. Street furniture and layout contribute to the playfulness of Acland Street as representing the dynamic and artistic qualities of St Kilda. Bright and creative signage and sculptures are encouraged in this area with The Big Mouth café and Hair Room having notable examples of creative signs. Themed, creative and colourful signage in this precinct is appropriate and should continue to be encouraged.



The Shrine of Remembrance on St Kilda Road is a very valued landmark within Melbourne. Maintaining views and vistas along St Kilda Road from St Kilda Junction towards the Shrine as well as from Swanston Street to the Shrine are key urban design considerations which are reinforced through Design and Development Overlay schedules 3, 4 and 13 of the Port Phillip Planning Scheme. The openness of vistas of the Shrine should be protected from encroachment by buildings or structures, including advertising signage.

Whilst consideration of impact to the Shrine is noted in the MSS, DDOs and local policies on urban design, a permit for advertising signs is not triggered by DDOs and the local urban design policies would usually not be applicable. Therefore it is important the advertising policy should reference the importance of maintaining the vistas and views of the Shrine and protecting them from encroachment by advertising signage.



3.2 new forms of signage and technology

The notable changes in recent times in regards to the display of advertising signage is the emergence of animated screens and a wider use of street furniture for advertising signage. Also, the possibilities for temporary promotion and major promotion signs at construction sites on hoardings and scaffolding are an emerging trend here and overseas.

3.2.1 signs on street furniture

Street furniture advertising has emerged in the form of promotion signage panels on bus and tram shelters, phone booths, outdoor café seating barriers and rubbish bins. Council's local laws department is responsible for issuing permits for street furniture such as A-frame sign boards and outdoor café seating barriers because they are temporary structures which are exempt from requiring a planning permit.



It is becoming more commonplace for outdoor advertising companies to construct and maintain bus and tram shelters which incorporate promotion advertising panels. Phone booths are typically owned by Telstra and they manage the advertising space and maintenance of the structures. The shelters and phone booths themselves do not require a permit as they are classified as street furniture exempted under Clause 62.02 of the planning scheme from requiring a permit. The exception to this is for land affected by the Heritage Overlay, whereby the provisions specifically require a permit for buildings and works for street furniture. Unless the shelter is sited on land in the Heritage Overlay, Council cannot control the location of bus and tram shelters under the planning provisions. However, all promotion and major promotion signs on street furniture do require a permit which does enable Council to control how advertising is attached or integrated with the bus and tram shelter.

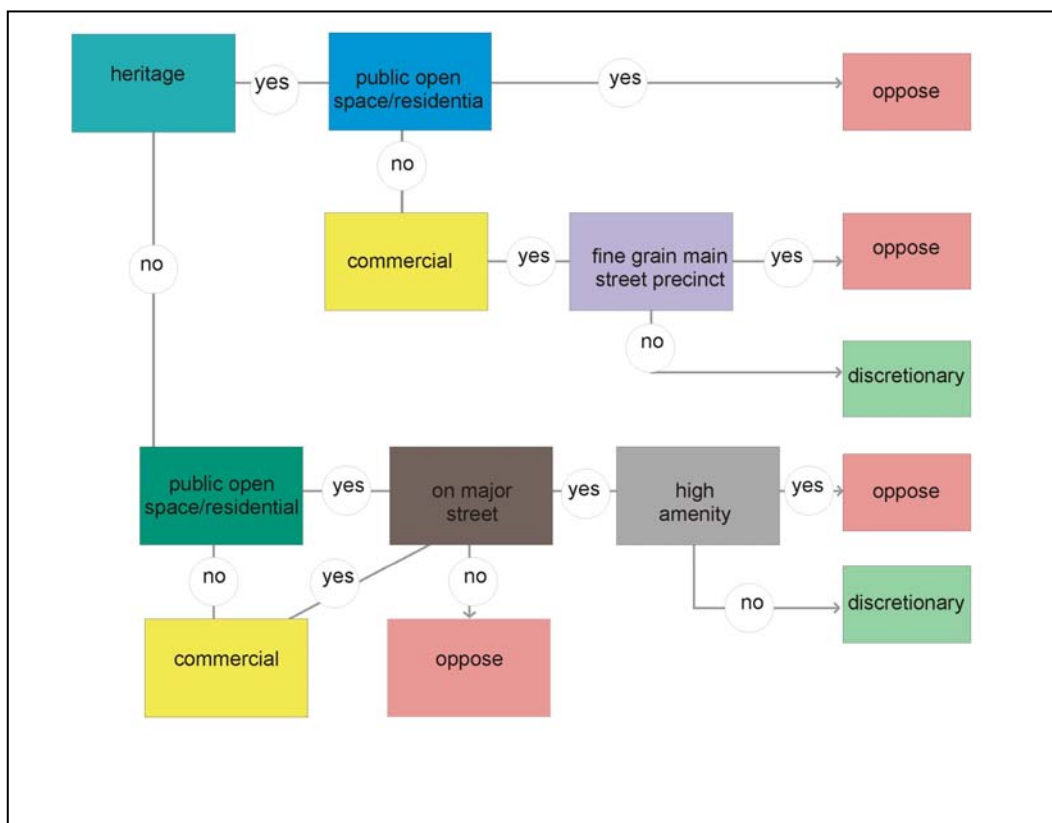
The revenue from signage placed on street furniture makes it possible to construct the shelters for public transport users whilst they wait, however, there is potential for street furniture and its signage to be poorly located or designed. There are examples of signs which cover all or the majority of a shelter and inhibit views across and along streets to the detriment of pedestrian safety and amenity. The clustering of multiple shelters or phone booths in one location can also result in visual clutter and the advertising displayed can overly dominate the public realm either by the quantity, size or animation (e.g. scrolling signs).

The advertising signs policy cannot control the siting of street furniture as a permit is not required for construction of street furniture unless in the Heritage Overlay (or other provisions as specified in the Port Phillip Planning Scheme). It would be appropriate to address the location of street furniture in heritage areas through the local Heritage Policy to ensure that the structures are sited in sympathy with the heritage values of the place. The advertising provisions can ensure that any advertising placed on these street furniture is in proportion to the host structure so that it does not detrimentally affect safety or the streetscape in which it will be located. Signage should generally be no more than one third of the shelter and oriented parallel with the roadway which ensures clear views are maximised along and across the street. The ends of tram and bus shelters (perpendicular to the road) should remain clear and free of advertising panels.



The following chart (figure 1) illustrates Council's established decision making process in relation to whether street furniture signage should be allowed.

figure 1 - Council decision making process for advertising on tram and bus shelters



The following principals for the appropriate siting of street furniture signs build upon the decision making process above and should be translated to the advertising policy as follows

- Signage on street furniture in a public open space/residential area or commercial area may be supported if located on a major street and not within a high amenity area.
- Signage on street furniture in a Heritage Overlay area is discouraged if it is located within
 - A public open space or residential area
 - A *Fine Grain Main Street* precinct.

3.2.2 new technology

Emerging technology in relation to signage includes the more common use of LED for animated screens and other forms of illuminated signs, projecting light onto surfaces such as building faces and the pavement, as well as the potential for sound and other mechanically animated signs.

There is a continual evolution of technology with LED being the major advance in the past 10 years. It is necessary to accommodate new technologies where it's possible to better control light spillage, minimise



electricity or power usage and other net benefits in the way that signage is currently displayed. LED animated screens are becoming more commonplace with pressure for such signage being placed at key road junctions and intersections.

It is appropriate to embrace new technologies that are technically more sophisticated. However, embracing new technology which introduces elements to the city image and structure that detracts from the intrinsic qualities of the municipality such as its built form, architecture and broader urban landscape should be avoided. Care should be taken in considering planning applications against the core objectives and decision guidelines of the policy.

3.2.3 temporary promotion or major promotion signs

Temporary promotion or major promotion signs come in various forms including advertising events or advertising which is incorporated into construction site hoardings or on scaffolding. Temporary signs such as real estate signs are exempt from requiring a planning permit provided they are no more than 10 square metres. Temporary signs of up to 5 square metres which publicise a local educational, cultural, political, religious, social or recreational event not held for commercial purposes are also exempt from planning approval (refer to Clause 52.05-3). Generally all other signs promoting commercial events do require planning approval.



Promotion or major promotion signs attached to construction hoardings or scaffolding are subject to planning approval. These forms of temporary signage are a way of improving the presentation of construction sites as well as providing short term promotional advertising opportunities. Construction scaffolding can also be used to show a 1:1 scale of what the new development will look like once completed, which is a successful technique for renovations/ redevelopment of heritage buildings. Construction hoardings are usually erected for a short term in line with time limits on development permits (typically 2 years).

The Port Phillip municipality is dynamic with continual redevelopment and consolidation of activities and built form. In these conditions promotional advertising which has minimum time limits of 10, 15 and 25 years is not responsive to the ever changing environment. Temporary promotional signage erected for the duration of construction of a building provides opportunities for advertising to contribute financially towards the cost of the reconstruction or redevelopment of important public assets and buildings. There are numerous examples of this taking place overseas.



Temporary signs may be a means of short term major promotion signage rather than having a series of major promotion signs along major transport routes, which is the common location for such signage, and which will exist for medium to long term. Temporary promotion/major promotion signs which are visually interesting and integrated with construction hoardings or scaffolding are preferred over permanent major promotion signs. The signage should be high quality and well maintained.



3.3 vision for signage

Signage formats should suit the three dimensional form of the municipality. More open, large scale environments such as freeways can accommodate larger signage, however in areas with a fine grain and low scale form signage should be in proportion and visually well integrated with the built form. Thus, the underlying vision for signage within the City of Port Phillip is:

- Protect the important built form, heritage, landscape and architectural qualities which are a highly valued part of the municipality.
- Manage transport corridors with a focus on maintaining visual order and avoiding clutter.
- Encourage the development of signage which reflects the urban typology in which it will be sited, having regard to built form height and massing, subdivision grain, landscape, road hierarchy, openness of the environment and heritage attributes.



The core objectives for improving the Outdoor Advertising policy to reflect the vision includes the following:

- Structure the policy with clarity about General signage provisions, signage policy for Heritage Areas and considerations based on the urban design and three dimensional form.
- Embed stronger urban design emphasis into policy
- Flexibility within the policy for dealing with changing modes of communication and new technologies
- Siting and size of signage should respond to the urban environment in terms of scale and spatial structure.
- Signage size and format should respond to the area typology
- Signage which protrudes above the built form abutting wide open roads should be discouraged
- Continuing the protection of heritage areas and street furniture planning
- Flexibility in terms of temporary signage and response to major events
- Encourage the continual renewal and maintenance of existing signage structures to ensure their presentation does not detract from the urban setting

The vision for signage should be incorporated into the planning policy framework and shall be used to guide decision making in relation to planning applications for signage.



4 advertising policy recommendations

It is necessary for the vision for signage within Port Phillip be translated into the planning policy framework via amendments to the current outdoor advertising policy, Clause 22.08, as well as revision the Municipal Strategic Statement (MSS) and updating the Advertising Guidelines which are a reference document within the policy. These changes are important as the policies and guidelines are used to inform decision making in relation to advertising signage in the municipality.

As such the recommendations for changes to the policy and supporting documentation are outlined below.

4.1 update local planning policy framework

This review seeks to implement changes to the Local Planning Policy Framework (LPPF). Specifically, it is necessary for the review of Clause 22.08 to be supported by updates to the MSS which sets the strategic basis for the policy, as well as updating any other relevant policies to ensure consistency across the LPPF.

4.1.1 mss changes (based on revised mss)

The key recommendations for changes to the MSS include the following:

- The Municipal Strategic Statement should reflect the role of advertising in the municipality. In particular the draft Clause 21.06 Built Form provisions should include the key objectives for how advertising will be sited and displayed in Port Phillip.
- The MSS should also clearly express the following signage hierarchy:
 - The primary forms of signage should be way finding and directional signage along with business identification signage which advertises the products and services of businesses within the City of Port Phillip.
 - Secondary forms of signage, mainly promotion and major promotion signs, have limited place within the municipality.

4.1.2 local policy changes

The following key changes to Clause 22.08 Outdoor Advertising policy are recommended:

- Restructure the policy with three sections that set out the general advertising provisions, advertising in heritage areas and advertising signage in the various urban settings (referred to as urban typologies).
- Provide guidelines for signage in different urban settings such as Fine Grain Main Street precincts, Medium to High Rise precincts, Low to Medium Scale areas, Large Format Industrial and Mixed Activity areas, Freeways and Infrastructure and Port Phillip Foreshore precinct.
- Update the policy with reference to advertising signage on street furniture, including tram and bus shelter signs and phone booths signage.



- Introduce provisions for temporary signage such as event signage, and promotion or major promotion signs on construction hoardings.
- Include additional decisions guidelines that address signage in or near parks, use of new technologies, signage that becomes 'corporate branding' and the need for signage strategies on major developments where it is expected that business or promotion signage will be required.

Refer to Appendix 3 which includes the revised Advertising Signs Policy (Clause 22.08).

4.2 update advertising guidelines 1996

The Outdoor Advertising Guidelines were prepared prior to the introduction of the Port Phillip new format planning scheme. Hence a number of updates in relation to policy references and advertising definitions are necessary, as well as revising or clarifying sections of the guidelines which are supported by the other strategic work that Council has undertaken in the past decade. The broad changes that are recommended include:

- Reflect the new format planning scheme with references to Clause 52.05, Clause 22.08, and Clause 73. Need to change the following sections of the guidelines: 1.5, 1.6, 4.5, 4.6
- Urban Conservation Areas have been superseded with Heritage Overlay areas and the diagrams and text should reflect this. Need to amend section 4.8 to reflect this.
- References in Section 7.8 ('A Grade Buildings') to the Historic Buildings Council and Historic Buildings Register need to be updated to reflect the name changes to Heritage Victoria and Victorian Heritage Register.
- 'Information the Sign Carries' makes no reference to Major Promotion Signs and this should be included in Section 2.1 of the guidelines.
- 'Form of the Sign' (Section 2.2) refers to Wall Mounted and Off-Wall signs which are not defined in Clause 73. This section should refer to signage types found in the definitions. It should be updated to include definitions and examples of High Wall, Internally Illuminated, Floodlit, Bunting, Above Verandah, and Reflective or Animated signage types, all of which are in the current Clause 73 signage definitions. Although it is noted that these are mentioned in Section 3.2 'Acceptable and Unacceptable Sign Locations' Section 2.1 should be consistent with Clause 73 to avoid confusion.
- 'Sign Locations' refers to Footpath Advertising Signs, however this section (3.1) should be updated to reflect the emerging private street furniture advertising signage – eg: tram and bus shelters, café seating, tables and barriers, etc.
- Illumination of signs needs to be reviewed in reference to the timing of illumination being switched off 'during the early morning hours'. This should be clearer as to what the early morning hours are. Typically commercial areas containing restaurants may operate til 11pm after which time, bars and nightclubs might be open later. Illuminated signage can contribute to the perception of safety in these areas so depending on the area early morning hours may be from 1am-6am.
- New technologies and means of communicating are emerging and in particular Animated signage in Section 4.1 makes no reference to animated screens (LED screens). More broadly a section on emerging technologies and the considerations for new forms of signage not covered by the policy. This should be contained as a sub-heading of Section 4 Local Considerations of the guidelines.



- Information requirements specified for applications for Sky Signs and Pole Signs (Section 6.1) should extend to other forms of major promotion or high wall signs where the consideration of the visual catchment or corridor is required.
- Amend Section 4.8 *Areas of Special Significance* to include Heritage Areas (delete reference to Urban Conservation areas), Emerald Hill Precinct, Tourist Precinct, A Grade Buildings.
- Add a new Section 4.9 *Urban Typologies* which should include details of the 6 typologies: Fine Grain Main Streets, Medium to High Rise Form, Low-Medium Form, Large Format Industrial/Mixed Activity Areas, Port Phillip Foreshore, and Westgate Freeway and Infrastructure. A description of the typology, the policy direction and specific policy requirements should be included for each typology (as per the text in Chapter 3.1.1 of this report).
- The '*Reference Table: Is a Permit Required*' (refer page 22) needs to be updated with the relevant zones and advertising requirements as the table is based on the old format planning scheme.

The amended guidelines are contained within Appendix 4 of this report.

4.3 further actions

Beyond the scope of this review there are other actions that need to be taken: These include:

- A thorough review of the urban area typologies and refinement.
- Developing signage strategies for particular precincts such as Clarendon Street, Acland Street, and Kingsway – potentially as part of future urban design frameworks or other strategic studies.

4.4 the way forward

The revised Advertising Signs Policy (Clause 22.08) and Advertising Guidelines are contained in Appendices 3 and 4. The revised Clause 22.08 and Advertising Guidelines need to be adopted by Council. An amendment to the planning scheme will need to be sought to include the revised Clause 22.08. The Guidelines provide Council decision makers and applicants with the background and necessary information to understand and use Clause 22.08, whilst the policy provides the direction on how planning decisions will be made at the local level having regard to the local conditions.

The revised policy and updated guidelines will assist in providing better guidance for advertising signage in the municipality. A consistent approach to signage is necessary, particularly across the various urban settings in Port Phillip. The introduction of *urban typologies* within the decision making framework will better enable Council to assess signage applications having regard to the form and scale of the surrounding area. It will also assist applicants in designing signage which has regard to the three dimensional aspects of the site context.



appendix 1
consultation workshop notes – council officers workshop

workshop notes – 4 july 2007

Strengths of the current advertising signage policy:

- Illustrations – demonstrate what is sought
- The creative signage provisions

Weaknesses of the current advertising signage policy:

- Illustrations – applicants attempt to put signs in all of the locations demonstrated in the diagrams. This needs a disclaimer.
- Need clarity on tram and phone booth signage (prefer signs parallel to the road)
- Signage definitions do not take account of the siting or design response in relation to the street, rather it is in relation to the building.
- animated signs and other new media are not provided for
- Lack of overall strategic direction – e.g. St Kilda Junction is key major promotion sign location, where as heritage areas should be no go areas for signage
- Does not reference different character areas
- Does not deal with high wall signs well in terms of St Kilda Road businesses attempting to be seen from Albert Park (e.g. VACC application which is now on hold)
- Assessing brightness – light spill at night and what the maximum lux should be
- No guidelines on the wider reaching impacts of signs – the focus is on more immediate surrounds.
- Shrine precinct – need to link to MSS views and vistas
- Issue with corporate branding – painting of whole buildings in corporate colours as well as multiple signs on one frontage
- Quantity of signs on one site – need a consistent direction. This could address proportional relationship between building, sign and streetscape.

Key issues and considerations:

- Street furniture itself only needs a permit in heritage areas thus, outside heritage areas there is no control over the location of a structure although advertising space on street furniture always requires a permit.
- Should there be a distinction between business identification and promotion signage?
- Heritage Victoria responsible for major parts of Clarendon Street and their decision making differs from Council's – possibly more lenient.
- Existing use rights on many signs both major promotional and business identification
- Fascia signs are exceeding canopy heights
- Real estate signs are an enforcement issue – particularly 'for lease' signs which are not clearly defined or addressed in the local laws.
- Retractable awnings – need to discourage use of these for advertising, e.g. Bridport St
- Light rail corridor – a number of Vic Track signs are located along this reserve

- New applications in St Kilda – Jackie O's sky sign next to heritage building
- Duplication of signage in many places on the building.
- Window signage on chemists, newsagents, milkbars which block out the windows.
- Signage strategies for large developments
- Proliferation of real estate signage along St Kilda Road corridor
- Temporary signs and hoardings better to have colour
- Kingsway requires its own set of UD guidelines – currently a traffic 'sewer'
- Queens Road – company logos on buildings issue
- Signage on top of buildings – sky signs

An addendum to the workshop notes was provided by participating officers and is detailed in the table below.

LOCATIONS	ISSUE	FROM WHOM
Acland Street. (and similar areas)	Improve the facilitation of 'funky' / creative signage.	Richard Schuster (Neighbourhood Co-ordinator – St Kilda / East St Kilda / Balaclava / Albert Park / Middle Park / St Kilda Road)
St.Kilda Road as a "No-go area"	CoPP premier boulevard. (& Melbourne's premier boulevard – DI note)	Richard Schuster
Areas where there are State Registered heritage buildings (VHR) e.g. Emerald Hill area	Key issue dot point 3 – Heritage Vic are not necessarily more lenient – just that there is a need for a more co-ordinated approach and there are pressures from the landlord of this section of streetscape that fail to reflect a sensitive approach to heritage.	David Islip (Urban Design & Heritage Adviser)
"No-go area" needs to also include adjacent to heritage overlays	Note	David Islip
Fascia signs should be typically limited to 300mm high	Note	David Islip
Retractable awnings	Should have signage limited to fascia edge only	David Islip
Heritage Overlay Areas	Rules are much more concise than in non-heritage areas.	Allison Hawke (Statutory Planner - Fast Track)
Heritage Overlay Areas	Diagrams are definitely the best part of the policy	Allison Hawke
Location of illuminated signs on heritage buildings	Below awning okay, maybe they should be fascia mounted (?)	Allison Hawke

LOCATIONS	ISSUE	FROM WHOM
<p>"Plastering" of signs in windows</p> <p>e.g. Milk Bars / 7-Elevens/ Newsagencies etc</p>	<p>More often than not - total area exceeds the 8m² limit for signs in windows. Many get away with it maybe because of a lack of ability to enforce.</p>	Allison Hawke
<p>"Plastering" of signs in general – unnecessary and redundant signage.</p>	<p>Repetitive use of signs displaying the exact same logo, information.</p> <p>Overkill?</p>	Allison Hawke
<p>Non-heritage overlay areas, particularly industrial areas.</p>	<p>Corporate signage and corporate "colours" – where is the distinction between the two? Especially when the whole building is painted in corporate "colours" and the end result appears as if the building is wrapped in one big sign.</p>	Allison Hawke
<p>Diagrams showing acceptable location of signs on buildings / properties.</p>	<p>Diagram locations are indisputable. They have been the most straightforward aspect of the advertising policy, and are very hard to argue with, when combined with the 8m² rule and other scheme controls e.g. should not dominate the site; should not obscure architectural features.</p>	Allison Hawke
<p>Footpath clearance distance</p>	<p>Policy does not define the distance clearance from the footpath of 2.7m, perhaps this should be included?</p>	Allison Hawke
<p>Illumination of signage</p>	<p>Specified hours?</p>	Allison Hawke
<p>Definitions for signs and logos</p>	<p>This is bit of a blurry area – and it creates confusion.</p> <p>Most disputes are that a logo is a logo <u>not</u> a sign.</p>	Allison Hawke




appendix 2
vcat decisions review

vcat decisions summary

	Octopus Media v Port Phillip CC (19 December 2005)
Address	8-12 Punt Road, Windsor (St Kilda Junction) Site is in Business 2 Zone
Proposal	42.06m2 major promotion sign (electronically animated – LED) Advertising products, services and events (but not live broadcasts) Message will change every 10-15 seconds
Council decision	Refused
VCAT decision	Permit issued
Comments:	<p>Tribunal Reasons:</p> <p><i>Part of St Kilda Junction which in traffic terms is one of the busiest multi-level interchanges (para 5)</i></p> <p>Site is visually diverse</p> <p><i>Signage at St Kilda Junction is and has been historically a key part of this intersection and could be described as part of its character (para 10)</i></p> <p><i>The sign replaces an existing sign it is to be no larger than the existing sign and in terms of the actual sign used for advertising will be smaller than the existing sign. In terms of merely replacing an existing sign it cannot be said that the proposed sign will be prominent or visible, encroach into the airspace above the footpath, protrude out from the building façade or block key architectural features of the façade of the building as the existing sign already covers these areas. As such it therefore cannot be said to detract from the existing character of the area in terms of Clause 22.08. (Para 11)</i></p> <p><i>The sign does not break the skyline or dominate the 'host building' or detract from the architectural integrity of the 'host building' and its supporting structure will not be visible. (Para 12)</i></p> <p>The Tribunal noted that the issue in question is the use of the latest technology and the potential to dazzle or distract drivers and pedestrians.</p> <p>The Tribunal noted the limited visibility of the sign – restricted to traffic travelling east on Fitzroy St and north-bound traffic stopped on Brighton Rd/St Kilda Rd at Fitzroy St.</p> <p><i>It appears that the view the sign will dazzle or distract also emanates from the fact that the sign will be animated. There is nothing to conclude that signs that are animated dazzle. It is not considered that this sign will dazzle. (Para 19)</i></p> <p><i>In terms of distraction we are all subjected in our lives to various forms of advertising as are we also subjected to the use of recent technology. This sign is combining both which is not something unexpected or unusual. The sign may result in a second glimpse when first viewed but a second glimpse is no different to what would occur when looking at for example a roadside traffic information sign which Mr Purdue indicated also builds with information over a period of 10-15 seconds.(Para 20)</i></p> <p>Hence this decision sets a precedent in terms of considering animated signage and new technology.</p> <p>The Tribunal noted the experts comments that there is no conclusive evidence that advertising signs on roads have an impact on road safety. (para 21).</p> <p>The decision did not provide a detailed analysis of 'visual clutter' rather the Tribunal took the view that the area had a lot happening both in terms of traffic and signage.</p> <p>The Tribunal also mentioned the decision: <i>Trustees of the Estate of the Late George Adams v City of Stonnington, D Hanvey & Others</i> which was a decision of 1996 relating to the Tattersalls LED sign on its building situated along Princes Highway, Malvern East.</p> <p>This decision highlights the need for the local policy to address the new technology available and in particular how animated screens fit into the 'illuminated and animated signs' category of the local policy. The Tribunal did not make reference to the policy requirement that <i>signage should not be animated and should not include flashing or running lights.</i></p>
	C R Hooper & Ors v Port Phillip CC (9 June 2005)
Address	333 Ferrars Street, South Melbourne Site is in MUZ Site is affected by HO3 whilst railway line behind site is in ESO1 to conserve the remnant indigenous vegetation
Proposal	Demolition of the existing building. Development of a three level building to be used as a medical centre and associated medical centre and services area; a reduction in the car parking requirements; and associated signage

Council decision	Notice of Decision
VCAT decision	Varied Council's decision.
Comments:	<p>The key issues addressed in the decision included:</p> <p>The planning controls</p> <p>Planning Scheme strategic decision</p> <p>Status of documents outside the scheme</p> <p>Site context –relationship with St Vincent precinct and the connection between the St Vincents Gardens and Anzac Gardens</p> <p>Building design (height and scale)</p> <p>Design in context</p> <p>Car parking and permit conditions.</p> <p>The Tribunal decision focussed mostly on the overall architectural detail and design of the proposed building. There was no discussion of the proposed signage other than a comment that Condition 22 had been slightly modified in relation to the location of signage.</p>
	Treadmaster v Port Phillip CC (11 May 2005)
Address	290 Normanby Road, Port Melbourne
Proposal	<p>Erection of an illuminated LED sign on the exterior of the building at the corner of Ingles Street and Normanby Road, 3.35m x 3.75m x 0.55m.</p> <p>The sign is for the purpose of business identification and promotion for Bridgestone Tyre dealership.</p>
Council decision	Planning Permit
VCAT decision	Council's decision upheld.
Comments:	<p>The appeal is against Condition 6 of the planning permit which provided that the signage shall not be reflective, flashing, animated or dynamic. The applicants seek to use it for displaying information about the business such as hours of operation, weekly specials and would comprise red lettering on a black background.</p> <p>Vic Roads held concerns regarding the road safety implications of the proposed LED sign because of its location at a busy intersection. In particular that the sign text is red thereby reducing effectiveness of the adjacent traffic signals; the sign is a distraction as it has a variable message containing either red or yellow/orange; and the sign is able to mislead drivers or be mistaken as an instruction to drivers if the message is inappropriate.</p> <p>The key reasons for the Tribunal's decision were based on Clause 22.08 which specifically states that <i>signage should not be animated and should not include flashing or running lights</i>; and the degree to which the proposed LED sign might create a traffic hazard in this particular intersection.</p> <p>The Tribunal also noted that <i>'there is already substantial existing signage on the Bridgestone building facing the intersection of Ingles Street and Normanby Road...it seems hardly the case that the Bridgestone business has been prejudiced by a fundamental lack of signage.'</i> (para 27)</p> <p>The key reason for the Tribunal's decision lies in the relationship between the sign and traffic signals for vehicles approaching from the south-east.</p> <p>This decision highlights that the existing Clause 22.08 provisions adequately provide for the consideration of road safety in the decision making process. Although the policy does not specifically address the relationship between signs and traffic lights, Vic Roads has its Ten Point Road Safety Checklist 2001, which was quoted at paragraph 21 of this decision.</p> <p>It is also noted that the Tribunal had regard to the policy requirement that <i>signage should not be animated and should not include flashing or running lights</i>.</p>
	Buckle Outdoors Advertising v Port Phillip CC & Ors (30 June 2001)
Address	1 Fitzroy Street
Proposal	Erection of a major promotion sign illuminated via uplights. The new sign would replace an existing sign with an increase in size but no increase in overall height. The new sign would also be re-oriented slightly.
Council decision	Refusal
VCAT decision	Permit to be issued.
Comments:	The principal issue relates to the impact of the proposed increase in area of the signage on the

	<p>amenity of the area, in particular the Catani Gardens.</p> <p>The Tribunal stated that <i>'This sign is the only one in its locality. It is quite large and, by any measure, could be said to loom over the existing building.'</i> (Para 17). The proposed increase in size is sought to make the sign match a set of standardised sign dimensions.</p> <p>This decision highlights the inconsistency in decision making whereby Council have granted a permit (in 2000) for a larger and potentially more prominent sign (which had not been constructed) without advertising the proposal, and then subsequently refused the application which was the subject of this application for review.</p> <p>The Tribunal found that <i>'any intrusive effect of the increase in sign area will be more than offset by the overall reduction in the sign's height and the substantial reduction of its intrusion against the skyline'</i> (paragraph 22). The Tribunal also stated that the proposed change in signage will not cause any nuisance to nearby residents. There was no discussion of the traffic implications, despite this being raised as an issue by a submitter.</p>
	Design Driven v Port Phillip CC & ors (11 November 2002)
Address	277 Clarendon Street, South Melbourne
Proposal	Erection of a floodlit major promotion sign 700mm above the roof of the building. Sign dimensions of 3.35m x 12.33m with an advertising area of 41.3sqm. The sign would be 10.45m above street pavement level.
Council decision	Refusal
VCAT decision	Council decision upheld – application refused
Comments:	<p>There were many areas of policy acknowledged in this decision – urban design, heritage, advertising, neighbourhood character.</p> <p>The tribunal stated that <i>'the site is in a large Heritage Area and it is policy not to dominate the building and for the sign to not project above the profile of the building...quite clearly (it) does break the skyline, does dominate the host building, does detract from the architectural integrity of the host building and is a visually dominant element.'</i> (paragraph 26). Therefore the Tribunal had a high regard for the heritage and advertising policies and noted that on balance that the proposal fails to meet the constraints imposed by the relevant policies.</p> <p>The multiple layers of policy relating to heritage assisted with interpreting and applying the advertising signs policy.</p>

The top right portion of the page features an abstract graphic consisting of several thin, grey lines. One line is nearly vertical, while others intersect it at various angles, creating a sense of dynamic movement and depth. A thicker, horizontal line also intersects this vertical line, adding to the geometric complexity.

appendix 3
revised clause 22.08 outdoor advertising policy

22.08 OUTDOOR ADVERTISING19/01/2006
VC37

This policy applies to the erection of outdoor advertising signage within the City of Port Phillip.

22.08-1 Policy Basis19/01/2006
VC37

Outdoor advertising signage is a key and often highly visible component of the physical environment of the city.

It is recognised that outdoor advertising signage is a legitimate means of communication and promotion. Well designed and located signage can be helpful and informative while adding interest, colour and character to local streetscapes. Too many signs, or signs inappropriately located on buildings or within streetscapes, can have an adverse impact on the amenity of the area. The intrinsic qualities of buildings and the municipality should be the primary feature.

Too many signs can clutter the streetscape of an area and lose their effectiveness by competing with each other.

It is therefore important to ensure that outdoor advertising signage is not only effective in advertising a product or promoting a business, but also responsive to the built form and character of the area and urban typology in which it will be located.

22.08-2 Objectives19/01/2006
VC37

- To ensure that the architectural qualities and features of buildings are not obscured by signage.
- To protect the visual amenity of localities and transport corridors by avoiding visual disorder and clutter.
- To ensure that content, location, construction, size and number of outdoor advertising signs are not misleading or dangerous to vehicular or pedestrian traffic.
- To ensure that signage is well proportioned, well located and responds to the urban form and character of the area.

22.08-3 Policy19/01/2006
VC37

Where a permit is required for signs as defined in Clause 73 – Outdoor Advertising Terms, it is policy that the following matters be taken into account when considering applications for outdoor advertising signage:

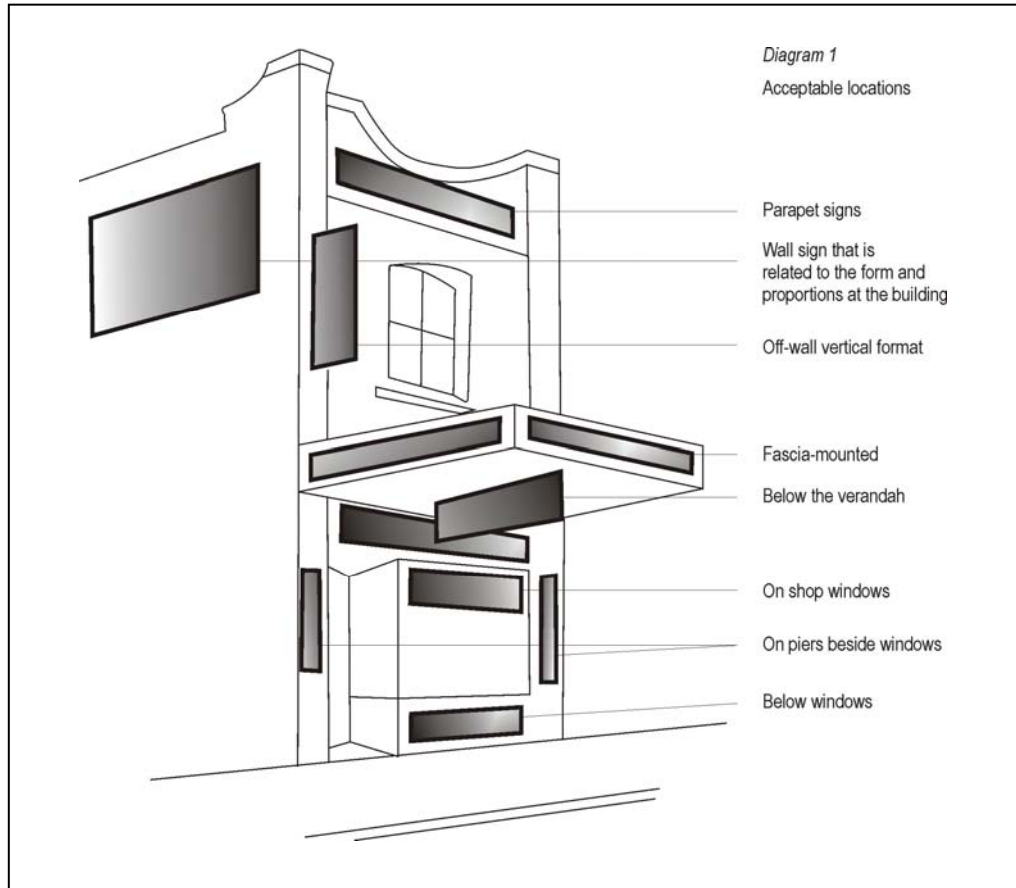
22.08-4 GENERAL

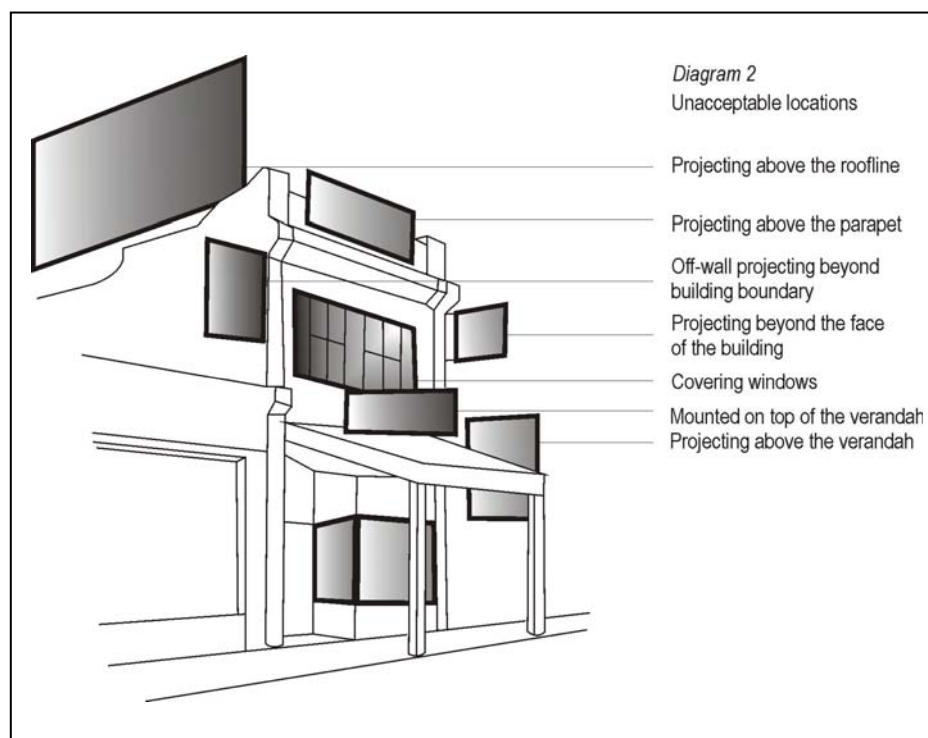
- Signage should not dominate the building to which it is fixed or the property on which it is sited.
- Signage should not project above the skyline or profile of a building.
- Signage should not interfere with the function of traffic signals and necessary control and directional signage.
- Signage should not detrimentally affect important views and vistas, landmarks or key public open spaces

- Signage should not be visually intrusive to key public open spaces and along park interfaces signage should be limited to business identification and directional signage.
- Signage should avoid impinging upon the Shrine of Remembrance vistas.

Location on buildings

- Except in Heritage Overlay areas, signage may be erected in the locations shown on Diagram 1 provided that no more than two above verandah signs are erected.
- Signage should not be erected in the locations shown in Diagram 2.





High Wall

Signage on the wall of a building which is more than 10 metres above the ground may be permitted where the following requirements are met to the satisfaction of the responsible authority:

- The signage does not detract from the visual environment
- The sign does not exceed 10% of the visible wall elevation and is no higher than two levels of the building on which it is located.
- The sign and its supporting structures do not project from the building more than 300mm.
- On side walls, the sign is located as close as practical to the property frontage.
- The sign is a Business Sign.
- The site is not within a Heritage Overlay.

Window

Window signs are strongly discouraged, particularly at street level.

Window signs may be permitted only if sign written onto glass or mounted behind a window so that a high degree of visibility into the building is provided.

Advertising signage displayed on or behind a window should not obscure more than a third of the window area.

Forecourt or building setback area

The number of signs within building forecourt or setback areas should not exceed one and should not exceed 7 metres in height.

Signs within building forecourts or setback areas should not obscure the building or visual and physical connection between the street and buildings.

Fence, wall or gate

Signage should be fixed or painted directly on to a fence, wall or gate and should not project above the height of the fence, wall or gate.

Signs attached to a wall should not project more than 300mm from the wall.

Signs projecting from a wall are to maintain a clearance of 2.7m above a public footpath.

Signs on Street Furniture

Signage on street furniture in a public open space/residential area or commercial area may be supported if located on a major street and not within a high amenity area.

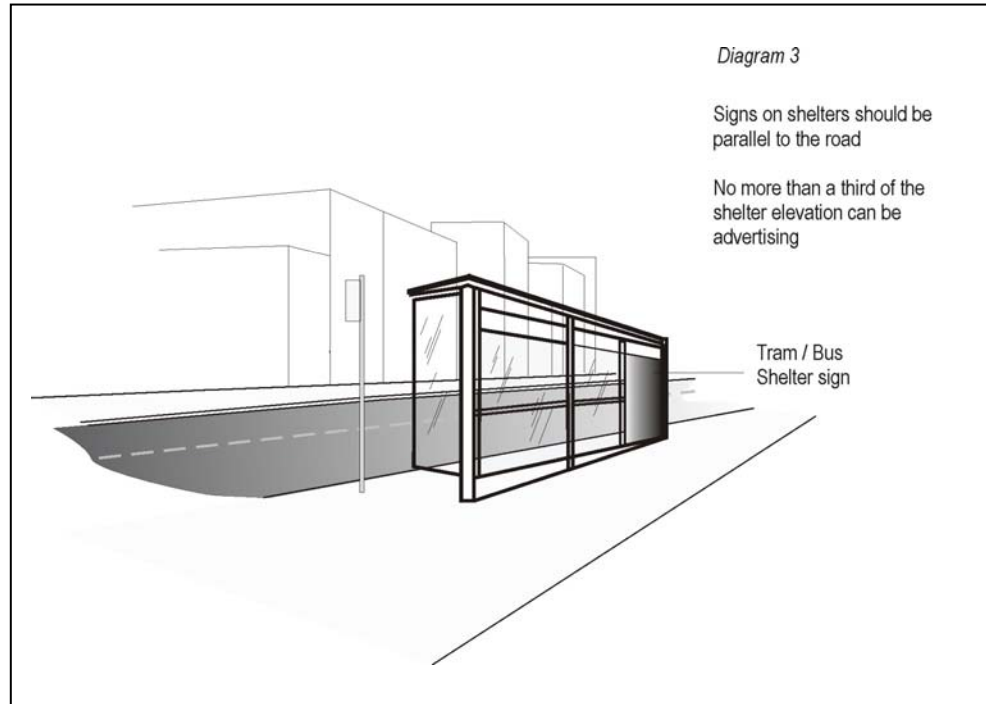
Signage on street furniture in a Heritage Overlay area is discouraged if it is located within

- A public open space or residential area
- A *Fine Grain Main Street* precinct.

The overall size and quantity of signs on street furniture should be limited to avoid visual clutter or disorder within the public realm.

Advertising signage that forms part of a phone booth or bus or tram shelter may be permitted if the following requirements are met:

- Signage provides route information on the bus or tram services for which the shelter is constructed.
- The phone booth is located appropriately in proximity to other public facilities such as tram stops, railway stations, shopping and community facilities with the priority for the phone booth being public convenience.
- Signage is in proportion to the host structure and appropriate to the heritage values of the area.
- Signage is oriented parallel with the roadway to ensure clear views are maximised along and across the street as shown in Diagram 3.
- Signage covers no more than one third of the shelter elevation as shown in Diagram 3.
- The ends of tram and bus shelters remain clear and free of advertising panels.
- If located on a boulevard or a main road, its impact on the amenity of the area, key views and vistas and the safety of pedestrian and vehicular traffic.
- If the bus or tram shelter has been identified as having heritage significance, whether there will be a detrimental impact on heritage values.
- The advertising sign is not animated or scrolling (however, internal illumination of signage is acceptable).



Retractable awnings and fascia signs

- Business identification signs on retractable awnings will only be considered where the awning will act as a verandah over the public footpath or a seating area and the advertising is on the outer edge or fascia of the awning.
- Retractable awning signs which are unnecessarily extended and will reduce the amenity of the public realm will not be supported.

Illuminated & Animated Signs

Except for Heritage Overlay areas all signage may be floodlit if the following requirements are met:

- The light source is located so that light is directed onto the sign as much as possible to minimise glare.
- Light spillage from the light source is controlled by the use of baffles, shields or reflectors.

Except for Heritage Overlay areas all signage may be internally illuminated if the following requirements are met:

- The light source should be designed to illuminate the sign and minimise light spillage onto other surfaces
- Signage should not be animated and should not include flashing or running lights.
- Use of new technologies may be supported where it can be demonstrated that they will not detrimentally impact upon the character or amenity of an area.

Electricity supply & equipment

External lighting, electrical cables and conduits and any other equipment associated with the signage should not detract from the appearance of a building and where possible should be concealed from view, unobtrusively located and/or painted to match the colour of the surface on which it is mounted.

Colours, materials and graphics

Colours, lettering style and layout of signage should reflect the character and style of the building and its environment.

Creative Signs

Signage which does not comply with any of the other requirements of this policy may be permitted if in the opinion of the responsible authority it is considered to have particular creative or artistic merit and will make a significant positive contribution to the streetscape and character of the locality. Creative signs may include signage which:

- Is related to historical, cultural or architectural themes found in the locality
- Is designed by local artists
- Recreates a known earlier historic sign
- Helps to reinforce or establish a theme or character of a particular neighbourhood or locality (e.g. Acland Street, St Kilda).

Temporary Signs

Temporary promotion or major promotion signage for the purpose of advertising an event or signage located on construction hoardings or scaffolding mesh should meet the following requirements.

- Be graphically creative and visually interesting
- Be constructed of high quality materials and design
- Generally have a positive impact and enhance the amenity of the streetscape
- If appropriate, relate the content of the signage to the locality and architecture
- Be erected for no longer than the duration of construction or 2 years (whichever is the lesser).

Temporary construction hoardings and scaffolding mesh screens (or similar) which are utilised for promotion or major promotion signs should be designed to improve the presentation of a construction site for the duration of construction only.

Temporary signs that provide a public service or purpose such as event promotion will be favourably considered, provided the signage can appropriately meet the provisions of this policy.

Discretion in the consideration of temporary signs may be exercised where there is a demonstrated net community benefit, e.g. a financial contribution towards restoration works of a valued heritage place or public asset.

22.08-5 HERITAGE OVERLAY AREAS

Location on buildings

- In Heritage Overlay areas, signage may be erected in the locations shown in Diagram 3.
- Above verandah signs are not permitted for buildings.
- Signage should not obscure architectural features and detailing, windows and door openings or verandahs.

Illuminated & Animated Signs

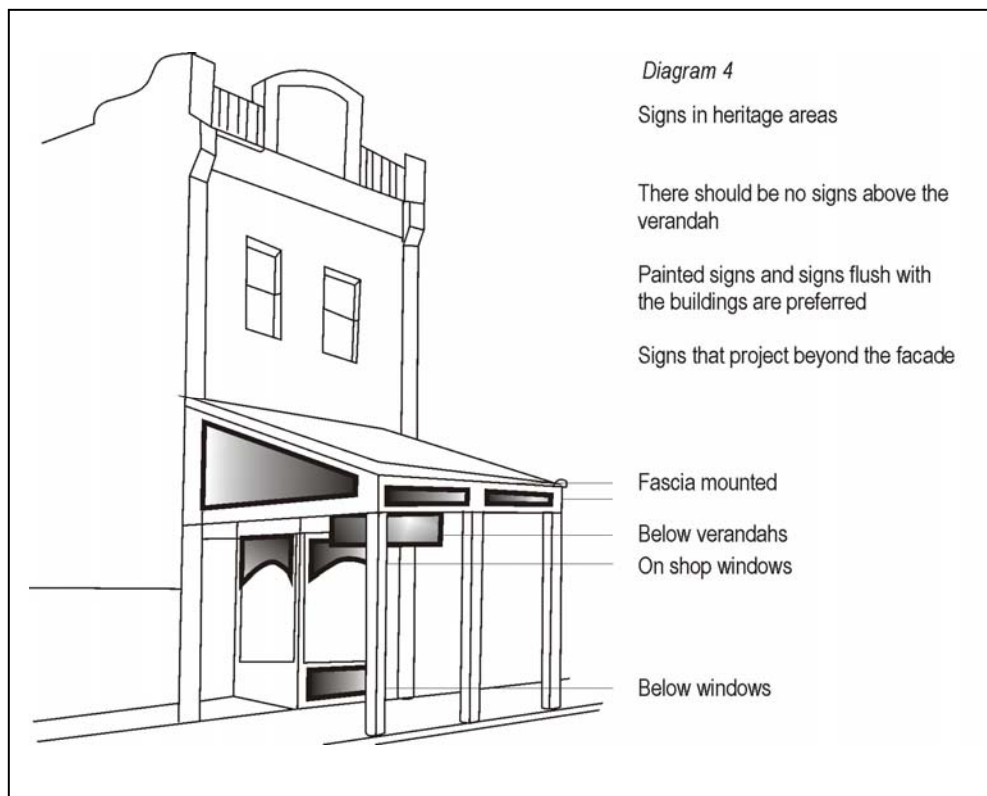
Above verandah signage should not be floodlit nor internally illuminated.

Below verandah signage may be floodlit if the following requirements are met:

- The light source should be located so that light is directed onto the sign as much as possible to minimise glare.
- Light spillage from the light source is controlled by the use of baffles, shields or reflectors.
- Signage should not be animated and should not include flashing or running lights.

Colours, materials and graphics

Where a building is located in a Heritage Overlay area, the colours, lettering style and layout of new signage should be simple and contemporary and respect the character and style of the building and its environment.



22.08-6 SPECIFIC AREAS AND URBAN TYPOLOGIES

In addition to the General and Heritage Overlay Area provisions in this policy signage must be considered against the provisions below which relate to specific areas and urban typologies within the municipality which are defined below.

Typology	Includes	Defining Characteristics
Port Phillip Foreshore	Beaconsfield Parade, Ormond Esplanade, Jacka Boulevard, Marine Parade, The Esplanade	Corridor of land and buildings interfacing with the Port Phillip Bay foreshore Mixed built form, however predominantly low scale. Landscape and public open space areas are important characteristics. Significant areas for passive and active recreation. Adjoins primary roads which provide local and regional connections and recreational role Openness of views and foreshore vistas are highly valued.
Freeways and road infrastructure	Westgate Freeway, St Kilda Junction (public realm)	Wide multi lane roads primary for the purpose of vehicle movement including major road junctions. Bridges and other elevated structures such as freeway interchanges and on/off ramps. Open, wide and horizontal proportions. Built form, where present, and pedestrian environment are subordinate to the function of vehicle movement.
Medium to High Rise Form	Queens Road, Albert Road, St Kilda Road (east side - High Street to Charnswood Road, and west side – Dorcas Street to Waterloo Crescent), Barkly Street (near St Kilda Junction), St Kilda Junction (private realm), Fitzroy Street (St Kilda Road to Canterbury Road/Grey Street)	Built form typically 5-8+ storeys. Roads comprise tree lined boulevards (primary roads) which frame corridor views and vistas. Landscaped front building setbacks or buildings which abut the front boundary. Medium to broad subdivision grain.
Large Format Industrial and Mixed Activity Areas	South Melbourne, Port Melbourne Industrial Area and Port Melbourne Mixed Use Areas	Typically factory or warehouse buildings of up to two and three storeys traditionally used for industrial or light industrial purposes. Buildings with large footprints and a broad subdivision grain. Usually located in and around secondary and connector routes rather than primary roads. Landscaping is usually subordinate to the built form. Evolution of the Mixed Use Zoned areas with newer domestic apartment building forms.
Fine Grain Main Streets	Ormond Road, Glen Huntly Road, Carlisle Street, Brighton Road (Hennessy Avenue to Milton Street) Acland Street/Barkly St, Fitzroy Street (between Canterbury Rd/Grey Street and Beaconsfield Pde), Bridport Street, Victoria Avenue, Clarendon Street, Glen Eira Road, Bay Street	Traditional main street environments comprising built form of up two to five storeys with a street wall parapet of two storeys. Buildings often have traditional or historic features. Fine subdivision and building grain. Landscaping in the private realm takes on a lesser role than built form. Roads are usually narrower primary or secondary roads which creates an intimacy of scale.

Typology	Includes	Defining Characteristics
Low to Medium Scale	St Kilda Road (east side Charnswood Road to Carlisle Street incorporating B2Z and MUZ land, and, west side Waterloo Crescent to Blanche Street), Brighton Road (Carlisle Street to Mozart Street), Wellington Street/Nelson Street, St Kilda	Typically these areas adjoin roads in the Road Zone and are distinct from Medium to High Rise or Fine Grain Main Streets due to their role as service business areas. The built form is predominantly low rise between one and five storeys with a mix of fine, medium and broad grain subdivision. These areas are not primary retail activity centres.

Advertising signage should respond to the building scale, landscaping, road hierarchy, land use and defining characteristics of its locality. The area as specified.

Port Phillip foreshore

It is policy that advertising signage should be kept to a minimum in and around the Port Phillip foreshore.

Signage should only be permitted where one of the following requirements are met:

- It is a business sign associated with an existing business or activity on the foreshore that is located on the same site or building as the business or activity.
- It promotes a cultural, recreational or leisure activity which has the consent of Council.

Signage interfacing with or visible from the foreshore environs should be sited and designed to be subordinate to the landscape, scenic and built form elements of the Port Phillip foreshore.

Signage should be simple, contemporary and modest.

Promotion and major promotion signs are strongly discouraged in and where they will be visible from the Port Phillip foreshore.

Freeways and infrastructure

Sky signs mounted on buildings or other structures which have exposure to or are directed toward the Westgate Freeway will only be permitted where the following requirements are met to the satisfaction of the responsible authority:

- They do not break the skyline or otherwise dominate the 'host buildings' to which they are attached.
- They do not detract from the architectural integrity of the 'host building'.
- They do not become the dominant element in the streetscape and do not detract from the overall character of the area.
- Support structures are designed so that they are unobtrusive, do not contribute to visual clutter, and do not become as dominant as the signage itself.

Pole signs which have exposure to or are directed toward the Westgate Freeway will only be permitted where the following requirements are met to the satisfaction of the responsible authority:

- They bear a relationship to the surrounding environment in terms of height and scale, including the relationship of the pole structure to the surrounding streetscape.

- They are designed and located so that they do not dominate the surrounding streetscape and do not contribute to visual clutter nor detract from the overall character of the area.

Medium to High Rise Form

It is policy that signage is subordinate to the built form and landscaping in Medium to High Rise Form areas with signage being simple, contemporary and well integrated with buildings.

High wall, business identification signs should relate to the building design, be integrated with the building with no more than one sign per elevation.

Signs in the forecourt or building setback area should be of low and wide or tall and narrow proportions.

Signs should not impede the physical or visual connection between the street and buildings.

Freestanding signs should integrate with the landscape design and ensure the regular spacing of signs between properties.

Promotion and Major Promotion Signs are discouraged along major boulevards where medium and high rise forms are located.

Large Format Industrial and Mixed Use Areas

Signage in Large Format Industrial and Mixed Use Areas should be effective, simple and contemporary and in proportion to the host building and surrounding streetscapes.

No more than one business identification sign per building elevation

Avoid proliferation of promotional signage displaying brands or products associated with the business located on the premises.

Strongly discourage signs which protrude above the roof of a building, e.g. sky or roof signs.

Corporate branding of entire building facades is discouraged

Avoid promotion or major promotion signs which are not related to the business or services taking place on the site.

Fine Grain Main Streets

Signs should reinforce the intimacy of scale in traditional main street settings.

Signs should be appropriate to the traditional scale of buildings, in particular parapets and the street wall which is typically two to three storeys.

Encourage signage which is simple and contemporary.

Signage which should not be located in fine grain main streets are major promotion, sky signs and pole signs which do not relate to the intimate scale of fine grain main streets.

Business identification signage should be located at ground level wherever possible whilst signage above the awning or verandah of a building is strongly discouraged.

Low to Medium Scale

Signage should reflect the scale and proportions of the streetscape and be integrated within building forms.

Signage should be simple, modest and contemporary and provide for the effective communication of business identity.

Signage should not overwhelm or dominate the pedestrian environment.

Information requirements

The following information should be submitted with any application:

- Three copies of plans (one coloured and at least one of A4 or A3 size) drawn to scale (1:100 or larger) showing:
 - The location of the proposed sign on the premises and the distance from the property boundaries.
 - The elevations above ground level and all relevant dimensions of the sign.
 - Where relevant, the structure of the sign and the method of support.
 - The colour, content and lettering style of the sign.
 - Where relevant, details of the proposed type of illumination, in or of the sign.
 - Where relevant, the location and size of any existing signage on the site including details of the signs to be retained or removed as part of the proposal.

If applying for a Sky sign or Pole sign the following additional information should also be provided:

- Photographs of the site and existing signage in the immediate locality
- A streetscape perspective, showing the relationship of the proposed sign to the existing building or site, surrounding buildings and other signage in the immediate locality.
- A statement and/or graphic representation of the major elements in the immediate urban environment to which the signs relate.

Decision Guidelines

Before deciding on an application the responsible authority must consider, as appropriate:

- Whether the signage will detract from the architectural style and/or heritage significance of a building or area.
- Whether the existing signage on a building or site is adequate.
- The character of the local environment including the location of any other signs and the need to avoid visual clutter.
- The need to ensure that there is an equitable distribution of signage between premises in commercial precincts to avoid visual dominance of one business over another.
- Whether the signage will detract from the important characteristics of the area and responds to the policy directions specified for particular areas.
- The need to avoid conflict with traffic signals and other necessary control and directional signs.
- The need for a signage strategy for major developments to ensure the provision of adequate signage opportunities for future occupants is integrated with the building design and is responsive to the context.

- The relationship of signage to adjoining or nearby parks and public open space, the road hierarchy, identified landmarks, landscape character and surrounding built form and streetscape.
- Whether signage together with the colours, materials and finishes of a building form corporate branding of an entire building or building façade.
- The impact of corporate branding including signage and building materials and finishes on the local streetscape.
- The impact of new technologies on the amenity, form and character of the area.

Policy reference

City of Port Phillip Outdoor Advertising Guidelines 2007

Port Phillip Advertising Signs Policy Review (Hansen Partnership, 2007)



appendix 4
outdoor advertising guidelines (updated 2007)



OUTDOOR ADVERTISING GUIDELINES

OCTOBER 2007

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1. INTRODUCTION

1.1 PURPOSE OF THE GUIDELINES

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

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

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

The staff of Council's Urban Planning Unit are available to provide advice regarding the requirements of the Port Phillip Planning Scheme and the application of these guidelines.

1.2 VISION 2001

insert text

1.3 PRINCIPLES

The guidelines have been based on the following principles:

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

More specifically, the guidelines require that:

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

1.4 PERFORMANCE BASED APPROACH

Each application will be assessed on its merits in light of the objectives of the guidelines, the Port Phillip Planning Scheme and within the overall context of achieving the objectives/vision statements outlined in Council's Corporate Plan 96. In determining an application, Council will also consider the matters outlined above.

1.5 PORT PHILLIP PLANNING SCHEME

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

Clause 52.05 Outdoor Advertising particular provisions of the Port Phillip Planning Scheme identifies factors Council must consider in determining an application, which are as follows:

- The effect of the sign on the amenity of the area including the need to avoid visual disorder or clutter of signs.
- The effect of the sign on the built environment or the landscape, with particular thought to its effect on any objects of scenic, historic, architectural, scientific or cultural interest.
- The need for identification and the opportunities for adequate identification on the site and nearby.
- The advertising pattern and theme in the area and the number of signs of the same type.
- The effect of the sign on existing signs.
- The size and likely impact of the sign having regard to the size of the premises on which it is to be displayed and the scale of surrounding buildings.
- The effect of the sign on the safety, warning and security of premises and public areas.
- The effect of the sign on the appearance and efficiency of a road, railway, waterway or other public way, having particular regard to the sign's colour, brightness and location.
- The views of the Roads Corporation if the sign is an animated, floodlit, internally illuminated, panel, reflective or sky sign to be displayed within 60 metres of, or to project over, a freeway, state highway, metropolitan bridge or other road declared as a freeway or an arterial road under the Road Management Act 2004.

In general, these Guidelines do not apply to signs placed by public authorities.

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

1.6 APPLICATION OF THE GUIDELINES

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

- Zoning
- Overlay controls (e.g. Design and Development Overlay/Heritage Overlay)
- Land use and activities in the area
- Total area of signs on the premises
- Other factors (e.g. urban attributes and other matters specified in Clause 22.08).

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

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

2. IS A PLANNING PERMIT REQUIRED?

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

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

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

2.1 INFORMATION THE SIGN CARRIES

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



Insert image here

Promotion Sign: a sign of less than 18 square metres that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.



Insert image here

Major Promotion Sign: a sign which is 18 square metres or greater that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.



Insert image here

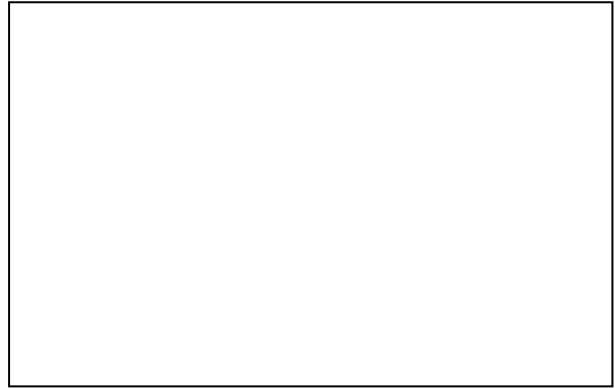
Home Occupation Sign: A sign at a dwelling that advertises a home occupation carried on in the dwelling, or on the land around the dwelling.



Insert image here

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

Adult Sex Bookshop Sign: a sign at an adult sex bookshop that advertises the bookshop.

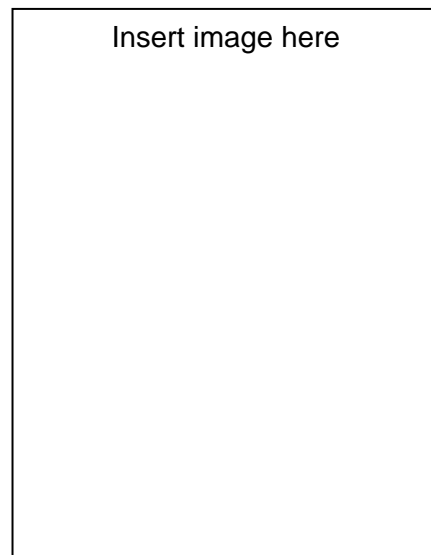


2.2 FORM OF THE SIGN

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



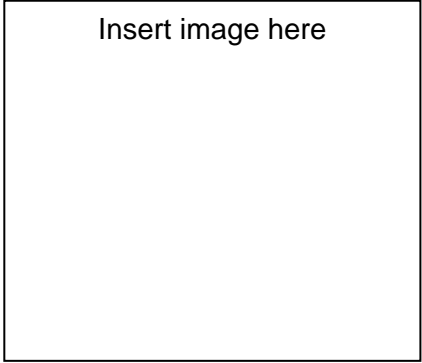
Off-wall Sign: a sign projecting from a wall and fixed by a bracket or other support, usually at 90 degrees to the wall.



Pole Sign: a sign

- On a pole or pylon that is not part of a building or another structure.
- That is no more than 7.0 metres above the ground.
- With an advertisement area not exceeding 6.0 square metres.
- That has a clearance under it of at least 2.7 metres.

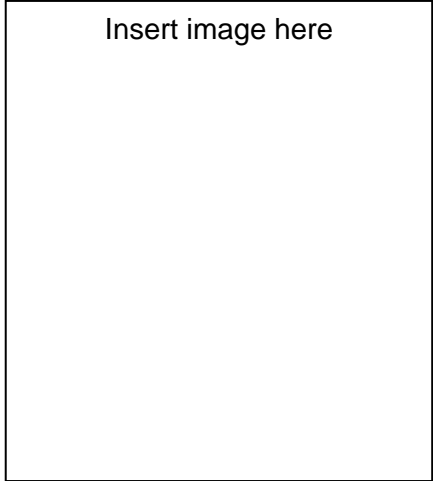
Insert image here



Sky Sign: a sign either

- On or above the roof of a building, but not a verandah,
- Fixed to the wall of a building and which projects above the wall,
- Fixed to a structure (not a building) so that part of it is more than 7.0 metres above the ground.

Insert image here



Panel Sign: a sign with an advertisement area exceeding 10.0 square metres.

Insert image here



3. IS THE LOCATION OF THE SIGN ACCEPTABLE?

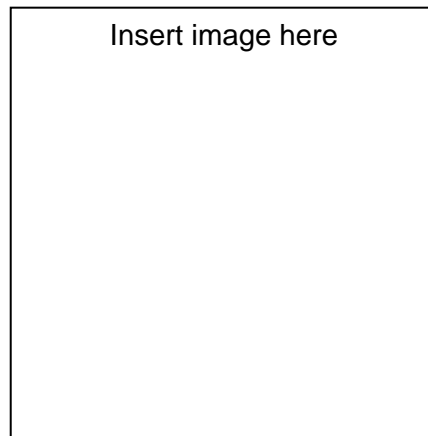
The position, number and size of signs should have regard for the architectural style of the building and elements of the façade such as windows, parapets, and other details. The resulting blank areas of walls provide the locations for signs to be fixed. In certain parts of the City of Port Phillip,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

3.1 SIGN LOCATIONS

Locations where signs are commonly located are:

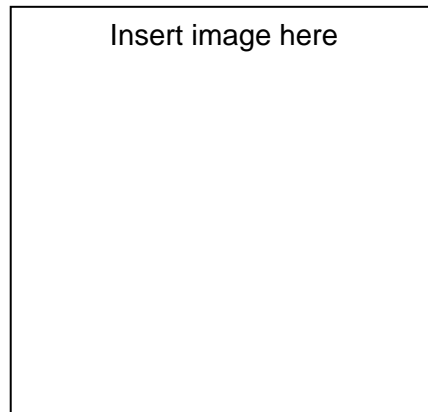
Façade:

The building frontage facing a street or public space.



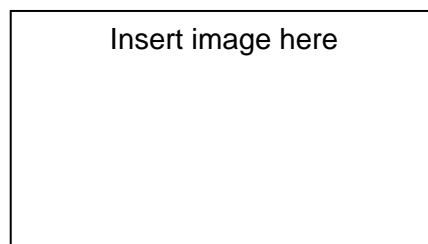
Side or Rear Elevations:

Of a building or side or rear parts of a building exposed to a street or public space.



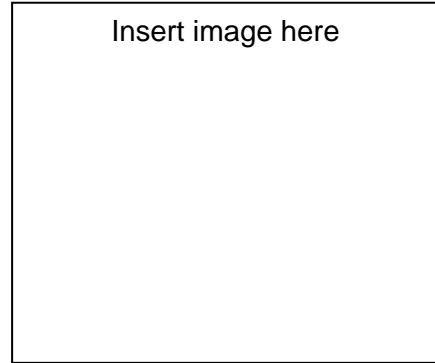
Verandah: including

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



Window:

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



Forecourt or Setback Area:

Within an area between a building and the property boundary.



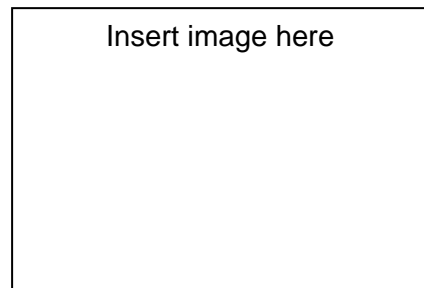
Fence, Wall or Gate:

Fixed or applied to a fence, wall or gate and visible from a public place.



Rooftop:

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



Footpath Advertising Signs including A-Framed Signs:

Approvals can be obtained from Council's Health and Environmental Services Unit on ph. 9209 6292.

Insert image here

Street Furniture:

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

Insert image here

Flags:

No permit is required to fly an Australian flag, display the flag on a building, painted or otherwise represented, provided it is correctly dimensioned and coloured in accordance with the Flags Act 1953.

The use of flags or the like not carrying a message will not be generally assessed as an advertisement, unless the number and sequence of the signs is intended purely for "eye catching purposes".

Insert image here

Banners:

Banners carrying a message for identification and/or advertising purposes.

Insert image here

Awnings:

Signage painted directly or affixed on shop awnings.

Insert image here

3.2 ACCEPTABLE AND UNACCEPTABLE SIGN LOCATIONS

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

Façade: ground floor level

Acceptable locations:

- Above the door or window head
- On piers beside shop-front windows
- On shop windows (but must maintain visual transparency of window)
- Undecorated wall areas
- Below the window sill

Façade: upper level

Acceptable locations (non-heritage areas):

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

Unacceptable locations:

- Covering windows or architectural details
- Attached to the top of a verandah or awning
- Above the roof or parapet of a building
- Projecting from the building more than 300mm
- Above the verandah in the heritage overlay

Side or rear elevations

Acceptable locations:

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

Verandah

Acceptable Locations:

- Under verandah: suspended from the underside of the verandah or cantilevered from the façade where no verandah exists. Clearance above footpath to be at least 2.7 metres.

-
- Verandah fascia: flush-mounted on to front or side edge of verandah, within the depth of the fascia and with a minimum of 10 percent of fascia length as side margins.
 - Above verandah: mounted on a wall above a verandah or, if no verandah, more than 3.7 metres above pavement level and projecting more than 0.3 metres outside the property boundary (except in the Heritage Overlay).

Verandah

Unacceptable Locations:

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

High Wall:

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

Window:

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

Forecourt of Building Setback Area:

- The number and size of signs will be determined by the frontage and length of the property but will be generally limited to one free-standing or pole sign, with maximum height of 7.0 metres above ground level. **Note:** in certain zones there are specific restrictions on signage in the setback areas.
- Signs in these locations should not unreasonably obscure the building or physical connection between the street and buildings.

Fence, Wall or Gate:

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

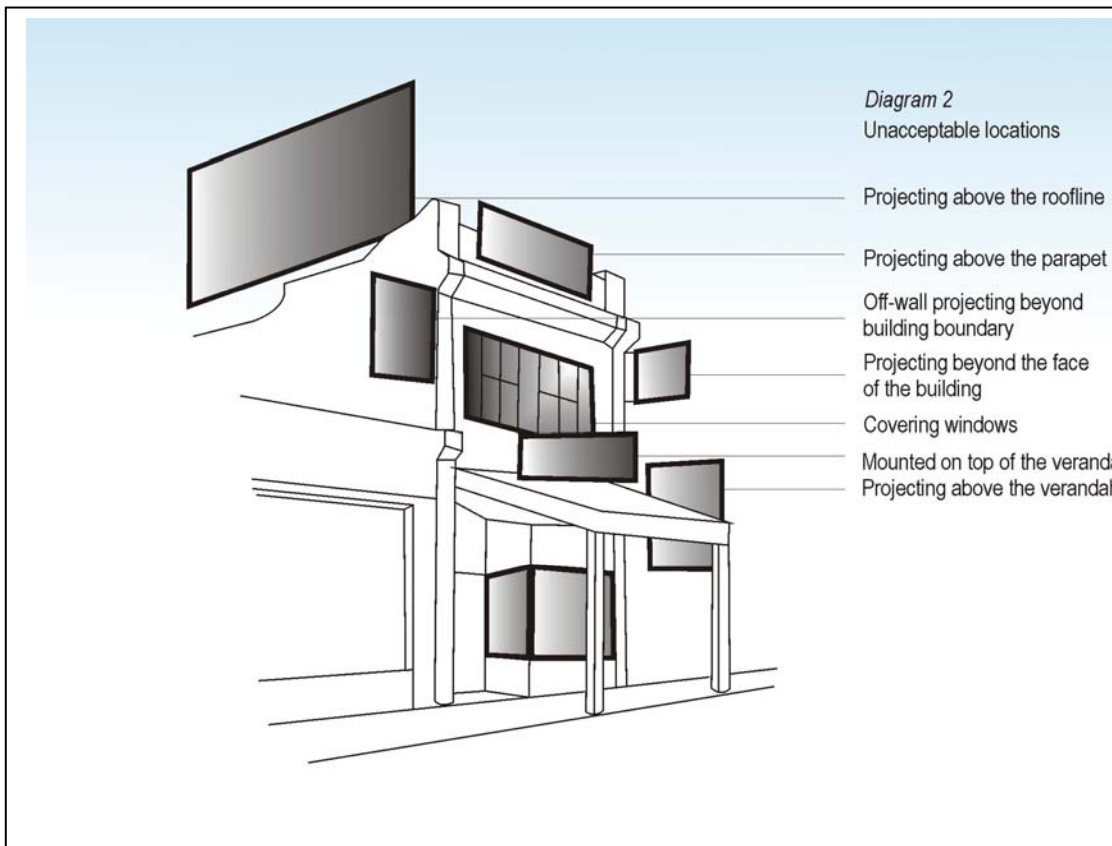
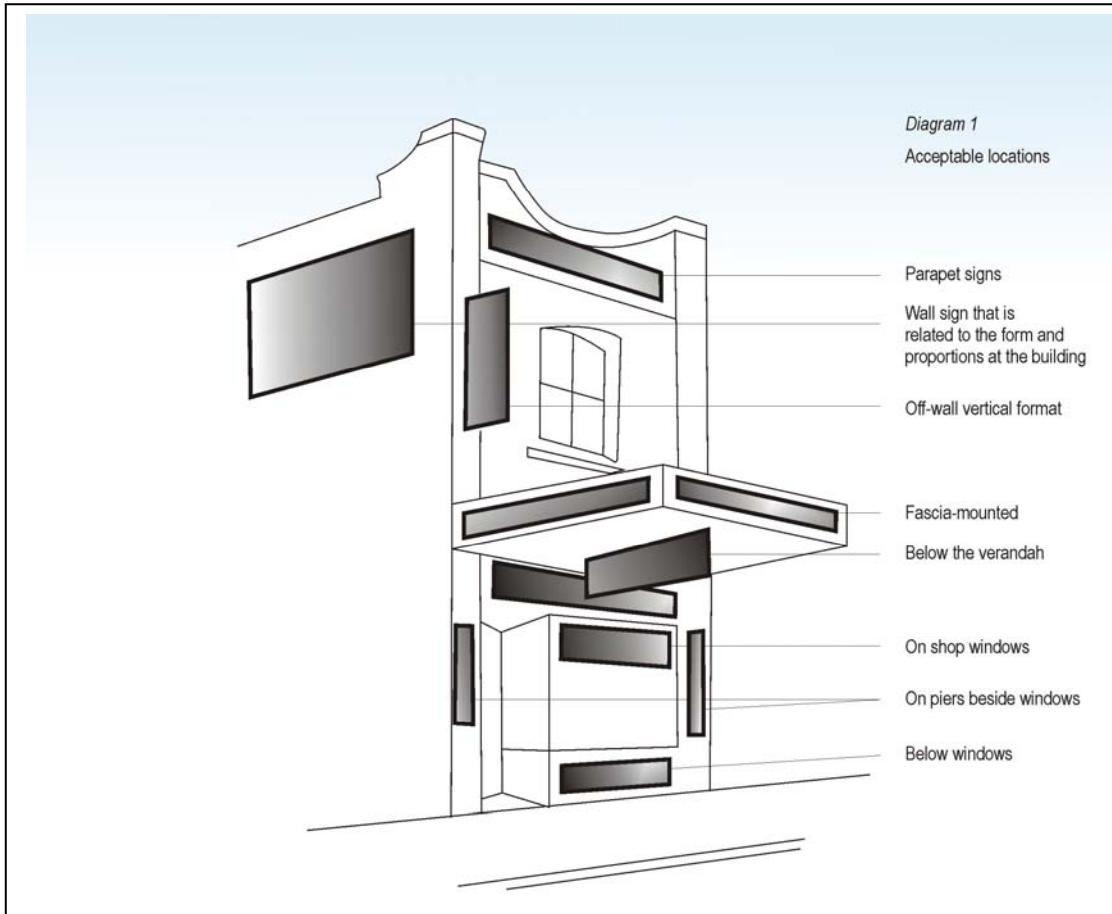
On top of Buildings:

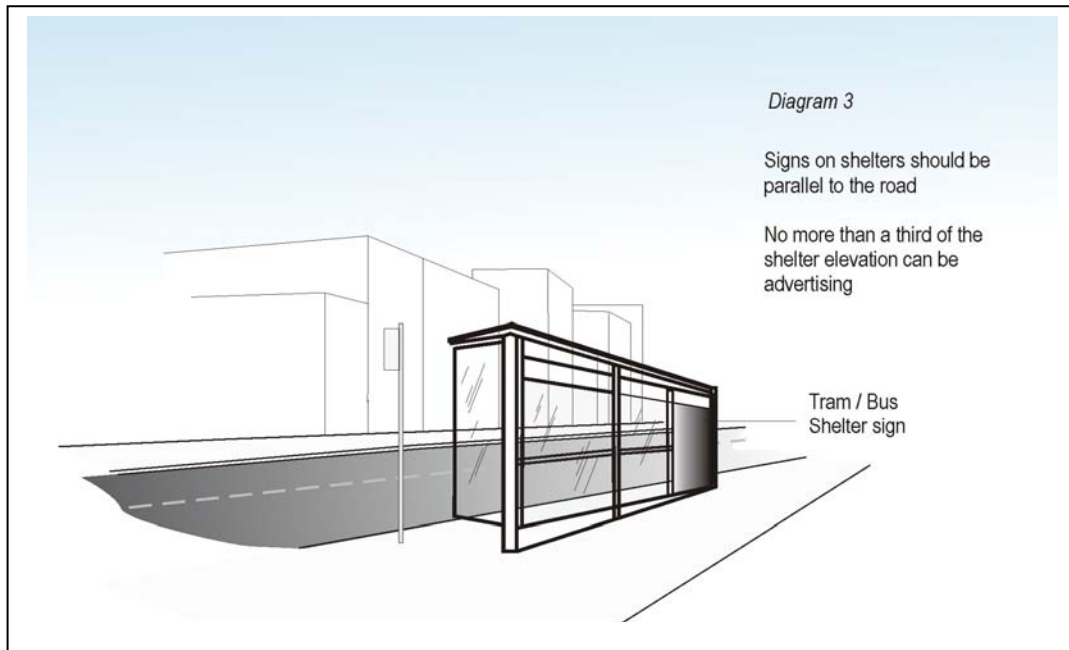
- These signs are unacceptable where they break the skyline of the building on which they are located when viewed from any vantage point.

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

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

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





4. LOCAL CONSIDERATIONS

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

4.1 ILLUMINATION OF SIGNS

Floodlighting

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

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

Internal Illumination

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

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

Animation

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

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

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

Reflection

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

Concealment of Electricity Supply Equipment

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

4.2 COLOURS, MATERIALS AND GRAPHICS

That colours, lettering style and layout of a sign should be chosen to reflect the character and style of the building and its environment particularly, but not only, where the building is of historic or architectural merit or is located in an Urban Conservation area. This can enhance both the building and effectiveness of the sign and its message.

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

4.3 CREATIVE SIGNS

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

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



Insert image here

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

enhancement of the street environment. The photograph pictured below, is one such example of an innovative and creative sign that has been constructed in Acland Street.

4.4 MAINTENANCE OF SIGNS

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

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

4.5 ALTERATIONS TO SIGNS

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

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

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

4.6 EXEMPT SIGNS

The Port Phillip Planning Scheme allows certain signs to be displayed, without the need for a Planning Permit, in any Zone or on Reserved Land.

Full details of Exempt Signs are provided in Clause 52.05-3 of the Port Phillip Planning Scheme. Council's Urban Planning Unit can provide further advice on Exempt Signs.

4.7 TEMPORARY SIGNS

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

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

5. AREAS OF SPECIAL SIGNIFICANCE AND URBAN TYPOLOGIES

5.1 HERITAGE AREARS

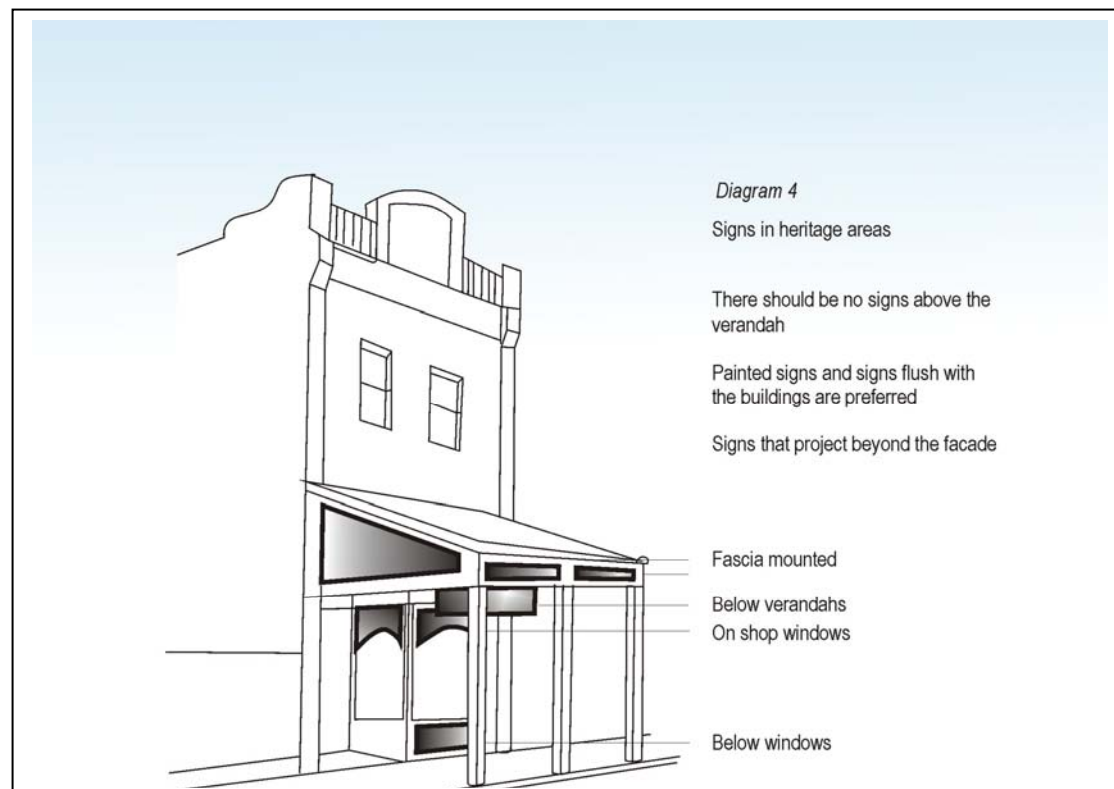
Heritage areas and sites are identified through the Port Phillip Heritage Overlay. Large areas of the municipality are affected by heritage precincts which overlay and intertwine with the identified urban typologies outlined above. Site specific heritage overlays also affect places throughout the municipality. Within identified heritage precincts greater control is exercised over the amount, design and siting of advertising signage than in non-heritage areas.

The heritage areas are recognised for their contribution to the identity and history of Port Phillip and wider metropolitan Melbourne, as such, they are more sensitive to change. Signage in heritage areas should comprise nothing above the ground level and no third party commercial promotion advertising. These limitations enable the historic values and assets of the area to be the primary focus.

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

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

Diagram 4 below shows the locations on buildings in heritage areas where signage is considered acceptable.



5.2 URBAN TYPOLOGIES

The urban typologies below explain the essential characteristics of a range of urban precinct types. These typologies assist in understanding the typical character, scale and form of an area to enable informed decisions in relation to how advertising signage should be designed and adapted to different locations in Port Phillip. The typologies are based on the following attributes:

- Building height, scale and massing
- Subdivision grain
- Openness of built environment
- Views
- Road configuration (visibility)
- Traditional scale main street versus major wide boulevards

Assessing an area for its typology should be achieved by defining the typical form rather than using 'exceptions' (such as the odd tall / large building here and there) to define an area. The main Port Phillip urban typologies are described below and set out the typologies main characteristics, examples of where the typology occurs and the vision/policy direction for advertising signage in that area:

Fine Grain Main Streets

Defining characteristics:

- Traditional main street environments comprising scales ranging from 2-5 storeys which establish a street wall (typically of 2 storeys)
- Buildings often have traditional or historic features
- Fine subdivision and building grain
- Urban environments where landscaping takes on a lesser role than the built form
- These environments usually are located on the narrower primary or secondary roads which creates an intimacy of scale.



Locations: Ormond Road, Glen Huntly Road, Carlisle Street, Brighton Road (Hennessy Avenue to Milton Street) Acland Street/Barkly St, Fitzroy Street (between Canterbury Rd/Grey Street and Beaconsfield Pde), Bridport Street, Victoria Avenue, Clarendon Street, Glen Eira Road, Bay Street

Policy direction: Encourage the predominance of the built form and pedestrian environment in fine grain main streets. Signage should comprise at a maximum directional street signage and business identification signage. Large format signs are not appropriate in these areas due to the more intimate scale of the urban setting.

Medium to High Rise

Defining characteristics:

- Built form typically 5-8+ storeys
- Adjoin tree-lined boulevards (primary roads) which frame corridor views and vistas
- Landscaped front building setbacks
- Medium-broad grain subdivision

Locations: Queens Road, Albert Road, St Kilda Road (east side - High Street to Charnwood Road, and west side – Dorcas Street to Waterloo Crescent), Barkly Street (near St Kilda Junction), St Kilda Junction (private realm), Fitzroy Street (St Kilda Road to Canterbury Road/Grey Street)



Policy direction: These areas receive pressure for freestanding signage in building setbacks, high wall signage (particularly for building names or corporate identities). The built form and landscape (hard or soft) should be the predominant feature of these areas. Signage should be well integrated, simple and contemporary. Avoid the proliferation of major promotion signs around the St Kilda Junction.

Low to Medium Scale

Defining characteristics:

- These areas typically adjoin roads in the Road Zone which cannot be otherwise defined as Medium to High Rise or Fine Grain Main Street.
- Usually comprise low rise buildings of between 1 and 5 storeys which have a mix of fine, medium and broad subdivision grain.
- There is a predominance of service business uses with some residential buildings interspersed.
- This typology does not refer to the primary retail activity centres.



Locations: St Kilda Road (east side Charnwood Road to Carlisle Street incorporating B2Z and MUZ land, and, west side Waterloo Crescent to Blanche Street), Brighton Road (Carlisle Street to Mozart Street), Wellington Street/Nelson Street, St Kilda

Policy direction: Signage should be simple, modest and contemporary. Avoid roof top or sky signage. Integrate signage within the host building, and at street level wherever possible. Large format signs are generally not appropriate in these areas due to the lower scale built form

Large Format Industrial / Mixed Activity Areas

Defining characteristics:

- 'Working' buildings typically not more than 2 or 3 storeys comprising warehouses or factories and traditionally used for industrial or light industry purposes.
- Buildings with large footprints and a broad subdivision grain
- Usually located in and around secondary and connector routes rather than primary roads.
- Landscaping is typically subordinate to the built form
- Some former industrial areas are evolving into mixed activity areas (eg: areas affected by the Mixed Use Zone) which have introduced domestic apartment building forms and a focus on increasing residential development.



Locations: South Melbourne, Port Melbourne Industrial area and Port Melbourne Mixed Use area

Policy direction: There is scope for much larger signage to be accommodated in parts of these areas because of the larger scales of development, however signage in these areas should be effective, simple and contemporary but not necessarily large. Signage should not be a substitute for enhancing the presentation of large bulky building forms. Advertising signs displaying the brands or goods associated with the on-site business should be subordinate to the business identification signage. Illumination of signage in the Mixed Activity Areas zoned MUZ should be designed to avoid detrimental effects to dwellings.

Port Phillip Foreshore Area

Defining characteristics:

- The foreshore area comprises a 9km corridor of land and buildings interfacing with the Port Phillip Bay foreshore
- Built form is mixed but predominantly maintains a low scale and is located on the north/east side of the road adjoining the foreshore and the foreshore itself
- Landscape and public open space areas have outstanding physical features and are of primary importance
- Significant areas for passive and active recreation
- The foreshore area accommodates primary roads which provide a local and regional connection and recreational role.
- The openness and foreshore vistas are a valued part of the foreshore precinct character and are an important part of defining the overall character of the municipality



Locations: Beaconsfield Parade, Ormond Esplanade, Jacka Boulevard, Marine Parade, The Esplanade

Policy direction: Council will discourage any form of advertising along the foreshore, unless it promotes a cultural or leisure activity and has the consent of Council. Signage should be kept to a minimum in the foreshore area. Adjoining the foreshore, signage should be simple, contemporary and modest. Promotion and major promotion signs are strongly discouraged. In decision making it is important to consider the visual catchment and visual impact of signs on the foreshore area.

Freeways and Road Infrastructure

Defining characteristics

- Wide, multi-lane roads primarily for the purpose of vehicle movement including major road junctions
- Bridges and other elevated structures such as freeway interchanges
- Usually have open, wide and horizontal proportions
- Built form, where present and pedestrian environment are subordinate to the function of the road for vehicles.



Locations: Westgate Freeway, St Kilda Junction (public domain)

Policy direction: Freeways are typically the best location for major promotion signs, particularly the wide horizontal format signage, however there are a number of signs already located along Westgate Freeway and at St Kilda Junction. Within Port Phillip, new major promotion signs should only be located in the Road Zone Category 1 in which the Westgate Freeway is situated to reduce the saturation of signage in areas surrounding the freeway as they often do not relate to the street environment at their base. Signage on infrastructure such as bridges and freeways should be in proportion to its context.

Each application will be considered and assessed on its merits. The following is a list of instances where Council will not support this form of signage in the Freeways and Road Infrastructure urban typology:-

- Sky signs attached to the roofs of buildings:-
 - Break the sky line of the building and dominate the “host buildings” to which they are attached.
 - Distract from the Architectural integrity of the “host” building.
 - Become the dominant element in the streetscape and detract from the overall character of the area.
 - Contribute to visual clutter by requiring substantial unattractive support structures that become just as dominant as the signs themselves.
 - Due to their location, maintenance of the signs themselves and the supporting structures is often neglected.
- Free standing Pole signs:-
 - The “floating” sign, particularly those orientated to attract views from major arterial roads bear no relationship to the general environment in which they are located

-
- When viewed from ground level the “pole” structures which are generally quite substantial dominate the streetscape in which they are located.
 - They do not compliment the adjacent or surrounding built environment.
 - Illumination adds to their prominence.
 - Signs of this nature are often purely “promotional” and are not consistent with the advertising theme in the locality.
 - Depending on their height, these structures not only impact on the immediate environment, but areas some distance away because of their visibility.

5.3 OTHER URBAN ATTRIBUTES

Tourist Precinct (Acland Street/Fitzroy Street)

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

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

Park Interfaces

The City of Port Phillip has unique physical attributes comprising many natural features including the foreshore area (as detailed above) and the many other key public open spaces such as Albert Park Lake.

The City of Port Phillip contains and abuts major recreation areas such as Albert Park Lake, Port Phillip Bay Foreshore reserves and Kings Domain (Shrine of Remembrance) and with many other important public open spaces located throughout the municipality . The openness and expanse of these important public spaces results in expansive vistas of the urban form beyond. Parks are highly valued and the role that park interfaces place in the overall structure of the municipality is important to the identity and amenity of Port Phillip.



Advertising signage in or near key public open space areas should not be visible from key public open spaces or if visible should be unobtrusive. Advertising signage should be located at ground level wherever possible and avoid high wall or roof signs. It is considered that promotion and major promotion signage should be avoided along park interfaces and signage should be limited to business identification or directional signage.

Views and Visual Catchment

Views and vistas are important as means of orientation and way finding within the city. The value of views is typically based on a range of reasons such as visibility of monuments, valued architecture or landmark buildings and the landscape qualities such as tree lined boulevards.



It is important to consider the visual catchment in relation to advertising. A balance needs to be struck between siting signage effectively and avoiding signage dominating the urban environment. Consideration of the visual catchment of signage, particularly in relation to major promotion or large business signage, is important to ensure that there is no detrimental impact beyond the immediate environs. This is an important consideration in relation to park interfaces, the foreshore areas and within heritage areas.

It is also critical to consider that the intended visibility and viewing of proposed signage achieves the proponent's objectives and to not impact upon the safety or amenity of an area. Furthermore, the need to prevent visual disorder and visual clutter is a current consideration which should be retained in the advertising policy.

Signage should not detrimentally affect important views or vistas, landmarks

Road Hierarchy

There is a varying road hierarchy comprising major north-south major traffic conduits such as Kingsway, Queens Road, St Kilda Road/Brighton Road and along the foreshore with cross municipal connections such as Albert Road/Kerferd Road, City Road, Fitzroy Street east-west connector routes.



The pressure for promotion or major promotion signs in areas of high traffic volume will be balanced against the desire to maintain the built form and landscape attributes as the prevailing form which identifies the municipality.

The road reserve should not be used for freestanding signage whether for commercial advertising or business identification purposes. The exception being, the provision of advertising within shelters at tram and bus stops, and for public telephones which have specific guidelines as detailed in.

6. PERMIT CONDITIONS AND REQUIREMENTS

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

If a sign can be described in more than one way, the most restrictive permit and condition requirements set out in the Table must be complied with. For example, a Business Sign in a Business or Industrial Zone does not require a Planning Permit

(provided certain conditions are met), whereas the same sign, if floodlit or of reflective material, will require a Planning Permit.

Note: Some temporary signs, such as “A” boards as described in Section 2 do not require a planning permit, however, will require approval under the City of Port Phillip’s Local Law. Enquiries regarding such signs should be directed to the Health and Environmental Services Department located at the South Melbourne Office.

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

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

7. APPLYING FOR A PERMIT

7.1 INFORMATION REQUIREMENTS

If the proposed sign requires a planning permit (which can be determined by following the steps set out in Section 2), the following information is required to be submitted to Council’s Urban Planning Unit.

1. A completed planning application form
2. Planning Permit application fee where applicable. The Council’s Urban Planning Office can provide a schedule of fees.
3. Copy of Certificate of Title for the land.
4. Three copies of plans (one coloured) drawn to scale (1:100) showing:
 - The location of the proposed sign on the premises and the distance from the boundaries.
 - The elevations above ground level and all relevant dimensions of the sign.
 - The structure of the sign and method of support for the advertisement or the advertising sign.
 - The colour, content and lettering style of the sign.
 - Details of the proposed type of illumination, in or of the sign.
 - The location and size of existing signs or advertisements on the site including details of the signs to be retained or removed as part of the proposal.
 - Photographs and details of the site context.

If applying for a Sky Sign, Pole Sign, Major Promotion Sign or High Wall Sign the following information should also be provided to support your application:-

1. Photographs of the site and existing signage in the immediate locality.
2. A streetscape perspective, showing the relationship of the proposed sign to the existing building, surrounding buildings and other signage in the immediate locality.
3. A statement and/or graphic representation of major elements of the immediate urban environment to which the signs relate.

Note: A building permit is also required for the erection of signage. Council’s Building Surveyors can provide further information regarding building permits.

7.2 ADVERTISING OF APPLICATIONS

Depending on the type and nature of the sign proposed, Council may require advertising of the application pursuant to Section 52 of the Planning and Environment Act 1987, if it considers that the granting of a permit may cause material detriment to a person other than the applicant.

Generally, if advertising of the application is deemed necessary, notification can be by any one or more of the following methods:

1. Notice to adjoining owners/occupiers (including the host building if appropriate)
2. The erection of a notice on site, or on the building itself, so that it is visible to pedestrians.
3. A notice in a local paper generally circulating in the area.

Council may undertake advertising procedures on behalf of the applicant for a competitive fee.