

10 DRAFT ADVERTISING SIGNAGE POLICY

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RECOMMENDATION

That Council support the exhibition of the Draft Advertising Signage Policy.

Attachments

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| 1 | Key Issues and Recommendations | 27 Pages |
| 2 | Draft Advertising Signage Policy | 33 Pages |
| 3 | Engagement Plan | 11 Pages |
| 4 | Signs Guide Prospectus | 2 Pages |

EXECUTIVE SUMMARY

Advertising signage plays an important role in the built environment as well as the local economy. Appropriately proportioned and consistent signage avoids the cluttering of streetscapes while also providing guidance and information to customers or potential customers.

The rationale for developing an Advertising Signage Policy came about due to issues resolving the extent and appropriateness of signage for two prominent locations in the Shire. The two signage proposals, one on the highway in Officer and the other on a prominent corner of Main Street, Pakenham, required a significant amount of discussion and redesign over several iterations to achieve a workable solution. This process was taxing on officer time and also had cost implications for the business owners. The review of the Municipal Strategic Statement (MSS) conducted in late 2018 also identifies the need for a signage policy to ensure that signs do not detract from the character or appearance of a street, building or site and to enhance good urban design outcomes. It also manages inappropriate and inefficient signage that degrades the character of streetscapes and public spaces.

The Policy has been written to provide guidance for the design and placement of signs that are appropriate for various forms of development and context and to assist developers, building owners, building tenants, planning permit applicants and residents in understanding what type of signs are supported and are not supported in Cardinia Shire Council. The illustrations in this document are a visual aid to demonstrate examples of good and bad signs that anyone wanting to display one or more signs should consider before submitting a planning application.

This will form the policy basis on which Council will base its decision making on all permanent outdoor signs within the Shire. Municipal signs and temporary signage on Council's Sports Facilities and Recreation Reserves are outside of the scope of this project.

BACKGROUND

Advertising signs are essential to identify, communicate and market businesses, institutions and buildings across the municipality. Well designed and well integrated signage in appropriate

locations can add colour, vibrancy and interest to an area. A proliferation of signs and poorly designed and located signs can significantly detract from the attractiveness and amenity of the Shire's urban and rural environments, as well as reducing the effectiveness of signs. Council considers it necessary to plan for the management of advertising signage in the built environment to balance the expectations of business and economic development with that of the broader community.

Currently there is a policy vacuum in the Local Planning Scheme due to the lack of an outdoor signage policy for Cardinia Shire Council. The Advertising Signage Guidelines 2009 is a reference document in the Scheme and is a "guide" only and does not mandate or assist Statutory Planners effectively. Lack of statutory guidance means that there is no control on the quality of outdoor signage solutions.

Hence, a review of the broader issues associated with signage across the Shire and local planning policy analysis was conducted to help identify common concerns and policy gaps.

A Project Working Group led by Urban Design including relevant Officers from across the organisation was set up to prepare an Advertising Signage Policy. Several rounds of internal consultations, workshops & meetings were conducted over the last six months. Major concerns, critical gaps with the local planning policy framework and issues associated with the erection of advertising signage across the Shire were identified. Meetings with neighbouring and other Growth Area Councils also highlighted some common issues and provided insights on how these could be addressed.

Meetings with neighbouring Councils, VicRoads and Signage Consultants provided an overview of the common concerns and industry perspective on signage design solutions. Also VCAT Decisions Review highlighted the changing patterns and challenges that are emerging through VCAT decisions in recent times.

The 'Key Issues & Recommendations Paper' (Refer to Attachment 1) is a summary of the key findings captured during the consultation sessions and observations made by Council officers during site tours of key areas of signage in the municipality. This Paper also provides further recommendations based on the emerging trends in sign design and technology.

Key Issues

The key issues arising through the consultations were:

- The quantity of business signs on the one property are exceeding reasonable levels.
- Scale of signage that are not proportional and responsive to the host building, landscape context, heritage and public realm is a recurring concern.
- Visual clutter is a constant 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.
- VCAT decisions lately show characterisation of signs is an issue across councils, and that the applicability of one sign definition vs another is not quite clear under the planning scheme.
- Driver distraction levels are increasing due to the proliferation of animated signs and electronic signs that affects road safety.
- New forms of signage and technology with the emergence of small to large animated screens and a wider use of illuminated signage for advertising.
- Temporary promotion and major promotion signs on new subdivisions, new estates and construction sites on hoardings and scaffolding are a challenge.

- Lack of guidance for traders and business owners around positive image and branding of businesses through effective signage solutions.

It is noted that, there has also been numerous concerns on the proliferation of signage on fences of recreation reserves. All temporary advertising signage on Council's Sports Facilities and Recreation Reserves are outside of the scope of this project. It is recommended that an exclusive Advertising Signage on Council's Sports Reserves and Facilities be prepared to provide targeted guidance with signage in these areas.

Draft Advertising Signage Policy

This policy applies to outdoor signs on all land within Cardinia Shire Council. The terms used in this policy have the same meaning as specified in Clause 73 (Sign Terms) of the Planning Scheme. The assessment criteria in Clause 52.05 (Signs) should also be considered in conjunction with this policy.

Vision

The underlying vision for Advertising Signage within Cardinia Shire Council are to:

- Encourage the development of signage which reflects and respects the context, having regard to built form height and massing, subdivision grain, landscape, road hierarchy, openness of the environment and heritage attributes.
- Protect the important view lines and vistas to key buildings, heritage and landscape qualities which are a highly valued part of the municipality.
- Manage transport corridors with a focus on maintaining road safety, visual order and avoiding clutter.
- Promote economic development and provide equitable identification and marketing of businesses in Cardinia Shire Council.

Reflective of this vision, the policy sets out some robust criteria that all signs will be assessed against.

This has been prepared with rigorous inputs from VicRoads, internal Traffic Engineering and Local Laws. The draft policy encompasses definitions of all the different types of signs and details the design requirements relating to specific sign types. This provides a one-stop shop reference for both planners and proponents alike to understand Cardinia Shire Council's requirements relating to signs in different land uses.

The 3D model images also provide a strong visual aid to demonstrate examples of encouraged and discouraged signs that anyone wanting to display one or more signs should consider before submitting a planning application.

Signage permit applications could also potentially with the assistance of Economic Development Unit be incorporated into the 'Small Business Friendly Council' (SBFC) initiative which has been developed by the State Government in partnership with local councils to provide small business with the support they need to run their businesses and help set up and support local business networks. This will improve efficiencies in signage permit approvals and increase community/customer satisfaction.

POLICY IMPLICATIONS

Clause 52.05 (Signs) of the Cardinia Planning Scheme specifies those signs, which require a planning permit. Clause 73 (Sign Terms) of the Cardinia Planning Scheme defines the signage terms used in relation to outdoor advertising.

This document operates in conjunction with these Planning Scheme provisions, by setting out the parameters which Council, in exercising its discretion, will assess planning permit applications. Applicants must use the Guidelines as a basis for designing advertising signs that require a planning permit including new signage and/or modifying or replacing existing signage in Cardinia Shire Council.

The key requirements and design performance standards of these Guidelines will form a new Local Policy - Advertising Signage at Clause 22 of the Cardinia Planning Scheme after the Planning Scheme Amendment process which will be undertaken next year.

This document will be used by Council Officer's in assessing planning permit applications for advertising signs to ensure consistency with Council Policy.

RELEVANCE TO COUNCIL PLAN

Section 3 Our Environment

The objective: We will continue to plan and manage the natural and built environment for present and future generations.

Action 3.4.1. Plan and develop built environments that support improved health and wellbeing of our communities.

Action 3.5.3. Provide for the sustainable development of rural townships while taking into account their existing character and community needs.

Section 4 Our Economy

The objective: We will create and support local employment and business opportunities for our community and the wider region.

Action 4.1.1 Plan for and support local employment opportunities.

Action 4.1.2. Support the development of existing and new businesses within the Shire.

Action 4.3.1 Support small businesses to remain viable in rural townships.

Action 4.3.3 Advocate for the delivery of small and large scale projects that enhance and drive economic activity.

Action 4.3.5 Support business and organisations to enhance their skills.

Section 5 Our Governance

The objective: We will create an engaged community

Action 5.1.2 Enhance the community's confidence in Council's community engagement.

CONSULTATION/COMMUNICATION

The draft Policy has been prepared in consultation with relevant internal officers across eight Business Units, Department of Environment, Land, Water and Planning, and VicRoads.

Community Engagement

The community engagement activities are aimed at raising awareness of the proposed changes to outdoor signage for shops, offices and industrial areas. Business owners, traders and residents will be able to view the proposed Signage Design Guidelines and make a written submission.

Council's 'have your say' page will be set up with the link to the full policy document and a visual prospectus. Community members will be able to make written submissions from this page when the consultation period opens.

Council will undertake a popup stall in the main street of Pakenham (in collaboration with the Amendment C228 (Pakenham Activity Centre Zone) community consultation event), to provide an opportunity for traders in the local area to have a one on one discussion with Council Officers.

An E-newsletter will be sent out to all business owners and traders within the Shire to promote the project and seek feedback.

Targeted focus group meetings and drop-in sessions with traders and business groups with the support of Economic Development Unit will be held during the exhibition period.

Draft Policy documents will be exhibited to the public for a period of 4 weeks from 28 Oct to 22 Nov 2019, and written submissions will be sought.

FINANCIAL AND RESOURCE IMPLICATIONS

There are no additional resource implications associated with the preparation and adoption of the Policy. The adoption of the Policy provides a clear framework to assist Council Planners and Engineers when assessing and making decisions on signage applications.

CONCLUSION

The draft Advertising Signage Policy has been prepared through a thorough consultation process with key stakeholders and has been benchmarked against State Level Urban Design and Road Safety Guidelines.

It is recommended that the Council support the Draft Advertising Signage Policy to be exhibited for public consultation for a period of 4 weeks from 28 Oct to 22 Nov 2019.



ADVERTISING SIGNS

Key Issues & Recommendations Paper

19 June 2019

Introduction

Signs play an important role in the built environment. Advertising signs are essential to identify, communicate and market businesses, institutions and buildings across the municipality. Advertising signs have a significant impact on the public realm and the quality of the streetscape and the building with which they are visually associated.

Well designed and well integrated signage in appropriate locations can add colour, vibrancy and interest to an area. A proliferation of signs and poorly designed and located signs can significantly detract from the attractiveness and amenity of the Shire's urban and rural environments, as well as reducing the effectiveness of signs. Council considers it necessary to plan for the management of advertising signage in the built environment to balance the expectations of business and economic development with that of the broader community.

The recent review of the Municipal Strategic Statement (MSS) conducted in 2018 identifies the need for a sign guide to ensure that signs do not detract from the character or appearance of a street, building or site. One of the recommendations of the MSS review was that an Advertising Signs Policy be prepared to enhance good urban design outcomes and manage inappropriate and inefficient signage that degrades the character of streetscapes and public spaces.

A Project Working Group (PWG) led by Urban Design including relevant Officers from across the organisation has been set up to prepare an Advertising Signs Policy. First round of internal consultation workshops & meetings were conducted over the last two months. Major concerns, critical gaps with the local planning policy framework and issues associated with the erection of advertising signage across the Shire were identified. Meetings with interface Councils also highlighted some common issues and provided insights on how these could be addressed.

The following stakeholders were consulted as part of this process:

Internal Stakeholders

Statutory Planning	Economic Development
Strategic Planning	Urban Design
Growth Area Planning	Traffic Engineering
Local Laws & Compliance	Communications

External Stakeholders

City of Dandenong	VicRoads
City of Casey	Ultrasigns, Sign Writer/ Consultant
City of Melton	

This Key Issues & Recommendations Paper is a summary of the key findings captured during the consultation sessions and observations made by Council officers during site tours of key areas of signage in the municipality. This Paper also provides further recommendations based on the emerging trends in sign design and technology.

Appendix 1: Consultation Workshop Notes & VCAT Decisions Review includes detailed notes from the consultation with internal Council Officers, interface Councils, VicRoads and Signage Consultants, and a review of the patterns or issues that are emerging through VCAT decisions in recent times.

Key Issues

Currently there is a policy vacuum in the Local Planning Scheme (Scheme) due to the lack of an outdoor signage policy for the Shire of Cardinia. The Advertising Signs Guidelines 2009 is a reference document in the Scheme and is a “guide” only and does not mandate or assist Statutory Planners effectively.

Lack of statutory guidance means that there is no control on the quality of outdoor signage solutions. Hence, a review of the broader issues associated with signage across the Shire and local planning policy analysis were conducted to help identify common concerns and policy gaps. The table below provides a discussion of the key issues identified and how the policy should be adapted to meet those changing needs and issues.

Issues	How can this be addressed?
The quantity of business signs on the one property are exceeding reasonable levels.	<p>Include a provision within the policy which specifies a maximum number of signs per street frontage.</p> <p>These provisions may also address proportional relationship between building, sign and streetscape.</p>
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, primary street and carriageway alignment.
Animated signs and other new media are not addressed.	Include an illuminated and animated signs section to refer to new and emerging technologies, illumination and light spill.
Reference to different character areas.	<p>Different land uses have individual characteristics that warrant individual attention. Include requirements relating to signs in different land uses, with the following details for each sign type:</p> <ul style="list-style-type: none"> ● Identification of land use type ● Identification of preferred signage type per land use ● Design Guidelines for signage per land use
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. This should align with VicRoads State Safety Guidelines.

<p>Provide guidelines to consider wider reaching impacts of signs.</p>	<p>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.</p> <p>The general policy requirements can include a requirement that the extent of visual catchment is to be considered. The decision guidelines should address visual clutter and equitable distribution of signage.</p>
<p>Recommendations for 'corporate branding' whereby multiple signs, material finishes and colours and graphics are sited all over the building.</p>	<p>The signage provisions need to include reference to avoiding multiple signs on one frontage.</p> <p>There is a lack of distinction or definition in Clause 52.05 in relation to 'corporate branding'.</p>
<p>Reference to signage on retractable awnings.</p>	<p>Retractable awning signs are not defined in the planning scheme.</p> <p>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.</p> <p>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</p> <p>Awning signs should be discouraged (including above awning signs)</p>
<p>Temporary signs and hoardings are not addressed</p>	<p>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.</p> <p>These should be covered in the Temporary Signage Policy. Also VicRoads are looking at providing State level guidance on signs along major transport corridors.</p>
<p>VCAT decisions lately show characterisation of signs is an issue across councils, and that the applicability of one sign definition vs another is not quite clear under the planning scheme</p>	<p>Provide a section with details for each sign type with term, definition and design guidelines.</p>

<p>Consider and include minimum clearances of signage above footpaths</p>	<p>2.7m is the accepted standard clearance height, which is defined in the Building Regulations.</p> <p>Both City of Melbourne and City of Greater Dandenong have implemented the same.</p>
<p>Visual clutter is a constant 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.</p>	<p>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.</p> <p>To address and prevent visual clutter the following strategies should be employed:</p> <ul style="list-style-type: none"> • 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
<p>Diagrams showing acceptable location of signs on buildings / properties will increase understanding and improve efficiencies in permit approvals</p>	<p>Illustrations of 'encouraged' & 'discouraged' sign types associated with various land uses will be included in the Sign Guide.</p> <p>3D digital models of building prototypes will provide some guidance and examples of good and bad signs that anyone wanting to display one or more signs should consider before ordering or installing any sign, and before submitting a planning application.</p>
<p>Scale of signage that are not proportional and responsive to the host building and public realm is a recurring concern.</p>	<p>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.</p>
<p>Number of signs per tenancy and percentage of façade area occupied by signs should be specified.</p> <p>Location of signage on the facades and footpath clearance may set up parameters</p>	<ul style="list-style-type: none"> • Specify number of signs per façade per tenancy • Provide preferred signage zones on building façade. • Specify size and or percentage of this sign zone based on building size and use • Specify percentage of clear glazing (free of any sign) for shopfronts along ground floor • Specify clearance heights along footpaths to avoid proliferation of under awning signs

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.

Signs on street furniture

Street furniture advertising has emerged in the form of promotion signage panels on bus shelters, phone booths, outdoor café seating barriers, fences 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. Some Activity Centres and Town Centres in the Shire have specific street furniture and landscape design guidelines. It is critical to ensure that signage locations and design for these areas do not conflict with the local law requirement and the State's street safety guidelines.

Recently, there has also been numerous concerns on the proliferation of signage on fences of recreation reserves. All temporary advertising signage on Council's Sports Facilities and Recreation Reserves are outside of the scope of this project. It is recommended that an exclusive Advertising Signage on Council's Sports Reserves and Facilities be prepared to provide targeted guidance and to address the changing needs and issues with signage in these areas.

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 decade.

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.

Signage Vision & Policy Objectives

Based on the above discussions it is evident that 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, a robust vision and clear set of objectives 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.

The underlying **vision** for signage within the Shire are to:

- Encourage the development of signage which reflects and respects the context, having regard to built form height and massing, subdivision grain, landscape, road hierarchy, openness of the environment and heritage attributes.
- Protect the important view lines and vistas to key buildings, heritage and landscape qualities which are a highly valued part of the municipality,
- Manage transport corridors with a focus on maintaining visual order and avoiding clutter.

The core **objectives** for the advertising policy to reflect the vision includes the following:

- Embed stronger urban design emphasis into policy
- Require advertising signage to respond and enhance the character, scale, architectural quality and appearance of a building, site and landscape setting.
- Allow for the reasonable identification and marketing of businesses in the Shire of Cardinia.
- Provide flexibility within the policy for dealing with changing modes of communication and new technologies
- Structure the policy with clarity about signage provisions, based on the public realm and three-dimensional built form.
- Provide guidance on how siting and size of signage could respond positively to the urban environment in terms of scale and spatial structure.
- Ensure that signs are designed, positioned and displayed in an appropriate and attractive manner.
- Maximise the effectiveness of signs by minimising and consolidating signage to avoid visual clutter.
- Encourage signs that contribute positively to the day and night image of activity centres and town centres.
- Support signs that contribute to the interest, vitality, and improve the quality of commercial and industrial areas.
- Ensure that signs enhance residential areas and other high amenity built and natural areas and do not detract from the appearance or character of the area.
- Improve the appearance of Shire gateways through the effective, sensitive display of signs and the avoidance of proliferation and visual clutter.
- Encourage the continual renewal and maintenance of existing signage structures to ensure their presentation does not detract from the urban setting

Way forward

Following this detailed review of advertising signage within the municipality, an Advertising Signage Policy and Guidelines will be prepared. It is intended that it will assist applicants in appreciating what the Shire of Cardinia Council considers to be appropriate forms of advertising signage. This document will form the policy basis on which Council will base its decision-making.

The Guidelines will also be laid out as a prospectus called 'Signs Design Guide' which will include illustrations and examples of good and bad signs that anyone wanting to display one or more signs should consider before submitting a planning application.

It is anticipated that the Policy and Guidelines will be adopted by Council by the end of 2019. An amendment to the planning scheme will need to be sought to include the policy within the Planning Scheme in 2020.

Appendix 1

Consultation workshop notes & VCAT Decisions review

Consultation Workshop Notes

Detailed comments and ideas discussed in the consultation workshops held with internal and external stakeholders are as follows:

Gaps & Opportunities:

- Currently there is a policy vacuum in the Planning Scheme due to the lack of an outdoor signage policy. Lack of statutory guidance means that there is no control on the quality of outdoor signage solutions.
- The guidelines is a reference document only and does not mandate or assist Statutory Planners effectively. The Advertising Signs Guidelines 2009 should be updated and adopted with a policy status in the Planning Scheme.
- Lack of illustrations – applicants prefer visual guide to assist in the design of signs in appropriate locations. This should be demonstrated in the diagrams and needs a disclaimer.
- 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 covered.
- Overall strategic direction for major promotion signs and preferred locations.
- Does not reference different character areas
- Does not deal with high wall signs well and balloon/inflatable signs
- No guidance on assessing brightness – light spill at night and what the maximum lux is allowed.
- No guidelines on the wider reaching impacts of signs – the focus is on more immediate surrounds.
- Signage vision should reflect positive imaging and branding of the Shire
- 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.
- Should there be a distinction between business identification and promotion signage?
- 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.
- Duplication of signage in many places on the building.
- Window signage on chemists, newsagents, milkbars that block out the windows.
- Signage strategies for large developments are not covered
- Proliferation of real estate signage
- Signage on top of buildings – sky signs

Further to the above issues, the site tours of key areas of signage in the municipality raised some issues that are associated with the erection of advertising signage:

- Should there be a distinction between business identification and promotion signage?
- Existing use rights on many signs both promotion/major promotion and business identification.
- Fascia signs are exceeding the height of canopies and verandahs.

- 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.
- Signage provisions for heritage areas are considered to be more concise than for non-heritage areas.
- 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
- Signage strategies for large developments – Large Activity Centres, Major/ Special Precincts. Employment precincts/ Business Parks, and the like

Feedback from internal & external stakeholders are tabulated below:

INTERNAL STAKEHOLDERS

	Issues	From Whom
Urban Design	Improve & Facilitate creative signage	Urban Design
	Shop windows are covered with signage with no sightlines to the street	
	Differentiate artwork & signage/ is it ok to integration of art into signage	
	Is there a ‘number’ of signage allowed per occupancy	
	Visual impacts of signs on the public realm – streetscape & long distance views	
	Signs are poorly designed/ poor quality	
	Signs aren’t integrated with the architecture of the building	
	Size of the sign is not in scale with the building and or the immediate streetscape	
	Retractable awnings Should have signage limited to fascia edge only	
	“Plastering” of signs in general – unnecessary and redundant signage. Repetitive use of signs displaying the exact same logo, information. Overkill?	
	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.	

Diagrams showing acceptable location of signs on buildings / properties.	
Illumination of signage – specified hrs?	
Definitions for signs and logos - Is a logo not a sign?	
Signage along Cockatoo main street holds local relevance, is artistic and contributes strongly to local identity.	
Number of signs per tenancy and percentage of façade area occupied by signs	
Scale of the builtform versus the signage	
Inflatable signs should be prohibited (on roof, entrance to premises)	
Signage within rural towns to be covered by landuse rather than location. Rural town centres should be having across board approach. The Dairy Farm café along the Gippsland Hwy has a number of signs.	
Lavender Farm Café has number of signs proliferating the hwy frontage	
Location of signage on the facades and footpath clearance may set up parameters	
% of clear glazing on shop fronts	
Cheap as chips in Pakenham painted the whole building in their branding colour – paint scheme / schedule and branding – Guidance around discouraging the painting of entire building	
Butchers/ Seafood shops having pull down awning and or partially closed shop windows due to direct sunlight – north sun. These areas are often covered with signage adding on to the visual clutter. Note that there aren't many of these	
Large size lifestyle images on the entire images – imagery signage	
Façade is not a menu card	
Banks also contribute to dead facades with no transparency. Is it branding or it	
Define areas- use type <ul style="list-style-type: none"> - Town Centres & Activity Centres (Statutory – further discussion) - Industrial - Shopping centres (Pylon signs allowed) - Pad Sites - Interfaces to Freeways and Hwys (Potential within Industrial) - Green Wedge - Residential (Home Office) - Highway Business & Restricted Retail 	

	- Display Home Villages & Land Sales Office	
	Pylon signs location criteria & probably other form of signs	
	Murals & artworks are they considered as signage	
Growth Area		
	Lack of guidance of wayfinding signage in public realm. Eg: Signage solutions in Activity Centres through branding of the whole suite of signage.	Growth Area
	Guidance on signage on heritage buildings, eg: Interpretive Signs	
	Promotion signs for new land release – location and size	
	Gateways to new estates – signs or artwork? Who maintains these structures?	
	Sky signs that are lit have greater amenity issues depending on location	
	Inclusive signage solutions – people on wheelchair, foreign languages, etc.	
	Pylon signs promoting liquor/ bottle shops – how does it within the gambling and social issues related to that	
	Currently UGZ includes a few signage requirements for growth areas	
Statutory Planning	Large sized promotion signs on Freeways and Arterial Roads without permits	Statutory Planning
	Sign zones on shopfronts that exceed 8sqm	
	Lack of specific guidance on verandah signs	
	How do we control illuminated sign size, colours, illumination levels and timings	
	Difference between promotion and business identification signs	
	Appearances of mobile signs on carts and shipping containers in the rural zones	
	Guidance for super large sized temporary promotion signs like Gumbaya World	
	What is the tool for assessing signs on heritage buildings, sensitive landscapes and are there any paint controls	
	Awning signs are always unclear and not well defined in the	

	Scheme	
	Temporary signs for school sites (private schools) are not covered in the Scheme	
	VCAT decisions for signage in Victoria shows an interesting pattern on the panel's emphasis on case to case based assessment rather than a blanket approach	
	A visual guide will be highly beneficial to demonstrate the preferred sign types and locations. This will reduce to and fro times whilst dealing with both small and large scale development proposals alike	
	VCAT decisions lately show characterisation of signs is an issue across councils, and that the applicability of one sign definition vs another is not quite clear under the planning scheme	
Strategic Planning		
	Signage on recreation reserves are an issue. However, this policy should not be providing any statutory guidance on this matter. Rather make a recommendation that a Signage Policy for Parks & Reserves be prepared in the future.	Strategic Planning
	Pakenham Market Place and Main Street are areas of signage proliferation. It is blurry on what are compliance and or stat planning issues.	
	Adaptive reuse of residential buildings for commercial uses are now quite common. Guidance is required around signage within these areas.	
	Emerald & Gembrook have unique landscape characters and signage in those rural towns do reflect that character. Its good to acknowledge that and consider what it means to new signs.	
	Koo Wee Rup, Bunyip, Nar Nar Goon, Tynong and Garfield have small sized main streets with rural character	
	Sallys Burger Shop in Beaconsfield Upper is a bad precedent for sign size, design and location	
Traffic		
	Policy should be considerate and not conflict requirements of VicRoads as per the VicRoads Signage Policy	Traffic
	Cardinia Road Safety Guidelines and State Road Safety Guidelines are critical in assessing any signage proposals along Category 1Roads.	
	Guidelines must look at size and illumination levels of electronic signs	
	Road safety is paramount for Council and the following elements	

	are critical: <ul style="list-style-type: none"> - Distraction to drivers - Proliferation of signage - Sight lines to on coming and turning traffic 	
	Include some specifications around illumination levels for electronic sign and ensure it is in accordance with VicRoads specification	
	Include wordings around 'when should a signage proposal be referred to VicRoads'	
Local Laws & Compliance		
	Foothpath occupancy and clutter of display goods is a constant issue	Local Laws & Compliance
	A-frame proliferation is a major concern. One A-frame per tenancy is allowed. But some shops have more than one. Eg, Pakenham	
	Temporary Signs Policy is reviewed very year and there are synergies between the two documents. Similar style, template and approach could be achieved in the future. Refer to Temporary Signage Policy INT1812974	
	Community events are covered through temp sign guidelines	
	A visual guide will be helpful for assessing signs and also help proponents understand Council's position on signage	
	Signage on sports ovals are guided by temporary signs policy. But there are no guidance on size and locations of these signs	
	Footpath Occupancy Policy and Footpath Trading Code triggers permit for any vending on footpath	
Economic Development		
	Gumbaya World & Car Mega Mart struggle to promote and or identify their business location due to the nature of road access to these premises and lack of visual exposure along major corridors. This should be factored in whilst assessing permits. Hence a case to case basis approach will be good rather than a blanket approach.	Economic Development
	There are several issues along Board Hill Road, Pakenham Industrial area with signage proliferation, visual clutter and blank facades	
	A standard sign solution factsheet (handout) for shops will be good	
	There are constraints on signage within heritage buildings. Heritage may not necessarily contribute to any character and or architectural merits. Eg: Pakenham Gazette Building	
Casey Cardinia business register has more than 7500 listed		

	businesses. These can be tapped into during consultation phase. Eco Dev will be working closely with Urban Design to run these focus groups & info sessions	
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EXTERNAL STAKEHOLDERS

General Comments	From Whom
Design Guide has been very helpful for proponents and has accelerated permit approvals effectively. The Sign Policy is a 90% translation of the Guide.	City of Greater Dandenong
Activity Centres have special allowance as per the branding described in Development/ Structure Plans. Having some wording around this in the Policy will be good.	
GD CC decisions on major promotional signs and sky signs has been backfired by VCAT at a number of occasions	
Again, Policies are not a bible, it's a guide. So do not be too prescriptive. Allow room for creative outcomes	
In 2006 when VicUrban took over the revitalisation of Central Dandenong, there was no design guide. Most development proposals did not involve architects and weren't designed solutions necessarily	
Context is the key consideration for any signage	
Negotiation and working with the proponents has been an effective process	
VCAT decisions that affected Council and triggered changes to the policy are: <ul style="list-style-type: none"> - Balwyn Road, Industrial Precinct - Good Guys sky sign 	
Provide clear definitions for sign types and be clear on sizing	
Above awning signs are discouraged in Dandenong	
Pylon sign locations should not obstruct viewlines, short and long distance vistas	
Policy took a 'less is more' approach to signage	
Height clearance along footpath should be stipulated in the guide	
Protrusion of signage on to laneways should comply with public safety requirements	

Signage on the entire façade of Chemist Warehouse and Dimmys are still a problem	
Requirements on the % of glazing is critical for massage parlours. They are detrimental to Main Street as they block of the entire façade for privacy reasons.	
A-frame in Central Dandenong is prohibited. This allows for wider and clear footpath for ped safety and higher ped volume	
VicRoads have specific requirements for Electronic Signs	
Foreign languages are restricted to secondary signs. Primary signage must be in English and not more than 2 signs on the façade should be of foreign language	
Heritage buildings should have specific requirements on <ul style="list-style-type: none"> - Signage colours - Wordings - No balloons (inflatable signs) - Active signage enforcement 	
Gateways Policy compliments and strengthen the directions of the signage policy particularly for sites adjacent to gateway sites and or within the City's key viewlines & vistas.	
There is proliferation of electronic signage in Central Dandenong and most of which are illegally out up without permits	
Sculptural signs are dealt on a case by case basis	
Precincts with unique branding like Little India & Afghan Precincts in Dandenong have special guidelines in the Structure Plan and Branding Manual.	
VicRoads are currently reviewing the State Advertising Signs Policy	VicRoads
C SC will work closely with VicRoads to ensure there are no contradictory guidance especially for signage on freeway & highway interfaces	
A workshop to be held with the two signage teams shortly	
Sign fabrication technics are more advanced and cheaper now	UltraSign - Sign Writer, Design Consultant & Fabricator (Industry)
Acrylic and vinyl signs are the go to now	
Electronic signs are becoming more common but are not necessarily visually appealing	

Retro sign writing is a niche market and still exists in small pockets	
A well designed sign is legible, beautiful and good sized on the facade	
Sign wraps are cheaper and could be semi transparent at night. This is the most common solution now.	
Location of sign – signs that are within 2m height is subject to vandalism generally	
Applying 2pac coating protects it from graffiti	
Electronic signs along hwys are too bright	
Real estate signs are frames on which printed banners are mounted. Depending on the UV protection levels the sign could last from 3 to 5yrs	
Flags on poles are fabric that last only for 6 months	
Banner poles are vinyl material that are bit more sturdy than fabric	
Graphic designers and marketing companies design almost all signs in the market now	
Council requirements are respected and adhered by sign consultants. Advice is provided to customers to seek a permit if the sign is bigger than 8sqm	
Neon Signs are now the new technology. They aren't as bright as electronic signs	
Neon signs are expensive than LED lights	
LED lights may look clunky, big and boxy	
Electronic billboards are common yet but will be slowly rolled out in the future due to the cost savings in labour	
Foreign language signs are also frequently used due to the increase in migrant population, especially in community centres.	
From customers perspective, it is hard to design around heritage buildings and compromise on branding colours	
There is not much local knowledge in electronic sign design yet	


VCAT Decisions Summary

Fivex Pty Ltd v Melbourne CC (Red Dot) [2019] VCAT 138 (31 January 2019)	
Address	274-282 Flinders Street, MELBOURNE Site is in Capital City Zone (Schedule 2), Heritage Overlay (Schedule 505), Design and Development Overlay (Schedules 1, 2, 3 and 4) & Special Building Overlay
Proposal	The proceedings concerned two signs - major promotion signs/ business identification signs ; authorised under a permit issued in 2003. The permit had been extended and amended on numerous occasions before the signs were eventually erected in 2015-2016. In 2018, the council advised the applicant that planning permission for the signs had expired under clause 52.05-4 of the planning scheme 15 years after the date of issue of the permit in 2003.
Council decision	Refused
VCAT decision	Permit to be issued
Comments:	<p>The subject site is located on the north east corner of the intersection of Flinders Street and Elizabeth Street on the edge of the Hoddle Grid, within the Melbourne CBD. The site is occupied by an existing 17 storey mixed use building, containing a mix of retail and commercial uses at ground and first floor levels, with commercial office space above.</p> <p>The two signs, which are the subject of these proceedings, are located on the northern façade and on the southern façade at the top of the building just below the parapet. Each sign consists of the word “Fivex” and is internally illuminated. Each Fivex sign is 3.5 metres high and 13.385 metres long.</p> <p>a. Para. 33: It is well established that a sign may fall within more than one classification under clause 73.02. Clause 52.05-2 explicitly provides for signs which may be classified by more than one of the clause 73 terms. It provides that:</p> <ol style="list-style-type: none"> i. If a sign can be interpreted in more than one way, the most restrictive requirement must be met. ii. This has been acknowledged by the Tribunal in cases such as <i>RW & MM Anderson Nominees Pty Ltd v Greater Geelong CC (Amended)</i>[12], <i>Woolworths Pty Ltd v Surf Coast SC</i>[13] and <i>TAG Winchelsea Pty Ltd v Surf Coast SC</i>[14]. <p>b. Para 36. In deciding whether the signs should be characterised as business identification signs or major promotion signs, the size of the signs is not a determining factor.</p> <ol style="list-style-type: none"> i. Para. 37: In <i>RW & MM Anderson Nominees Pty Ltd v Greater Geelong CC</i>, the Tribunal considered that ‘promotion’ necessarily involves some inducement for the viewer to acquire the product or attend the event.[15] <ol style="list-style-type: none"> 1. In that case, the sign in question was in association with a service station and displayed four fuel types with prices on four panels on two sides of the steel structure. The fuel types and

	<p>prices would be changed manually.</p> <p>2. Tribunal found the sign was not a promotion sign (the sign being less than 18 square metres in area).</p> <p>ii. <i>Compare to Woolworths v Surf Coast SC</i> [16] in which a sign displaying petrol prices at a Safeway outlet was held to be a promotion sign. In distinguishing the <i>Woolworths</i> decision, the Tribunal in the RW & MM case said:</p> <p>1. [84] ... The sign in that case was not confined to the display of prices for various petroleum products. It also advertised the availability of discounts, which can only be interpreted as an inducement to the viewer to purchase those products. The proposed sign in this case carries no similar inducement.</p> <p>c. Para 41. In each of these three cases involving service station signs, the signs in question included business logos and petrol prices. In other words, there were different components to the signs. In other cases, such as <i>Becton Corporation Pty Ltd v Melbourne CC</i>, <i>Melbourne Grand Apartments Pty Ltd v Melbourne CC</i> and <i>Brady Vision Pty Ltd v Melbourne CC</i>, the signs in questions have consisted solely of business names such as 'Becton', 'Central Equity' and 'Brady Vision'.</p> <p>i. In <i>Becton Corporation Pty Ltd</i>, the Tribunal decided that the Becton sign should not be allowed because it was a promotion sign as distinct from a business identification sign. The Tribunal said the purpose of the Becton sign appeared to be promotion of the company and its interest in the site as opposed to making people aware as to the activity or business undertaken on the subject land. It did not appear Becton would retain a significant ongoing interest in the site once construction was completed.</p> <p>ii. In the case of <i>Brady Vision Pty Ltd</i>, the Tribunal characterised the Brady Vision signs as major promotion signs – "as they are more than 18m² in area and promote the developer of the building, "Brady" and the name of the tower apartment complex "Vision". These fall squarely within the range of 'any other matter' and also promotes the business of "Brady" even though its business is not provided in or from the building. ..."</p> <p><i>Issue in the case was whether the sign here was a 'major promotion sign', 'business identification sign', 'high wall sign' or some innominate sign. Council characterised the permit as for a 'high wall business signage', which is not a term under the planning scheme. This case is particularly helpful as it highlights the need to correctly characterise permits for signage and provides a summary of several authorities to aid the interpretation of signage categories. Tribunal found in this case that the sign at issue was a high-wall sign, an internally illuminated sign and a business identification sign, but not a major promotion sign.</i></p>
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Tom Assets Pty Ltd v Greater Dandenong CC [2016] VCAT 811 (19 May 2016)	
Address	723 – 731 Springvale Road, KEYSBOROUGH Site is in Commercial 2 Zone (C2Z). The land is adjacent to land in a Road Zone Category 1 (RDZ1) (both Dandenong Bypass and Springvale Road).
Proposal	Display of a major promotion floodlit sky sign under Clause 52.05 of the Greater Dandenong Planning Scheme. Display of a sign within 600 mm of the road formation of a Road Zone Category 1 under Clause 36.04-4 of the Greater Dandenong Planning Scheme.
Council decision	Refused
VCAT decision	Permit to be issued
Comments:	<p>The application is to display a major promotion floodlit sky sign. The sign is V-shaped, with two advertising panels that each have a length of 18.99 metres, a height of 4.5 metres and an overall advertising area of approximately 170 square meters. The sign will be erected on a 6.4 metre high freestanding monopole (with a diameter of 1 metre. The overall height of the structure will be 11.5 metres.</p> <p>The sign will be setback 11 metres from the northern property boundary with Dandenong Bypass and 110 metres east of the intersection with Springvale Road.</p> <p>The sign will be oriented to the Dandenong Bypass towards vehicles travelling east (outbound) and west (inbound). There will also be views of the western panel from vehicles travelling south on Springvale Road. The sign will only display static imagery and each sign will be lit by six floodlights.</p> <p>The Responsible Authority is opposed to the sign and considers that it will dominate the intersection and detrimentally affect a major gateway location. The Responsible Authority submits that the proposal is not supported by local policy and is concerned that the sign will detrimentally impact on the visual amenity of the area.</p> <p>The key matters for my assessment are whether the proposed major promotion floodlit sky sign will:</p> <ul style="list-style-type: none"> • be located in an area that is supported by the Planning Scheme; • dominate the streetscape and the skyline; • result in visual clutter or visual disorder; • detrimentally affect the amenity of the residential areas or the public open spaces areas; and • be compatible with the gateway treatments identified in the Gateway Concept Plan 03:Dingley/Arterial Springvale Road. <p>Major promotional signs are a legitimate use in the planning scheme and one that is encouraged in industrial locations, in a manner that complements or enhances the character of the area. Major promotion signage need not be automatically reviled or feared, rather, an appropriate assessment against the state and local policy and decision guidelines of Clause 52.05 are required. ^[25]</p> <p>47. Given the Commercial 2 zoning of the land and its inclusion in Category 1 “<i>minimum limitation</i>” of the advertising controls in Clause 52.05, I am</p>

	<p>satisfied that there is discretion to grant a permit for a major promotion sign in this location.</p> <p>48. Overall I am satisfied that whilst the sign will be visible, it will not be dominant. It will sit comfortably against the backdrop of existing industrial buildings, particularly the building on the adjoining property to the south. I agree with Mr Rodda that the sign will not detract from the current main road environment which is characterised by road infrastructure and large industrial buildings. These elements will provide a built form context to the way the sign will be viewed.</p> <p>49. This application highlights the tension in the Greater Dandenong Planning Scheme between the state planning provision Clause 52.05, which explicitly encourages major promotion signs in commercial and industrial zones and local policy, which expressly discourages these signs in all gateway locations (and on all freeways). The Responsible Authority's underlying concern is the proliferation of promotion signs on major roads, however the area of the review site is not such an area. There are no other promotion signs at the intersection of the Dandenong Bypass and Springvale Road, with the nearest major promotion sign 400 metres away and not visible from the intersection.</p> <p><i>This case study reinforces the sign's response to the site context. This review site sits within an established commercial/industrial area that is dominated by the major cross-intersection of the Dandenong Bypass and Springvale Road. This is not a sensitive area in terms of natural environment, heritage values, waterways or rural character. The subject land is well separated from residential areas and public open spaces by the adjoining arterial roads.</i></p> <p><i>The scale, form and location of the proposed sign is found to be appropriate to its context. The sign will be visible but will not be a dominant element. With a setback of 110 metres from Springvale Road and 11 metres from the Dandenong Bypass.</i></p>
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Maple Media Pty Ltd v Greater Dandenong CC [2019] VCAT 269 (28 February 2019)	
Address	841 Princes Highway, SPRINGVALE Site is in Industrial 1 Zone (INZ1). No overlay controls apply. The site is adjacent to 'Springvale Junction', which is the intersection of Princes Highway, Springvale Road, Centre Road and Police Road.
Proposal	To construct and put up for display a major promotion externally illuminated sky sign and a major promotion electronic sky sign in INZ1. 
Council decision	Refused
VCAT decision	Council's decision upheld
Comments:	<p>Maple Media seeks planning permission to erect and display two major promotion sky signs on the roof of the building located at No. 841 Princes Highway, Springvale. This site is just one lot removed from a major intersection in Melbourne known as 'Springvale Junction' (the Junction).</p> <ol style="list-style-type: none"> 3. Having regard to the submissions and evidence presented, there are two key issues in this case: <ul style="list-style-type: none"> o The acceptability of both proposed signs having regard to the character of this area; and o The acceptability of the proposed electronic sign having regard to road safety, particularly the safety of that part of the Junction where Police Road and Centre Road traffic intersect. 4. In reaching my decision, I have inspected the site and surrounds. I have also considered the planning scheme policies and controls, the context of the site and surrounds, the submissions received, the evidence presented and the various materials filed before and during the hearing. I have decided that the signs are acceptable from a character perspective, but the electronic sign is not acceptable from a road safety perspective. 5. This proposal is an integrated design, meaning that there is limited 'back of house' visibility of the structure of the signs because of the 'V' shaped design. This is one of the reasons to support the proposal from

	<p>a character perspective. Hence, as the electronic sign is not acceptable, it follows that the proposal as a whole is not acceptable because I have not considered the merits of the externally floodlit sky sign on its own. If the Applicant wishes to pursue such a sign on its own in the future, its merits in terms of its orientation and design within this character setting will need to be considered afresh.</p> <p>Urban Design in Commercial and Industrial Areas policy</p> <p>15. Before turning to these policies, I wish to deal with the Urban Design in Commercial and Industrial Areas policy at clause 22.03 that the Council also provided. I do not find this policy to be particularly helpful in considering this proposal as its focus is upon physical development aspects such as layout, setbacks and built form rather than advertising signage. The objective highlighted by the Council about improving the appearance of all commercial and industrial areas, particularly along main roads and identified gateway sites, is probably the most pertinent aspect. Given the lack of specific content about advertising signage, the other two policies that I have already identified are of greater relevance to my consideration of the merits of this proposal.</p> <p>34. The crash statistics for 2012 to 2018 are a total of 91 including one fatality and 30 serious injuries. Mr Brownlie advises it can take up to 12 months for data to be added to the VicRoads Crashstats database, so the number of crashes in 2018 'is anticipated to be higher' than the statistics available at present.</p> <p>Both Council and VicRoads consider the electronic sign is a safety hazard because:</p> <ul style="list-style-type: none"> ○ It is at a location where particular concentration is required. ○ It could distract drivers due to its size, design or colouring, and it being electronic with advertisements changing every 30 seconds. <p>54. A/Prof. O'Day gave evidence that movement is a strong stimulus in regard to what the eye concentrates on. The clear field of vision for a driver is narrow and A/Prof. O'Day gave the example of looking at the white panel in the centre of the wall of the existing building on this site (as is visible in the daytime photomontage on the previous page). In focussing on that panel, the surrounds become blurred. However, movement on the electronic sign (such as a change in advertisement) will be noticeable and will draw the eye's attention to it. Whilst this can clearly be a distraction for a driver, the expert evidence presented in this and other Tribunal cases and the research referred to in this and other Tribunal cases has not been able to show that major promotional signs have a negative impact on road safety. Further, there has been limited research to date on what impact electronic major promotional signs have on road safety.</p> <p><i>Whilst there is no specific proof of a connection between the existence of electronic signs and road safety, there is no doubt that such signs are intended to be looked at. I am not persuaded the electronic sign is in an acceptable location. It sits low and in proximity to existing traffic signals. It is intended to catch attention and be looked at/read. It could change</i></p>
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	<i>advertisements whilst a Police Road driver is travelling into the intersection. This is not acceptable in an existing situation where there are uncontrolled right hand turning vehicles and a history of a number of crashes. As such, I am not persuaded the proposed electronic sign will not be a safety hazard.</i>
Drive by Developments Pty Ltd v Knox CC [2019] VCAT 280 (27 February 2019)	
Address	872 Burwood Highway, Ferntree Gully Site is in Industrial 1 Zone (INZ1)
Proposal	Installation and display of a major promotion electronic sky sign . Its impact on views to the Dandenong Ranges and Foothills.
Council decision	Refusal
VCAT decision	Council's decision upheld
Comments:	<p>Drive by Developments Pty Ltd (the 'Applicant') seeks a review of the decision of the Knox City Council to refuse to grant a permit for the proposed installation and display of a major promotion electronic sky sign on land at 872 Burwood Highway, Ferntree Gully (the 'review site'). The Council's grounds of refusal raise concerns in relation to the size and scale of the sign, its visual impact on the immediate context and viewlines to the broader landscape, and the compliance with planning policy.</p> <p>5. The parties agreed in this proceeding that it is the Local Planning Policy Framework of the Knox Planning Scheme, along with Clause 52.05, that will provide the most useful guidance in my decision making task. Clause 21.01-2 identifies that the key planning issues and influences affecting the City of Knox include:</p> <p>The visual impact of advertising signs.</p> <p>6. Clause 21.05 Built environment and heritage identifies this part of Burwood Highway as being a Bush Boulevard, where one of the strategies is to:</p> <p>Protect and emphasise views to the Dandenong Ranges.</p> <p>7. It is evident that this is a neighbourhood, which includes parts of Burwood Highway, from which views can be gained to the Dandenong Ranges, including the foothills. Policy at Clause 21.03-4 says the following about such views.</p> <p>Views of the Dandenong Ranges and their foothills are valued highly by the Knox community. The Dandenong Ranges and their foothills also form a backdrop to countless views from across the eastern suburbs of Melbourne, including long range views to and from the Melbourne CBD.</p> <ul style="list-style-type: none"> - 11.2 Avoid advertising signs which will impact on views to significant landscapes, create visual clutter, or adversely impact on residential amenity. - Large format signs which impact upon views to and within these areas of landscape significance are considered highly inappropriate. - Signs do not dominate, inhibit or hinder views of significant landscapes as defined in this Clause. <p>Major promotion signs and promotion panel signs, including within the front setbacks of a site, are avoided where they will:</p> <ul style="list-style-type: none"> - have a dominant visual element in the landscape; - be located within or adjacent to significant landscapes;

	<ul style="list-style-type: none"> - impact on views and vistas towards significant landscapes; - or where they will obstruct significant viewlines. <p><i>I find the impact of the proposed electronic major promotion sign on views to the Dandenong Ranges and Foothills to be in contrast with the outcomes clearly sought by policies in the Knox Planning Scheme. It follows from such a finding that no permit should be granted for the proposed sign.</i></p>
Zagame Boronia Pty Ltd v Knox CC [2018] VCAT 1001 (29 June 2018)	
Address	112A Boronia Road, BORONIA Site is in Commercial 1 Zone (C1Z) Design and Development Overlay Schedule 7 (DDO7)
Proposal	Display of an electronic major panel promotion sky sign on the roof of the existing hotel that has exposure to Dorset Road and Boronia Road, Boronia.
Council decision	Refusal
VCAT decision	Council's decision upheld
Comments:	<p>This is an application to review Knox City Council's decision to refuse to grant a planning permit for the display of an electronic major panel promotion sky sign on the roof of the existing hotel that has exposure to Dorset Road and Boronia Road, Boronia.</p> <p>Council refused the application on grounds the proposal is inconsistent with the Design and Development Overlay Schedule 7 (DDO7) that discourages large format signs within the Boronia Activity Centre. It also says the sign is inconsistent with Clause 18.02, Clause 21.04 and with Clause 52.05 that discourages major promotional advertising along significant scenic/tourist routes such as the Dandenong Ranges. Council argues the overall height and scale of the sign will be visually intrusive and it will have a dominating impact on the streetscape, particularly on the south side of Boronia Road.</p> <p>Vic Roads is a referral authority under Section 55 of the Planning and Environment Act 1987. It has no objection subject to the inclusion of six conditions that relate to lighting output, content of the sign and the timing of the images for greater than 45 continuous seconds.</p> <p>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. [2]</p> <ol style="list-style-type: none"> 1. I find that whilst the sign is likely to advertise activities conducted within the hotel, it may include promotion of goods sold on the land that include corporate branding and logos. This is beyond the definition of a business identification sign in the planning scheme. I therefore agree with Council that definition as an '<i>electronic major promotion sky sign</i>' is an appropriate description of the sign.

26. Clause 21.05-7 (Advertising Signs) was included in the planning scheme as part of Amendment C150. It states there is a: 'challenge to ensure that advertising signs are able to adequately and appropriately identify local businesses and services whilst taking into account their visual impact on the built form, streetscape and local amenity.'^[5]

The applicant highlighted Member Taranto's review of a number of Tribunal decisions relating to major promotion signs that are subject to 'Bush Boulevard' policy in *iOM Pty Ltd v Knox City Council* [2013] VCAT 1556. She identified the following principles:

- Proposals for major promotion signs should be assessed from a neutral rather than negative point of view (*Kings Funeral Services v Greater Dandenong CC*)
- An inherent quality of major promotion signs is that they are typically placed in prominent locations and of a scale to maximise their exposure – that is they are designed to be seen and attract attention to themselves (*Caption Pty Ltd v Melbourne CC*).
- As a matter of principle, it cannot be fairly said that major promotion signs reduce visual amenity (*Wyndson Pty Ltd v Bayside CC*).
- Such signs are a legitimate commercial activity (*Wyndson Pty Ltd v Bayside CC*).
- Major promotion signs can serve an important function in relation to public information and awareness and can add interest, colour and character to an area (*Buckle Outdoor Advertising Pty Ltd v Port Phillip CC & Ors*).
- The critical element is that any major promotion sign is of a scale, form and location that is appropriate in the context of the existing physical environment (*Buckle Outdoor Advertising Pty Ltd v Port Phillip CC & Ors*).
- Any sign must be consistent with planning policies guiding future development and have regard to potential amenity impacts on surrounding uses (*Buckle Outdoor Advertising Pty Ltd v Port Phillip CC & Ors*).^[8]

I also accept these principles and that each sign must be assessed on its own merits, in relation to its design, site context and location, and consideration must be given to planning policies guiding the future development of the activity centre. Whilst understanding the applicant's concerns, the local policies and the purpose and decision guidelines Clause 52.05 also require consideration of the effect of the visual appearance of major promotion signs on significant view corridors that are identified in a framework plan or local policy, which in this case, is the Dandenong Ranges.

**Prepared by:**

Strategic Planning and Urban Design, Cardinia Shire Council.

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Document Control

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V1	Draft for Consultation	YB	2019	LC	25/09/2019
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Image 12: Encouraged Sign Types for Pad Sites

Image 13: Encouraged Sign Types for Residential Area

Image 14: Encouraged Sign Types for Residential Area

Image 15: Discouraged Sign Types for Residential Area

1 Introduction

This policy applies to outdoor signs on all land within Cardinia Shire Council. The terms used in this policy have the same meaning as specified in Clause 73 of the Planning Scheme. The assessment criteria in Clause 52.05 should also be considered in conjunction with this policy.

1.1 Purpose of Guidelines

Signs have an important role in the built environment. Advertising signs are essential to identify, communicate and market businesses, institutions and buildings across the municipality. Advertising signs have a significant impact on the public realm and the quality of the streetscape and the building with which they are visually associated.

Well designed and well integrated signage in appropriate locations can add colour, vibrancy and interest to an area. A proliferation of signs and poorly designed and located signs can significantly detract from the attractiveness and amenity of the Shire's urban and rural environments and gateways, as well as reducing the effectiveness of signs. Council considers it necessary to plan for the management of advertising signage in the built environment to balance the expectations of business and economic development with that of the broader community.

The recent review of Municipal Strategic Statement conducted in 2018 identifies the need to ensure that signs do not detract from the character or appearance of a locality, building or site, but integrate with building, landscape design and architecture. In addition, that an Advertising Signs Policy be prepared to enhance good urban design outcomes and manage inappropriate and inefficient signage that degrades the character of streetscapes and public spaces.

So the Advertising Signage Guidelines has been written to provide guidance for the design and placement of signs that are appropriate for various forms of development and context, and to assist developers, building owners, building tenants, planning permit applicants and residents in understanding what type of signs are supported and are not supported in Cardinia Shire Council. The illustrations in this document are a visual aid to demonstrate examples of good and bad signs that anyone wanting to display one or more signs should consider before submitting a planning application.

1.2 Vision

The underlying *vision* for Advertising Signage within Cardinia Shire Council are to:

- Encourage the development of signage which reflects and respects the context, having regard to built form height and massing, subdivision grain, landscape, road hierarchy, openness of the environment and heritage attributes.
- Protect the important view lines and vistas to key buildings, heritage and landscape qualities which are a highly valued part of the municipality.
- Manage transport corridors with a focus on maintaining road safety, visual order and avoiding clutter.
- Promote economic development and provide equitable identification and marketing of businesses in Cardinia Shire Council.

1.3 Objectives

The core *objectives* for the advertising policy to reflect the vision includes the following:

- Require advertising signage to respond and enhance the character, scale, architectural quality and appearance of a building, site and landscape setting.
- Allow for the reasonable identification and marketing of businesses in Cardinia Shire Council.
- Embed stronger urban design emphasis into policy.
- Ensure that signs are designed, positioned and displayed in an appropriate and attractive manner.
- Maximise the effectiveness of signs by minimising and consolidating signage to avoid visual clutter.
- Provide flexibility within the policy for dealing with changing modes of communication and new technologies.
- Encourage signs that contribute positively to the day and night image of activity centres and town centres.
- Support signs that contribute to the interest, vitality, and improve the quality of commercial and industrial areas.
- Ensure that signs enhance residential areas and other high amenity built and natural areas and do not detract from the appearance or character of the area.
- Improve the appearance of Shire gateways through the effective, sensitive display of signs and the avoidance of proliferation and visual clutter.
- Encourage the continual renewal and maintenance of existing signage structures to ensure their presentation does not detract from the urban setting.

1.4 Planning Permit

When to use the guidelines

Clause 52.05 of the Cardinia Planning Scheme specifies those signs, which require a planning permit. Clause 73 of the Cardinia Planning Scheme defines the signage terms used in relation to outdoor advertising.

This Guidelines document operate in conjunction with these Planning Scheme provisions, by setting out the parameters which Council, in exercising its discretion, will assess planning permit applications. Applicants **must use the Guidelines** as a basis for designing advertising signs that require a planning permit including new signage and/or modifying or replacing existing signage in Cardinia Shire Council.

The key requirements and design performance standards of these Guidelines will form a new Local Policy - Advertising Signage at Clause 22.XX of the Cardinia Planning Scheme.

This document will be used by Council Officer's in assessing planning permit applications for advertising signs to ensure consistency with Council Policy. It is noted that Council encourages use of the Guidelines whether a permit is required or not.

Do I need a Planning Permit?

To determine whether a planning permit is required for an advertising sign, please contact Cardinia Shire Council's Statutory Planning team on 1300 787 624.

You may be eligible for a VicSmart Planning Permit application to display a sign. You can learn more about the VicSmart process by visiting Council's website www.cardinia.vic.gov.au

2 Policy

2.1 General

It is policy that advertising sign proposals are assessed against the following criteria, that the sign/s:

1. Advertise and identify the business and service provided on the site and not details of product/s sold.
2. Avoid excessive or repetitive advertising on a building or site.
3. Be located within the site the business operates on.
4. Are legible and concise in content and are designed taking into account how they will be viewed and read from different modes of travel.
5. Are of innovative design and enrich pedestrian visual experience.
6. Are not located on a council road.
7. Except for free-standing promotional pole signs, where practicable, signs are integrated with existing buildings and structures rather than erected as stand-alone structures.
8. Signs in strip developments adjoining residential areas do not face adjoining dwellings.
9. Signs on heritage buildings or objects are carefully designed to integrate with the buildings' architecture without obscuring the buildings' important architectural features and detailing.
10. Materials and colours of signs have sufficient contrast between the background and the letters/symbols so that they are legible/readable both during the day as well as the night, and eliminate glare.
11. Consider Ecologically Sustainable Development (ESD) principles in the use of materials and lighting to achieve energy efficiency.
12. Are erected in a manner such that they are at a safe clearance above the footpath (a minimum of 2700mm from ground level) and are set back at least 750mm from the kerb line if the signs are located on street-fronting development and protrude from the property boundary.
13. Do not compromise the structural integrity and safety of the host building/structure.
14. Do not impair the effectiveness of the surrounding security and emergency signs.
15. Provide adequate space for all occupancies to display signage where a building or site is occupied by more than one business.
16. Complement the architectural design, form and scale of the host building or land and not obscure a building's architectural form, features or glazed surfaces.
17. Does not protrude above rooflines or parapets, or beyond the edges of fascia or walls of the host building.
18. Be designed so the sign's supporting structure does not visually detract from the facade of the building.
19. Conceal electrical services to a sign.
20. Be designed and placed in a manner that accounts for the long-term maintenance needs and the ease of changing messages if reusing the existing mountings and service installations.
21. Where in residential areas and other high amenity areas, does not detract from the appearance or character of the area.

22. Protect areas of environmental and natural significance by limiting signage within, adjoining or facing these areas.
23. Be compatible with and complement the type, design and character of existing signs in the streetscape and surrounding area.
24. Enhances major entrances / gateways to the municipality by positively contributing to urban design.
25. Signs in languages other than English are only encouraged if they include a translation into English. A maximum of two languages is preferred to reduce clutter.
26. Do not affect road safety. A sign is a safety hazard if the sign:
 - Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.
 - Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.
 - Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.
 - Is at a location where particular concentration is required, such as a high pedestrian volume intersection.
 - Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.
 - Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.
 - Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.
 - Is within 100 metres of a rural railway crossing.
 - Has insufficient clearance from vehicles on the carriageway.
 - Could mislead drivers or be mistaken as an instruction to drivers.

3 Sign Types

This section details the requirements relating to specific types of signs, and includes the details for each sign type including term, definition and design guidelines. The outdoor advertising terms and definitions are in accordance with Clause 73 Outdoor Advertising Terms of the Cardinia Planning Scheme.

3.1 Above Verandah/ Awning Sign

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

Design guidelines:

- Limited to two signs per site, or one sign per occupancy where there is more than one tenant in the building and the sign does not create visual clutter.
- Should be consistent with any existing / proposed streetscape signage scheme i.e. Urban Design Framework / Streetscape Masterplan.

3.2 Animated (Animated) Sign

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

Design guidelines:

Animated signage is strongly discouraged in sensitive areas such as residential, rural and conservation zoned areas, heritage places and other areas which have advertising signage controls.

Animated signage are permitted in Cardinia Shire Council when it is:

- Limited to one per premises.
- Not adjoining or facing dwellings or public parks / reserves.
- Not located on the roof of a building, above an awning or verandah.
- Setback from the road pavement to avoid being a traffic hazard or cause loss of amenity.
- Static with a minimal number of changes per day. Where changing messages are appropriate a minimum dwell time of not lesser than 45 seconds should be applied, with no blank screen between messages.
- Not using animated effects such as 'fade', 'zoom' or 'fly-in'.

NOTE: Where relevant, the signage requirements and performance standards of Sections 3.6 Electronic Signs may also apply.

3.3 Bunting Sign

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

Design guidelines:

Bunting Signs are not supported within Cardinia Shire Council where they do not provide or are not directly associated with clear identification of a business on a site.

A bunting sign should:

- Be limited to one per premises.
- Contribute to the visual appearance and amenity of commercial or industrial site.
- Be not located in sensitive land use areas.

3.4 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.

Design guidelines:

Business Identification Signage should be:

- Limited to a maximum of two signs per tenancy where sign is at ground level of a building.
- Limited to one sign per business / tenancy when in a freestanding retail centre where multiple tenancies have direct frontages to car parking areas or streets and the signage is consistent and equally proportional with adjoining businesses.
- Placed on the parapet of a building whether it is single or double storey.
- Not be located on a Council road or reserve.
- Located on the façade of the building or on any approved pole / panel sign when designed for freestanding retail centres and for major tenant businesses.
- Located on the wall / façade of a building or within a 5 metre distance of the building on the site in which the business operates where no parapet exists.
- Located within a recess or in a specific and designated location that respects the character and scale of the building when designed as part of a new development.
- Placed a minimum height of 2.7m clear above the footpath (if applicable) and not project more than 1 metre.
- Not exceeding 30% of the total area of all walls on which that signage is located.
- Clear in its font and print, contain few words and be colour contrasted so to be readable.

3.5 Direction Sign

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

Design guidelines:

Direction signs should:

- Not exceed 0.3 square metres in signage area.
- Not exceed more than one sign per business and be displayed on the subject site, unless it can be demonstrated that additional signs are required (i.e. to accurately locate the business).
- Clearly provide a directional message only, and should not promote a business or a product.

NOTE

Direction signs are used to direct vehicles and / or pedestrians. They do not include signs that contain commercial information, although there are occasions when the business identification logo is integrated with a direction sign.

3.6 Electronic Sign

A sign that can be updated electronically. It includes screens broadcasting still or moving images.

Design guidelines:

Electronic Signs are strongly discouraged.

Electronic signage should be permitted in the following locations ONLY:

- Major Activity Centres provided a community benefit can be demonstrated; or
- Adjacent to a Freeway which does not have a rural or residential interface.

An electronic sign must demonstrate that:

- The level and intensity of illumination treatment that does not result in light spill, distracting glare and does not affect the amenity of surrounding areas.
- The location and size of the sign is appropriate and does not cause distraction to road users.
- The sign is justified in terms of the location, existing or proposed use and opening hours of the business (if relevant).
- It meets VicRoads requirements where the sign is located adjacent a Freeway,

For Electronic Signage greater than 18 square metres in area, and located in a Major Activity Centre, the following additional requirements include:

- A minimum dwell time of 45 seconds with no blank screen between messages.
- The sign provides 25% of the screen time for a community benefit i.e. is used to screen real time information (such as time, weather, or news headlines), is used to broadcast major events (such as sporting or cultural events), and / or offers free advertising for local community organisations or events.
- Avoid displaying alcohol and gambling related promotions.

3.7 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.

Design guidelines:

Home occupation signs should:

- Face the road with the highest amount of traffic flow.
- Be located at the front of the property, within the landscaping treatment and be no higher than 2 metres above the footpath level if it is a freestanding sign.
- Be professionally designed and printed.
- Not be artificially lit or consist of any bunting, flags or streamers.

3.8 Floodlit Sign

A sign illuminated by external lighting provided for that purpose.

Design guidelines:

Floodlit Signage must be:

- Limited to one sign per site, unless compliance can be demonstrated with the objectives of these Guidelines and requirements of the Cardinia Planning Scheme.
- Compatible with, and relevant to the location, type, use and opening hours of the business.
- The sign itself is at a scale and size which does not dominate the relevant streetscape or location and has considered the relevant streetscape character and overall design style and intent of surrounding built form and land uses.
- The intensity of illumination does not cause light spill and result in loss of amenity to the surrounding area.
- Baffled treatment is provided to avoid distracting glare to surrounding areas.
- The effectiveness and legibility of neighbouring signs are protected.
- Designed so no cabling and light fixtures are exposed.
- The numbers of floodlights are minimised and are appropriate for the size and scale of the proposed sign.

3.9 High Wall Sign

A sign on the wall of a building so that part of it is more than 10 metres above the ground.

Design guidelines:

High Wall Signage is discouraged within Cardinia Shire Council.

Where High Wall signs are proposed they must:

- Be displayed on a building which is greater than 3-4 storeys in height or at a location which supports a prominent sign and is located within a retail / commercial activity centre or industrial area.
- Be located along the building frontage (where relevant), and the size must be proportionate to the building and surrounding built form.
- Not protrude above the wall height and be fixed to the wall.
- Only display appropriate information relating to that particular business.

3.10 Reflective Sign

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

Design guidelines:

Reflective signs are discouraged in Cardinia Shire Council.

They may be permitted where they:

- Are limited to one per site / business / development.
- Do not dominate the building(s).

3.11 Internally Illuminated Sign

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

Design guidelines:

Internally illuminated signs should:

- Be located at ground level in an activity centre.
- Be compatible with, and relevant to the type, use and opening hours of the business.
- Enhance the architectural style, heritage and or the character of the building.
- Integrate their light fixtures, cabling systems and junction boxes within the sign structure.
- Not interfere with the effectiveness and legibility of neighbouring signs.
- Avoid flashing light and animation.
- Ensure baffled treatment is provided to avoid the unnecessary spill of light and distracting glare.

3.12 Panel Sign

A sign with an advertisement area exceeding 10 square metres.

Design guidelines:

Where Panel signs are proposed they must:

- Be placed on a large-scale industrial / commercial use building with a significant frontage to a road in the Road Zone Category 1 (RDZ1) or Category 2 (RDZ2).
- Permit only one sign per building, unless a building has dual frontage (corner site), then one sign may be permitted on each frontage.
- Refer to one business only.
- Be attached to the building to which the sign relates.
- Not extend above the roofline of the building.
- Not obscure activity inside the building or restrict street surveillance from buildings.

3.13 Pole Sign

A sign:

- a) on a pole or pylon that is not part of a building or another structure;
- b) that is no more than 7 metres above the ground;
- c) with an advertisement area not exceeding 6 square metres; and
- d) that has a clearance under it of at least 2.7 metres.

Design guidelines:

Pole signs should:

- Be restricted to one sign per group of premises (i.e. one Pole Sign for a group of shops, industrial or restricted retail premises).
- Be incorporated into the landscape treatment.
- Ensure the signage structure does not protrude over a footpath, road or adjoining property.
- Include the name / location of the retail centre (if applicable) on the sign as the first (top) item on the pole and only major tenants are advertised on that sign.
- Consolidate signs where possible and have regard to the size and number of Pole Signs on adjoining properties.

3.14 Sky Sign

A sign:

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

Design guidelines:

Sky signs are discouraged in Cardinia Shire Council.

- Council encourages effective and well designed signage on the building as an alternative to a Sky Sign that can lead to clutter and a crowded skyline.
- Sky sign;

(a) on or above the roof of a building, but not a verandah should:	<ul style="list-style-type: none"> - Identify the major tenants of a shopping centre. - Only be located at the main entry points for a shopping centre.
(b) fixed to the wall of a building and which projects above that wall should:	<ul style="list-style-type: none"> - Identify the major tenants of a shopping centre. - Only be located at the main entry points for a shopping centre.
(c) fixed to a structure (not a building) so that part of it is more than 7 metres above the ground should:	<ul style="list-style-type: none"> - Only be permitted for identification at the major entry points / gateways to an Activity Centre.

3.15 Verandah Fascia & Under Verandah Sign

Sign located under the verandah or displayed along the fascia of the verandah. These are to include signs (no more than 3.7m above pavement level) where no below no verandah exists.

Design guidelines:

- Verandah Fascia and Under Verandah Signs are considered appropriate where the sign:
 - Is at least 2.4 metres above the footpath level
 - Does not project further than the verandah level.
 - Does not exceed 0.5 metres in height and 0.3 metres in depth for an Under Verandah Sign.
 - Has a maximum height of 0.5 metres for a Verandah Fascia Sign.

3.16 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.

Design guidelines:

Where relevant, the provisions of Sections 3.1 to 3.16 of these Guidelines may also apply. Promotion Signs that are located away from the place of business are discouraged with the exception of those listed under Section 3.17 (subdivision and new estate signs) of these Guidelines.

Subdivision and New Estate Promotion Signs will only be permitted subject to the following conditions:

- Are not within a road reserve.
- Are temporary and relate to Sale Offices and Display Villages or promotion of residential and industrial subdivisions. The signage must be removed once land sales have ceased, or when the planning permit expires (whichever comes first).
- Where on a Freeway and Highway, must be for the purposes of promoting residential estate subdivisions only.
- Wherever possible, be located on the subject land that is being subdivided or sold.
- Not be an internally illuminated, floodlit, animated, electronic, or reflective sign.
- Have no additions, flags, streamers or appurtenances added to the sign.
- One on-site Promotion Sign is permitted per road frontage. Consideration can be given to the establishment of a second on-site road frontage sign where the road frontage is greater than one kilometre in length.
- On-site subdivision promotion may include fixed Pole Signage with banners along the main entrance road to the estate.
- Signs not on the subject site should be no further than five kilometres from the boundary of the particular subdivision or development to which they relate, and:
- Should be setback a minimum of 3 metres from the title boundary of private land (this condition does not apply to signs along Freeways and Highways).
- For signs located along Freeways and Highways must be setback a minimum of 10 metres from the title boundary of private land.
- No more than three off-site signs should be approved per development in excess of 200 residential lots, with a minimum separation distance of approximately one kilometre between each sign.
- No more than five off-site signs should be approved per development in excess of 2,000 residential lots, with a minimum separation distance of one kilometre between each sign.
- Off-site estate signs should be located at least 250 metres from any other Subdivision and New Estate Promotion Sign, regardless of whether they advertise the same or differing estates.
- Off-site signs should not be located within 500 metres of on-off ramps on Freeways.

Promotional signage (including signage on trailers) which does not relate to product, goods or services offered for sale on the land) will not be supported by Council.

Council will not support the display or parking of moveable signage, including trailer signage on any land, including Vic Roads or Council road reserves.

3.17 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.

Design guidelines:

Generally, when these signs are used they do not relate to the business or land on which they are displayed.

Should a business consider they have adequate justification for the need for a Major Promotion Sign it will only be considered appropriate within Cardinia Shire Council when the sign:

- Has concealed its supports, cabling, lighting and electrical within the sign design.
- Is well removed from other Major Promotion signs to ensure they do not dominate the streetscape or landscape.
- Are confined to Major Activity Centres, abut a Road Zone Category 1 (RDZ1), and are located away from residential areas.

Subdivision and New Estate Promotion Signs are permitted subject to the following conditions:

- Are temporary and relate to Sale Offices and Display Villages or promotion of Residential and Industrial Subdivisions. The signage must be removed once land sales have ceased (last phase of construction), or when the planning permit expires (whichever comes first).
- Where on a Freeway and Highway must be for the purposes of promoting Residential Estate Subdivisions only.
- Wherever possible, be located on the subject land that is being subdivided or sold.
- Not be internally illuminated, floodlit, animated, electronic, or reflective signs.
- Have no additions, flags, streamers or appurtenances added to the sign.
- Not exceed 21 square metres (per sign face).
- Signs should be setback a minimum of 5 metres from the title boundary of private land.
- Signs not on the subject site should be no further than five kilometres from the boundary of the particular subdivision or development to which they relate.
- Signs within a road reserve will not be permitted.
- Signs located along Freeways and Highways must be setback a minimum of 10 metres from the title boundary of private land.
- Signs along the Freeways and Highways must take into consideration the views of VicRoads who are the relevant referral authority.
- No more than three off-site signs should be approved per development in excess of 200 residential lots, with a minimum separation distance of approximately one kilometre between each sign.
- No more than five off-site signs should be approved per development in excess of 2,000 residential lots, with a minimum separation distance of one kilometre between each sign.
- Off-site estate signs should be located at least 250 metres from any other Subdivision and New Estate Promotion Signs, regardless of whether they advertise the same or differing estates.
- Off-site signs should not be located within 500 metres of on-off ramps on Freeways.
- One on-site Promotion Sign is permitted per major road frontage. Consideration can be given to the establishment of a second on-site road frontage sign where the road frontage is greater than one kilometre in length.
- On-site subdivision promotion may include fixed Pole Signage with banners along the main entrance road to the estate.

NOTE: Where relevant, the signage requirements and performance standards of Sections 3.12 also apply.

4 Design Guidelines for Specific Land Use

Different land uses have individual characteristics that warrant individual attention. This section presents Cardinia Shire Council's requirements relating to signs in different land uses, and includes the following details for each sign type:

- Identification of land use type
- Identification of preferred signage type per land use
- General 'Design Guidelines' for signage per land use
- 'Specific Guidelines' for signage per land use

4.1 Commercial (Shop & Office) Areas

Design Guidelines

Recommended advertising approach for commercial (shop and office) areas is:

- Signage should stimulate interest in the business or service provided on the site and enhance and contribute to the vitality and visual amenity of the commercial area.
- Signs on the facade of buildings should not occupy more than 50% of the wall area above a verandah, or if no verandah 50% of the total front facade wall.
- Signs should not occupy more than 50% of an awning.
- For premises with a frontage of less than five metres, a maximum of eight square metres of the preferred signage type (see below) will be permitted.
- The painting of corporate colours on the exterior of a building is considered to be signage and should be limited to only the front façade of a building where it has a direct frontage to a road or car parking area.
- Avoid above verandah signs, sky signs, high wall signs and bunting signs that are actively discouraged within Cardinia Shire Council and considered inappropriate for this location.

Preferred signage types:

Verandah Fascia Signage
Under Verandah Signage
Business Identification Signage
Internally Illuminated Signage

Figure 1. Encouraged Sign Types for Shops (Double Storey)



Figure 2. Encouraged Sign Types for Shops without verandah (Double Storey)

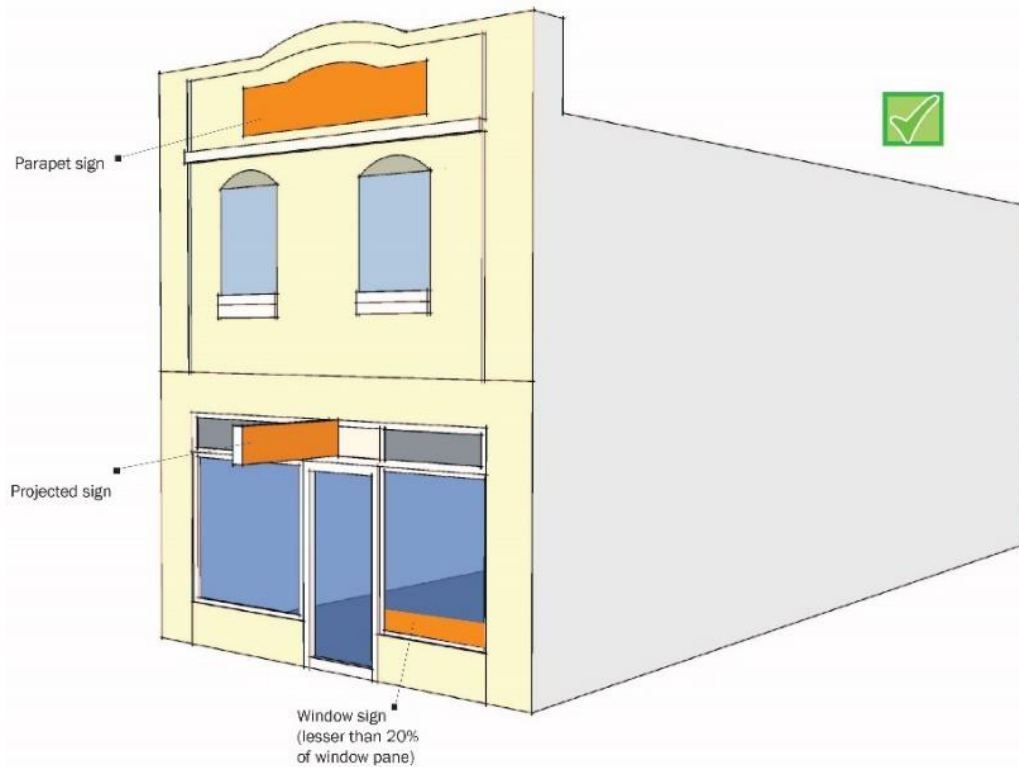


Figure 3. Encouraged Sign Types for Shops without verandah (Double Storey)

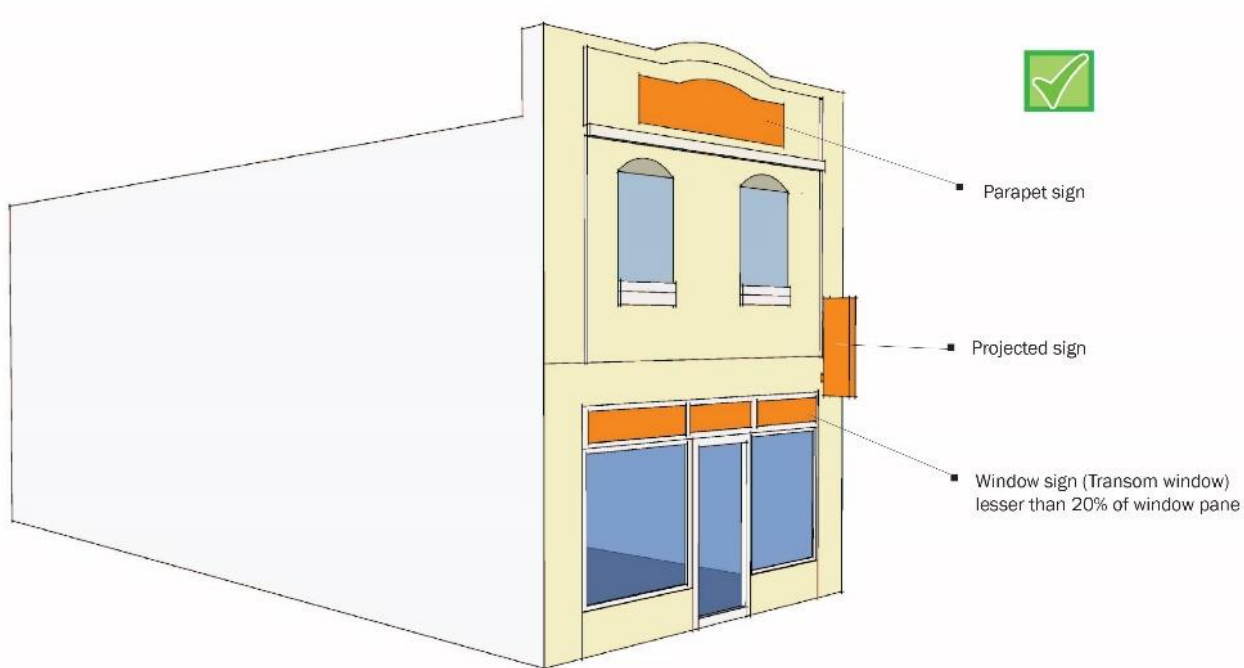


Figure 4. Encouraged Sign Types for Shops (Single Storey)



Figure 5. Encouraged Sign Types for Shops without verandah (Single Storey)



Figure 6. Discouraged Sign Types

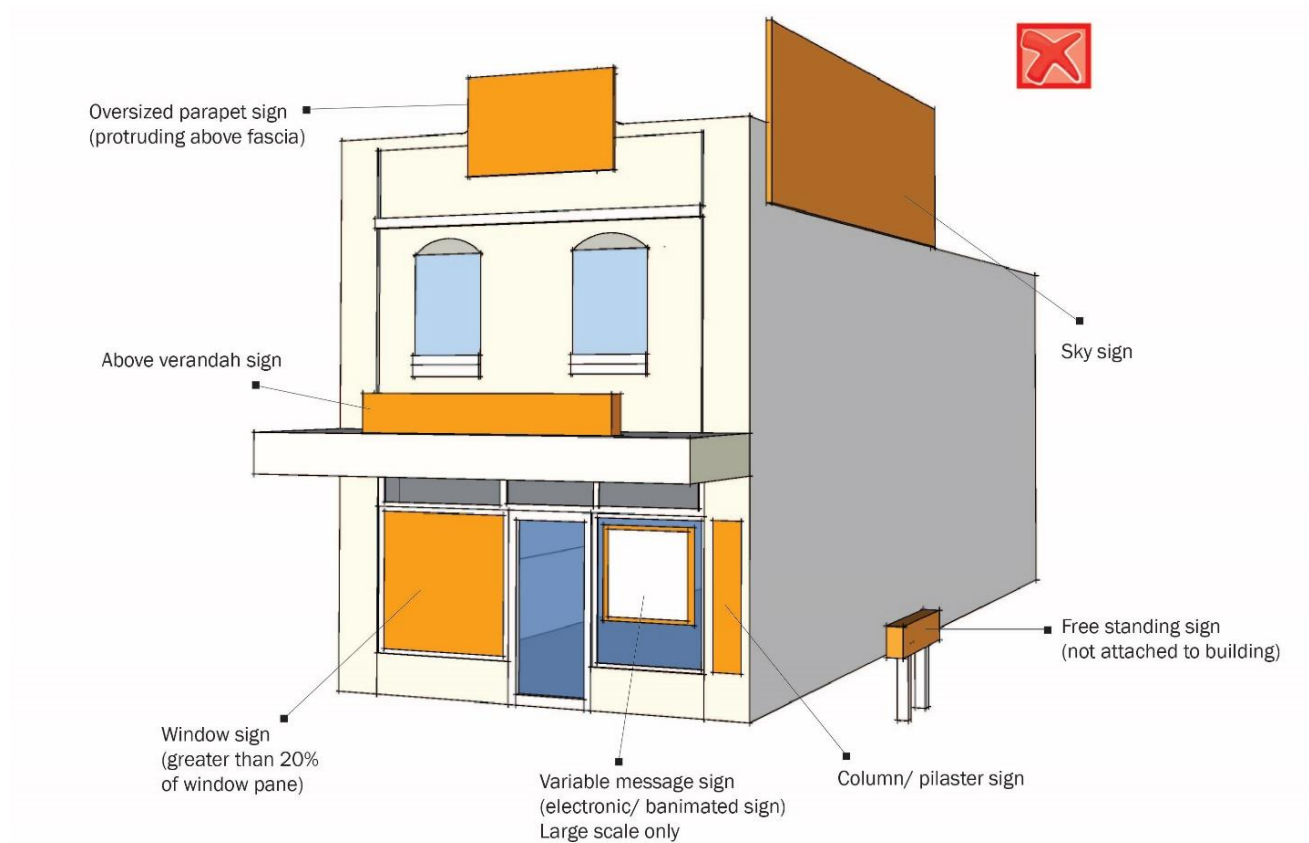
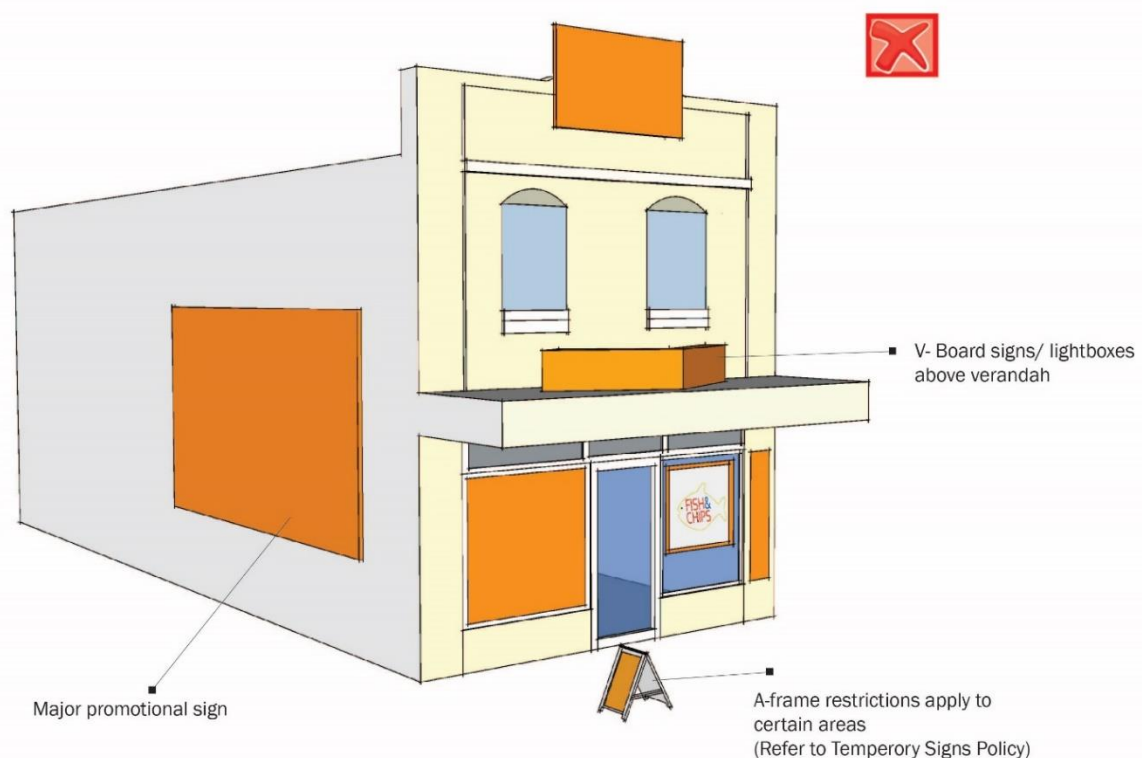


Figure 7. Discouraged Sign Types



4.2 Shopping Centres (Activity Centres, Town Centres)

Shopping Centres includes free standing retail centres located on a prominent corner site and/or adjoining a Road Zone Category 1 or 2 (RDZ1 or RDZ2), large and neighbourhood Activity Centres (that generally have one central built form area but are comprised of a number of tenancies), and traditional main streets within townships. These shopping centres have a high degree of visibility from the surrounding area.

Design guidelines:

Recommended approach for free-standing shopping centres includes that signage should be:

- Incorporated into the design of the building form.
- For an individual business, advertising on the exterior of a building should only be permitted where the tenancy has direct external frontage to a carpark. Business identification signs should be consistent and uniform in size and preferably located on the businesses verandah fascia or parapet.
- Business identification signs on external walls should:
 - Be proportional to the building and is positioned on the building facade.
 - Designed into and complements the architecture of the building.
 - Not protrude above the roofline.
 - Identify the name of the shopping centre.

Specific Guidelines for Activity Centres

This applies to 'Activity Centres' and 'Metropolitan Activity Centres' as identified in the Cardinia Planning Scheme.

- Pole and free-standing panel signs should:
 - Be limited to one sign per road frontage.

- Display the name of the shopping centre at the top of the sign and list tenants of the site beneath the name of the shopping centre.
- Be incorporated into the landscaping treatment.

Specific Guidelines for Neighbourhood Centres

This applies to centres that are identified as being a 'Neighbourhood Centre' in the Cardinia Planning Scheme.

- Pole and free-standing panel signs should:
 - Be limited to one sign per centre.
 - Display the name of the shopping centre at the top of the sign and list tenants of the site beneath the name of the shopping centre.
 - Be incorporated into the landscaping treatment.
 - Have a maximum height of six metres.
 - Not have adverse impacts upon residential amenity.

Preferred Signage Types

Verandah Fascia Signage
Under Verandah Signage
Panel Signage
Pole Signage
Directional Signage
Business Identification Signage
Internally Illuminated Signage

Figure 8. Encouraged Sign Types for Shops in Town Centres



Figure 9. Encouraged Illuminated Sign Types for Shops

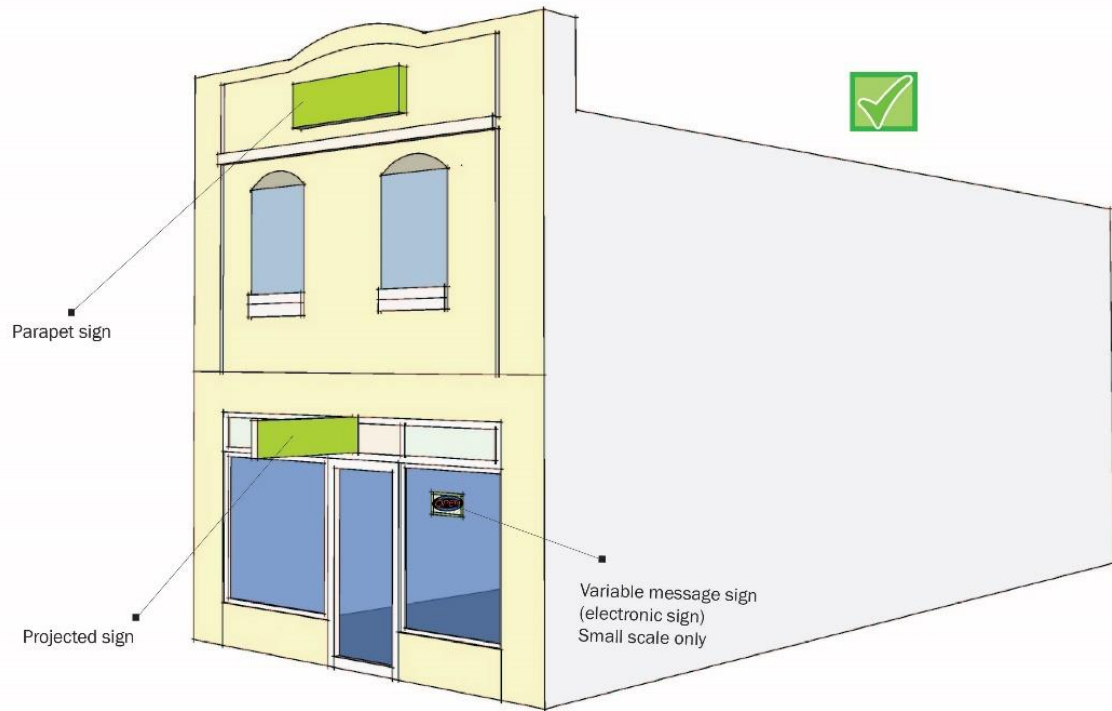


Figure 10. Encouraged Illuminated Sign Types for Shops



4.3 Free Standing 'Pad' Sites

'Pad' sites include freestanding service station, retail premises, freeway service centre, office (medical centre) and veterinary centre land uses. Generally, 'pad' sites are located on prominent corner sites and/or on freeways, highways and main roads and prefer a package of advertising signage as part of a planning permit application for use and development.

Design guidelines:

Recommended approach for free-standing pad sites include:

- The siting and design of the sign contributes to good urban design outcomes.
- Be designed to minimise visual clutter and unnecessary repetitiveness.
- Incorporated into the design of the building form.
- Be design so the signage does not obscure views from windows to, or passive surveillance of, pedestrian activity areas, car parking areas and streets.
- Business identification signage on external walls, only permitted where the sign:
 - Does not protrude above the roofline.
 - Identifies the name of the tenants (or business logo) only.
- Business identification signs should be consistent and uniform in size and preferably located on the businesses verandah fascia or parapet.
- Pole/Pylon and free-standing panel signs should:
 - Be limited to one sign per road frontage.
 - Be less than seven metres in height.
 - Incorporated into the landscaping treatment.
 - Not have adverse impacts upon residential amenity.
- Direction signage for a pad site should:
 - Be limited to one per road entry point.
 - Not exceed 0.3 square metres in size.
- For an individual business, the painting of corporate colours on the exterior of a building is considered to be signage and should be limited to the front façade of the tenancy where it has frontage to a car parking area or road.
- Internally illuminated, floodlit, animated, electronic and reflective signs are highly discouraged on sites or in locations where they will impact upon residential amenity.

Preferred Signage Types

Verandah Fascia Signage
Under Verandah Signage
Panel Signage
Pole Signage
Directional Signage
Business Identification Signage
Internally Illuminated Signage

4.4 Industrial and Restricted Retail Areas

Design guidelines:

Recommended advertising approach for land zoned for industrial and restricted retail areas:

- Be located on buildings, awnings or within built elements.
- Be limited to the front and sides of buildings. Business identification signage is discouraged at the rear of buildings.
- Should not appear as a dominant feature of building facades, walls, parapets or landscaped surroundings.

- Discourage above verandah (or roof), sky, bunting, animated, electronic and reflective signs due to the adverse impact such advertising signs have on visual amenity and resultant clutter in industrial and restricted retail areas.

Specific Guidelines for Industrial Areas

Specific signage requirements for industrial areas include:

- Should have a maximum area of 10 square metres.
- Where frontage greater than 40 metres and well set back from a road, consideration will be given for signage with a maximum area of 20 square metres.
- Where an industrial building (or complex) is freestanding:
 - Where dual road frontage, a fascia / wall mounted sign is permitted on each road abuttal (provided the road is located at the front or the side of the site) which identifies the company name (and logo if applicable)
 - One pole/ pylon sign or free-standing panel sign may be permitted provided it is no greater than seven metres in height, and identifies the company name and logo only.
- Where multiple tenants exist on a site coordinate one main pole/ pylon / free standing panel sign to identify the various businesses located within the site.
- For industrial estates, signage that provides a business registry will be considered providing that:
 - The sign is located within the landscape treatment of the property at the main entrance.
 - Does not exceed three square metres.
 - Does not adversely impact upon pedestrian or vehicular safety.
- Pole signs will be considered in industrial areas providing they:
 - Are located at large free standing premises fronting a Road Zone 1 and well set back from that road;
 - Display only business identification information and are limited to one pole sign per premises;
 - Are not part of an industrial estate (in this instance tenants are suggested to share a pole sign);
 - Incorporated into a landscaped area;
 - Less than seven metres in height.

Specific Guidelines for Restricted Retail Areas

Specific signage requirements for restricted retail areas include:

- Where there is a grouping of restricted retail premises (such as in a homemaker centre) business identification signage should only be permitted where the retail premise has direct frontage to the exterior of the centre on to a carpark. Signs within the grouping should be consistent and uniform in area and preferably located on the building's verandah fascia / parapet area.
- For individual restricted retail premises, the advertising area should not exceed 12 square metres for the premise.
- A large free-standing premise with a frontage of greater than 40 metres and well setback from the road, will be permitted up to 20 square metres of advertising signage.
- Where restricted retail premises are collocated (i.e. homemaker centre), Council will allow one major Pole sign or free-standing panel sign to provide a register of business. The sign must be no greater than seven metres in height.
- For free-standing restricted retail sales premises, one pole sign may be permitted, but only when the site's frontage exceeds 40 metres in length.

Preferred Signage Types

Business Identification Signage
Verandah Fascia Signage
Pole Signage

Direction Signage
Internally Illuminated Signage

Figure 11. Discouraged Sign Types for Pad Sites, Industrial & Restricted Retail

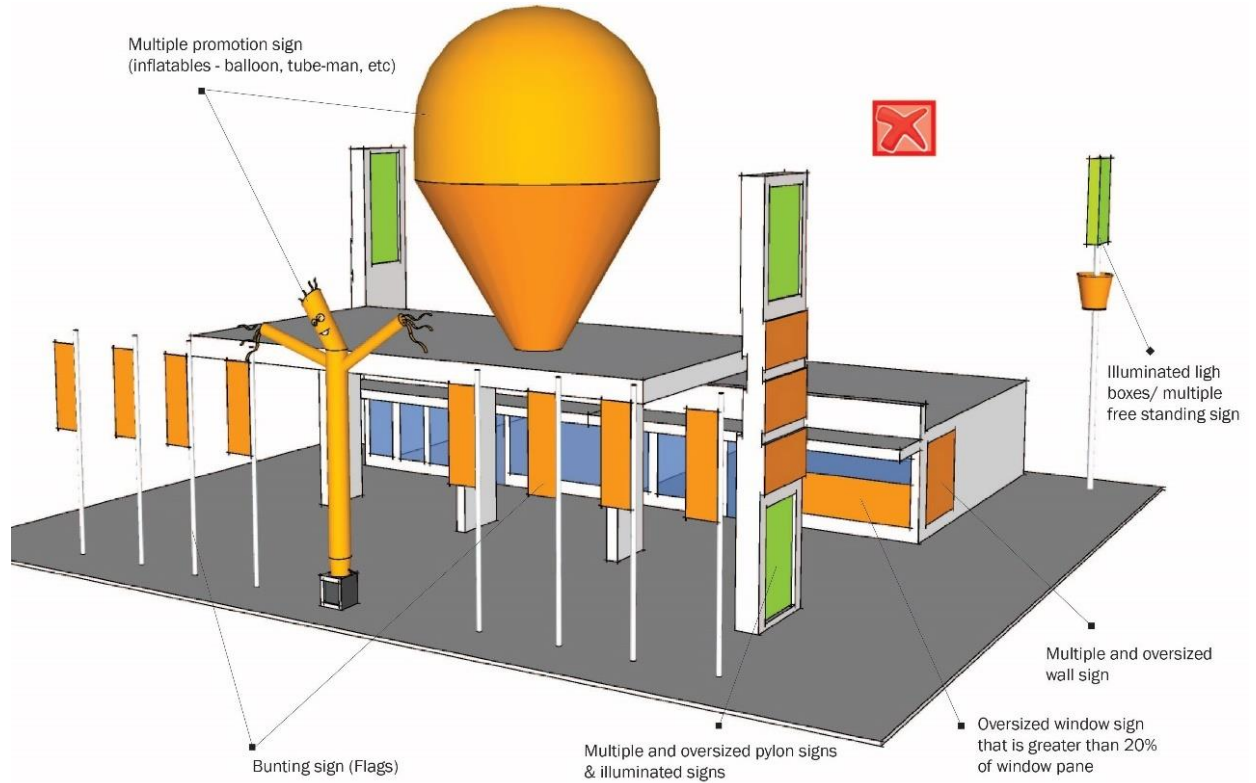


Figure 12. Encouraged Sign Types for Pad Sites, Industrial & Restricted Retail



4.5 Residential Areas

A range of uses can be located within residential areas which require advertising signage, including but not limited to home occupation (business operated at home by a home owner / occupier), and non-residential uses such as nursing homes, medical centres childcare centres. Residential areas expect a high level of amenity, privacy, and no visual intrusion from advertising signs or illumination.

Signage in these areas therefore should be:

- minimised so it does not detract from the residential amenity of the area; and
- designed to be compatible with the surrounding residential area.

Design guidelines:

Recommended advertising approach for signage within residential areas:

- Signage should be limited to one business identification sign with an area of less than three square metres.
- Signage should be affixed to the building and should respect the form and scale of the host building. Ideally the signage should be incorporated into the building's form.
- If the signage is free standing it should be:
 - located at the front of the building
 - located on the street with the greatest amount of traffic (if the site has more than one street frontage)
 - no higher than two metres above footpath level
 - incorporated into the landscape treatment
- Signage should be internally illuminated, floodlit, animated, electronic and reflective signs are discouraged unless it can be demonstrated that there is no adverse impact upon residential amenity.

Preferred Signage Types

Business Identification Signage
Direction Signage

Figure 13. Encouraged Sign Types for Residential Area



Figure 14. Encouraged Sign Types for Shops for Residential Area

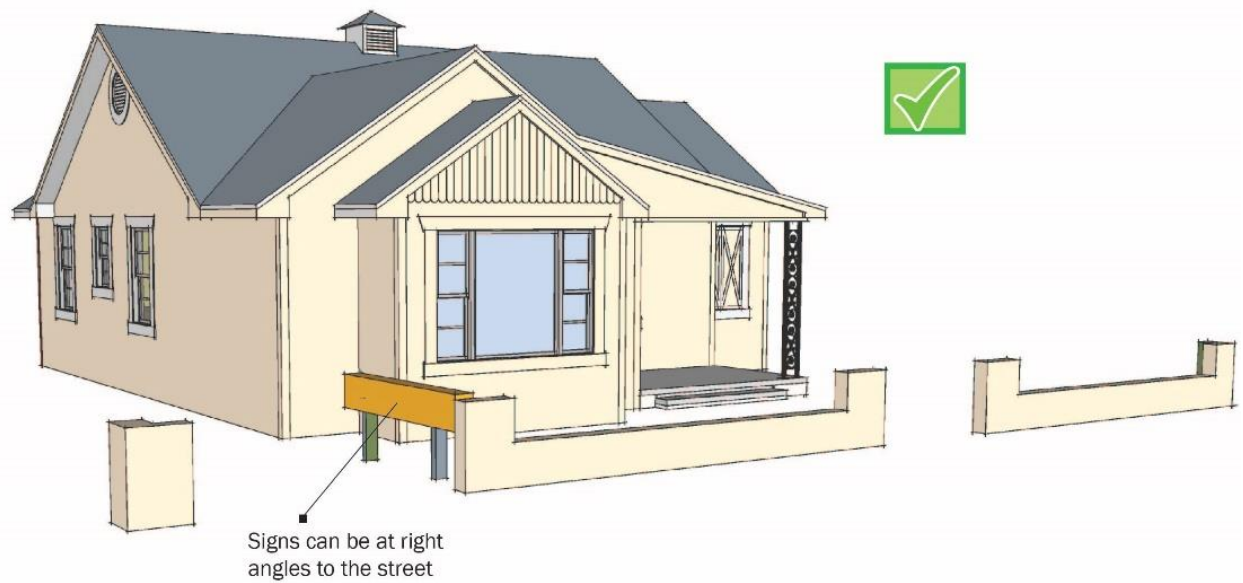
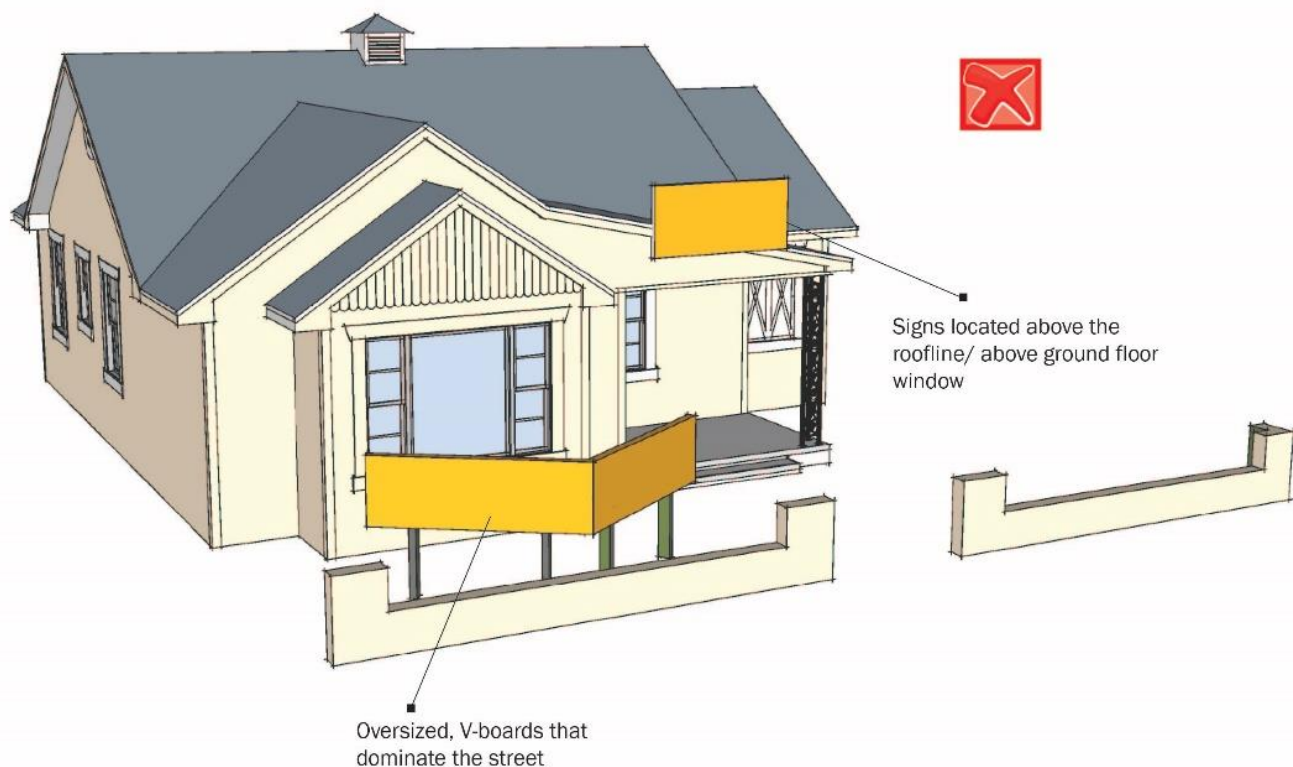


Figure 15. Encouraged Sign Types for Residential Area



4.6 Display Home Villages & Land Sales Office

Display homes and villages are typically located within new residential estates. Residential areas expect a high level of amenity, privacy, and minimal visual intrusion from advertising signs or bright lights. Signage in these areas therefore should be minimised so it does not detract from the residential amenity of the area and must not be on council road reserve

Design guidelines:

Recommended advertising approach for signage for display home villages and land sales offices:

- Be designed to minimise visual clutter and unnecessary repetitiveness.
- One promotion sign is permitted on site at the entry to the display village.
- A preferred maximum of two promotion and four pole (banner) signs are permitted for the promotion and identification of a land sales office. Promotion signs within 20 metres of the land sales office must not exceed 10sqm in size to ensure that the signs are in keeping with the scale of the temporary sales building and nearby display homes (where applicable).
- Direction signage is permitted within the estate to direct people to the display village but should not exceed 0.3 square metres in size.
- Direction signage is permitted to identify the car park and the pedestrian access to the village.
- Internally illuminated, floodlit, animated, electronic and reflective signs are highly discouraged in display home villages.
- Signs should only be displayed for the length of time the land is being used for a display home.

- Direction signs (including display village maps) larger than 0.3sqm in size are to be defined as business identification signs. All signs are prohibited in any existing or future Council park / reserve within the display home village area.
- Signs are prohibited on Council verge / road reserve.
- One promotion sign per builder will be permitted within the display village.
- One promotion sign is permitted in the front setback of each display home which clearly identifies the builder and / or the name of the display home. Display home identification signs are to be less than two square metres in area.
- One pole sign is permitted in the front setback of each display home, which clearly identifies the name of the builder. Up to two banners are permitted on each pole (one banner with the name of the display village / estate, and the other banner with the name of the builder).
- Trailer signs or any form of moveable signage will not be supported on the land being subdivided or any other land including road reserves. .

Preferred Signage Types

Promotion Signage
Direction Signage
Pole Signage
Business Identification Signage

4.7 Rural Areas

Land subject to Rural Zones should be identified as areas which have limitations on the type of signage permitted within them. A variety of businesses operate in rural areas such as farming, farm machinery repairs, boarding kennels and equine facilities, which require business identification signage. Signage in these areas therefore should be minimised to minimise the impact that signs may have on the surrounding area.

Design guidelines:

Recommended advertising approach for signage within green wedge areas:

- One business identification sign is permitted per site, which identifies the business or service provided (but not a product).
- Internally illuminated, floodlit, animated, electronic and reflective signs are discouraged.
- The signage should be of a low scale to respect the rural character of the surrounding area.
- Where signage is free standing it should be located at the front of the property and no more than two metres above ground height, and incorporated into the landscape treatment along the boundary of the property.
- Signage colours should be compatible with the surrounding landscape.

Preferred Signage Types

Business Identification Signage
Direction Signage

4.7.1 Appendix 1

5 Advertising Signage Planning Application Checklist

This checklist applies to applications where a new or replacement advertising sign requires a planning permit under the provisions of the Cardinia Planning Scheme.

5.1 What information is required to be submitted with my application?

Clause 52.05-2 of the Cardinia Planning Scheme sets out the application requirements that must accompany a planning permit application for advertising signage.

The Cardinia Shire Council requires the following additional information be provided for a planning permit application for one or more signs:

- A written submission addressing the following:
 - How the proposal meets the requirements of the Cardinia Planning Scheme including the provisions of Clause 52.05.
 - How the proposal meets the requirements of the Advertising Sign Guidelines and/or the Advertising Signs local policy at Clause 22
- Electronic copies of a fully dimensioned site layout plan at a scale of 1:100. The plans should show:
 - The title boundaries and dimensions.
 - The exact position of all existing and proposed signage on the land.
 - Details of any signs to be retained or removed.
 - Exact dimensions of the signage, including the height, width and depth of all features of the signage.
 - Total percentage of wall area or awning occupied by the sign (wall area includes total wall area above a verandah, or if no verandah total facade wall).
 - Front, side and rear elevations of the signage (or location on a building if applicable) including exact height dimensions and the distance from natural ground level.
 - The setback of the sign(s) from all property boundaries.
 - The location of the sign(s) in relation any buildings on the application site. If the sign is placed on a wall of a building, this should also be noted on the plan.
- A context plan to show the location of the signs in context of the general area and must show the following:
 - Any existing sign(s) or proposed sign(s) for the same business / development which are located within 500 metres of the proposed sign.
 - If applicable, the proposed sign' distance from a decision making point on the freeway / highway.
 - Any other requirements for specific sign types and specific land uses as detailed in these Guidelines.
 - The location of the proposed sign on the site or building and distance from property boundaries.
 - The location and size of existing signage on the site including details of any signs to be retained or removed.
 - The location and form of existing signage on abutting properties and in the locality.
 - The location of closest traffic control signs.
 - Identification of any view lines or vistas that could be affected by the proposed sign.
- The dimensions, height above ground level and extent of projection of the proposed sign.
- The height, width, depth of the total sign structure including method of support and any associated structures such as safety devices and service platforms.

- Details of associated on-site works.
- The colour, lettering style and materials of the proposed sign.
- The size of the display (total advertising area including all sides of a multi-sided sign).
- The location of any corporate logo box and proportion of display area occupied by such a logo box.
- The relationship to any significant or prominent views and vistas.
- Any landscaping details.

- For animated or electronic signs, a report addressing the decision guidelines at
 - Clause 52.05-3 relating to road safety.

- For any sign over 18 square metres in area:
 - A description of the existing character of the area including built form and landscapes.
 - The location of any other signs over 18 square metres, or scrolling, electronic or animated signs within 200 metres of the site.
 - Any existing identifiable advertising theme in the area.
 - Photo montages or a streetscape perspective of the proposed sign.
 - Level of illumination including:
 - lux levels for any sign on or within 60 metres of a Road Zone, residential zone, public use zone or Business 5 zone;
 - The dwell and change time for any non-static images.

- If the application proposes a number of signs in various locations of a locality / municipality, an additional context plan should also be submitted to illustrate this.
- Details of each proposed signage, including dimensions, elevation plans and information on any non-static images or lighting (if applicable).
- The type and level of illumination (if any), including lux levels for any sign within 60 metres of any of a Road Zone, Residential Zone, Mixed Use Zone, Public Use Zone or Urban Growth Zone.
- Details of any form of baffles and the times at which the sign would be illuminated.



Community engagement plan for:

Advertising Signage Draft Policy

Plan developed by: Mark Carter

Engagement period: Start: Early November End: Late November

Please refer to the **Community Engagement Handbook** for assistance in completing this template and undertaking Community Engagement activities [INT1871686](#)

APPROVED BY: LUKE CONNELL

DATE: CLICK OR TAP HERE TO ENTER TEXT.

Project overview

Signs have an important role in the built environment. Advertising signs are essential to identify, communicate and market businesses, institutions and buildings across the municipality. Advertising signs have a significant impact on the public realm and the quality of the streetscape and the building with which they are visually associated.

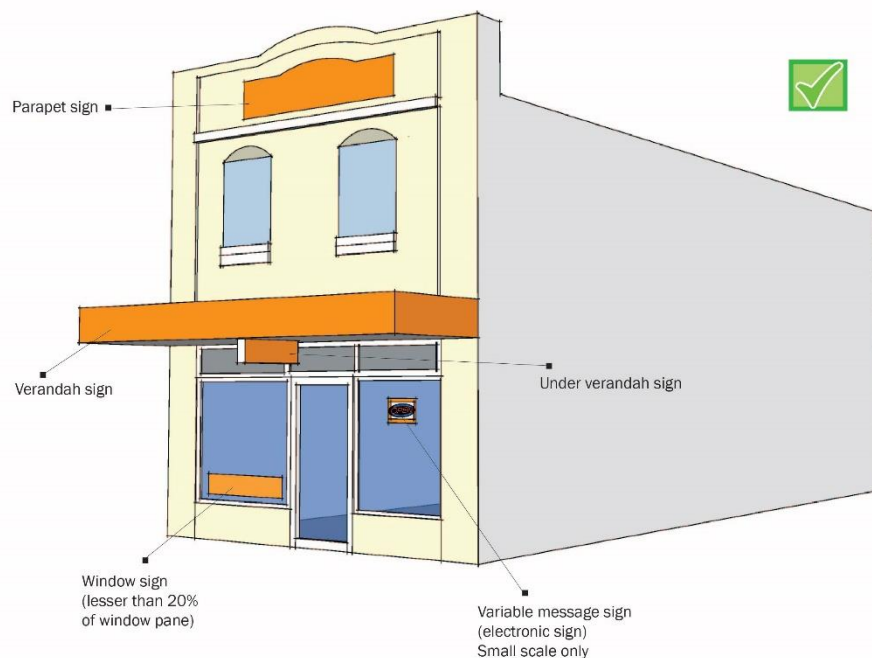
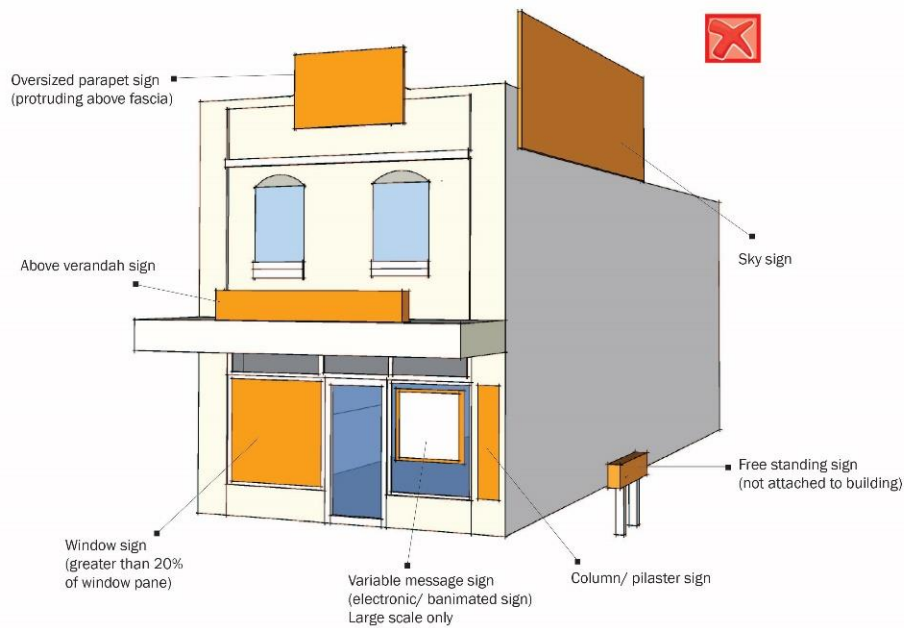
Well designed and well integrated signage in appropriate locations can add colour, vibrancy and interest to an area. A proliferation of signs and poorly designed and located signs can significantly detract from the attractiveness and amenity of the Shire's urban and rural environments and gateways, as well as reducing the effectiveness of signs. Council considers it necessary to plan for the management of advertising signage in the built environment to balance the expectations of business and economic development with that of the broader community.

So the Advertising Signage Guidelines has been written to provide guidance for the design and placement of signs that are appropriate for various forms of development and context, and to assist developers, building owners, building tenants, planning permit applicants and residents in understanding what type of signs are supported and are not supported in the Shire of Cardinia. The illustrations in this document are a visual aid to demonstrate examples of good and bad signs that anyone wanting to display one or more signs should consider before submitting a planning application.

INT1965477: Advertising Signs – Key Issues & Recommendation Paper

INT1965475: Draft Advertising Signs Policy – V1





Engagement overview and purpose

The engagement activities are aimed at raising awareness of the proposed changes to outdoor signage for shops, offices and industrial areas. Business owners, traders and residents will be able to review the proposed Signage Design Guidelines and make a written submission.

Council will undertake a popup stall in the main street of Pakenham (in collaboration with the Amendment C228 community consultation event), and hold focus group meetings with traders and business groups with the support of Economic Development Unit. An E-newsletter will be sent out to all business owners and traders within the Shire of Cardinia to promote the project and seek feedback.

Council's have your say page will be set up with the link to the full policy document and a visual prospectus for this consultation. Community members will be able to make written submissions from this page when the consultation period opens.

Aim: To inform the community of the new outdoor signage design guidelines, and accept feedback.

Engagement Activities	Key Indicators/Outcomes	Target
Internal consultation with relevant business units	To gain an understanding of the view of council staff in relation to the advertising signage policy and things that need to be considered to meet requirements (safety etc)	
Meet with similar interface councils in relation to advertising signage policies	To gain an understanding of the policies they have in place and how effective they have been in their area.	
Meet with Signage Consultants & Fabricators that create signage	To gain an understanding of the types of signage local businesses are ordering	
Meet with Department of Planning and VicRoads to understand requirements	Collect advice to assist in informing the development of the policy.	
Consultation with traders – focus group meetings	Go out to traders to consult with them on the policy once its drafted along with visuals	
Written submissions – Have Your Say page	To get an understanding of the concerns of the traders in relation to the advertising signage policy and gain feedback on the draft.	
Pop-up (Pakenham main street) in collaboration with Amendment C228 consultation. – Prospectus printout, Signage Images pinned up	To provide information to traders in the area about the policy, answer questions and collect feedback.	

Cardinia Shire Council's Urban Design team will consult with the community to inform the new Advertising Signage Policy. This would require engagement with traders and business owners across the Shire.

Task	2019							2020
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Completion of plan								
Rolling out of activities								

Consolidation of data								
Creation of draft strategy								
Public exhibition of draft								
Final strategy created and designed								
Strategy adopted								

Key messages

What do you want the community to know about the project/issue and engagement opportunity?

Project aims:

- This is a statutory planning document, which outlines legislative requirements around the design and siting of outdoor signs.
- It will help, assist and guide residents, traders, local businesses with the knowledge on how many number of signs are permitted per premises, and what sign types are permissible in different land uses and buildings.
- The document will also provide Council's preferred position for very large signs in order to maintain road safety, visual amenity and avoid over clutter.

Community consultation session will inform traders on what the new signage requirements are.

Negotiables/non-negotiables

What aspects of the project/issue can stakeholders provide input into? Be clear and honest about this as it will set the parameters for the engagement and ensure that the community are clear about what they can and cannot influence.

Negotiables	Non-negotiables
Siting of signs on shopfronts (within Council's framework)	Size of signage on shop fronts
Design of the signs	Number of signs per tenancy to avoid proliferation of signs
Choice of sign types	Signs on sensitive interfaces
Specific branding styles (within Council's framework)	Oversized promotional signs location
	Sign types that deter from road safety

Stakeholders/target audience

What segments of the community will you specifically target; (please tick all relevant)

Traders and Business groups

Under 12 12-25 25-50 Families Seniors CALD Indigenous Disability
Indigenous LGBTIQ

Refer to the 'Who to engage' checklist in HPRM for assistance in identifying target groups

[INT194457](#)

Other external stakeholders or groups: (please list);

1. VicRoads/ TFV
2. DELWP
3. VicTrack
4. Melb Water
5. SP Ausnet
6. SE Business Park
7. Market Place Pakenham

Internal stakeholders/collaborators

Identify your internal stakeholders:

1. Strategic Planners
2. Growth Area Planners
3. Statutory Planners
4. Local Laws
5. Traffic Engineer
6. Building Facilities
7. Eco Dev

Feedback mechanism(s)

(How will you feedback the results / decision made to the community)

The finalised policy document will be added to the 'Have Your Say' page at the conclusion of the consultation and decision making process. In addition, the Policy will be available on Council's website. The prospectus will be printed and placed at the front counter for anyone wishing to put up outdoor signage.

Existing data and concurrent engagement opportunities

None

Funding information/budget

To be confirmed

Political Issues

Identified risk	Stakeholders involved	Risk mitigation strategy	Responsibility
Traders providing feedback / asking questions about why they were not consulted before the	Traders	Provide the traders with the process and research that was utilised to form the current Policy	Yoge Biju

Identified risk	Stakeholders involved	Risk mitigation strategy	Responsibility
plan was drafted.			
Local business's lack of understanding of planning language/ speak document	Traders/ business owners	Provide prospectus with visuals and simplified guidelines to help understand the policy intent and signage requirements	Yoge Biju

Engagement and communications action plan

Community engagement activity: **Have your say page**
 From: **28 October 2019** To: 22 November 2019(leave blank if one day)
 Stakeholders/target audience: **traders, business owners**

IAP2 participation level: **INFORM** **CONSULT** **INVOLVE** **COLLABORATE** **EMPOWER**

Refer to the IAP2 Spectrum chart for more details on participation levels [INC18110003](#)

Activity description and format:

Council's have your say page will be set up with the link to the full policy document and a visual prospectus for this consultation. This page will go live on 5 November. The page will be promoted through E-newsletter to traders and links on Council website. Community members will be able to make written submissions from this page when the consultation period opens.

Evaluation:

The number of hits on Have your say page

Feedback Mechanism/s:

The finalised policy document will be added to the 'Have Your Say' page at the conclusion of the consultation and decision making process. In addition, the Policy will be available on Council's website. The prospectus will be printed and placed at the front counter for anyone wishing to put up outdoor signage.

Key Tasks / Milestones	Due date	Responsible person/s
Create 'Have your say' page for registrations and make live		Yoge Biju/ Jo Campos
Community Consultation and Engagement Plan		Jo Campos/ Kate/ Yoge
Create 'Have your say page' with background information and submissions and make live		Jo Campos/ Yoge Biju
Collect submissions and respond to it		Yoge Biju

Communication/marketing tool(s)	Distribution method
Project Branding	Prospectus & Policy document
Poster / information sheet on proposed signage solutions	E-newsletter, focus group meetings, Main street pop-up stall.
Have your say Page (and submission e-form)	Council Webpage
Social media posts	Facebook

Community engagement activity: Pop-Up Stall, Pakenham Main Street

From: 5 November 2019 **To:**

Stakeholders/target audience: traders, business owners

IAP2 participation level: INFORM CONSULT INVOLVE COLLABORATE EMPOWER

Refer to the IAP2 Spectrum chart for more details on participation levels [INC18110003](#)

Activity description and format:

C228 Amendment consultation is taking place in November at Pakenham Main Street. Advertising Signage consultation will be clubbed with this event on the day and will run for 3hrs.

The pop up will include the following;

- A1 'have your say' poster and pin boards
- Printouts of prospectus

Evaluation:

The evaluation will be based on how many community members engaged with the pop-up stall.

Feedback Mechanism/s:

The finalised policy document will be added to the 'Have Your Say' page at the conclusion of the consultation and decision making process. In addition, the Policy will be available on Council's website. The prospectus will be printed and placed at the front counter for anyone wishing to put up outdoor signage.

Key Tasks / Milestones	Due date	Responsible person/s
Prepare resources and promotional materials to have available at the pop-up stall. <ul style="list-style-type: none"> - Information on how to provide feedback / make a submission - Borrow Ipads from IT - Printouts of prospectus - A1 poster on project promotion 		Yoge Biju/ Jo Campos/ Genna Walkley
Community Consultation and Engagement Plan		Jo Campos/ Kate/ Yoge
Work with Genna Walkley and ensure the set up of the pop up stall		Jo Campos/ Yoge Biju
Collect comments and respond to it		Yoge Biju
Communication/marketing tool(s)	Distribution method	
Project Branding	Prospectus & Policy document	
Poster / information sheet on proposed signage solutions	E-newsletter, focus group meetings, Main street pop-up stall.	
Have your say Page (and submission e-form)	Council Webpage	
Social media posts	Facebook	

Community engagement activity: Focus Group Meetings with traders and business owners

From: 29 October 2019 **To:** Click to select date.(leave blank if one day)

Stakeholders/target audience: Click to enter stakeholders/target audience for this activity

IAP2 participation level: INFORM CONSULT INVOLVE COLLABORATE EMPOWER

Refer to the IAP2 Spectrum chart for more details on participation levels [INC18110003](#)

Activity description and format: Local business groups/ representatives will be identified by Economic Development and be invited to a venue where they will be able to speak with Project Officers from council regarding the new Advertising Signs Policy.

All business representatives in attendance will have the opportunity to submit feedback on the plans at each of the tables and submit a formal written submission (including information on how to complete this process online).

Evaluation: The success of this activity will be based on the amount of business opting to attend the session.

Feedback Mechanism/s:

The results of the consultation process will be posted on the 'Have Your Say' page at it's conclusion including the final version of the plan.

Key Tasks / Milestones	Due date	Responsible person/s
Book venue for session		
Organise resources for the session (Poster / information sheet)		
Invite local businesses		
Undertake drop in session		
Collate information collected into the report		
Communication/marketing tool(s)	Distribution method	
Invite to local business / invite flyer	Email / E-newsletter	
Printed prospectus	At session	
Posters	To leave at front counter, better than poster in window.	

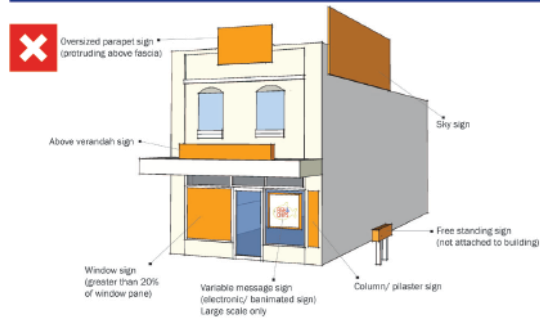
Evaluation

Key indicators / Outcomes [Did you achieve expected objective, outcomes and targets, were there any other unintended positive outcomes]	Did you experience any barriers / negatives, before or during the engagement process? [Also include if there were any ways you overcame these]	Number Engaged
Activity 1:		
Activity 2:		
Activity 3:		
Activity 4:		
Was there any feedback collected or evaluation undertaken about the engagement / consultation process? YES <input type="checkbox"/> NO <input type="checkbox"/> If yes please provide summary of feedback below;		
Suggested improvements that could be made to individual engagement activities and/or the overall engagement process and delivery? [What would others undertaking a similar engagement activity next time, this may include communication promotion, facilitation, target group selection, partnerships etc...]		
Please provide links to any report / outcomes, consultation data or recommendation the engagement informed	<i>{Please Insert Title and TRIM link }</i>	

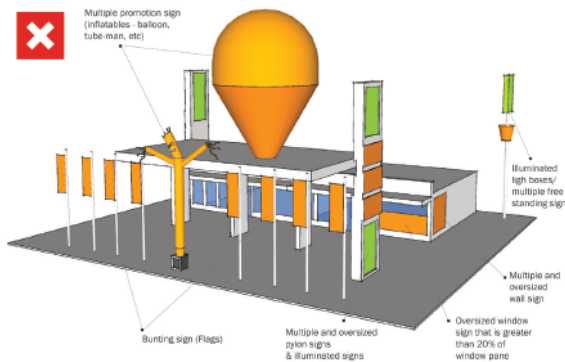
Discouraged sign types

Some types of signs are discouraged in Cardinia Shire Council. You should be aware that new proposals are unlikely to be supported by Council for the following types of signs depending on the context, siting and size.

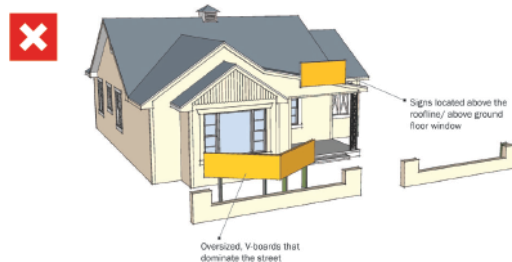
Shop (double storeys)



Service Station



Home occupation



Please note:

1. This signs guide is not a statutory document; it has been prepared to help residents, business owners and developers understand and interpret the requirements of Cardinia Shire Council's *Advertising Signage Policy 2019*, and general best practice about signs.
2. All residents, business owners and developers are encouraged to check with Council regarding their proposed sign or signs before ordering or putting up any sign or signs.
3. The images used in this brochure are for the purposes of illustration only.
4. If you apply for a planning permit for a sign, copying or recreating any sign design from the examples Illustrated in this brochure does not guarantee that a planning permit will be granted. Each proposal will be assessed individually.
5. If you display a sign or signs that need a planning permit without first obtaining that permit, you could be subject to planning enforcement action.



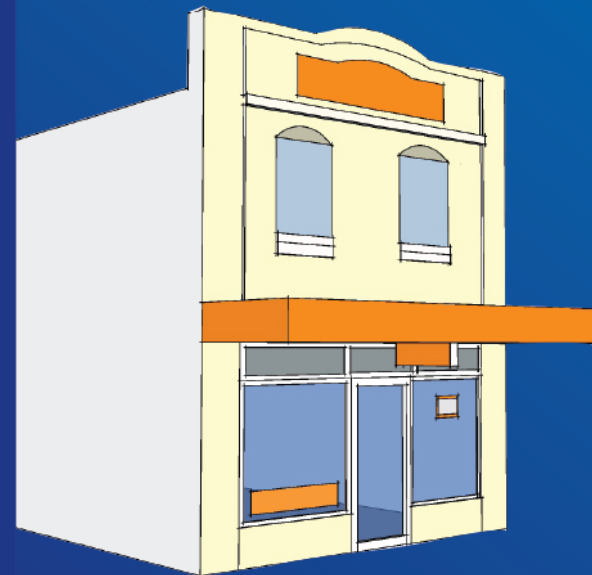
Cardinia Shire Council
 Civic Centre
 20 Siding Avenue, Officer
 PO Box 7
 Pakenham 3810 (DX 81006 Pakenham)
 Phone: 1300 787 624
 Email: mail@cardinia.vic.gov.au
 Web: cardinia.vic.gov.au

National Relay Service (NRS)
 TTY: 133 677 (ask for 1300 787 624)
 Speak and Listen (speech-to-speech relay):
 1300 555 727 (ask for 1300 787 624)

Translator Interpretation Service
 131 450 (ask for 1300 787 624)



Advertising signs guide



Signs guide

Council's *Advertising Signage Policy 2019* applies to outdoor signs displayed in Cardinia Shire. This guide provides information on design and placement of signs appropriate for various forms of development and context. It aims to assist developers, building owners, building tenants, planning permit applicants and residents in understanding which types of signs will be supported and which will not be supported by Cardinia Shire Council.

These illustrations are intended as a visual aid to demonstrate examples of appropriate and inappropriate signs that anyone wanting to display one or more signs should consider before submitting a planning application.

How to use this sign guide

Step 1

- Identify the type of sign(s) you want to display.
- Check that your proposed sign(s) will be permitted by Council.
- Check the full policy document information on Council's website www.cardinia.vic.gov.au
- Seek professional planning advice for large scale sign(s)

Step 2

- Seek help from a professional sign maker to design your proposed sign(s).
- Ensure your proposed sign(s) address the planning requirements.

Do I need a planning permit?

To determine whether a planning permit is required for an advertising sign, please contact Council's Statutory Planning team on 1300 787 624.

You may be eligible for a VicSmart Planning Permit application to display a sign. Learn more about the VicSmart process on Council's website www.cardinia.vic.gov.au

Encouraged sign types

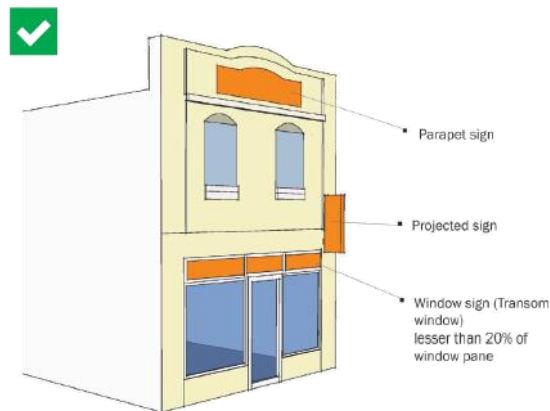
Shop (double storeys)



Shop (single storey)



Shop (double storeys without verandah)



Home occupation

