

6.1.2 Amendment C264 Signs- Adoption of Amendment

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Recommendation(s)

That Council:

1. Under Section 29 of the *Planning and Environment Act 1987* adopt Amendment C264 to the Cardinia Planning Scheme subject to the changes outlined in this report.
2. Under section 31 of the *Planning and Environment Act 1987* submit Amendment C264 to the Minister for Planning for approval.

Attachments

1. Cardinia Planning Scheme Amendment C264 documents [6.1.2.1 - 18 pages]
2. Advertising Signage Policy (Cardinia Shire, Adopted 2020) for Adoption [6.1.2.2 - 37 pages]

Executive Summary

At the 20 February 2020 Council Meeting, Council resolved to adopt the *Advertising Signage Policy (2020)* and seek authorisation from the Minister for Planning to prepare Amendment C264 to the Cardinia Planning Scheme.

The Amendment was placed on public exhibition between 6 May and 7 June 2021. Three (3) submissions were received from Public Authorities, including one which raised concerns that the Amendment had not sufficiently addressed signs and would impact upon rail safety. The Amendment has been changed to address this issue, and the submitter is satisfied with this response.

As there are no objecting or unresolved submissions, this Amendment should be submitted to the Minister for Planning for approval.

Background

At the 20 February 2020 Council Meeting, Council resolved to adopt the *Advertising Signage Policy (2020)* and seek authorisation from the Minister for Planning to prepare Amendment C264 to the Cardinia Planning Scheme.

Amendment C264 inserts two new local policies Clause 22.09 Sign Policy and Clause 22.10 Shopping Centres Sign Policy into the Cardinia Planning Scheme to provide design guidance for new signage. It also amends Clause 21.06-1 Urban Design, by inserting the *Advertising Signage Design Guidelines Cardinia Shire Council 2020* as a background document into the Cardinia Planning Scheme and removes the further strategic work under this clause which seeks to “Develop an advertising signs policy”.

The guidelines apply to planning applications for signs and establish objectives, policy and design guidelines for sign types and specific land uses. The development of the local policies to implement the guidelines will:

- 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.

The local policies will support decision making for the design and placement of signs that are appropriate for various forms of development and context, and will 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.

Authorisation to prepare the Amendment was granted on 26 October 2020, and the Amendment was placed on public exhibition between 6 May 2021 and 7 June 2021.

Policy Implications

This document operates in conjunction with Clause 52.05 (Signs) and Clause 73 (Sign Terms) of the Cardinia Planning Scheme, by outlining the parameters which Council will assess planning permit applications against. 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 Signs at Clause 22 of the Cardinia Planning Scheme through the Planning Scheme Amendment process.

This document will be used by Council officers in assessing planning permit applications for advertising signs to ensure consistency with Council policy.

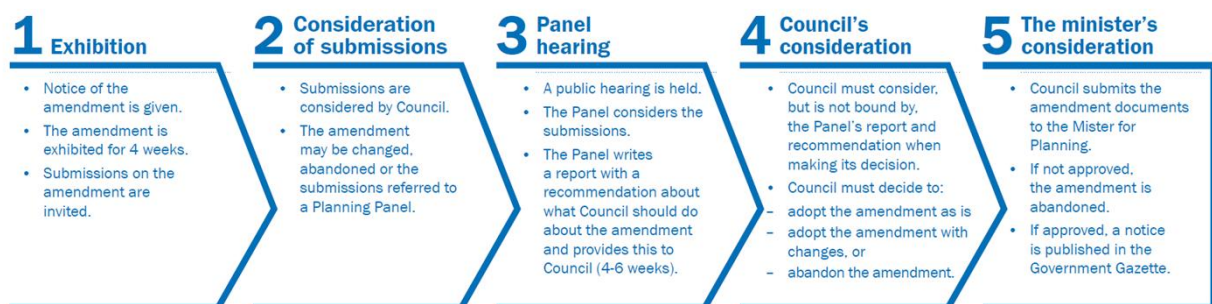


Image 1: The Planning Scheme Amendment process

We are at Stage 4 of the Planning Scheme Amendment process. Three (3) submissions were received, with one seeking changes, with those changes supported by officers and undertaken in agreement with the submitter. As there are no objecting or unresolved submissions, Stage 3 of the above process is not required.

Relevance to Council Plan

2.2 Our Community - Engaged communities

2.2.2 Communicate the activities and decisions of Council to the residents in a variety of ways.

3.5 Our Environment - Balanced needs of development, the community and the environment

3.5.2 Plan for the development of the urban growth area with a mix of residential, commercial, employment, recreational and community activities to meet the needs of our growing community in a sustainable way.

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

3.5.4 Ensure the planning of rural (green wedge) areas protects and enhances important agricultural, environmental, natural resource, infrastructure and recreational values.

4.1 Our Economy - Increased business diversity in Cardinia Shire

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

Climate Emergency Consideration

The Amendment will not have any climate change implications.

Consultation/Communication

The Amendment was placed on exhibition between 6 May 2021 and 7 June 2021 and was undertaken through the following methods:

- Placing a notice in the Pakenham Gazette on 5 May 2021
- Notifying the Prescribed Ministers
- Emailing all relevant public authorities
- Emailing all relevant township and community groups within the Shire
- Emailing all relevant business groups within the Shire.

It is noted that the draft Advertising Signs Policy went through an extensive community consultation process and very few submissions were received.

A total of three (3) submissions were received, all from public authorities. The submissions from South East Water and the EPA advised that they had no comment to make on the amendment.

A submission was received from V/Line who raised concerns as follows:

- that allowing third parties the right to put up advertising which may impact train running, cause a safety hazard, increase our maintenance etc needs to be brought to their attention, especially as the interface agreement between Council and V/Line states that we should not do anything to affect the safety or operations of each other.
- The placing of signage may impact sighting from a rail perspective, in relation to glare and reflection.
- There is potential for signage to block sighting at level crossing.

In response to the first point, it is noted that VicTrack land (on which V/Line services operate) is located within the Public Use Zone 4 (PUZ4) Transport. Under the PUZ4, any application for a permit by a person other than the relevant public land manager must be accompanied by the written consent of the public land manager (which in this case would be VicTrack). This means that no application for signage would be able to be made without the consent of VicTrack.

It is considered that some minor changes can be made to Clause 22.09 Signs, to address the other concerns raised by V/Line, with proposed wording changes shown in italics:

- signs are not located on the road *or rail* reserve, and

- ensuring signs do not affect road *or rail* safety, *through glare and reflection of the obscuring of sightlines.*

V/Line has advised that they are satisfied with these changes. A tracked changes version of Clause 22.09 has been provided as an attachment, with the other Amendment documents, to this report.

As there are no outstanding submissions, the Amendment does not need to be referred to a Planning Panel.

Financial and Resource Implications

There are no additional resource implications with this project. The inclusion of policy in relation to signage into the Cardinia Planning Scheme will provide a clear framework for Council's planners to assess planning applications for signage.

Conclusion

Amendment C264 was placed on exhibition between 6 May 2021 and 7 June 2021. Three (3) submissions were received, one which sought changes to the Amendment, with those changes supported by officers and undertaken in agreement with the submitter.

As there are no objecting or unresolved submissions, this Amendment should be submitted to the Minister for Planning for approval.

Planning and Environment Act 1987

CARDINIA PLANNING SCHEME

AMENDMENT C264

EXPLANATORY REPORT

Who is the planning authority?

This amendment has been prepared by Cardinia Shire Council, which is the planning authority for this amendment.

Land affected by the amendment

The Amendment applies to all land within the Cardinia Planning Scheme.

What the amendment does

The amendment ~~proposes to insert~~s two new local policies Clause 22.09 Sign Policy and Clause 22.10 Shopping Centres Sign Policy in to the Cardinia Planning Scheme to provide design guidance for new signage. It ~~also~~ amends Clause 21.06-1 Urban Design, by inserting the *Advertising Signage Design Guidelines, Cardinia Shire Council, 2020* as a background document in to the Cardinia Planning Scheme and removes the further strategic work under this clause which seeks to “Develop an advertising signs policy”.

Strategic assessment of the amendment

Why is the amendment required?

The amendment is required to implement the objectives and design guidelines of the *Advertising Signage Design Guidelines, Cardinia Shire Adopted 2020*

The guidelines apply to planning applications for signs and establish objectives, policy and design guidelines for sign types and specific land uses. The development of the local policies to implement the guidelines will:

- 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.

Further the local policies will support decision making 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.

How does the amendment implement the objectives of planning in Victoria?

The amendment implements the following objectives of planning in Victoria as set out in Section 4(1) of the Planning and Environment Act 1987:

- (1)(a) *To provide for the fair, orderly, economic and sustainable use, and development of land;*
- (c) *To secure a pleasant, efficient and safe working, living and recreational environment for all Victorians and visitors to Victoria;*
- (f) *to facilitate development in accordance with the objectives set out in paragraphs (a), (b), (c),(d) and (e); and*
- (g) *to balance the present and future interests of all Victorians.*

The amendment seeks to create a municipality that is an attractive and desirable place in which to live, visit, do business and work. The amendment will ensure signage supports business and is of a high quality design to promote an attractive image for the municipality's existing and future urban, rural and green wedge areas.

How does the amendment address any environmental, social and economic effects?

The amendment will ensure that the Cardinia Planning Scheme provides the framework to achieve positive environmental social and economic development outcomes within the municipality. The amendment strengthens local planning policy in respect to signs by ensuring it is appropriately designed, sited and of a scale that complements and enhances site and context in the varied environments and land uses across the municipality.

As a growth area, parts of the municipality are rapidly developing and changing in its land use, development and character context. An important aspect of growth area planning is supporting economic development and business growth. If designed and sited appropriately, signs can play a role in identifying, communicating and marketing businesses, institutions and buildings across the municipality.

Signs have a significant impact on the public realm and the quality of the streetscape and the building with which they are visually associated both in growth areas, within townships and rural parts of the municipality. Well integrated signs in appropriate locations can add colour, vibrancy and interest to an area with the proliferation of signs and poorly designed and located signs can significantly detract from the attractiveness and amenity of the Shires urban and rural environments and can reduce the effectiveness of signs.

By implementing the guidelines into the planning scheme, signs in the built environment can be managed to balance the expectations of business and economic development with that of the broader community which will enhance good urban design outcomes and manage inappropriate and inefficient signage that degrades the character of streetscapes and public spaces.

Does the amendment address relevant bushfire risk?

The proposed amendment will not result in any increased bushfire risk.

Does the amendment comply with the requirements of any Minister's Direction applicable to the amendment?

The amendment complies with the requirements of the Ministerial Direction the Form and Content of Planning Schemes (section 7(5) of the Act) and is consistent with Ministerial Direction No. 11 Strategic Assessment Guidelines.

How does the amendment support or implement the Planning Policy Framework and any adopted State policy?

Clause 15 Built Environment and Heritage establishes the following objectives and strategies:

Planning is to recognise the role of urban design, building design, heritage and energy and resource efficiency in delivering liveable and sustainable cities, towns and neighbourhoods.

Planning should ensure all land use and development appropriately responds to its surrounding landscape and character, valued built form and cultural context.

Planning should protect places and sites with significant heritage, architectural, aesthetic, scientific and cultural value.

Planning must support the establishment and maintenance of communities by delivering functional, accessible, safe and diverse physical and social environments, through the appropriate location of use and development and through high quality buildings and urban design.

Planning should promote development that is environmentally sustainable and should minimise detrimental impacts on the built and natural environment.

Planning should promote excellence in the built environment and create places that:

- *Are enjoyable, engaging and comfortable to be in.*
- *Accommodate people of all abilities, ages and cultures.*
- *Contribute positively to local character and sense of place.*
- *Reflect the particular characteristics and cultural identity of the community.*
- *Enhance the function, amenity and safety of the public realm.*

In particular Clause 15.01-1 Urban design seeks to create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity. With relevant strategies;

- *Require development to respond to its context in terms of character, cultural identity, natural features, surrounding landscape and climate.*
- *Ensure development contributes to community and cultural life by improving the quality of living and working environments, facilitating accessibility and providing for inclusiveness. Ensure the interface between the private and public realm protects and enhances personal safety.*
- *Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.*
- *Promote good urban design along and abutting transport corridors.*

Clause 17 Economic Development identifies the role planning has in providing a strong and innovative economy including contributing to the economic well-being of communities and the State by supporting and fostering economic growth and development.

The policy provides support and furthers each of these directions through clearly specifying expectations for signs within the municipality.

How does the amendment support or implement the Local Planning Policy Framework, and specifically the Municipal Strategic Statement?

The amendment will assist in implementing the following objectives and strategies of the Local Planning Policy Framework and the Municipal Strategic Statement.

Clause 21.06-1 Design and Built Form objective 3 seeks to ensure advertising signs are consistent with the surrounds whilst ensuring that businesses have adequate opportunities to identify their business. The strategies include;

Provide for the reasonable and equitable identification of businesses and facilities through advertising signs which are in context with the scale of development and surrounding environment.

Avoid the proliferation of signs causing visual clutter and signs which do not relate to services or facilities on the land on which they are displayed.

Encourage signs that are integrated with architectural features and compliment the style and character of the host building, abutting buildings and the overall landscape or streetscape.

Ensure signage has an integrated and co-ordinated sign package in terms of colour, graphic content and placement.

Ensure that signs for individual businesses in joint occupancy buildings are of a uniform size, shape and presentation

This clause includes some criteria for consideration of advertising signs with the further strategic work noted to introduce mechanisms to implement principles relating to advertising signs. The proposed

local policies will implement this objective and will assist the decision making for signs whilst providing clarity for likely support for particular applications.

The changes to the MSS will not alter the policy objectives of the MSS rather will alter use of policy providing direct link to the new local policy, remove reference to sign the future strategic work and include *Advertising Signage Design Guidelines, Cardinia Shire Adopted 2020* as a reference document.

How does the amendment support or implement the Municipal Planning Strategy?

This strategic consideration only applies if the planning scheme includes an MPS at Clause 02 with the Cardinia Planning Scheme does not include Clause 02.

Does the amendment make proper use of the Victoria Planning Provisions?

The amendment makes proper use of the Victorian Planning Provisions by implementing the recommendations in the *Advertising Signage Design Guidelines, Cardinia Shire Adopted 2020* and introducing a new local policies at Clause 22.09 and Clause 22.10 into the Cardinia Planning Scheme and reference the guidelines as a background document

How does the amendment address the views of any relevant agency?

Relevant agencies were given the opportunity to review the amendment as part of the formal exhibition of the amendment and all submissions were considered.

Does the amendment address relevant requirements of the Transport Integration Act 2010?

The amendment is unlikely to have a significant impact on the transport system with relevant authorities have been consulted as part of the development of the local policy.

Resource and administrative costs

- **What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?**

The amendment will not result in additional planning permit applications being lodged with the council. The amendment will provide greater certainty on how the council will exercise its discretion when considering applications for signage. This will result in improved clarity for all parties on Council's expectations when lodging applications for signage across the municipality.

For these reasons, the council does not expect the amendment will result in any increase in resources or administrative costs for the council.

Where you may inspect this amendment

The amendment can be inspected free of charge at the Cardinia Shire Council website at <https://www.cardinia.vic.gov.au/>

The amendment is available for public inspection, free of charge, during office hours at the following places:

Cardinia Shire Council

Council Offices
20 Siding Avenue
Officer VIC 3809

~~The Amendment can also be inspected free of charge at the Department of Environment, Land, Water and Planning website at www.planning.vic.gov.au/public-inspection.~~

Submissions

~~Any person who may be affected by the amendment may make a submission to the planning authority. Submissions about the amendment must be received by 5pm, **6 June, 2021**.~~

~~A submission must be sent to:~~

~~Cardinia Shire Council~~

~~Via Email: mail@cardinia.vic.gov.au~~

~~Subject line: Planning Scheme Amendment C264~~

~~or~~

~~Policy Design and Growth Area Planning — Amendment C264~~

~~Cardinia Shire Council~~

~~PO Box 7~~

~~Pakenham VIC 3810~~

Panel hearing dates

~~In accordance with clause 4(2) of Ministerial Direction No.15 the following panel hearing dates have been set for this amendment:~~

- ~~• directions hearing: week of 16 August 2021~~
- panel hearing: week of 13 September 2021

Planning and Environment Act 1987

CARDINIA PLANNING SCHEME

AMENDMENT C264

INSTRUCTION SHEET

The planning authority for this amendment is the Cardinia Shire Council

The Cardinia Planning Scheme is amended as follows:

Planning Scheme Ordinance

The Planning Scheme Ordinance is amended as follows:

1. In **Local Planning Policy Framework** – replace Clause 21.06-1 with a new Clause 21.06-1 in the form of the attached document.
2. In **Local Planning Policy Framework** – insert Clause 22.09 in the form of the attached document.
3. In **Local Planning Policy Framework** – insert Clause 22.10 in the form of the attached document.
4. In **Operational Provisions** – Clause 72.08, replace the Schedule with a new Schedule in the form of the attached document.

End of document

CARDINIA PLANNING SCHEME

21.0620/11/2020
C250card**21.06-1**20/11/2020
C250card**PARTICULAR USES AND DEVELOPMENT****Urban Design****Overview**

The long term benefits of good design are a more attractive, functional and sustainable built environment. Good design is based on the principle of being site responsive, designing to take into account the character and constraints of a site and wider area.

Key issues

- Implementing Precinct Structure Plans, Activity Centre Structure Plans and Urban Design Frameworks in current and future activity centres including Beaconsfield, Pakenham, Pakenham Homemaker Precinct, Cardinia Lakes, Lakeside Boulevard and Lakeside Square and the future Officer Town Centre.
- Providing for advertising signs that are in context with the scale of development, the surrounding environment and with the surrounding signage patterns.
- Enhancing the design and built form of existing industrial areas.
- Recognising design issues in the rural townships including the need to protect and enhance the character and appearance of the town centres and associated sites of cultural and heritage significance.

Objective 1

To promote a high standard of design which creates a strong character and identity for the area, provides for a functional built environment, and promotes community and personal safety.

Strategies

- Ensure that all development takes into account the character and constraints of the site and wider area.
- Ensure development contributes to the character, identity and sense of place of the area, particularly in newly developing areas.
- Ensure new development is designed to address public spaces and enhance the public realm.
- Maintain and improve the appearance and function of industrial precincts by ensuring high quality urban design including site layout, streetscape, building design and landscaping.
- Ensure that landscaping areas within development are adequately maintained to enhance the appearance of the area.

Objective 2

To ensure advertising signs are consistent with the surrounds whilst ensuring that businesses have adequate opportunities to identify their business.

Strategies

- Provide for the reasonable and equitable identification of businesses and facilities through advertising signs which are in context with the scale of development and surrounding environment.
- Avoid the proliferation of signs causing visual clutter and signs which do not relate to services or facilities on the land on which they are displayed.
- Encourage signs that are integrated with architectural features and compliment the style and character of the host building, abutting buildings and the overall landscape or streetscape.

CARDINIA PLANNING SCHEME

- Ensure signage has an integrated and co-ordinated sign package in terms of colour, graphic content and placement.
- Ensure that signs for individual businesses in joint occupancy buildings are of a uniform size, shape and presentation.

Implementation**Further strategic work**

- Introducing appropriate mechanisms to implement the urban design principles outlined in the Urban Design Frameworks, Township Strategies, Precinct Structure Plans and Activity Centre Structure Plans including appropriate zones and/or overlay, for example the Significant Landscape Overlay and Design and Development Overlay.
- Develop a local policy to address subdivision applications that create a battle-axe layout.

21.06-220/11/2020
C250card**Community safety****Overview**

Cardinia Shire Council is committed to maintaining and improving community safety within the municipality, and recognises the role that well designed and maintained urban environments play in achieving this goal. The *Cardinia Safer Communities Strategy 2017* addresses community safety and crime prevention through a strategic, planned, whole-of-government approach, and addresses issues such as ‘young people’s issues’, a safe environment, alcohol and drugs, vulnerable groups, supporting families and community education. The plan also acknowledges the need to integrate community safety and emergency management.

Key issues

- Acknowledging the increased incidence of graffiti in the municipality.
- Recognising the role of design in increasing safety and the perception of safety of residents.
- Implementing and integrating the *Cardinia Safer Communities Strategy, 2017* into all aspects of development within the municipality.
- Implementing preventative and management plans including the *Municipal Fire Prevention Plan Cardinia Shire Council 2010-2013, November 2010*, and the *Cardinia Shire Municipal Emergency Management Plan, 2015*.

Objective 1

To improve community safety and the perception of safety in the municipality.

Strategies

- Encourage development that is consistent with safer design principles, including:
 - Maximising visibility and surveillance of the public environment.
 - Providing safe movement through good connections and access.
 - Maximising activity in public places.
 - Clearly defining private and public space.
 - Enabling appropriate management of public space to ensure that it is attractive and well used.
- Ensure safe access routes for pedestrian and cyclists in the development of residential, commercial and industrial developments.

CARDINIA PLANNING SCHEME**Objective 2**

To minimise the incidence and negative impact of graffiti on the community.

Strategies

- Minimise the construction of blank walls and long fences facing onto public spaces where graffiti may occur.
- Reduce the risk of graffiti through the appropriate use of landscaping, lighting materials and graffiti resistant materials.

Reference documents

Cardinia Safer Communities Strategy, 2017

Municipal Fire Prevention Plan Cardinia Shire Council 2010-2013, November 2010

Cardinia Shire Municipal Emergency Management Plan, 2015

21.06-3
20/11/2020
C250card

Subdivision restructure**Overview**

Areas in the municipality were subdivided into urban size lots prior to the introduction of planning controls, and often in the late 1800s or early 1900s. These areas often had no services available, were on topography not suited to urban development and are in areas which were heavily vegetated. The development of housing on these lots at the density of the original subdivision is not sustainable economically, socially or environmentally, and in particular would lead to significant environmental degradation. Subdivision restructure has occurred in a number of areas in the municipality through the use of tenement controls and restructure schemes.

Key issues

- Acknowledging inappropriate subdivisions, particularly in urban lots in the Cockatoo and Emerald areas and the agricultural land in the Koo Wee Rup Flood Protection District, which includes areas of high agricultural quality.
- Assisting land owners to consolidate land.

Objective

To provide for the restructuring of inappropriate subdivisions.

Strategies

- Support the restructure of inappropriate subdivisions which, if fully developed at the original subdivision density, would result in significant environmental degradation and substantial infrastructure costs.
- Support the restructure of subdivisions in agricultural areas in the Koo Wee Rup Flood Protection District to reduce the impact of old and inappropriate subdivisions on the agricultural viability of the area.
- Provide assistance to owners to consolidate land which is required to be consolidated under provisions requiring the restructure of existing subdivisions.
- Consolidate buyback land into conservation reserves where appropriate.

Implementation**Further strategic work**

- Removal of the Restructure Overlay where the restructuring of lots has been completed.

CARDINIA PLANNING SCHEME**21.06-4**20/11/2020
C250card**Gaming**

Cardinia Shire Council is committed to minimising the negative impacts of gaming on the community by ensuring that gaming machines are only located within venues that are appropriately located and have appropriate venue characteristics.

Key issues

- Avoiding problem gambling and convenience gambling.
- Locating gaming machines away from communities vulnerable to problem gambling.
- Achieving social and economic benefits in the location and re-location of gaming machines.
- Avoiding establishment of gaming machines in the growth area ahead of sufficient population growth.
- Recognising the need to protect the rural townships in the municipality from the negative impacts of gaming.

Objective

To minimise the risk of problem gambling and convenience gambling through the appropriate location of gaming machines and appropriate characteristics of gaming venues.

Strategies

- Provide the community with access to gaming venues and machines but not in convenient locations.
- Ensure the location of gaming machines does not promote problem gambling or convenience gambling.
- Ensure the location of gaming machines achieves positive environmental, social and economic outcomes.
- Encourage the redistribution of electronic gaming machines from areas of high vulnerability to areas of low vulnerability.
- Encourage the location of gaming machines:
 - In locations where there is a choice of community centres, neighbourhood houses, clubs or hotels without gambling activities.
 - In venues that offer social and recreational opportunities other than gambling.
 - In venues that implement management and operational practices that promote responsible gaming.
- Discourage the location of gaming machines:
 - In convenient locations that would be attractive to persons who are tempted and susceptible to impulsive and opportunistic gambling.
 - Within vulnerable or disadvantaged areas that are more at risk of problem gambling.
 - In areas with high levels of pedestrian traffic, to minimise convenience gambling.
 - In a rural township where there is no alternative club or hotel without gaming machines.

Reference documents

Cardinia Shire Gaming Policy Review (December 2015), 10 Consulting Group Pty Ltd

CARDINIA PLANNING SCHEME**21.06-5**20/11/2020
C250card**Airport****Overview**

Plan Melbourne 2017-2050: Metropolitan Planning Strategy (Department of Environment, Land Water and Planning, 2017) identifies the need to protect options for a future airport to serve the long-term needs of southeast Melbourne and Gippsland through an appropriate planning framework.

With continuous major population growth, Cardinia Shire and surrounding areas would benefit from the improved tourism and trade connections from the development of a new airport. The employment benefit to the region would also be significant.

Council sees its primary role is working in partnership with government to:

- Develop strategy to ensure an airport is achievable in Melbourne's southeast.
- Ensure that adequate consideration is given to the environmental, social and economic impacts of the land use for an unencumbered airport located in Melbourne's southeast.

Key Issues

- The southeast catchment of Melbourne serves one third of Victoria's population including residents of Gippsland.
- The southeast corridor of Melbourne is well served by good road connections and the potential of future road access.
- Difficulties associated with accessing Melbourne Airport from the east and southeast of Melbourne.
- The potential for an airport in the southeast growth corridor to be an important driver for significant job creation.
- The need to preserve long-term options for a new general aviation airport southeast of Metropolitan Melbourne.
- Ensure urban development does not infringe on the preferred site's buffer zone or flight paths.
- Council has identified potential locations for an airport between Koo Wee Rup and Lang Lang.
- Provide sufficient freight and passenger landside access to the new airport.

Objective

- To identify and protect an appropriate site for a new general aviation airport in Melbourne's southeast region including associated industrial and commercial land.

Strategies

- Ensure that environmental, social and economic impacts of the new general aviation airport are considered.
- Protect the flight paths and noise contours for the preferred site from incompatible urban development and land use.
- Protect an alignment to connect the rail line at Clyde to the preferred site.

Implementation

The strategies in relation to the airport will be implemented through the planning scheme by:

CARDINIA PLANNING SCHEME**Application of zones and overlays**

- Applying appropriate zones and overlays to protect the preferred site for use as a general aviation airport including planning protection for flight paths and noise contours in the proposed airport environs.
- Applying appropriate overlays to protect an alignment between the preferred site and the rail line at Clyde.

Further strategic work

- By 2021 the Department of Environment, Land, Water and Planning in partnership with the Department of Economic Development, Jobs, Transport and Resources and local government finalise a preferred site for a possible future airport should demand warrant this beyond 2030.

Reference documents

Plan Melbourne 2017-2050: Metropolitan Planning Strategy

Cardinia Shire Council 3rd Airport for Melbourne's Southeast Policy, July 2015 (updated March 2017)

22.09 Signs**Objective**

To facilitate signs that allow for the reasonable identification and marketing of businesses in Cardinia while enhancing the character of a building, site and area.

22.09-1 General**Strategies**

Enable signs that identify the business and service provided on the site and avoid signs that promote other businesses or details of product/s sold.

Maximise the effectiveness of signs and sensitively respond to the character of the building, site and area by minimising and consolidating signage to avoid visual clutter.

Ensure that signs are not located on the road [or rail](#) reserve.

Design signs to integrate with heritage buildings or objects to ensure the building's and architectural features and detailing are not obscured.

Design signs to complement the architectural design, form and scale of the host building or land and avoid signs that:

- Obscure a building's architectural form, features or glazed surfaces.
- Protrude above rooflines or parapets, or beyond the edges of fascia or walls of the host building.

Use materials and lighting to achieve energy efficiency.

Conceal electrical services to a sign.

Design and locate signs in a manner that accounts for the long-term maintenance needs and the ease of changing messages.

Provide adequate space for all occupancies to display signage where a building or site is occupied by more than one business.

Ensure signs do not compromise the structural integrity and safety of the host building/structure.

Design signs to be clearly legible in order to support safe pedestrian, cyclist and road movements, using:

- Concise content.
- Materials and colours that have sufficient contrast between the text and background.
- Letters/symbols that are readable both during the day as well as the night.
- Measures to eliminate glare.

Ensure signs do not impair the effectiveness of surrounding security and emergency signs.

Ensure signs do not affect road [or rail](#) safety, [through glare and reflection or the obscuring of sightlines](#).

Discourage internally illuminated, floodlit, animated, electronic and reflective signs on sites or in locations where they will impact upon residential amenity.

Design signs to be compatible with and complement the character of existing signs in the streetscape and surrounding area.

Design signs to enhance major entrances and gateways to the municipality.

Encourage innovative signs that enrich the pedestrian visual experience.

Protect areas of environmental and natural significance by limiting signage within, adjoining or facing these areas.

Policy guidelines

Consider as relevant:

Locating signs 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.

Providing for direction signs that are:

- Limited to one per road entry point.
- Less than 0.3 square metres in size.

22.09-2 Commercial (shop and office) signs

Strategies

Signs located in commercial (shop and office) areas should stimulate interest in the business or service provided on the site and enhance the vitality and visual amenity of the commercial area.

Design signs on freestanding land used for commercial purposes, including service station, retail premises, freeway service centre, office (medical centre) and veterinary centre land uses to be incorporated into the building form and contribute to good urban design outcomes.

Avoid views from windows being obscured to maintain passive surveillance of pedestrian activity areas, car parking areas and streets.

Policy guidelines

Consider as relevant:

- Limiting signs painted in corporate colours on the exterior of a building with a direct frontage to a road or car parking area to the front façade.

Commercial (shop and office) areas

- Avoiding above verandah signs, sky signs, high wall signs and bunting signs.
- Limiting signs to no more than 50% of the wall area above a verandah, or if no verandah 30% of the total front facade wall.
- Limiting signs to no more than 75% of an awning fascia.

Freestanding 'Pad' sites

- Limiting business identification signs to signs that are:
 - Consistent in size and form, where there is more than one sign.
 - Located on the awning fascia, verandah fascia or parapet.
- Providing for pole and free-standing panel signs that are:
 - Limited to one sign per road frontage.
 - Less than seven (7) metres in height.
 - Incorporated into the landscaping treatment.

22.09-3 Industrial and restricted retail signs

Strategy

Ensure signs in industrial and restricted retail areas do not appear as a dominant feature of a building or its surroundings.

Policy guidelines

Consider as relevant:

- Limiting business identification signs on buildings to signs that:
 - Are located on walls, awning fascias, verandahs fascias, or parapets.
 - Are located at the front and sides of buildings.
 - Are consistent in size and form, where there is more than one sign.

- Front a Road Zone 1 for freestanding premises in industrial areas.
- Are no greater than 30% of the combined (street facing) facade or 50% of a wall or parapet above an awning or verandah.
- Comprise a maximum signage area of 10 square metres or a maximum area of 20 square metres where the frontage is greater than 40 metres wide and is set back by 10 metres or more from a road.
- Avoiding sign types that have an adverse effect on the visual amenity of the area including above verandah/awning (or roof), sky, bunting, animated, electronic and reflective signs.
- Providing for no more than one pole sign or freestanding panel sign of no greater than 7 metres in height for:
 - An industrial area where multiple tenants exist on a site.
 - An industrial building or restricted retail premises (or complex) that is freestanding.
 - A grouping of restricted retail premises (such as in a homemaker centre).
- Incorporating pole or freestanding panel signs into a landscaped area.

22.09- 4 Residential areas

Strategy

Ensure signs in residential areas are compatible with the surrounding residential area.

Policy guidelines

Consider as relevant:

- Limiting signs to one business identification sign with an area of less than three square metres.
- Limiting free standing signage to 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.

22.09-5 Display home village & new estate promotion signs

Strategies

Limit the display period of a sign for a display home village, land sales office, subdivision promotion or new estate promotion to the time the land:

- Is being used for a display home (as relevant).
- Sales have ceased or when the planning permit expires (whichever comes first).

Avoid promotional signs that:

- Do not relate to product, goods or services offered for sale on the land.
- Are internally illuminated, floodlit, animated, electronic, or reflective and that have flags, streamers or other appurtenances.

Avoid trailer signs or any form of moveable signage on the land being subdivided or any other land including road reserves.

Policy guidelines

Consider as relevant:

- Limiting subdivision and new estate promotion signs to:
 - A maximum of one per road frontage or no more than 4 in total where a minimum separation distance of 150 metres between each promotion signs can be achieved.

- Signs with a minimum setback distance of 10 metres from the title boundary where the sign is located adjacent to a declared Freeway and/or Highway.
- A maximum advertising area of 10 square metres.
- A minimum setback of 500 metres from an on-off ramp on Freeways.
- Ensuring the removal of signs and the reinstatement of the subject site prior to the issue Statement of Compliance for the final stage of subdivision to the satisfaction of the Responsible Authority for promotional signs relating to subdivision.

22.09-6 Rural and green wedge signs

Strategies

Ensure signs in rural areas and green wedge areas:

- Are of a low scale to respect the rural character of the surrounding area.
- Are incorporated into the landscape treatment along the boundary of the property.

Provide colours that are compatible with the surrounding landscape character.

Policy guidelines

Consider as relevant:

- Limiting signs in rural areas and green wedge areas to one business identification sign per site that identifies the business or service provided (but not a product).
- Discouraging internally illuminated, floodlit, animated, electronic and reflective signs. Where signage is free standing, directing signage to be located at the front of the property at a height of no more than 2 metres above ground level.

Policy documents

Consider as relevant:

Advertising Signage Design Guidelines (Cardinia Shire, Adopted 2020)

CARDINIA AMENDMENT C264 - DRAFT SHOPPING CENTRE SIGN POLICY

22.10 Shopping centre signs**Policy application**

This policy applies to shopping centres identified in the Shopping Centre Signage Policy Map to this clause.

Objective

To encourage signs that contribute positively to the day and night image of activity centres and town centres.

Strategies

Exterior signs in free-standing shopping centres should respond to their context and the high degree of visibility of the centre buildings.

Business identification signs on external walls should be designed to:

- Complement the architecture of the building.
- Be proportional to the building.
- Be positioned directly on the building facade.
- Not protrude above the roofline.

Incorporate signs into the building form and limit pole and free-standing panel signs.

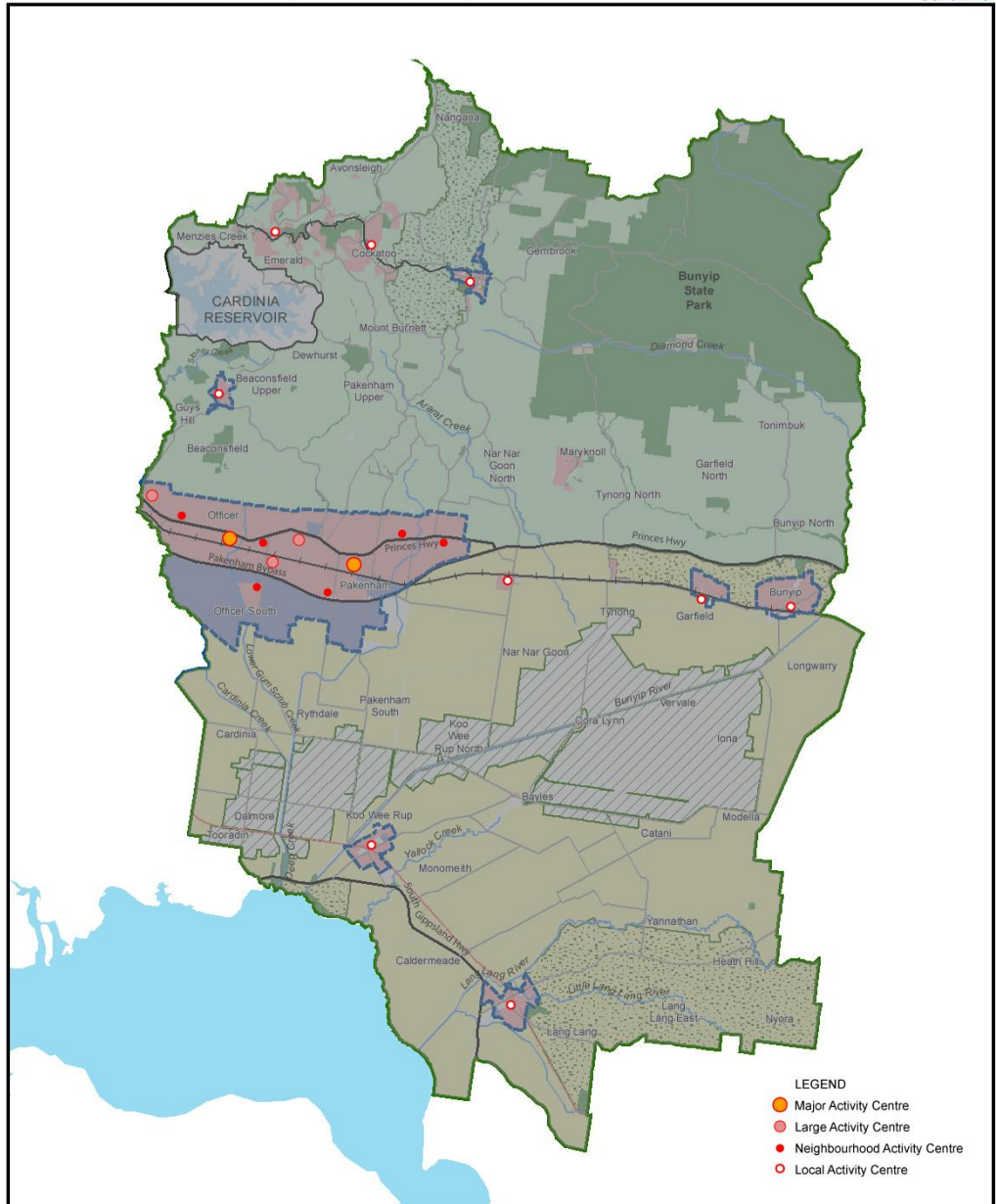
Policy guidelines

Consider as relevant:

- Ensuring signs on the exterior of the building are uniform in size.
- Limiting exterior signs to tenancies with direct external frontage to a road or carpark.
- Locating any exterior sign to the verandah fascia or parapet of the related tenancy.
- Providing for pole and free-standing panel signs in Activity Centres and Major Activity Centres where such signs would:
 - 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 below.
 - Be incorporated into the landscaping treatment.
- Providing for pole and free-standing panel signs in Neighbourhood or Local Activity Centres where such signs would:
 - 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 below.
 - Be incorporated into the landscaping treatment.
 - Have a maximum height of six (6) metres.
 - Not have adverse impacts upon residential amenity.

CARDINIA AMENDMENT C264 - DRAFT SHOPPING CENTRE SIGN POLICY

Cardinia Shire Shopping Centre Signage Policy Map





Advertising Signage

Design Guidelines

Prepared by:

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If there are difficulties viewing or interpreting elements of this document due to accessibility needs, please contact Council for assistance.

Document Control

Version	Comments	Author	Date	Approved	Date
V1	Draft for Consultation	YB	2019	LC	25/09/2019
V2	Final Draft for Council Adoption	TG	2020	BT	16/1/2020

Published February 2020

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Contents

1	Introduction	5	4	Design Guidelines for Specific Land Use	23
	1.1 Purpose of Guidelines	5		4.1 Commercial (Shop & Office) Areas	23
	1.2 Vision	5		4.2 Shopping Centres (Activity Centres, Town Centres)	27
	1.3 Objectives	6		4.3 Free Standing 'Pad' Sites	30
	1.4 Planning Permit	6		4.4 Industrial and Restricted Retail Areas	30
2	Policy	7		4.5 Residential Areas	34
	2.1 General	7		4.6 Display Homes Villages & Land Sales Offices	35
3	Sign Types	9		4.7 Rural Areas	35
	3.1 Above Verandah/ Awning Sign	9	5	Advertising Signage Planning Application Checklist	36
	3.2 Animated Sign	9		5.1 What information is required to be submitted with my application?	36
	3.3 Bunting Sign	10			
	3.4 Business Identification Sign	11			
	3.5 Direction Sign	12			
	3.6 Electronic Sign	13			
	3.7 Home Occupation Sign	14			
	3.8 Floodlit Sign	14			
	3.9 High Wall Sign	15			
	3.10 Reflective Sign	16			
	3.11 Internally Illuminated Sign	16			
	3.12 Panel Sign	17			
	3.13 Pole Sign	18			
	3.14 Sky Sign	19			
	3.15 Verandah Fascia & Under Verandah Sign	20			
	3.16 Promotion Sign	20			
	3.17 Major Promotion Sign	22			

List of figures

Figure 1.	Above Verandah / Awning Sign	9
Figure 2.	Animated Sign	10
Figure 3.	Bunting Sign	10
Figure 4.	Business Identification Sign	11
Figure 5.	Direction Sign	12
Figure 6.	Electronic Sign	13
Figure 7.	Home Occupation Sign	14
Figure 8.	Floodlit Sign	14
Figure 9.	High Wall Sign	15
Figure 10.	Internally Illuminated Sign	16
Figure 11.	Panel Sign	17
Figure 12.	Pole Sign	18
Figure 13.	Sky Sign	19
Figure 14.	Verandah Facia & Under Verandah Sign	20
Figure 15.	Promotion Sign	21
Figure 16.	Major Promotional Sign	22
Figure 17.	Encouraged Sign Types for Shops with a verandah (Double Storey)	23
Figure 18.	Encouraged Sign Types for Shops without verandah (Double Storey)	24
Figure 19.	Encouraged Sign Types for Shops with verandah (Double Storey)	24
Figure 20.	Discouraged Sign Types for Shops	
Figure 21.	Encouraged Sign Types for Shops in Town Centres	28
Figure 22.	Encouraged Illumination Sign Types for Shops (without verandah)	29
Figure 23.	Encouraged Illumination Sign Types for Shops (with verandah)	29
Figure 24.	Discouraged Sign Types for Pad Sites, Industrial & Restricted Retail	32
Figure 25.	Encouraged Sign Types for Pad Sites, Industrial & Restricted Retail	33
Figure 26.	Encouraged Sign Types for Residential Area	34
Figure 27.	Discouraged Sign Types for Residential Area	34

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 73.03 Land use terms of the Planning Scheme. The assessment criteria in Clause 52.05 Signs should also be considered in conjunction with these guidelines.

1.1 Purpose of Guidelines

Signs have an important role in the built environment. Advertising signs are essential in identifying, communicating and marketing 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 integrated signage in appropriate locations can add colour, vibrancy and interest to an area. A proliferation of, 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 2018 review of Municipal Strategic Statement 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 ensure good urban design outcomes and manage inappropriate and inefficient signage that degrades the character of streetscapes and public spaces.

The *Advertising Signage Design Guidelines* have 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. 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 *vision* for Advertising Signage within Cardinia Shire Council is:

- **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 are to:

- 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.
- 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 Signs of the Cardinia Planning Scheme specifies those signs, which require a planning permit. Clause 73.03 Land Use Terms of the Cardinia Planning Scheme defines the signage terms used in relation to outdoor advertising.

These guidelines operate in conjunction with the 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.

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

This document will be used by Council Officers 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. Not be located on a road reserve, unless above a Verandah / Awning or Verandah Fascia & Under Verandah sign types.
5. Be integrated with existing buildings and structures rather than erected as stand-alone structures, except for free-standing promotional Pole signs.
6. Be carefully designed to integrate with heritage buildings or objects to ensure the building's and architectural features and detailing are not obscured.
7. Be legible and concise in content and are designed taking into account how they will be viewed and read from different modes of travel.
8. Be 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.
9. Not protrude above rooflines or parapets, or beyond the edges of fascia or walls of the host building.
10. Not compromise the structural integrity and safety of the host building/structure.
11. Not impair the effectiveness of the surrounding security and emergency signs.
12. 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.
13. 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.
14. Consist of materials and colours that 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.

15. Consider Ecologically Sustainable Development (ESD) principles in the use of materials and lighting to achieve energy efficiency.
16. Provide adequate space for all occupancies to display signage where a building or site is occupied by more than one business.
17. Be innovative in design and enrich pedestrian visual experience.
18. Conceal electrical services to a sign.
19. 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.
20. Not detract from the appearance or character of the area in residential areas and other high amenity areas.
21. Protect areas of environmental and natural significance by limiting signage within, adjoining or facing these areas.
22. Be compatible with and complement the type, design and character of existing signs in the streetscape and surrounding area.
23. Enhances major entrances / gateways to the municipality by positively contributing to urban design.

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:

Above Verandah/Awning signs should:

- Be limited to one sign 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.

3.2 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 Signs are strongly discouraged in sensitive areas such as residential, rural and conservation zoned areas, heritage places and green wedge areas which have advertising signage controls.

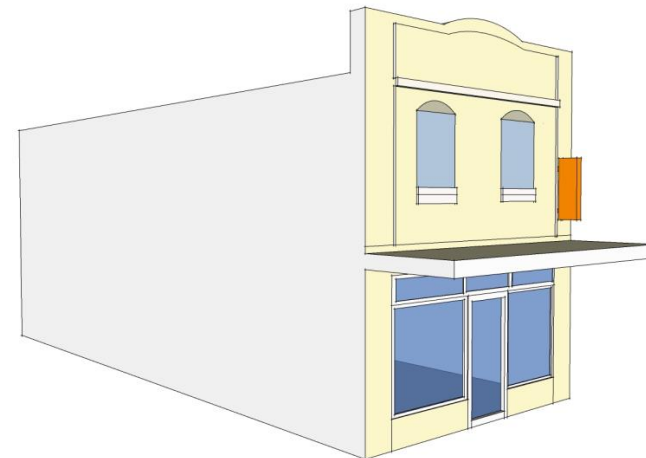


Figure 1. Above Verandah / Awning Sign

Animated Signs must:

- Be limited to one per premises.
- Not be located on the roof of a building, above an awning or verandah.
- Not use animated effects such as ‘fade’, ‘zoom’ or ‘fly-in’.

Animated Signs should:

- Not be adjoining or facing dwellings or public parks / reserves.
- Be 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.

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



Figure 2. *Animated Sign*

3.3 Bunting Sign

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

Design guidelines:

Bunting Signs must:

- Provide or be directly associated with clear identification of a business on site.

Bunting Signs 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.

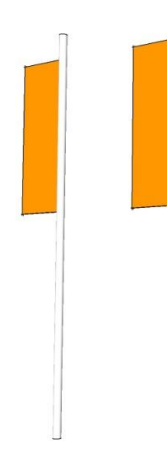


Figure 3. *Bunting Sign*

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 Signs must:

- Be limited to a maximum of two signs per tenancy where sign is at ground level of a building.
- Be 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.
- Be placed at a minimum height of 2.7m clear above the footpath (if applicable) and not project more than 1 metre.

Business Identification Signs should:

- Be placed on the parapet of a building whether it is single or double storey.
- Be 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.
- Be 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.
- Not be exceeding 30% of the combined (street-facing) façades on which that signage is located.
- Be clear in its font and print, contain few words and be colour contrasted so to be readable.
- In a freestanding retail centre, be limited to one sign per business / tenancy when where multiple tenancies have direct frontages to car parking areas or streets and the signage is consistent and equally proportional with adjoining businesses.

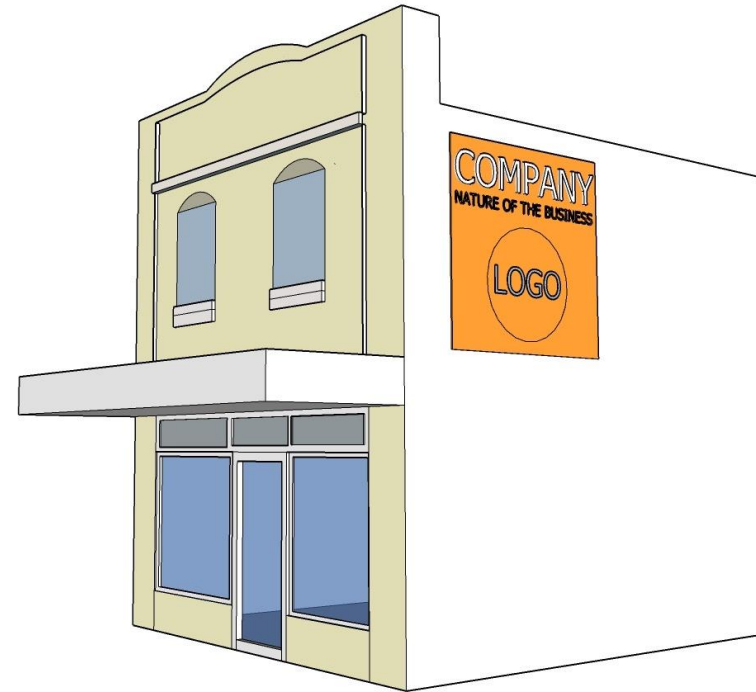


Figure 4. Business Identification Sign

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).
- 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 within a private property. They do not include signs that contain commercial information, although there are occasions when the business identification logo is integrated with a direction sign.

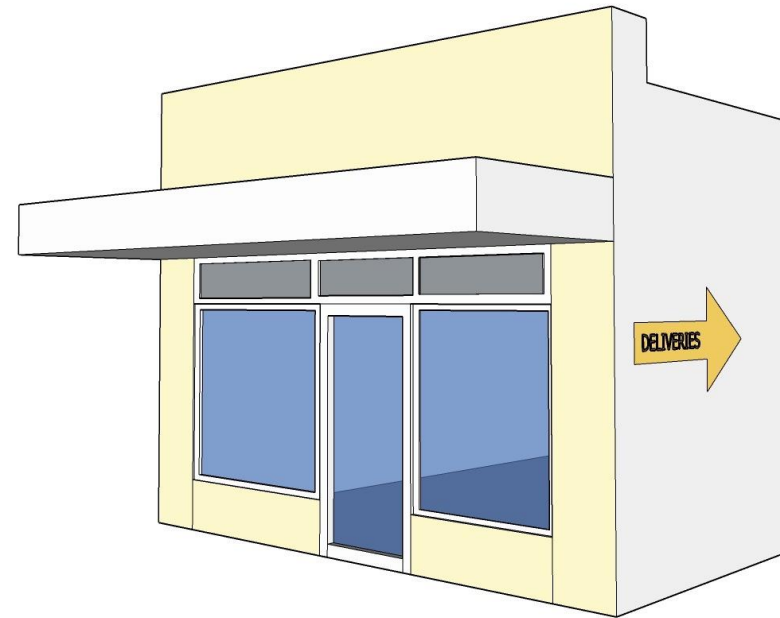


Figure 5. Direction Sign

3.6 Electronic Sign

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

Design guidelines:

Electronic Signs must:

- Meet the relevant road authority guidelines where the sign is located adjacent any road.
- Ensure the level and intensity of illumination treatment does not result in light spill, distracting glare and does not affect the amenity of surrounding areas.
- Be designed to ensure the location and size of the sign is appropriate and does not cause distraction to road users.
- Have a minimum dwell time of 45 seconds with no blank screen between messages.

Electronic Signs should only be located in:

- Major Activity Centres if a community benefit can be demonstrated.
- Land adjacent to a freeway which does not have an interface with rural, Green Wedge Zone or any Residential use.
- Schools.

Electronic Signs greater than 18 square metres must:

- Provide 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.
- Not displaying alcohol and gambling related promotions.



Figure 6. Electronic Sign

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.

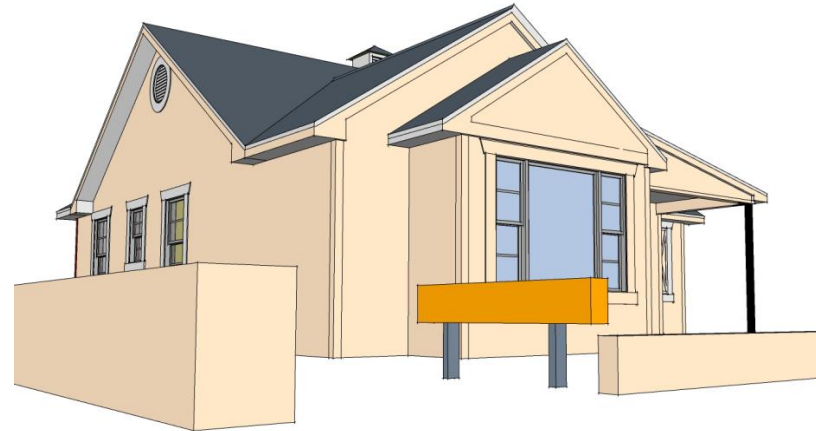


Figure 7. Home Occupation Sign

3.8 Floodlit Sign

A sign illuminated by external lighting provided for that purpose.

Design guidelines:

Floodlit Signs must:

- Be limited to one sign per site.

Floodlit Signs should:

- Be compatible with, and relevant to the location, type, use and opening hours of the business.
- Be designed at a scale and size which does not dominate the streetscape and has considered the surrounding built form and land uses.
- Ensure the intensity of illumination does not cause light spill and result in loss of amenity to the surrounding area.

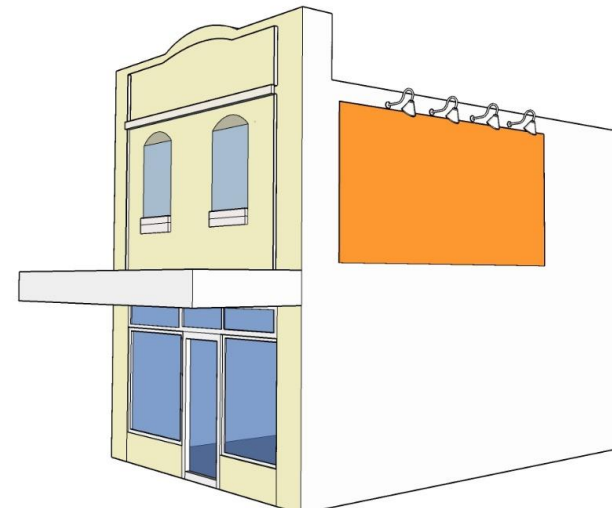


Figure 8. Floodlit Sign

- Provide baffled treatment to avoid distracting glare to surrounding areas. (Including motorists and road related areas).
- The effectiveness and legibility of neighbouring signs are protected.
- Designed so no cabling and light fixtures are exposed.
- The numbers and sizes of floodlights are appropriate to the scale of the sign.

Note: The requirements in Section 3.6: Electronic Signs also applies.

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 signs 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.

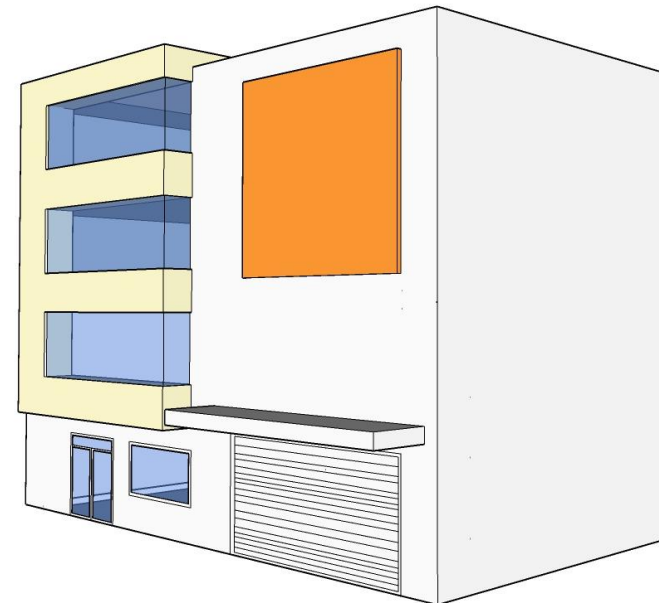


Figure 9. High Wall Sign

3.10 Reflective Sign

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

Design guidelines:

Reflective Signs must:

- Be limited to one per site / business / development.
- 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.

Note: The requirements in Section 3.6 Electronic Signs also applies.

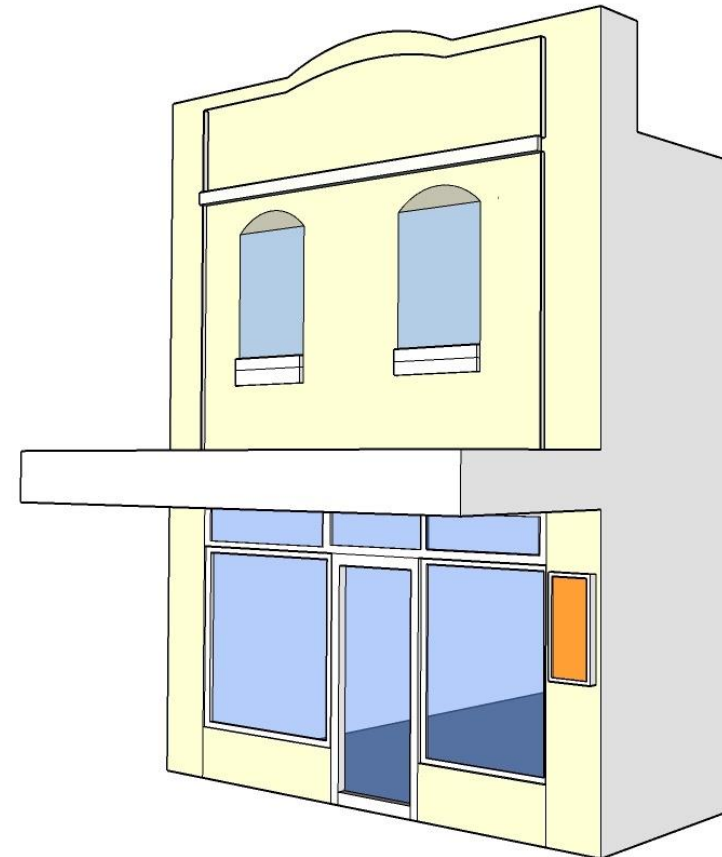


Figure 10. Internally Illuminated Sign

3.12 Panel Sign

A sign with an advertisement area exceeding 10 square metres.

Design guidelines:

Panel Signs 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).

- Be limited to 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.

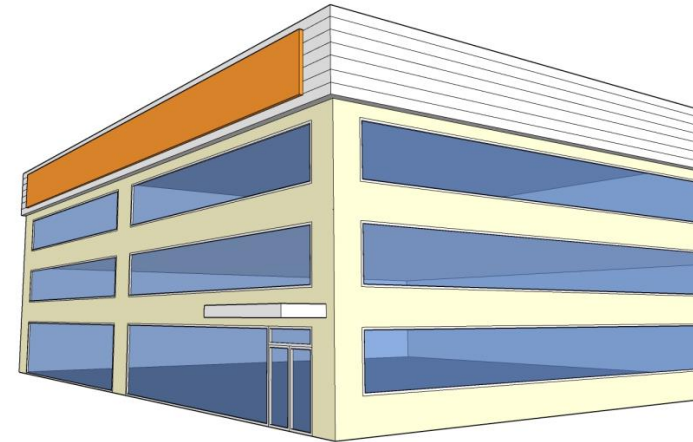


Figure 11. *Panel Sign*

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.

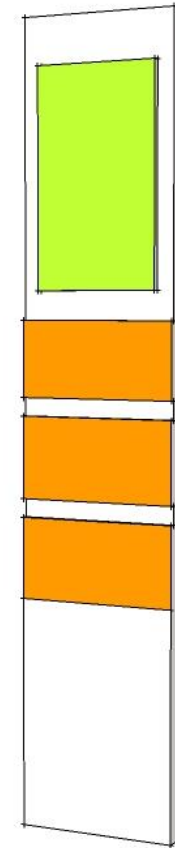


Figure 12. Pole Sign

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 on or above the roof of a building, but not a verandah should:

- Identify the major tenants of a shopping centre.
- Only be located at the main entry points for a shopping centre.

Sky Signs fixed to the wall of a building and which projects above that wall should:

- Identify the major tenants of a shopping centre.
- Only be located at the main entry points for a shopping centre.

Sky Signs fixed to a structure (not a building) so that part of it is more than 7 metres above the ground should:

- Only be permitted for identification at the major entry points / gateways to an activity centre or townships.

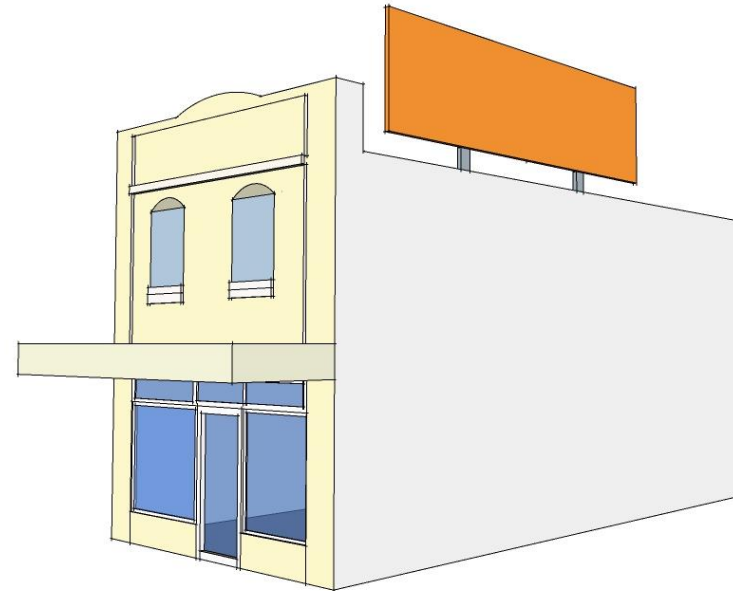


Figure 13. Sky Sign

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 should:

- Be at least 2.4 metres above the footpath level
- Not project further than the verandah level.
- Not exceed 0.5 metres in height and 0.3 metres in depth for an Under Verandah Sign.
- Have 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:

Promotion Signs that are not located on the same land as 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 must:

- Be 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).



Figure 14. Verandah Fascia & Under Verandah Sign

Subdivision and New Estate Promotion Signs should:

- Be located on the subject land that is being subdivided or sold
- Not be an Internally Illuminated, Floodlit, Animated, Electronic, or a Reflective Sign and have no additions, flags, streamers or appurtenances added to the sign.
- Only display one sign per road frontage. Where the property has a road frontage of more than 150 metres multiple signs may be erected provided there is a minimum of 150 metres distance between each sign, with a total of not more than 4 signs per frontage.
- Be removed and the subject site be reinstated, prior to the issuing of a Statement of Compliance for the final stage of subdivision to the satisfaction of the Responsible Authority for promotional signs relating to subdivision.
- Be setback a minimum distance of 10 metres from the title boundary for signs located adjacent to a declared Freeway and/or Highway.
- Have a minimum separation distance of 150 metres between any subdivision and/or new estate Promotion Signs.
- Have a maximum advertising area of 10 square metres.
- Have a minimum setback of 500 metres from an on-off ramp of a Freeway.

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

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

NOTE: Where relevant, the requirements in Section 3.12 Panel Sign and Section 3.13 Pole Sign also applies.

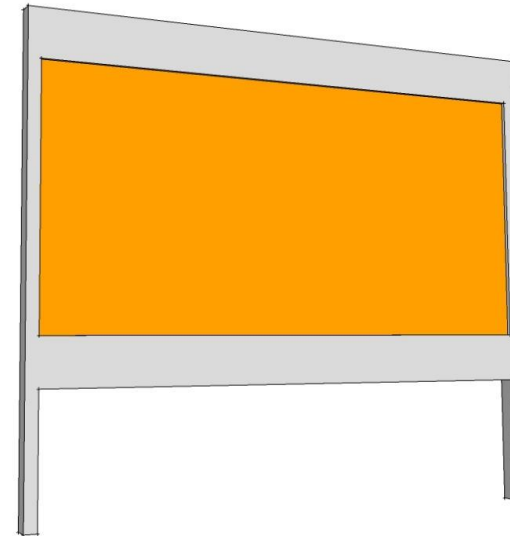


Figure 15. Promotion Sign

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:

All Major Promotion Signs for Subdivision and New Estates must comply with the requirements of Section 3.16 Promotion Signs and the following additional conditions.

Major Promotion Signs must:

- Be located within Major Activity Centres and or abut declared freeways and highways.
- Take into consideration any requirements of VicRoads, for signs along the freeways and highways.
- Not exceed a total of 21 square metres of advertising area.

Major Promotion Signs should:

- Not dominate the streetscape or landscape.
- Have concealed supports, cabling, lighting and electrical.

NOTE: Where relevant, the requirements in Section 3.12 Panel Sign also apply.

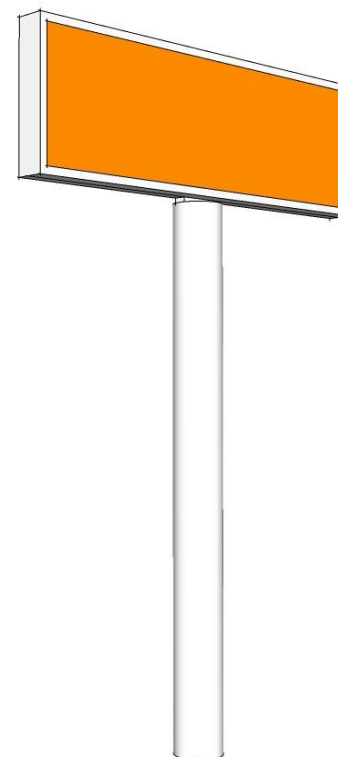


Figure 16. Major Promotional Sign

4 Design Guidelines for Specific Land Use

Different land uses have individual characteristics and this section outlines the requirements relating to signs located on different land uses and includes details for each sign type.

4.1 Commercial (Shop & Office) Areas

Design Guidelines

Signage located in commercial (shop and office) areas 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.
- Not occupy more than 50% of the wall area above a verandah, or if no verandah 50% of the total front facade wall.
- Not occupy more than 50% of an awning.
- Be no more than eight square metres of the preferred signage type (see below) for premises with a frontage of less than five metres.
- Be limited to only the front façade of a building where it has a direct frontage to a road or car parking area for painted corporate colours on the exterior of a building.
- Avoid Above Verandah, Sky, High Wall and Bunting Signs that are actively discouraged and are considered inappropriate for this location.

Preferred signage types:

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



Figure 17. Encouraged Sign Types for Shops with verandah (Double Storey)

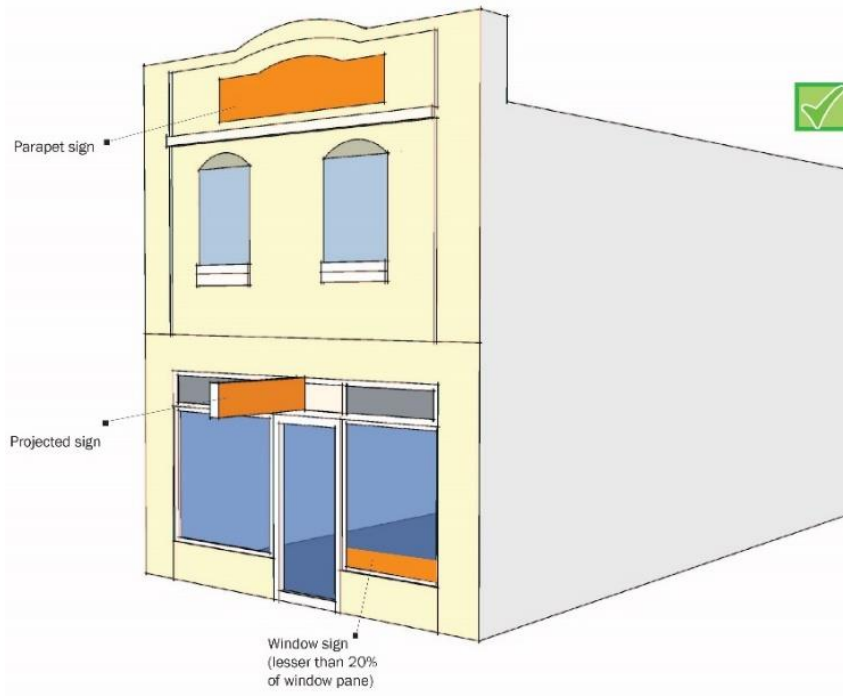


Figure 18. Encouraged Sign Types for Shops without verandah (Double Storey)

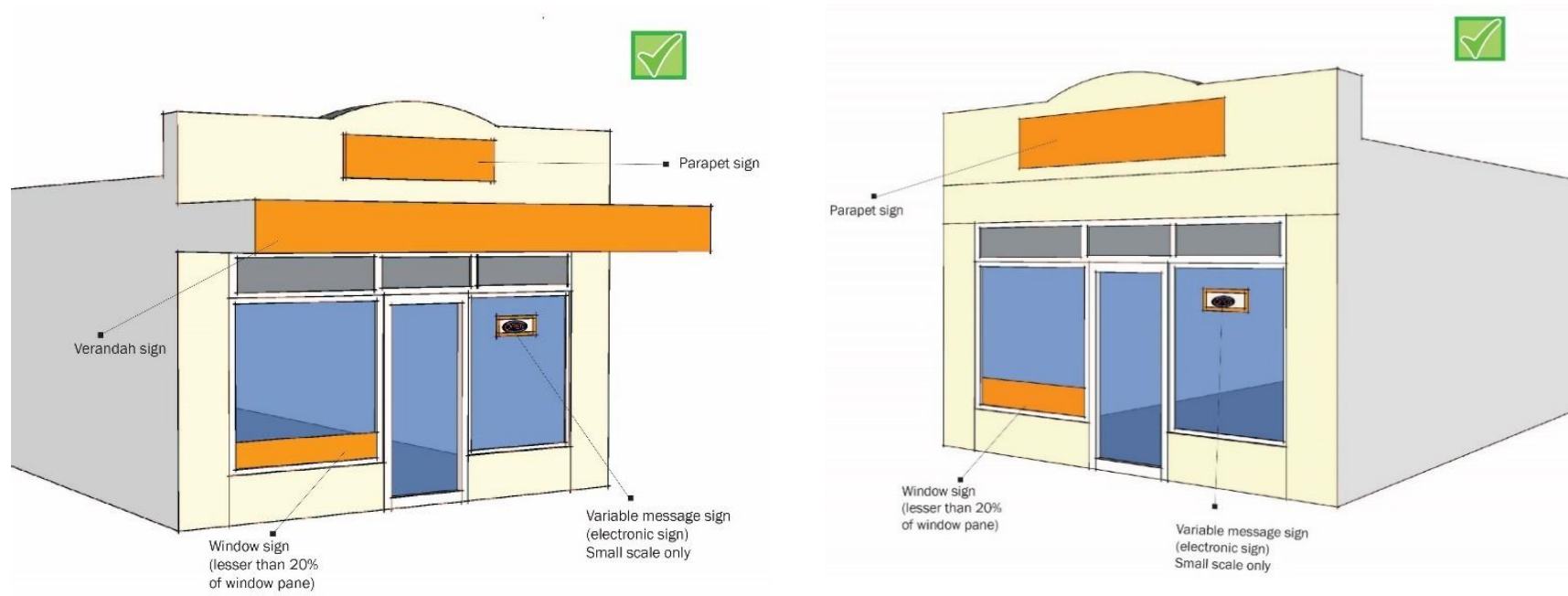


Figure 19. Encouraged Sign Types for Shops (Single Storey)

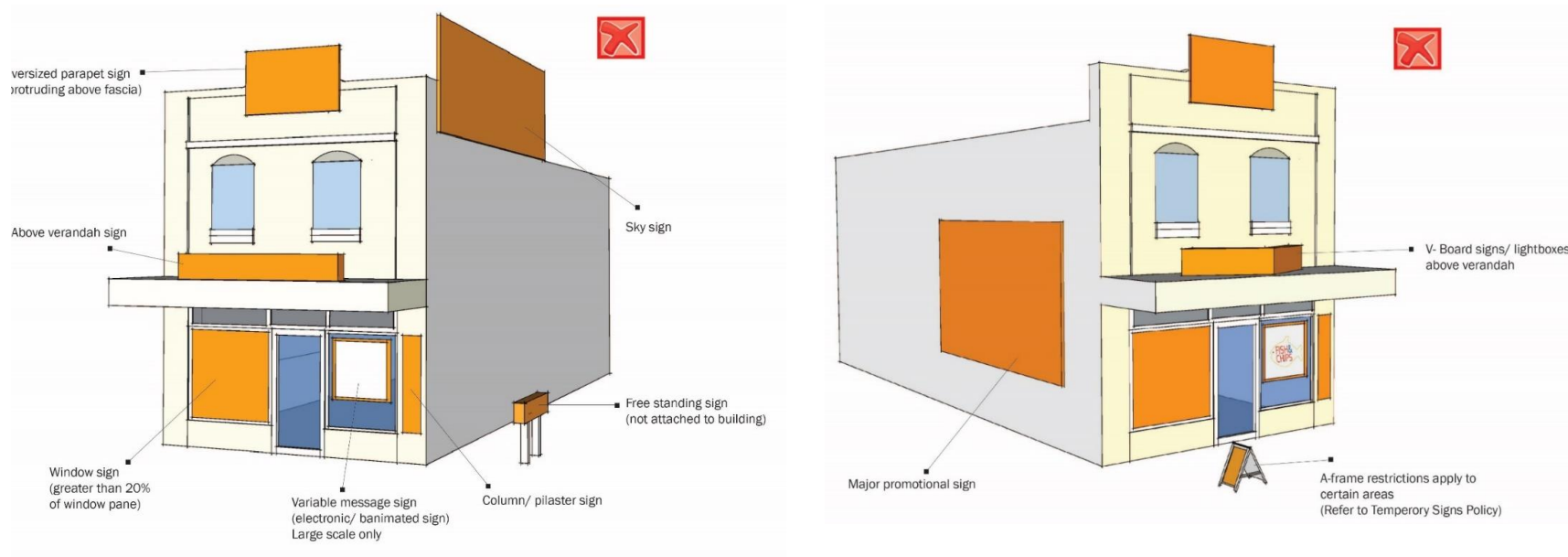


Figure 20. Discouraged Sign Types

4.2 Shopping Centres (Activity Centres, Town Centres)

Shopping centres include 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:

Free-Standing Shopping Centre Signs 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 complement 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 Major Activity Centres and 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 Neighbourhood Centres as identified 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 21. Encouraged Sign Types for Shops in Town Centres

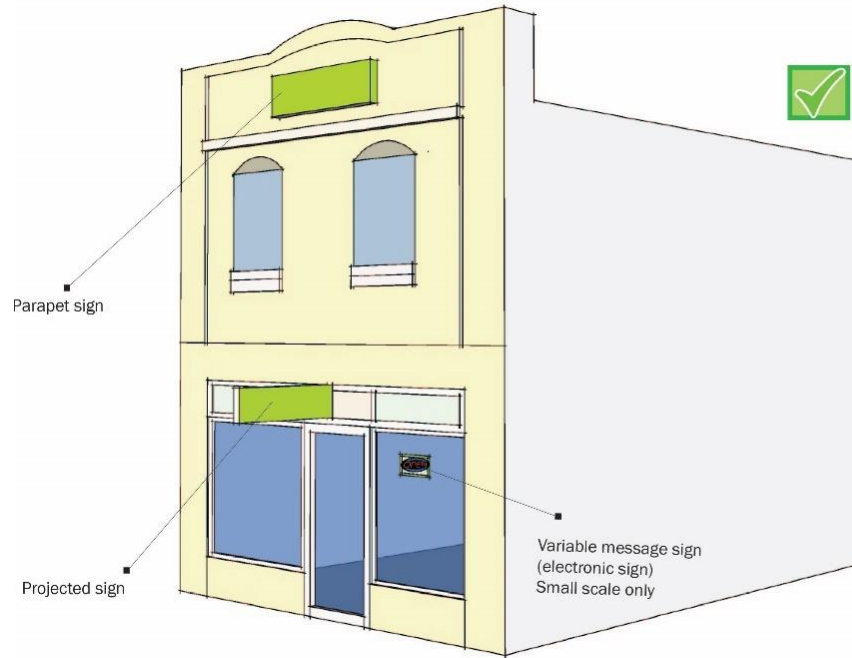


Figure 22. Encouraged Illuminated Sign Types for Shops (without a verandah)



Figure 23. Encouraged Illuminated Sign Types for Shops (with a verandah)

4.3 Free Standing 'Pad' Sites

Pad sites include freestanding service stations, 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.

Design guidelines:

- Business Identification Signs on external walls must:
 - Not protrude above the roofline.
 - Identify the name of the tenants (or business logo) only.
- Pole/Pylon and Free-Standing Panel Signs must:
 - Be limited to one sign per road frontage.
 - Be less than seven metres in height.
 - Be incorporated into the landscaping treatment.
 - Not have adverse impacts upon residential amenity.
- Direction Signs for a pad site must:
 - Be limited to one per road entry point.
 - Not exceed 0.3 square metres in size.
- Internally Illuminated, Floodlit, Animated, Electronic and Reflective Signs are highly discouraged on sites or in locations where they will impact upon residential amenity.

Free-Standing Pad Site Signs should:

- Contribute to good urban design outcomes.
- Be designed to minimise visual clutter and unnecessary repetitiveness.
- Be incorporated into the design of the building form.
- Be designed so the signage does not obscure views from windows to, or passive surveillance of, pedestrian activity areas, car parking areas and streets.
- Business identification signs should be consistent and uniform in size and preferably located on the businesses verandah fascia or parapet.

- 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.

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:

Signs on land zoned for industrial and restricted retail uses should:

- Be located on buildings, awnings or within built elements.
- Be limited to the front and sides of buildings. Business Identification Signs are discouraged at the rear of buildings.
- Should not appear as a dominant feature of building facades, walls, parapets or landscaped surroundings.
- Have a maximum area of 10 square metres.
- Where frontage greater than 40 metres and is set back by 10m or more from a road, consideration will be given for signage with a maximum area of 20 square metres.
- Not include Above Verandah (or roof), Sky, Bunting, Animated, Electronic and Reflective Signs due to the adverse impact such signs have on visual amenity and result in visual clutter in industrial and restricted retail areas.

Signs in **industrial areas** must:

- 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.
- Pole Signs in industrial areas must:
 - Be located at large free standing premises fronting a Road Zone Category 1 (RDZ1) and be well set back from the road.
 - Display only business identification information and are limited to one Pole Sign per premises.
 - Be shared between tenants in industrial estates.
 - Be incorporated into a landscaped area.
 - Be less than seven metres in height.
- Signs on Industrial buildings (or complexes) that are freestanding should:
 - Be limited to 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 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).

Signage in **restricted retail** areas must:

- Where there is a grouping of restricted retail premises (such as in a homemaker centre) business identification signage will 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 will not exceed 12 square metres for the premise.

- Where restricted retail premises are collocated (i.e. homemaker centre), only one major Pole or Free-Standing Panel sign will be allowed 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 is 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

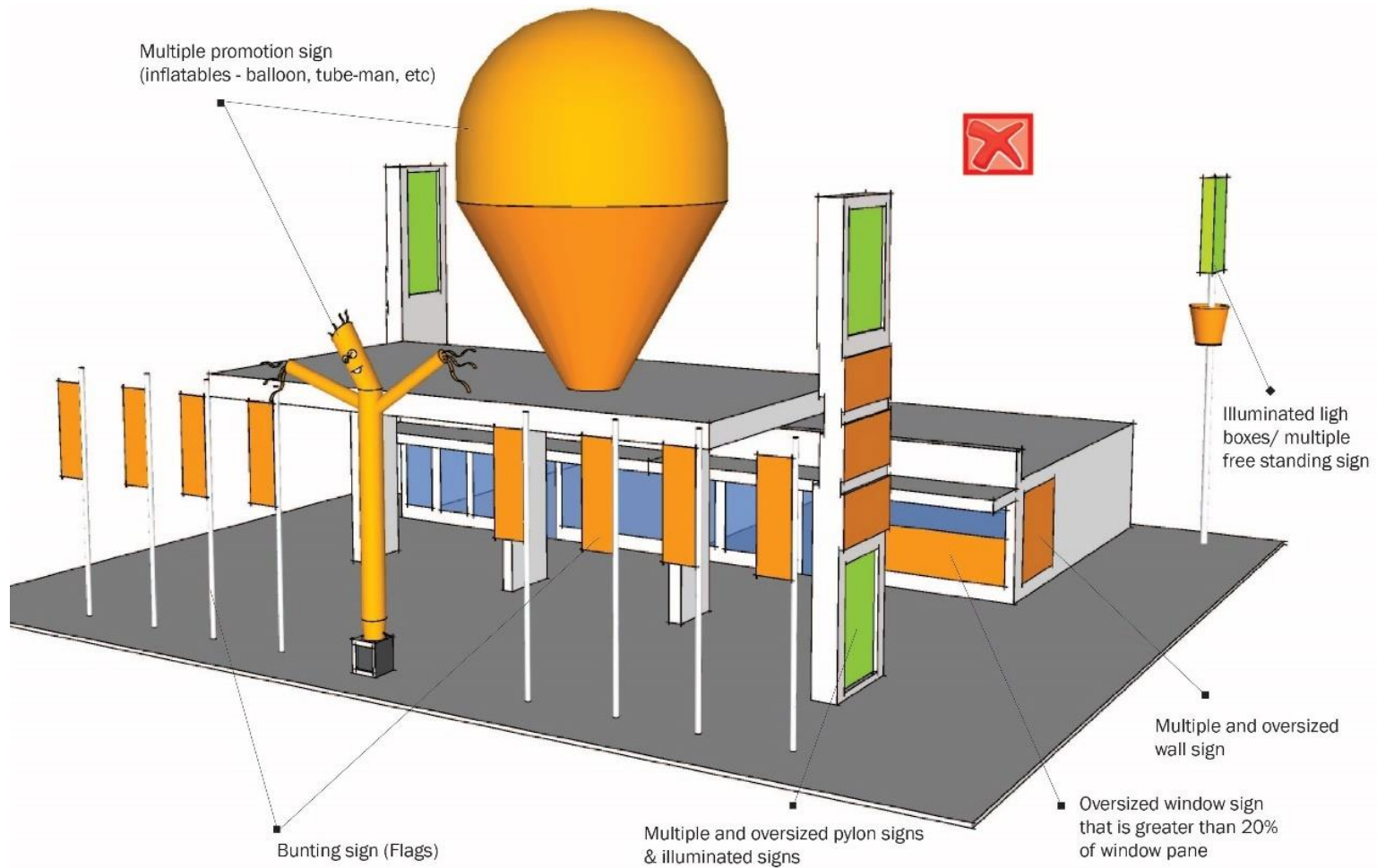


Figure 24. Discouraged Sign Types for Pad Sites, Industrial & Restricted Retail



Figure 25. 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, and non-residential uses such as nursing homes, medical centres and childcare centres. The expectation in residential areas is a high level of amenity, privacy, and no visual intrusion from advertising signs or illumination.

Design guidelines:

Signs in residential areas should:

- Be minimised so it does not detract from the residential amenity of the area.
- Be designed to be compatible with the surrounding residential area.
- Not be Internally Illuminated, Floodlit, Animated, Electronic or Reflective Signs unless it can be demonstrated that there is no adverse impact upon residential amenity.

Signs in residential areas must:

- Be limited to one business identification sign with an area of less than three square metres.
- If the signage is free standing signage must:
 - Be located at the front of the building
 - Be located on the street with the greatest amount of traffic (if the site has more than one street frontage)
 - Be no higher than two metres above footpath level
 - Be incorporated into the landscape treatment

Preferred Signage Types

Business Identification Signage
Direction Signage

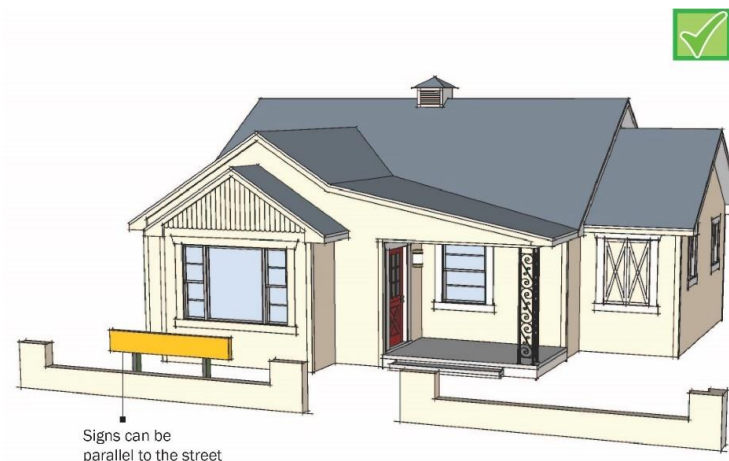


Figure 26. Encouraged Sign Types for Residential Area

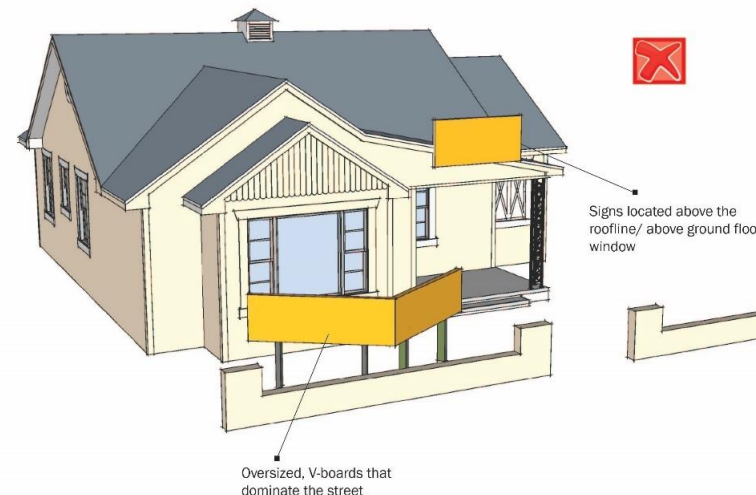


Figure 27. Discouraged Sign Types for Residential Area

4.6 Display Homes Villages & Land Sales Offices

Display home villages are typically located within new residential estates. Signage in these areas should be minimised so it does not detract from the residential amenity of the area and must not be located on a Council road reserve

Design guidelines:

Signs for display home villages and land sales offices should:

- Be designed to minimise visual clutter and unnecessary repetitiveness.
- Direction Signs should not exceed 0.3 square metres in size.
- Be displayed only for the length of time that the land is being used for a display home.
- Not be internally illuminated, Floodlit, Animated, Electronic or Reflective Signs.
- Not be trailer signs or any form of moveable signage on the land being subdivided or any other land including road reserves.

Preferred Signage Types

Promotion Signage
Direction Signage
Pole Signage

4.7 Rural Areas

Land that is zoned for agricultural/ rural purposes 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 etc. which require business identification signage. Signs in these areas should be minimised to minimise the impact that signs may have on the surrounding area.

Design guidelines:

Signs in rural areas must:

- Be limited to one Business Identification Sign per site, which identifies the business or service provided (but not a product).
- Not be an Internally Illuminated, Floodlit, Animated, Electronic or a Reflective Sign.
- Where signage is free standing, it should be located at the front of the property and no more than two metres above ground height.

Signs in rural areas should:

- Be of a low scale to respect the rural character of the surrounding area.
- Be incorporated into the landscape treatment along the boundary of the property.
- Signage colours should be compatible with the surrounding landscape character.

Preferred Signage Types

Business Identification Signage
Direction Signage

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

The following additional information is required to 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 Signs.
 - How the proposal meets the requirements of the Advertising Signage Design 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.
- Some signage may require building permits to ensure that they are safe. Detailed design drawings should be included.

- For Animated or Electronic Signs, a report addressing the decision guidelines at Clause 52.05-3 Referral of applications 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, a 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 / the 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 land in a road, residential, Mixed Use, Public Use or Urban Growth Zone.
- Details of any form of baffles and the times at which the sign would be illuminated.