



**Hobsons Bay**  
CITY COUNCIL

# Hobsons Bay Advertising Signs Guidelines

JUNE 1999 ✓

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## PURPOSE

The purpose of this Code is to provide guidance to property owners and occupiers, developers and sign companies proposing to display new signs or to continue displaying existing signs in Hobsons Bay.

The Code will be used to assess applications made to the Hobsons Bay Council for advertising signs within the City.

## HOW TO USE THE GUIDELINES

First establish the type of sign proposed and check the Hobsons Bay Planning Scheme to see if a permit is needed. Next consider the Objectives and General Guidelines. Then consider the type area (residential, commercial, industrial, heritage overlay etc) and the guidelines for the area. Also consider whether the guidelines for particular sign types or particular sites (eg service stations). Council's planning staff can help with advice about the proposed sign.

Each section of the Guidelines includes an introduction that discusses the relevant issues. It also gives as specific guidelines to be taken into account in displaying signs or preparing applications for sign permits.

## WHAT ARE SIGNS?

A sign is an advertisement and any structure built specifically to support it.

## THE HOBSONS BAY PLANNING SCHEME

Advertising signs are controlled by the Hobsons Bay Planning Scheme. The terms of the controls are based on the Victoria Planning Provisions (17 October 1997) prepared by the Victorian Government and cannot be changed by the Council.

Some signs need planning permits under the Scheme while others do not. This depends upon the zoning of the land, whether the land is affected by a heritage overlay and the type and size of the sign. *Please seek the advice of the Council's planning staff.*

## TYPES OF SIGNS

Broadly speaking signs fall into the following categories:

- ☐ **Business Signs** (called 'business identification signs') identify a business on the land.
- ☐ **Promotion Signs** advertise products, services and events.
- ☐ **Home Occupation Signs** identify a home based business.
- ☐ **Moveable Signs** include signs on trailers, sandwich boards, balloons and banners.
- ☐ **Exempt Signs** are signs that do not need a permit.

The State Section of the Planning Scheme includes the following formal definitions that are used to determine whether or not a sign needs a permit:

OUTDOOR ADVERTISING TERM	DEFINITION
Above-verandah 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 metre outside the site.
Advertisement area	The total area of an advertisement. If the advertisement does not rotate or move, the area is one side only.
Animated sign	A sign that can move, contains moving parts, changes its message, flashes, or has a moving or flashing border.
Bed and breakfast sign	A sign at a dwelling that advertises bed and breakfast accommodation in the dwelling.
Bunting sign	An advertisement that consists of bunting, streamers, flags, windvanes, or the like.
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.
Direction sign	A sign not exceeding 0.3 square metre that directs vehicles or pedestrians. It does not include a sign that contains commercial information.
Floodlit sign	A sign illuminated by external lighting provided for that purpose.
High-wall sign	A sign on the wall of a building so that part of it is more than 10 metres above the ground.
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.
Internally illuminated sign	A sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as an advertisement.
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.
Panel sign	A sign with an advertisement area exceeding 10 square metres.
Pole sign	A sign: <ul style="list-style-type: none"> <li>a) on a pole or pylon that is not part of a building or another structure;</li> <li>b) that is no more than 7 metres above the ground;</li> <li>c) with an advertisement area not exceeding 6 square metres; and</li> <li>d) that has a clearance under it of at least 2.7 metres.</li> </ul>
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.
Reflective sign	A sign finished with material specifically made to reflect external light.
Sign	An advertisement and any structure built specifically to support it.

OUTDOOR ADVERTISING TERM	DEFINITION
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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.

## SIGNS NOT REQUIRING A PERMIT

Please refer to the Planning Scheme for precise details of exempt signs. Signs fall into particular categories of advertising control depending upon the zoning of the land. A sign that falls within Section 1 of the relevant category does not need a planning permit. The Planning Scheme also says that a permit is not required to display the signs listed below.

Whether or not a planning permit is required the Council encourages signs to be displayed only in accordance with these design guidelines.

Exempts signs:

- ☐ A sign identifying the functions or property of a government department, public authority or municipal council, but not a promotion sign displayed at the direction of any of these bodies.
- ☐ A sign controlling traffic on a public road, railway, tramway, water or in the air, provided it is displayed at the direction of a government department, public authority or municipal council.
- ☐ A sign required by statute or regulation, provided it is strictly in accordance with the requirement.
- ☐ A sign at a railway station for the information of people using the station.
- ☐ A sign on a showground, on a motor racing track or on a major sports and recreation facility, provided the advertisement cannot be seen from nearby land.
- ☐ A sign with an advertisement area not exceeding 1 square metre to each premises that provides information about a place of worship. It must not be an animated or internally illuminated sign.
- ☐ A sign inside a building that cannot generally be seen outside.
- ☐ A sign with an advertisement area not exceeding 2 square metres concerning construction work on the land. Only one sign may be displayed, it must not be an animated or internally illuminated sign and it must be removed when the work is completed.
- ☐ A sign with an advertisement area not exceeding 5 square metres publicising a local educational, cultural, political, religious, social or recreational event not held for commercial purposes. Only one sign may be displayed on the land, it must not be an animated or internally illuminated sign and it must not be displayed longer than 3 months without a permit.
- ☐ A sign publicising a special event on the land or in the building on which it is displayed, provided no more than 8 signs are displayed in a calendar year and the total number of days

the signs are displayed does not exceed 28 in that calendar year. The sign must be removed when the event is finished.

- A sign with an advertisement area not exceeding 2 square metres publicising the sale of goods or livestock on the land or in the building on which it is displayed, provided the land or building is not normally used for that purpose. Only one sign may be displayed, it must not be an animated or internally illuminated sign and it must not be displayed longer than 3 months without a permit.
- A sign with an advertisement area not exceeding 10 square metres publicising the sale or letting of the property on which it is displayed. A permit may be granted for:
  - The advertisement area to exceed 10 square metres if the sign concerns more than 20 lots.
  - The sign to be displayed on land excised from the subdivision and transferred to the municipal council.Only one sign may be displayed, it must not be an animated sign and it must not be displayed longer than 7 days after the sale date without a permit.

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

## PLANNING APPLICATIONS

The following information must be submitted with an application for a permit for a sign:

- ✓ A completed application form
- ✓ A copy of the certificate of title
- ✓ Three copies of a dimensioned plan of the site showing the location of the proposed sign and any existing signs to be retained or removed. The plan should be accurately drawn to scale at 1:100 or 1:200.
- ✓ Three copies of an elevation drawing (side views) showing:
  - the correct dimensions (height, width, height above the ground);
  - how the sign is to be mounted (eg. on a pole, attached to a wall etc);
  - the parts of the sign, if any, to be internally illuminated or floodlit;
  - any parts of the sign that are to have a changeable message and how frequently the message will be changed; and
  - the colours of the sign.

The elevation should be accurately drawn to scale at 1:50 or 1:20.

- ✓ Indicate the source and position of any external illumination.
- ✓ Photographs showing the existing conditions at the site and any existing signs.

## TIME LIMITS FOR SIGN PERMITS

Except for Major Promotion Signs all sign permits must contain a condition limiting the life of the permit to 15 years or less. If you want to keep a sign for longer then you must apply for an extension.

Sign permits will usually also include a condition that the signs be properly maintained to the Council's satisfaction.

## WHAT MUST BE CONSIDERED BY THE COUNCIL?

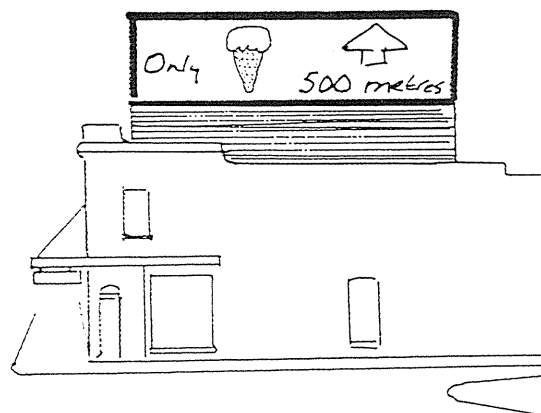
Before deciding on an application to display a sign, the Planning Scheme requires the Council to consider:

- ✓ The effect of the sign on the amenity of the area including the need to avoid visual disorder or clutter of signs.
- ✓ The effect of the sign on the built environment or the landscape, with particular thought to its effect on any objects of scenic, historic, architectural, scientific or cultural interest.
- ✓ The need for identification and the opportunities for adequate identification on the site and nearby.
- ✓ The advertising pattern and theme in the area and the number of signs of the same type.
- ✓ The effect of the sign on existing signs.
- ✓ The size and likely impact of the sign having regard to the size of the premises on which it is to be displayed and the scale of surrounding buildings.
- ✓ The effect of the sign on the safety, warning and security of premises and public areas.
- ✓ The effect of the sign on the appearance and efficiency of a road, railway, waterway or other public way, having particular regard to the sign's colour, brightness and location.
- ✓ The views of the Roads Corporation if the sign is an animated, floodlit, internally illuminated, panel, reflective or sky sign to be displayed within 60 metres of a main road that is a freeway, state highway, metropolitan bridge or other road declared under the *Transport Act 1983*.

## OBJECTIVES FOR SIGNS

In managing the display of signs in the City of Hobsons Bay, the Council wants to achieve the following:

- ☐ Signs should not detract from the character of a locality, building or site.
- ☐ Signs should not dominate a particular locality either individually or as part of a group.
- ☐ Signs should respect and respond to the character and amenity of sensitive areas.
- ☐ Signs should respond to the architectural qualities of host buildings.
- ☐ Signs should be clear and effectively meet their purpose.
- ☐ Where possible signs should add interest to and improve the quality of the streetscape.
- ☐ Signs should not compromise public safety.



This sign is unacceptable because it dominates the locality and alters the form and character of a host building.

## GENERAL GUIDELINES

The following general guidelines apply in all cases.

### Sign Clutter

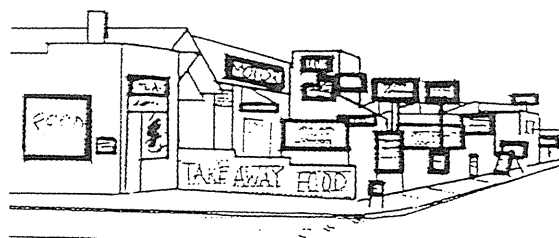
#### INTRODUCTION:

*An excessive number of signs may be displayed in the mistaken belief that this helps the operators compete for customer attention.*

*However, the resulting clutter of signs usually results in a confusion of messages and no single message stands out. An overall impression of efficient, reliable and professional service does not usually result.*

*Sign clutter reduces the effectiveness of individual signs and degrades the visual environment.*

*Bunting generally gives an impression of clutter and untidiness.*



Too many signs leads to confusion



## GUIDELINES:

Additional signs will not generally be approved in a cluttered environment. Applications that reduce clutter are more likely to be supported.

The use of bunting, flags and banners is generally discouraged throughout the City.

Signs on umbrellas in front of restaurants and other retail premises that identify the business rather than products are preferred.

## Visual Impact

### INTRODUCTION:

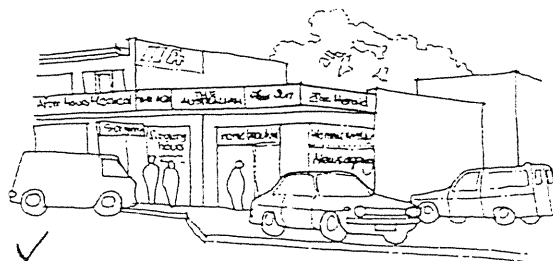
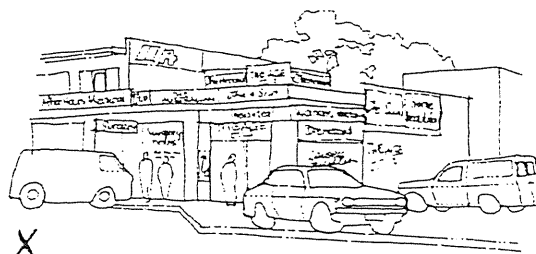
*The impact of signage on the visual environment depends on:*

- ☐ *the number of signs;*
- ☐ *their size and position relative to the host buildings;*
- ☐ *the integration of the signs into the building forms and finish;*
- ☐ *the setback of signs from the street, the number of signs; and*
- ☐ *the presence of landscaping.*

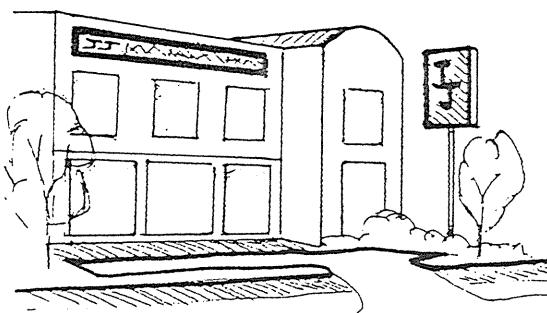
*The effectiveness of signs depends upon their clarity in the background when viewed from the street. This is best achieved by simple messages, use of consistent logos and avoidance of sign clutter.*

### GUIDELINE:

Clear, simple signs that do not dominate the visual environment are more likely to be supported than visually confusing or dominant signs.



Reducing signs improves their impact.



Clear, simple signs respect the visual environment and are more clearly seen.

## RESIDENTIAL AREAS

### INTRODUCTION:

*The visual environment is a key contributor to the character and amenity of a residential area. These qualities are generally highly valued by residents.*

*The indiscriminate display of signs can seriously affect the visual environment of residential areas. When signs are displayed in a residential area, the protection and enhancement the visual environment of the area must be carefully considered.*

*Only those signs that are necessary for the convenient use of residential areas and the efficient operation of approved activities within it should generally be displayed.*

### GUIDELINES:

Signs should not generally be erected in residential areas unless they:

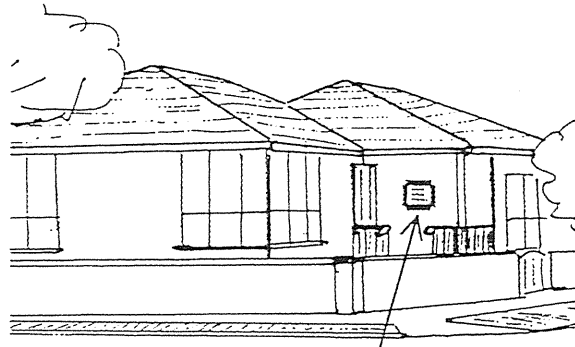
- are necessary for the operation of a home occupation
- advertise a business, community facility or service that is permitted within the zone
- advertise the products or services offered by a permitted business, community facility or service, or
- are exempt signs.

Floodlighting is preferred to internal illumination of signs. Signs should generally only be lit during the hours of operation of the business or activity displaying the sign.

#### Home Occupation Signs Bed and Breakfast Signs

Except in a Heritage Overlay area no permit is required if:

- the sign only advertises an occupation legally carried on at a dwelling,
- the advertisement area does not exceed 0.2 square metres,
- the sign is not internally illuminated or floodlit.
- there is no more than one sign to each premises.



Home Occupation sign mounted on building wall so it is visible but does not detract from the streetscape.

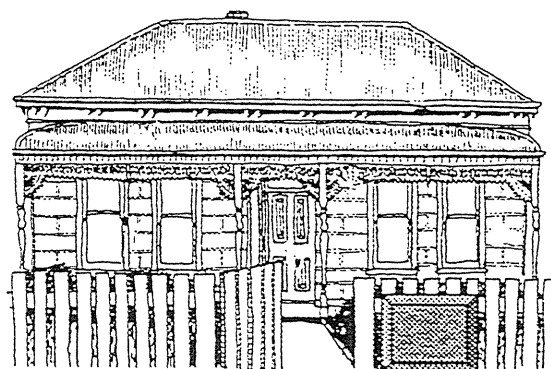
Home Occupation Signs or Bed and Breakfast Signs that exceed 0.2 square metres will not generally be approved.

More than one sign will not generally be approved.

Floodlighting of signs for home occupations will only be permitted:

- where it can be demonstrated that this is required for the operation of the occupation, and
- that the intensity of the lighting is the minimum required to make the sign visible at night, and
- the illumination does not disturb the amenity of the area.

Internal illumination of home occupation signs is discouraged.



Sign on fence to be painted in heritage style and colours.

### Business Signs in Residential Areas

Business signs at permitted non-residential premises in residential areas:

- must respect the residential character of the area;
- should only be large enough for effective identification of the business;
- should be restricted to one per street boundary, unless the premises is a shop;
- should be in scale with the building.

If more than one business sign is proposed then the style and colours of all of the business signs must be consistent.

### Promotion Signs in Residential Areas

Promotion signs will not generally be permitted unless directly related to the normal activity on the site.

Panel signs and sky signs are generally prohibited.

### Above Verandah Signs in Residential Areas

No signs will be permitted above the verandah of business premises in residential areas unless the view of the premises from the street is restricted to the extent that the sign is essential for ease of identification of the premises.

### **Hotels, Convenience Restaurants, Shops, Take-Away Food Premises, Service Stations, Car Washes etc in Residential Areas**

Individual signs will not be approved unless they are part of a comprehensive plan of signage for the premises. The plan should nominate the business signs that identify the premises and the promotion signs that may have messages that change from time to time. The plan should demonstrate that the signage system will not be cluttered and will not detract from the amenity of the residential area.

If more than one business sign is proposed then the style and colours of all of the business signs should be consistent.

The contribution that site landscaping makes to the streetscape will be taken into account when sign applications are being considered.

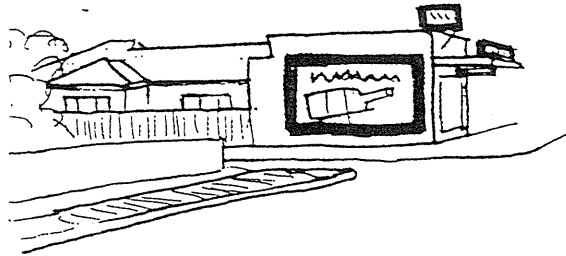
### **Medical Centres & Veterinary Centres in Residential Areas**

Signage should generally only be provided to a size sufficient for the purpose of identifying the business to passing traffic.

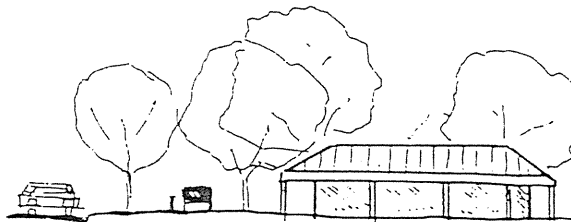
It is preferable that only one business sign is provided close to each street boundary and it may be internally illuminated or floodlit.

A separate sign identifying the names of the practitioners may be displayed adjacent to the entrance.

Promotion signs are generally not necessary for these premises and will not usually be approved.



An under verandah sign may be permitted but the others shown here are not generally approved in residential areas.



A single business sign is preferred.

## HERITAGE AREAS

### INTRODUCTION:

*Areas of heritage significance are included in a Heritage Overlay in the planning scheme. They are generally particularly sensitive areas. All signs need a permit in Heritage Overlay areas.*

### GUIDELINES:

Signs should not alter or obscure the architectural features of buildings that contribute to the heritage value of the area.

The retention and maintenance of period signs associated with heritage buildings is encouraged and will be taken into account in the consideration of applications for new signs.



Insensitive use of signs can destroy valuable heritage

## Heritage Residential Areas

### GUIDELINES:

In residential areas where a heritage overlay applies, signs should respect the period and style of the building with which they are associated. This also applies to home occupation signs.

Preference will be given to signs using materials, fonts and paint colours relevant to the period of the building.

Signs must not dominate a building or obscure its architectural form or features.

Refer to *Lettering and Signs on Buildings c1850-1900*, National Trust of Australia.

## Nelson Place, Williamstown

### INTRODUCTION:

*Nelson Place is a critical streetscape that plays a defining role in the visual environment of Williamstown. Signs in Nelson Place play a vital role in preserving and enhancing this visual environment.*

*Nelson Place is a popular destination for local residents and visitors. Factors including the limited size of the business strip, the reputation of the businesses and the general popularity of the area mean that the success of the businesses tends not to rely upon signage to capture passing trade. In these circumstances signs can afford to be 'understated' so that they are less likely to conflict with the qualities of the area that make it so popular.*



Tasteful signage at Nelson Place

### GUIDELINES:

Signs will be encouraged that:

- respect the period and style of the building with which they are associated.
- use materials, fonts and paint colours from the period of the building.
- are integrated into an overall plan for the treatment of the building facade and visible side walls.

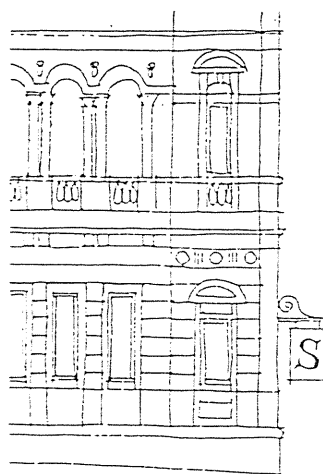
Not more than one sign will generally be permitted per premises above verandah level (or more than 3.7 metres above ground) projecting at right angles to the facade. It may be floodlit.

Except for under verandah signs (where they exist) vertical rectangular, square or round signs will be preferred over horizontal rectangular signs.

Otherwise floodlit signs should generally be less than 3.7 m above the ground.

Internally illuminated, reflective or animated signs will not generally be approved in Nelson Place.

Where verandahs exist or are proposed under-verandah signs at right angles to the facade are encouraged.



Vertical rectangular sign respects architecture.

No signs that project above the top of a wall or parapet of a building will be permitted.

New individual signs will not be approved unless they are part of a comprehensive plan of signage for the premises. The plan should demonstrate that the proposed signage system would enhance the architectural and heritage character of the building and the area generally.

Signs should complement the architectural features of the building and should not conflict with the lines and shapes of the visible external walls.

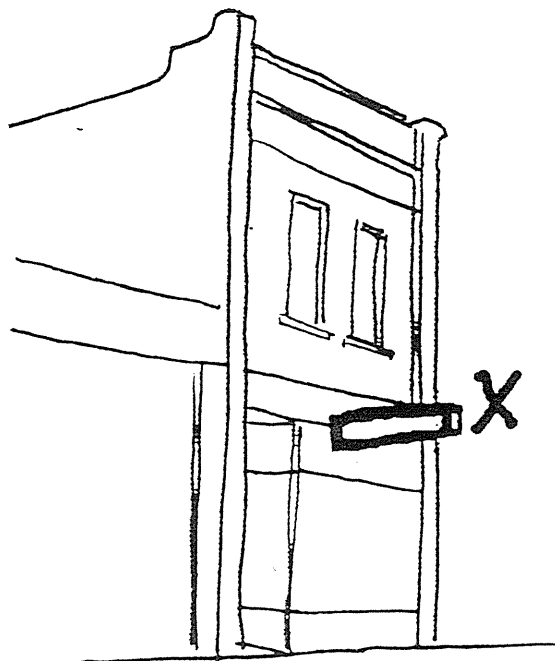
Signs should complement the signs on adjoining buildings.

Signs that reflect the historic use of the building and are part of the facade should be retained but may be de-emphasised.

Total advertisement area per premises displayed parallel with the facade should not exceed six square metres.

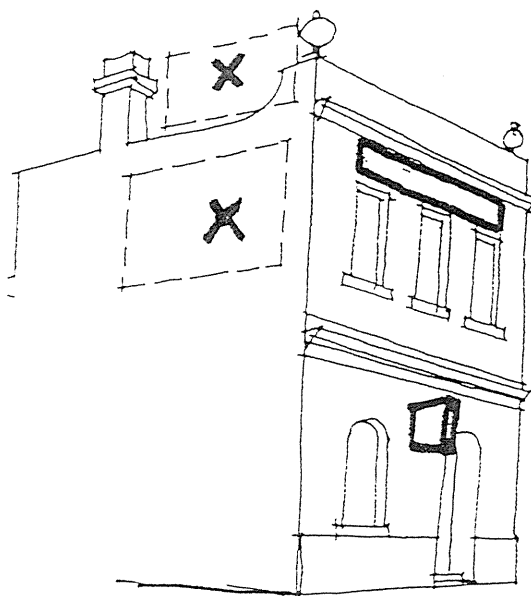
Total advertisement area per premises displayed at right angles with the facade should not exceed three square metres.

Signs mounted on and within windows should be restricted to the main windows at ground floor level. They should not dominate or obscure the window. No more than 20% of the glass area should be used. Signs should not be painted on the external surface of the glass.



Horizontal rectangular signs projecting from the building will generally not be approved except under verandahs.

Signs (below) that alter the building outline and high wall signs will not generally be approved.



Signs that respect building form are appropriate. Square, round or vertical rectangular projecting signs may be approved.

## Williamstown & Newport Shopping Centres

### INTRODUCTION:

*Williamstown shopping centre and parts of Newport shopping centre are subject to Heritage Overlays.*

*Some of the buildings are of historic or architectural interest (described below as 'heritage buildings'). The characteristics of these buildings should be respected for their inherent value and their contribution to the commercial streetscape.*

*Many buildings have been built since the 1940s or may be older buildings that have been extensively modified and have lost their original character (described below as 'other buildings'). Because they contribute to the setting of heritage buildings nearby, signs on these buildings need to be carefully considered to ensure that they do not lower the heritage values of the area.*

### GENERAL GUIDELINES:

Signs that project above the roof of a building will not generally be permitted.

Above verandah level signs that project from the wall will generally only be permitted if they are below the upper wall or parapet level.

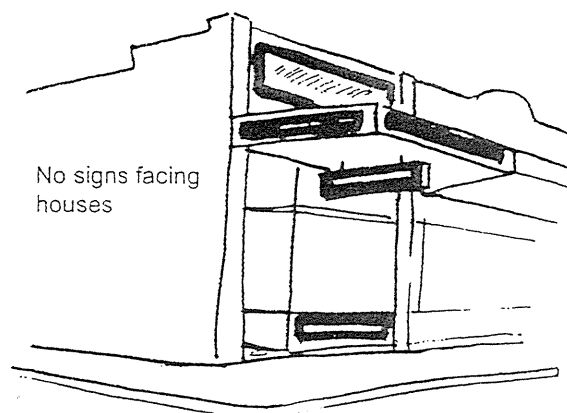
One under verandah painted, floodlit or internally illuminated sign per premises will generally be supported provided it is well designed and finished.

If there is no verandah a square, vertical-rectangular or round sign projecting at a right angle from the wall will generally be preferred to a horizontal-rectangular sign.

Signs mounted on and within windows should not dominate or obscure the window. No more than 20% of the glass area should be used.

Signs should not be painted on the external surface of the glass.

Signs should not generally be displayed on building side walls facing residential properties unless these walls contain display windows or





customer doors to the premises.

## GUIDELINES FOR HERITAGE BUILDINGS:

Signs will be encouraged that:

- respect the period and style of the building with which they are associated.
- use materials, fonts and paint colours from the period of the building.
- are integrated into an overall plan for the treatment of the building facade and visible side walls.

Signs should complement the architectural features of the building and should not conflict with the lines and shapes of the visible external walls.

Signs that reflect the historic use of the building and are part of the facade should be retained but may be de-emphasised.

Where facades are relatively intact but have been masked by cladding or otherwise altered, signage schemes that include the removal of the cladding and restoration of the original features will be supported.

Upper level facades that are intact should not be significantly altered by signage.

## GUIDELINES FOR OTHER BUILDINGS:

Advertising displayed on these buildings should conform to the general standards for the centre. However, where the building is adjacent to a heritage building the signage should respect the heritage building.

Preference will be shown to signs that use traditional colours and styles to complement the heritage character of the general area.



Signage respects upper level facade

## STRIP COMMERCIAL CENTRES

### INTRODUCTION:

*Strip commercial centres made up of numerous independent premises often are blighted by too many signs. This usually detracts from the overall appearance of the centre and lowers the amenity of the centre and its surroundings. It is also means that individual signs are much less effective.*

### GUIDELINES:

Signs should not dominate a host building or conflict with its architectural form.

Internally illuminated signs and floodlit signs with a total advertising area greater than 1.5 square metres per premises will only be permitted as part of an overall scheme of signage for the premises

Signs displayed on shop windows should not generally obscure the view into the premises.

Sandwich boards or similar moveable signs will only be permitted if they are of stable construction and do not block pedestrian traffic. They should not be placed on landscaping areas. Council's Local Laws staff should be consulted about moveable signs.

Signs should not generally be displayed on building side walls facing residential properties unless these walls contain display windows or customer doors to the premises.

Signs that project above the top of a wall or parapet of a building will not generally be permitted.

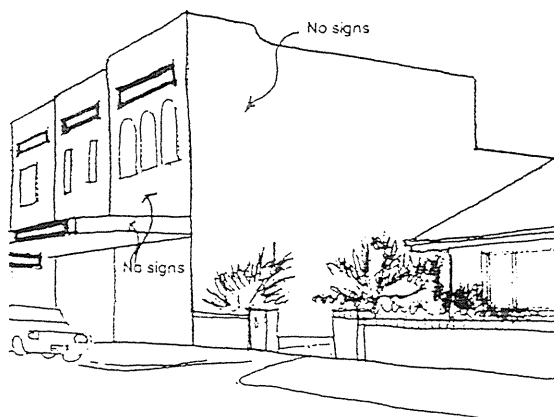


Signs painted on this building conflict with the architectural form and dominate the building.

## Pier Street, Altona

### INTRODUCTION:

*The Altona shopping and business centre along and around Pier Street plays an important role in setting the image and amenity of the suburb. The amenity of the centre would be improved by measures to reduce sign clutter and develop a theme for the centre.*



Sign placement must protect residential amenity.

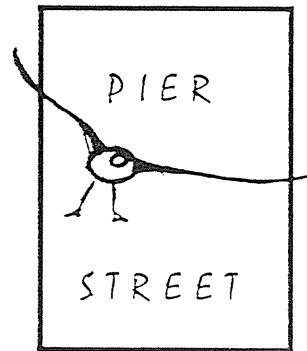
## GUIDELINES:

Signs that reflect a seaside theme will be favourably considered.

Signage schemes that reduce the general clutter of signs will be encouraged.

North of the railway line the amount of signage to be permitted will be considered in the context of the effectiveness of the landscaping of the premises. Generally approval of individual signs will only be considered as part of a coherent scheme for all signs on the premises.

The guidelines for strip commercial centres also apply to this centre.



## FREE STANDING SHOPPING CENTRES

### INTRODUCTION:

*The land is generally owned by a single company and the centres are comprehensively planned and managed. They include centres such as Altona Gate, Central Square, The Range and Point Cook Road.*

### GUIDELINES:

Advertising should be primarily directed to the major access roads rather than facing side streets.

An illuminated pole sign that identifies the centre and its major tenants will generally be supported, and more than one may be necessary where there is more than one approach road.

Signs on or above the roof of the building (sky signs) are generally unnecessary and will not usually be permitted.

A scheme of advertising for centre tenants having external advertising that involves consistent characteristics (eg size, position on the building) is encouraged.



## STAND ALONE COMMERCIAL SITES

### INTRODUCTION:

*These sites include those used for a service station, car wash, car sales, convenience restaurant, restricted retail premises (ie bulk goods), trade supplies and the like. They often are part of a chain of businesses that employ a common signage system.*

*A comprehensive system of signs using common colours and styles for the site will generally ensure that the signs have more impact. The architecture and landscaping of the site should be taken into account when the signage system is designed.*

### GUIDELINES:

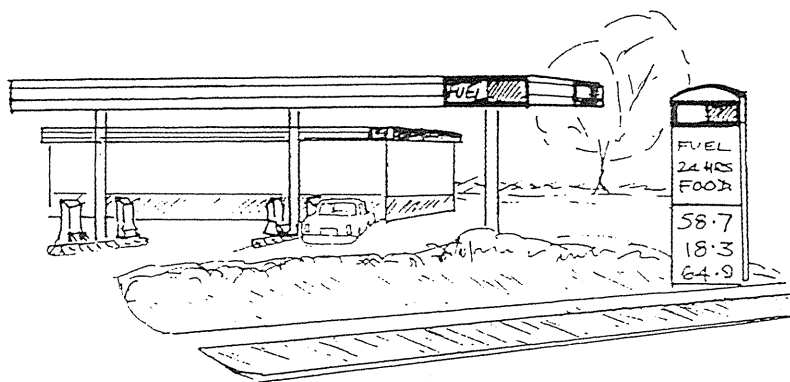
The position and type of signage for the business should be planned and indicated when a use and development application is submitted for the premises.

Individual signs will not be approved unless they are part of a comprehensive plan of signage for the premises.

The signage plan should nominate the business signs that identify the premises and the promotion signs that may have messages that change from time to time. The plan should demonstrate that the signage system will not be cluttered and will not detract from the streetscape of the area.

The contribution that site landscaping makes to the streetscape will be taken into account when sign applications are being considered.

Pole signs or sky signs on poles should not generally project above the roof line of buildings nearby.



Signs should be simple and consistent. Pole sign does not exceed canopy height.

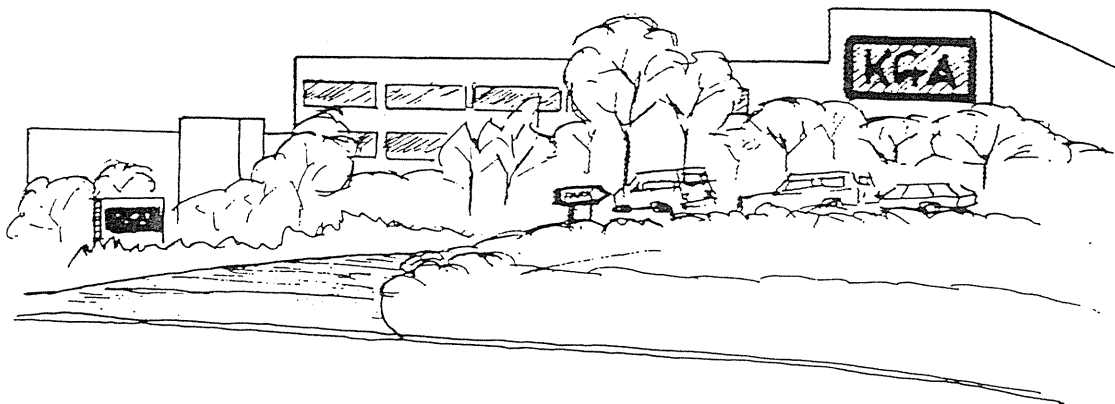
## INDUSTRIAL AREAS

### INTRODUCTION:

*The industrial areas in Hobsons Bay make an important contribution to the visual environment and the image of the City.*

*Signs in industrial areas can often be substantial because of large set backs and landscaping areas. However, care must be taken to ensure that the architectural interest of a building and the effectiveness of the landscaping are not degraded by excessive or careless use of signs.*

*Industrial areas are frequently subject to sign clutter. Care needs to be taken to ensure that premises do not contribute to clutter. Unnecessary signs should be removed.*



Simple clear signage identifies and enhances this modern industrial building.

### GUIDELINES:

The use of a single illuminated pole or monument sign adjacent to the frontage will be preferred to a multitude of smaller signs on fences or buildings.

Where signs are on buildings the advertisement area should not generally exceed 15% of the host wall area.

Where buildings face residential areas signs facing in that direction should not dominate the view of the premises. The total advertisement area facing the residential area should not generally exceed 10% of the wall area facing the residential area.

The total area of all signs should not generally exceed 20 square metres per premises. However, additional signage that utilises a company logo may be approved. Street or unit numbers will not be counted as advertising.

If the building setback from the street is less than 5 metres and/or the area in front of the building is not well landscaped, the maximum amount of signage facing the street should be reduced.

The maximum total signage area may be increased if the building is set back from the street more than 30 metres and the area in front of the building is well landscaped.

Unless there is no other option, business identification signs should not project over the road reserve. Product promotion signs should not project over the road reserve.

Moveable signs will not generally be approved unless part of an overall plan for signage at a site approved by the Council.

Where retailing is conducted from industrial areas promotion signs and changeable price signs will be permitted but only as part of an overall signage plan for the site.



Effective business signage.

## **New Industrial Estates**

### **INTRODUCTION:**

*Signage for new industrial estates should be considered at the time that the subdivision is approved. Then the future signage can be integrated with the streetscape proposed for the estate and a thematic treatment of signs can be planned.*

*This should contribute to the development of an attractive estate that displays professionalism, pride in the production environment and industrial 'best practice'.*

### **GUIDELINES:**

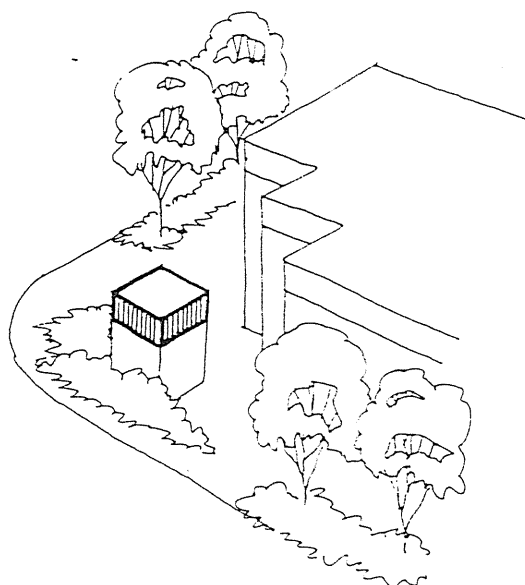
New estates should include entrance signs displaying the name of the estate at entrance points to the estate.

If the entrance signs include changeable sections for occupant names, they should be professionally prepared and finished. The entrance signs may include some product promotion provided this is not the principal purpose of the sign.

Development plans for the estate should include the location of individual freestanding business identification signs near the entrance to each site. Landscaping should be designed to ensure that the sign will be clearly seen from the road.

Development agreements or permit conditions should also include guidelines for signage to be placed on buildings.

The general guidelines for industrial areas also apply to new estates.



Simple monument sign in scale with building and landscaping

## SPECIAL SIGNS

### INTRODUCTION:

*Some signs are notable because they help define a locality or they relate to some past activity in the area. Such signs include the Skipping Girl sign in Richmond, the sun sign at the Sun Theatre, Yarraville.*

*Provided a case can be made for the construction of signs with special qualities, they may be considered even though they may fall outside the other guidelines for signs in this Guideline.*

### GUIDELINES:

Approval may be granted for special signs that otherwise conflict with these guidelines provided the signs significantly and tastefully add interest to an area by reason of their artistic character, unique design or potential to become a local icon.

Special signs will only be approved if their display clearly brings benefits for the locality other than the message conveyed.



## MAJOR SIGNS

### INTRODUCTION:

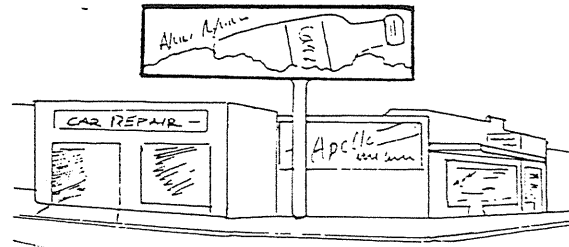
*This section applies to large signs including Major Promotion Signs, Panel Signs and Sky Signs.*

*Large signs have the potential of causing a serious impact on the visual environment of the City of Hobsons Bay.*

*This is because the relatively flat topography and limited tree cover in many areas of Hobsons Bay results in such signs being visible over large distances, increasing their impact on local amenity.*

*Similarly these factors often mean the visual environment at many sites provides little backdrop to soften the impact of such signs.*

*Major signs along main roads that impose upon the visual environment of large numbers of passers by are likely to create a negative impact on the image of the City.*



Inappropriate major promotion sign at an important intersection.

### GUIDELINES:

Applications for these signs must include an assessment of their impact on the visual environment and any measures to offset this impact.

Major signs specifically directed to freeway and main road traffic are discouraged in Hobsons Bay.

## TRAILER SIGNS

### INTRODUCTION:

*Trailer signs are sometimes used as semi-permanent addition to the signage of commercial premises. Sometimes trailer signs are parked in inappropriate positions and can cause a traffic hazard or be detrimental to the visual environment.*

### GUIDELINES:

Promotion Signs for products and business services and Business Identification Signs mounted on parked trailers will not generally be supported. This does not apply to temporary signs promoting community events, public safety or Government campaigns provided the location of such signs is agreed to by the Council.



## SIGNS ON SCHOOLS

### INTRODUCTION:

*Council does not support the uncontrolled use of school grounds and buildings for the display of promotion signs for businesses. However, it is recognised that some advertising may be required by schools to raise revenue.*

*The positioning and size of signs should be discussed with Council planning staff prior to preparation and mounting of the sign.*

### GUIDELINES:

Signs should generally be erected within the school grounds on properly constructed supporting structures or buildings or be securely fixed to stable external fences in locations approved by the Council.

Signs should not be positioned so as to be distracting to passing vehicle drivers or so that they may otherwise threaten public safety. They should not be situated in close proximity to busy intersections or traffic lights.

Signs should be professionally designed and finished.

Not more than 10 square metres of signage should be erected per street frontage, provided the frontage is greater than 50 metres. Individual signs should not generally be more than 3 square metres.

## SIGNS ON SPORTING CLUB FACILITIES & PARKLAND

### INTRODUCTION:

*Permanent signs for the promotion of businesses or products (promotion signs) are generally prohibited by the planning scheme on land and buildings within a Public Park & Recreation Zone, Public Use Zone or a Public Conservation and Resource Zone. This does not apply to signs at a Major Sports Ground and Recreation Facility where the signs cannot be seen from nearby land or to signs inside a building that cannot generally be seen from outside (see exempt signs).*

*Consult Council planning staff about these signs before they are considered.*

*Where possible Council will consider allowing signs at sporting venues that are generally not visible to the public outside the venue.*

### GUIDELINES:

No promotion sign will generally be approved if it is greater than 2 square metres unless the facility is a major sporting venue.

Plans showing the location of the sign, dimensions, details of the message and the colours to be used must be approved by the Council before any sign is erected.

Signs must not detract from the visual amenity of the parkland. The design should harmonise with the design of the facility to which it is attached. Colours that complement the tones of the building and the surrounding parkland will be preferred.

No signs will generally be permitted more than 3.7 metres above ground level, above the top of a building wall or on the roof of a building.

Signs should generally face towards the areas most commonly used by the patrons of the sporting club rather than towards the surrounding roads and parklands.

If there is more than one sign to be displayed then the signs should be carefully grouped and aligned to reduce clutter and produce orderly lines that complement the lines of the host building or structure.

## **SIGNS ON COUNCIL LAND**

### **INTRODUCTION:**

*As well as the Guidelines applying to signs on parkland (above), the following guidelines apply to Council owned or managed property.*

### **GUIDELINES:**

Clubs that have entered into a lease with Council for the use of a Council owned or Council managed facility are required to gain approval for all advertising signs.

At Council owned or Council managed recreation facilities, Council will allocate sites where advertising is permitted to be displayed. Sites other than those allocated by Council are not available for any form of advertising.

Signs identifying sporting clubs or other groups occupying parkland will generally be allowed subject to approval of the Director Services, Development and Planning or his/her delegate and to the granting of a planning permit.

The maximum advertisement area permitted is 3 square metres. Sponsorship information or sponsors' logos not exceeding 25% of the sign area may be included. The sign must not contain other sponsors' advertising.

Signs must be of a professional standard.

Club signs may be permitted in addition to Council directory type signs for the particular reserve.

No sign will advertise tobacco or alcoholic products or trademarks.

All signs must be kept in good order and be maintained by the sponsored Club. The decision as to what is good order and acceptable signage (that is inoffensive) rests with the Director Services, Development and Planning.

Signs constructed of fabric / material are Council's preferred style of advertising.

As part of the annual Seasonal Use Application Form for a Council owned or Council managed facility, clubs will be required to list for Council's information the details of any outdoor and indoor advertising signs proposed to be erected including:

- ☐ the messages to be displayed;
- ☐ the colours to be displayed;
- ☐ the sizes of the advertising signs;
- ☐ the materials to be used in the advertising signs;
- ☐ the proposed locations of the advertising signs; and
- ☐ the proposed methods of affixing the advertising signs.

Should any advertising sign not meet the standard requirements of the Director Services, Development and Planning, permission will not be granted for the erection of the sign.

Clubs are required to insure all advertising signs against damage or public liability claims.

Council reserves the right to approve the display of community messages at Council owned or Council managed facilities.

## **GUIDELINES FOR ADVERTISING ON & INSIDE BUILDINGS**

Permanent advertising signs will only be permitted inside a building at a Council owned or Council managed facility if there is only one seasonal user group utilising the building.

Permanent advertising signs will only be permitted to be erected inside a building for the seasonal duration of occupancy by the applicant Club.

Clubs wishing to place their Club's name on the outside of a Council owned or Council managed building they utilise are required to gain approval from the Director Services, Development and Planning. Such advertising signs may only be displayed on the outside of a building occupied by a single user group and must be installed in accordance with the standard Council design.

The area of permanent indoor advertising signs permitted at a Council owned or Council managed building is restricted to a maximum of 20 square metres per seasonal user group.

No permanent indoor advertising sign will exceed 1200 millimetres in height.

All advertising signs inside a building at a Council owned or Council managed facility must be displayed inwards so that no sign can be viewed from outside the building. (These signs are exempt from the requirement to obtain a Town Planning Permit.)

Council community centres or multi-use buildings will not include any internal permanent advertising unless approved by Council.

Council reserves the right to place advertising signs on Council scoreboards.

In the event of the casual hire of a Council owned or Council managed building, sandwich-board style advertising signs will be permitted to be displayed outside the building on the day of the event provided such signs are securely fixed and then removed at the end of the day.

Casual hirers of a Council owned or Council managed building that intend to display sandwich-board style advertising signs outside the building must advise Council of this intention prior to the event.

Sandwich-board style advertising signs outside a Council owned or Council managed building must be located inside the land around the building and not located on the footpath outside the building.

No sandwich-board style advertising sign will exceed 1200 millimetres in height.

## **GUIDELINES FOR OUTDOOR ADVERTISING ON RESERVES**

Three types of outdoor advertising will be permitted on Council owned or Council managed reserves according to the following guidelines:

### **Temporary Outdoor Advertising**

All temporary outdoor advertising signs will be located to face inwards towards the reserve.

No temporary outdoor advertising sign will exceed 2400 millimetres in height.

Temporary advertising signs may only be erected at a reserve on the day of usage.

All temporary advertising signs must be removed on the day of usage upon the termination of use of the facilities.

Should a Club fail to remove any temporary advertising signs after the day's activities, the signs will be impounded by Council's Local Laws Officers, and a release fee of \$25.00 will be imposed for the return of each sign. This fee will be reviewed annually.

### **Permanent Outdoor Advertising**

All permanent outdoor advertising signs will be located to face inwards towards the reserve.

Applicant clubs will be responsible for the ongoing management and maintenance of the advertising signs, not the Council.

The area of permanent outdoor advertising signs permitted at a Council owned or Council managed facility is restricted to a maximum of 20 square metres per user group at the facility.

No permanent outdoor advertising sign will exceed 1200 millimetres in height.

Permanent advertising signs on a reserve will only be permitted to be erected for the seasonal duration of occupancy by the applicant Club.

Where there is more than one seasonal user group at a Council owned or Council managed facility, the group using the facility on any particular occasion will have priority rights for advertising. Therefore, where there is a competing interest between sponsors at a reserve used by more than one seasonal group, the 'home' group may request other seasonal user groups to cover their advertising signs for the duration of the event.

A casual user of a Council owned or Council managed facility has priority with regards to advertising at the area on the day(s) of casual hire. In such instances, seasonal user groups may be required to cover their permanent advertising signs if so requested by the casual user.

Community messages may not be required to be covered in the event of seasonal or casual use of a Council owned or Council managed facility.

Should a Club erect permanent advertising signs without Council approval, the signs will be impounded by Council's Local Laws Officers, and a release fee of \$25.00 will be imposed for the return of each sign. This fee will be reviewed annually by Council.

### **Signs at Non-sporting Reserves**

There are sufficient opportunities for community organisations to promote their services and events through media outlets, newsletters, word-of-mouth and advertising signs on private property without Council needing to provide space for advertising signs at non-sporting reserves such as parks, playgrounds and foreshore areas.

Advertising signs promoting forthcoming events, community organisations or private enterprises are not permitted to be erected at non-sporting reserves in the City of Hobsons Bay.

Sandwich-board style advertising signs will be permitted to be displayed at a Council owned or Council managed non-sporting reserve on the day of an event provided such signs are securely fixed during the event and then removed at the end of the day.

Community organisations intending to display sandwich-board style advertising signs at a Council owned or Council managed non-sporting reserve must advise Council of this intention prior to the event.

Sandwich-board style advertising signs at a Council owned or Council managed non-sporting reserve must be located inside the reserve and not located on the footpath outside the reserve.

No sandwich-board style advertising sign may exceed 1200 millimetres in height.

## **TEMPORARY SIGNS ON COUNCIL LAND**

### **INTRODUCTION:**

*Temporary signs on Council owned or managed property should not be displayed without first consulting Council Planning staff and Parks, Recreation & Culture staff. Temporary signs for community events or community groups are subject to the following guidelines.*

### **GUIDELINES:**

Promotion signs for commercial purposes will not be permitted to be displayed on Council owned or managed land on either a temporary or permanent basis.

Where there is more than one request to place temporary advertising signage at a location and the events are scheduled to occur less than one month apart, the first application received by Council will have priority. Where the events are scheduled to occur more than one month apart, the event that occurs first will have priority.

If there is a clash of applications and one applicant has more than one location nominated for temporary advertising signage, that applicant will be requested to nominate a preferred location in order to enable Council to accommodate more than one community event.

Any clash of applications that cannot be accommodated by the two preceding paragraphs will be resolved by negotiation between Council's Parks, Recreation & Culture Department and the applicants.

### Hire Fee

A hire fee of \$25.00 per sign per month or part of a month will be charged for the use of Council-owned or Council-managed land for the purpose of erecting temporary advertising signage. This fee will be reviewed annually.

### Locations

Hobsons Bay City Council will permit temporary advertising signage promoting community events to be erected at the following locations:

#### **Spotswood**

- ☐ Kohry Reserve on the corner of Melbourne Road and McRobert St in front of the power transformer.

#### **Newport**

- ☐ On the western end of the reserve on the corner of Walker and Mason Streets, ie. in front of the western wall of the toilet block; and
- ☐ Riverside Park on the eastern side of Douglas Parade to the north of the Ampol employees' car park.

#### **Williamstown**

- ☐ On the eastern lawn in front of the Williamstown Town Hall in Ferguson Street.

#### **Altona**

- ☐ The Reserve on the south-western corner of Millers Road and Civic Parade.

#### **Altona Meadows**

- ☐ On the south-western corner of Central Avenue and Skehan Boulevard in front of Cooraminta Child Care Centre.

#### **Laverton**

- ☐ On the south-eastern corner of Crown Street and Railway Avenue in front of the Laverton Community Centre.

#### **Altona North / Brooklyn**

- ☐ Applicants will be encouraged to negotiate locations for temporary advertising signage with the management of Altona Gate Shopping Centre.

### Number of Signs

A maximum of two pieces of temporary advertising signage will be permitted at any one location at any one time depending on the area available at the particular location. This will be determined at the discretion of Council's Parks, Recreation & Culture Department having regard to the type and size of signs proposed at each location.

Applicants may request more than one location for temporary advertising signage to promote an event.

### **Duration of Signage**

Each piece of temporary advertising signage will be permitted to remain at its approved location(s) for a maximum of one month prior to the event and no more than seven (7) days following the event.

### **Erection and Removal of Signage**

Applicants are responsible for the erection and removal of signage within the time frame approved by Hobsons Bay City Council.

### **Size of Signage**

Each piece of advertising signage will be permitted to have a maximum area of 5 square metres.

### **Sponsor's Message**

Promotion of companies other than the organisation responsible for the community event being promoted, that is any sponsor's details, will be restricted to a maximum of 25% of the signage area.

### **Insurance of Signage**

Applicants are responsible for obtaining appropriate Contents and Public Liability Insurance to cover any temporary advertising signage. Public Liability Insurance must specifically indemnify Hobsons Bay City Council.

### **Penalties for Non-Compliance with the Policy**

Unapproved temporary advertising signage erected on any Council-owned or Council-managed property will be removed and impounded at the Council Depot in Sugargum Drive, Altona. Unapproved signage includes signage that is erected prior to the approved date or signage that is not removed by the required date.

The organisation responsible for any impounded sign will be liable for a fee of \$50.00 per sign to cover the costs of plant and labour before the sign(s) will be released by Council to the organisation. This fee will be reviewed annually.

### **Repairing Damage Caused by Signage**

The applicant organisation will be responsible for the costs of repairing any damage caused by the erection or removal of any temporary advertising signage placed on Council-owned or Council-managed property. Damage includes broken underground irrigation systems, holes in a reserve which could be a hazard after the removal of temporary advertising signage or damage caused by vehicles during the erection or removal of temporary advertising signage.

Council will not grant permission to prune trees to accommodate temporary advertising signage.

## REFERENCES

A useful reference for sign design is *Outdoor Advertising, An Urban Design Based Approach*, NSW Department of Planning & Victorian Department of Planning and Housing, 1991. While this report's recommendations have not all been adopted for Hobsons Bay, some of the illustrations in these Guidelines are drawn from this source.

The *Hobsons Bay Municipal Strategic Statement* provides an overview of planning for Hobsons Bay.

For signs in Heritage Areas refer to *Lettering and Signs on Buildings c1850-1900*, National Trust of Australia.