

15.01-1L Signs

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Proposed C269yara

This policy applies to all applications for signs under Clause 52.05.

Objectives

To encourage signs that make a positive contribution to their host building and the surrounding area.

Strategies

Encourage signs that:

- Are consistent with the character of the area.
- Respect the amenity of the area.
- Are proportioned and designed to complement the host building and site.
- Preserve active frontages.

Discourage signs that are:

- Perpendicular to a structure or building above the first floor.
- Reflective.
- Erected on the roof of a building.
- Erected on vacant or derelict buildings.

Policy guidelines

Types of signs

Consider as relevant:

- Supporting **above-verandah signs** in commercial areas where there are limited opportunities at ground level for signage and where the signs:
 - Are wall mounted and do not sit on a verandah roof, canopy or awning.
 - Avoid projecting more than 1 metre from the building.
 - Comprise one sign per premises or where there is more than one premises in a building, comprise a maximum of two signs per building façade.
 - Are not illuminated or electronic.
- Limiting **under-verandah signs** to one sign per building except on a corner site where an additional sign on the secondary street may be allowed:
- Limiting **verandah fascia signs** to one sign except on a corner where an additional sign on the secondary street may be allowed:
- Supporting **major promotion signs** where all of the following apply:
 - The sign is no higher than the height of a building or structure it is located on.
 - The sign is no higher than the height of a building or structure on adjoining land, when the sign is located on a blank façade of a building.
 - The sign provides a minimum clearance of 2.7 metres between the footpath and the underside of the sign.
 - The design and illumination of the sign responds sensitively to any residential use the sign faces.
 - The sign is located on land adjoining a road in a Road Zone Category 1.
- Limiting **pole signs** to:
 - A height no higher than the height of buildings on the subject land or substantial adjacent structures on abutting or adjacent sites.
 - A sign that is on an open site and is incorporated into the landscaping.

- The following locations:
 - Commercial and industrial areas.
 - Locations other than opposite or adjacent to a residential use.
 - Land adjoining a road in a Road Zone Category 1.
- Supporting **high-wall signs** that:
 - Are located across less than two levels of the building on which the sign is located.
 - Have supporting structures that do not project more than 300 millimetres from the building on which it is located.
 - Are for business identification.
 - Are located land adjoining on a road in a Road Zone Category 1.
- Avoiding **window signs** covering more than 30% of a ground floor commercial window (including decal signs, signs painted on a window or signs mounted behind a window).
- Limiting **sky signs** and **signs mounted on bridge structures** to land adjoining a road in a Road Zone Category 1 in commercial areas.

Residential areas

Consider as relevant:

- Limiting signs for non-residential uses to one business identification sign per premises, except on a corner site, where an additional sign may be allowed.
- Limiting business identification signs to only a name, address and a logo.
- Limiting illumination to external illumination that switches off between 8pm and 8am.
- Encouraging signs to be fixed to a fence or building facade rather than freestanding or roof mounted.
- Discouraging the following signs in residential areas:
 - Promotion signs.
 - Above-verandah signs.
 - Sky signs.
 - High-wall signs.
 - Reflective signs.
 - Pole signs.
 - Internally illuminated, flashing or electronic signs.
 - Signs mounted on bridge structures.