



THE CITY OF
GREATER GEELONG

ADVERTISING SIGN GUIDELINES

MAY 2022

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ACKNOWLEDGEMENT OF COUNTRY

The City of Greater Geelong acknowledges the Wadawurrung People as the Traditional Owners of this Land, Waterways and Skies.

It also acknowledges all Aboriginal and Torres Strait Islander People who are part of the Greater Geelong community today.

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USER GUIDE

01

USER GUIDE

These guidelines apply to all planning permit applications for signs in Greater Geelong, and must be considered in addition to any other relevant provisions of the Planning Scheme, including the decision guidelines of Clause 52.05 (Signs).

Before you start, you will need to know:

- The type of sign proposed, using the sign terms in Clause 73.02 of the planning scheme.
- The zone and any overlays that apply to the land the sign will be located on.
- The category area the sign is in. The category area is shown near the end of the zone ordinance, or sometimes in the schedule to the zone.
- Is a planning permit required for the sign, such as under Clause 52.05 or an overlay?

If a permit is required for a sign under an overlay, any requirements in the overlay will need to be addressed, in addition to these Guidelines.

- If a permit is required, you will also need to know the zones and sign category area types of opposite and adjacent land.

Select from the following list all guidelines that apply to your application.
Note there will often be more than one guideline that applies.

GENERAL GUIDELINES

- Use the general guidelines for all signs

Also use one of the following guidelines, for the category nominated in the zone or zone schedule where the sign will be located:

Commercial areas (Category 1) are divided into two types: Pedestrian Oriented and Highway Oriented Commercial Areas. These are described on pages 14 and 15. Use the Guidelines for the area the sign will be located in only.

CATEGORY AREA GUIDELINES

- Commercial (Category 1)**
Pedestrian Oriented Commercial Area
- Commercial (Category 1)**
Highway Oriented Commercial Area
- Industrial Areas (Category 2)**
- High Amenity Areas (Category 3)**
- Sensitive Areas (Category 4)**

If they apply to the proposed sign, use one or more of the following guidelines:

PARTICULAR GUIDELINES

- Interface Areas**
Signs in a Commercial or Industrial (Category 1 or 2) area, but to or opposite a High Amenity or Sensitive (Category 3 or 4) area.
- Central Geelong**
Signs in the Central Geelong Activity Centre Zone (schedule 1) and Design and Development Overlay (schedules 17 and 46).
- Heritage Places**
Signs in a Heritage Overlay. Please note the requirements of the Heritage Overlay must also be addressed, in addition to these guidelines.
- PAD sites**
Signs located at a freestanding service station, retail premises, freeway service centre, medical centre or veterinary centre.
- Growth Areas**
Signs in greenfield and large infill development areas
- Major Promotion Signs**
- Electronic Signs**

EXAMPLES OF APPLICATIONS

Each section of the guidelines is divided into objectives, strategies and guidelines.

Objectives specify the outcomes a decision under these guidelines should seek to achieve.

In addition to objectives, **both** strategies and guidelines must both be taken into account when making a decision.

Strategies describe how the objectives are to be achieved.

Guidelines provide detailed guidance for how objectives may be achieved.

Example 1

Business identification sign above verandah height in a Commercial 1 Zone, Pedestrian Oriented Commercial Area, for a freestanding service station. The adjacent and opposite land is also in a Pedestrian Oriented Commercial Area.

- General Guidelines**
- Commercial (Category 1)**
Pedestrian Oriented Commercial Area
- Commercial (Category 1)
Highway Oriented Commercial Area
- Industrial Areas (Category 2)
- High Amenity Areas (Category 3)
- Sensitive Areas (Category 4)
- Interface Areas
- Central Geelong
- Heritage Places
- PAD sites**
- Growth Areas
- Major Promotion Signs
- Electronic Signs

Example 2

An electronic major promotion sign in Central Geelong, facing the Waterfront precinct. The land on which it is proposed is in the Activity Centre Zone and Heritage Overlay.

- General Guidelines**
- Commercial (Category 1)**
Pedestrian Oriented Commercial Area
- Commercial (Category 1)
Highway Oriented Commercial Area
- Industrial Areas (Category 2)
- High Amenity Areas (Category 3)
- Sensitive Areas (Category 4)
- Interface Areas**
- Central Geelong**
- Heritage Places**
- PAD sites
- Growth Areas
- Major Promotion Signs**
- Electronic Signs**

GENERAL GUIDELINES

02

The objectives, strategies and guidelines for apply to all land in the municipality.

Objectives:

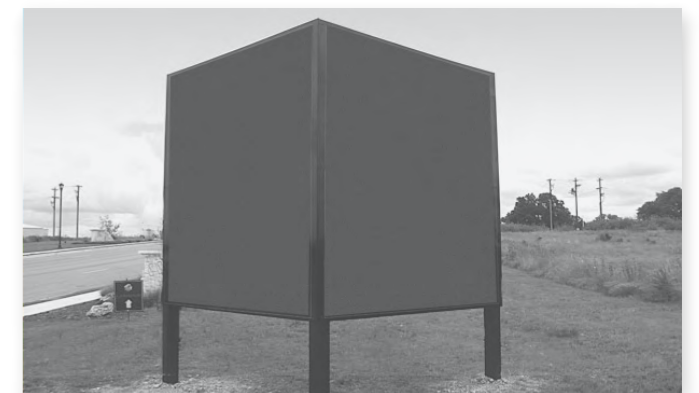
- To ensure signs respond to the natural setting and urban context in which they are located.
- To ensure signs do not alter or obscure views to significant natural or built features.
- To ensure signs do not dominate the streetscape, host site or building.
- To avoid signs that interfere with movements and viewlines of pedestrians and cyclist movements.
- To avoid visual clutter from signage.

Strategies:

1. Prioritise business identification signs as the main type of signage.
2. Encourage signs to be co-located and consolidated wherever possible, particularly where there is more than one tenancy.
3. Encourage signs that are integrated with and proportionate in height and scale to the host building, site and streetscape.
4. Minimise the number and repetition of signs on a single lot and streetscape.
5. Avoid any sign that would dominate or obscure business identification signs within a site or the surrounding area.
6. Avoid signs that alter, dominate or obscure architectural or landscape features of the host site or building.
7. Avoid signs that will impair the movement, visibility and functionality of the public realm and infrastructure.

Guidelines:

1. Limit the number of signs by placing at strategic locations at a height easily read by pedestrians of all abilities.
2. Signs should only be located on the land to which they relate.
3. New development should nominate consistent areas for the display of signage for each business tenancy.
4. Encourage the preparation of signage strategies for non-residential proposals with a large floor area or multiple tenancies.
5. Flat signs on building walls should relate to the architecture of the building in style and placement.
6. Encourage use of individual letters as an alternative to large, flat signs on building walls where appropriate.
7. Discourage signs on open sites where they will be a dominant visual element in the landscape and detract from the visual amenity of a road, cycling, pedestrian or rail corridor.
8. Discourage multiple promotion signs that are advertising the same or similar message on a single site or visible across multiple sites.
9. Discourage 'V' shape signs.
10. Discourage signs that require earthworks or the removal of trees or landscaping.
11. Avoid illuminated and electronic signs that:
 - Detract from the overall character of the streetscape;
 - Will dominate neighbouring non-illuminated signs;
 - Detract from the architectural style or the heritage character of the building;
 - Have 'pop out' elements;
 - Have flickering or flashing content or blank screens, including between messages.
 - Result in glare or include visually obtrusive light fixtures.
 - Use multiple screens to advertise the same product or service.
 - Have exposed cabling/conduit systems and junction boxes.
12. Reflective signs should be avoided.



Example of a V shaped sign

COMMERCIAL AREAS

CATEGORY 1

Pedestrian Oriented Commercial Areas

Highway Oriented Commercial Areas

03

CATEGORY 1 COMMERCIAL AREAS

Category 1 areas in Greater Geelong are designated as either a Pedestrian Oriented Commercial Area or Highway Oriented Commercial Area.

PEDESTRIAN ORIENTED COMMERCIAL AREAS

These areas are typically main streets in suburban areas or town centres, with low vehicle speeds and a walkable environment. The built form in these areas often has the following attributes:

- Zero or a minimal setback from the street, laneway and side boundaries,
- Promotes continuity of the frontage between adjacent buildings,
- Facilitates active pedestrian interaction between the building and street, and
- Incorporates other pedestrian-friendly features such as weather protection.



Example Pedestrian Oriented Commercial Area

The objectives, strategies and guidelines for Pedestrian Oriented Commercial Areas apply to land in the following zones:

Commercial 1 Zone (excluding areas listed in Highway Oriented Commercial Areas)
Activity Centre Zone (excluding precinct 3 - Geelong Waterfront)
All land that is in the Commercial 1 or 2 Zone and Design and Development Overlay Schedule 26 (West Fyans Precinct Structure Plan), South Geelong and Newtown.
All land in a commercial zone on Pakington Street (between Church Street and Spring Street) and Gordon Avenue (between Pakington Street and Latrobe Terrace), Geelong West.
Commercial 2 Zone: <ul style="list-style-type: none"> • All lots in the area along Moorabool Street between Fyans Street and Carr Street, South Geelong. • All land that is in both the Commercial 2 Zone and Design and Development Overlay Schedule 39 (Grubb Road Activity Centre And Restricted Retail Precinct), Ocean Grove.
Urban Growth Zone: <ul style="list-style-type: none"> • All Category 1 precincts, unless specified as a Highway Oriented Commercial Area in the zone schedule or precinct structure plan.

HIGHWAY ORIENTED COMMERCIAL AREAS

These areas are mainly accessed by car and often located on an arterial roads and other higher speed environments. The built form is typically characterised by:

- Substantial setbacks from the street/public realm and adjacent developments without continuity to the streetscape, and
- Large areas of the site often devoted to vehicular access, parking and landscaping to the perimeter of the development.



Example Highway Oriented Commercial Area

The objectives, strategies and guidelines for Highway Oriented Commercial Areas apply to land in the following zones:

Commercial 2 Zone (excluding areas listed in Pedestrian Oriented Commercial Areas)
Commercial 1 Zone activity centres as follows (shown in Appendix 1): <ul style="list-style-type: none"> • Waurm Ponds, Pioneer Rd, Grovedale (Waurm Ponds Plaza and 245-253 South Valley Road, Highton) • Corio Village, Bacchus Marsh Rd, Corio • Leopold Gateway Plaza, Bellarine Hwy, Leopold • Barrabool Hills, Provence Bvd, Highton • Bell Post, Anakie Rd, Norlane • Bellarine Village, Bellarine Hwy, Newcomb • Grovedale Central, Heyers Rd, Grovedale • Marketplace, Shell Rd, Ocean Grove • Newcomb Central, Bellarine Hwy, Newcomb • Surf Coast Hwy, Grovedale (142 – 158 Torquay Rd)

CATEGORY 1 COMMERCIAL AREAS

PEDESTRIAN ORIENTED COMMERCIAL AREAS

Objectives:

- To ensure signs are subordinate and not intrusive to the built form and streetscape environment.
- To protect visibility between the public realm and inside buildings.
- To encourage a signage character that is consistent with a human scale built form and streetscape.
- To maintain open and framed views to the sky from the public realm.
- To avoid signs that compromise the architectural values of buildings and landscape.

Strategies:

1. Ensure signs are of a size and height that maintain the built form and streetscape character.
2. Discourage any sign that would block a view from the public realm between buildings and to the sky.
3. Limit use of electronic signs.
4. Avoid signs that obscure visibility through building windows to and from the street.
5. Avoid freestanding signs, unless the building which it relates to on the site is set back from road more than 20 m.

Guidelines:

1. Encourage signs in the locations shown in Figure 1.
2. Discourage signs in the locations shown in Figure 2.
3. Signs should not exceed a maximum street wall or building height, or encroach an upper level setback, identified in a zone, overlay or schedule.
4. Signs should not project more than one metre from the building and not be lower than 2.7 m above a pedestrian thoroughfare.
5. No more than one electronic sign should be displayed per building.
6. Buildings should not be painted in corporate colours, which is regarded as signage.
7. Ground level and parapet are the preferred locations for small illuminated signs (particularly non-flashing, neon tubular art signs) and electronic signs, where appropriate.
8. Discourage signs that cover upper level windows or other openings of buildings.
9. Minimise signs on back or side walls of buildings, particularly at upper levels.
10. Limit total signage for premises with less than 5 m street frontage to a maximum of 8 square metres.
11. Avoid sky signs, high wall signs and bunting signs.
12. Strongly discourage major promotion signs in Pedestrian Oriented Commercial Areas outside Central Geelong.

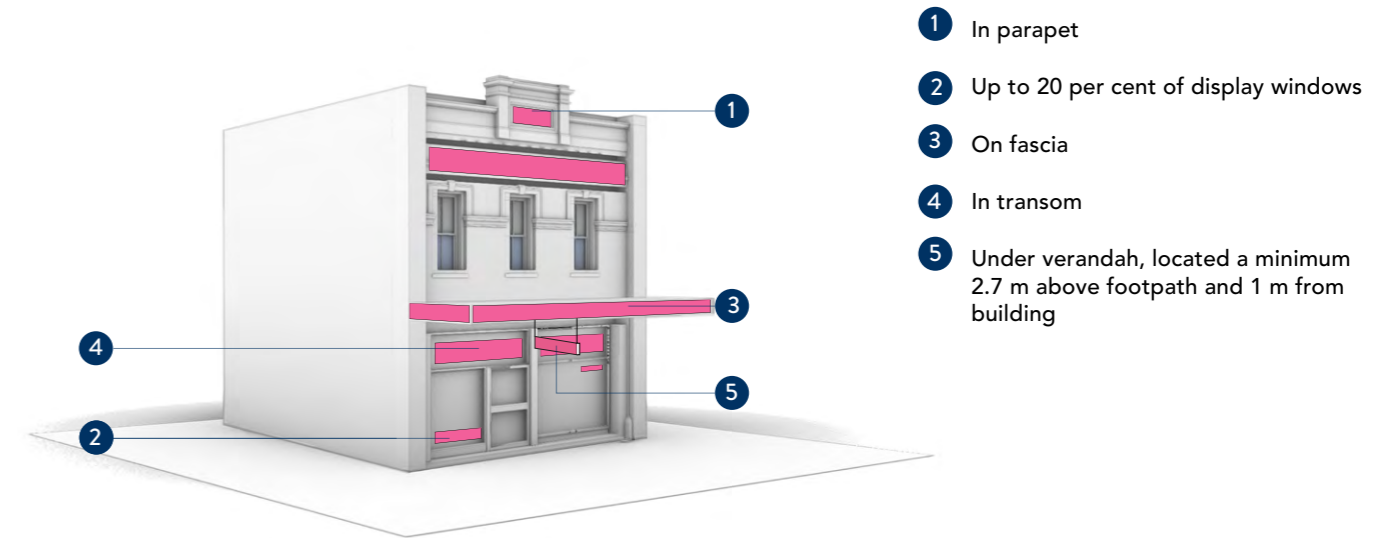


Figure 1 Appropriate Signage Locations in Pedestrian Oriented Commercial Areas

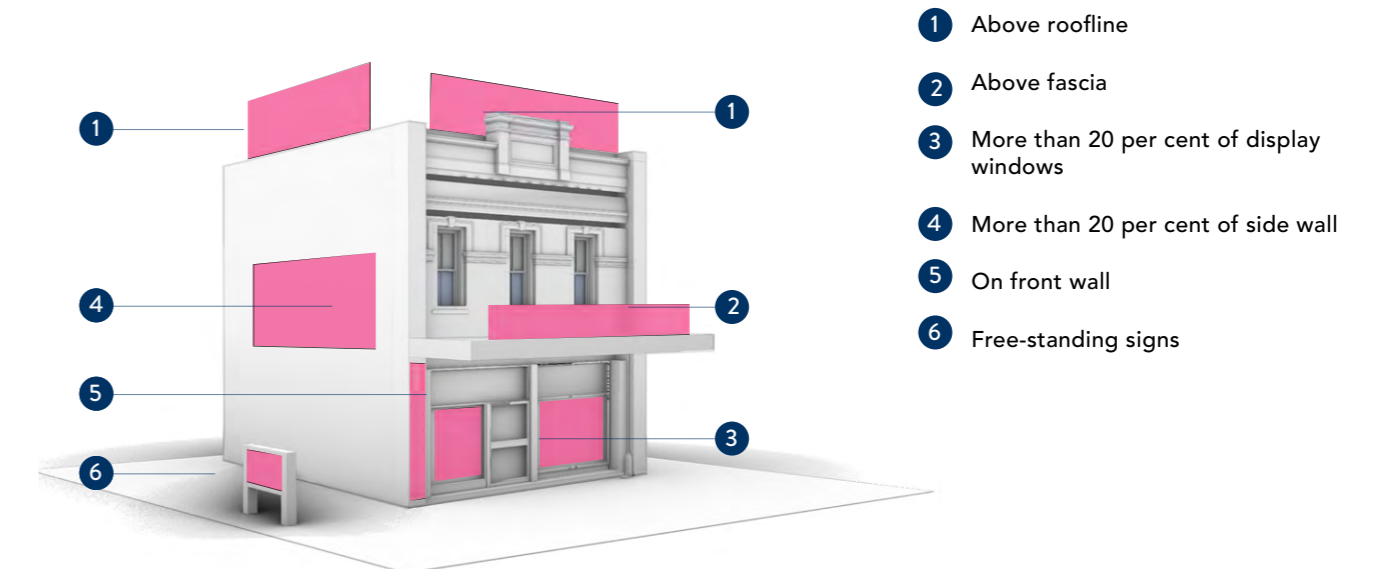


Figure 2 Inappropriate Signage Locations in Pedestrian Oriented Commercial Areas

CATEGORY 1 COMMERCIAL AREAS

HIGHWAY ORIENTED COMMERCIAL AREAS

Objectives:

- To ensure signage is subordinate to the built form and landscape context in which it is located.
- To provide for the clear identification of premises.
- To discourage signs that interfere with the functionality of a site.
- To avoid signage that adversely affects the amenity of the host site and surrounding area.

Guidelines:

1. Encourage signs in the locations shown in Figure 3.
2. Discourage signs in the locations shown in Figure 4.
3. Incorporate areas for the display of signage for each business tenancy within the building design.
4. Minimise the number of businesses identified on freestanding signs for multi-tenanted development.
5. Discourage freestanding signs unless there is no opportunity for signs to be incorporated into buildings, or the building which it relates to on the site is set back from road more than 20 m.
6. Freestanding business identification signs should:
 - Be placed at a right (90 degree) angle to sensitive interfaces (such as open space and residential areas)
 - Not protrude over a dominant skyline, including buildings, structures and tree canopies, when viewed from the ground within 1 km.
 - Be less than the height of the building to which it relates, excluding parapets, or 7 m, whichever is lesser.
 - For sites with one street frontage, be restricted to one sign per premises.
 - For sites with more than one street frontage and the frontages are both greater than 150 m long and each have access to a road, be limited to a total of two freestanding signs, with not more than one sign on each frontage.
 - Be spaced and set back from the street consistently with the prevailing spacing and setbacks in the streetscape.
7. Avoid sky signs, high wall signs and bunting signs.

Strategies:

1. Ensure business identification signs are the primary type of signage.
2. Avoid oversized and excessive numbers of signs.
3. Avoid signs that interfere with pedestrian or vehicular thoroughfares or business entrances.
4. Avoid signs that result in loss of amenity or adversely affect the natural or built environment, or the safety, appearance or efficiency of a road.

- 1 Parapet
- 2 Fascia
- 3 Transom
- 4 Up to 20 per cent of display windows
- 5 Signage integrated into the building
- 6 If building is set back from street by more than 20 metres appropriately scaled freestanding signage may be considered

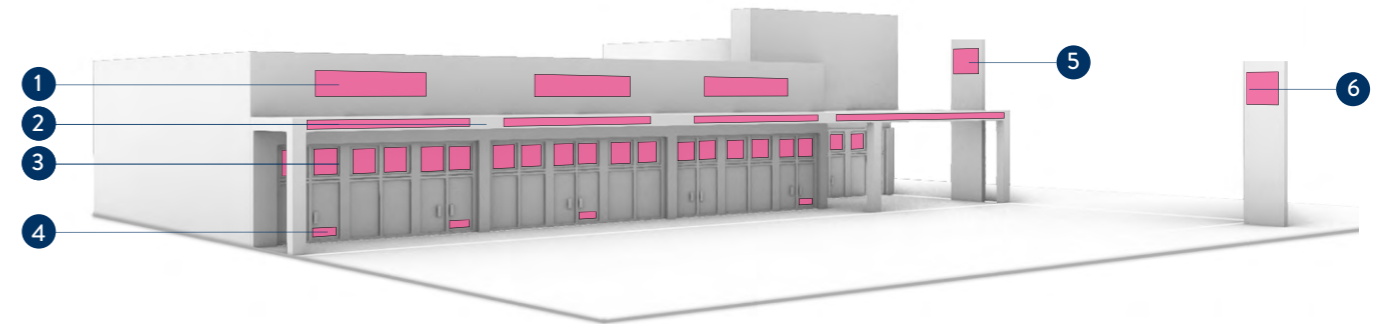


Figure 3 Appropriate Signage Locations in Highway Oriented Commercial Areas

- 1 Above roofline
- 2 Above parapet
- 3 Above fascia
- 4 More than 20 per cent of display windows
- 5 Taller than building
- 6 More than 20 per cent of side wall

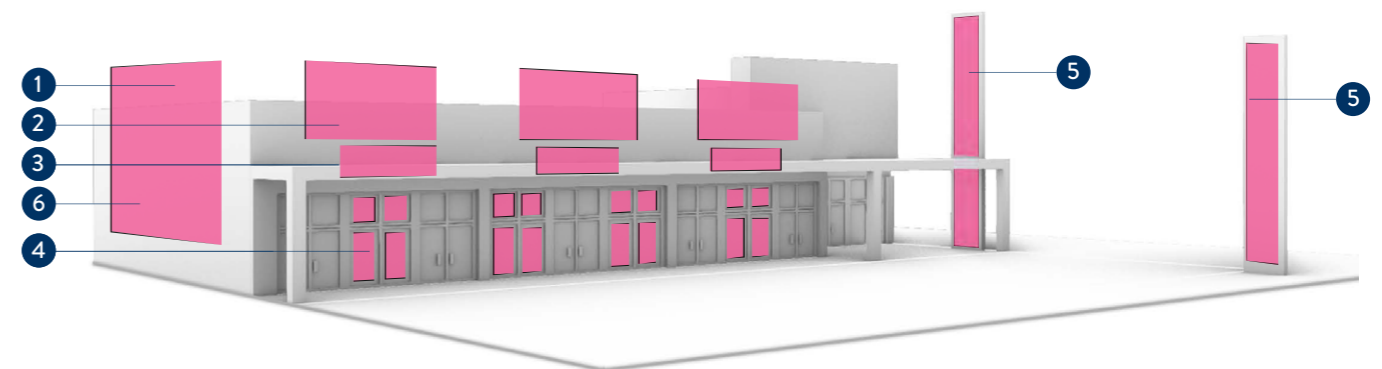


Figure 4 Inappropriate Signage Locations in Highway Oriented Commercial Areas

INDUSTRIAL AREAS

CATEGORY 2

04

CATEGORY 2 INDUSTRIAL AREAS

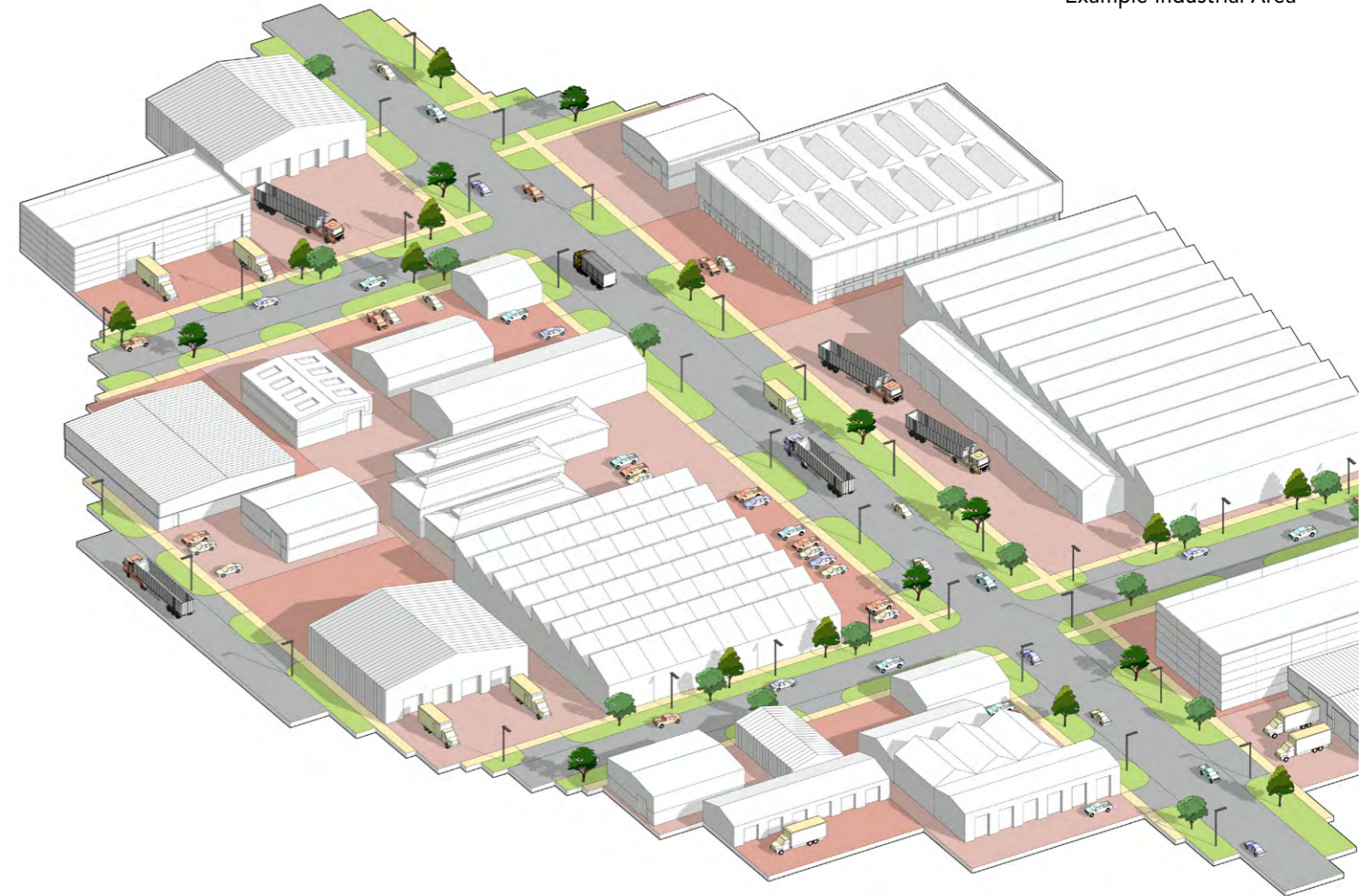
The following objectives, strategies and guidelines apply to land in the following zones:

Industrial zone, Port Zone and, where nominated, in schedules to the Special Use Zone, Urban Growth Zone and Public Park and Recreation Zone (the sports stadium at Kardinia Park).

Objectives:

- To provide for the adequate identification of premises.
- To ensure signage is subordinate to the built form and landscape context in which it is located.
- To discourage signs that interfere with the functionality of a site.

Example Industrial Area



Strategies:

1. Ensure signage respects the built form and the landscape context, and is not the dominant feature.
2. Ensure business identification signs are the primary type of signage.
3. Incorporate areas for the display of signage for each business tenancy within the building design.
4. Limit freestanding signs.
5. Avoid signs that interfere with pedestrian or vehicular thoroughfares or business entrances.
6. Avoid signs that have an adverse effect on the safety, appearance and efficiency of a road.

Guidelines:

1. Encourage signs in the locations shown in Figure 5.
2. Discourage signs in the locations shown in Figure 6.
3. Avoid freestanding signs unless there is no opportunity for signs to be incorporated into buildings, or the building which it relates to on the site is set back from road more than 20 m.
4. Freestanding business identification signs should:
 - Be placed at a right (90 degree) angle to sensitive interfaces (such as open space and residential areas)
 - Not protrude over a dominant skyline, including buildings, structures and tree canopies, when viewed from the ground within 1 km.
 - Not exceed the dominant existing building height of an area.
 - For sites with one street frontage, be restricted to one sign per premises.
 - For sites with more than one street frontage and the frontages are both greater than 150 m long and each have access to a road, be limited to a total of two freestanding signs, with not more than one sign on each frontage.
 - Be spaced and set back from the street consistently with the prevailing spacing and setbacks in the streetscape.

- 1 Up to 20 per cent of front facade
- 2 Up to 20 per cent of window
- 3 If building is set back from street by more than more than 20 m, appropriately scaled freestanding signage may be considered

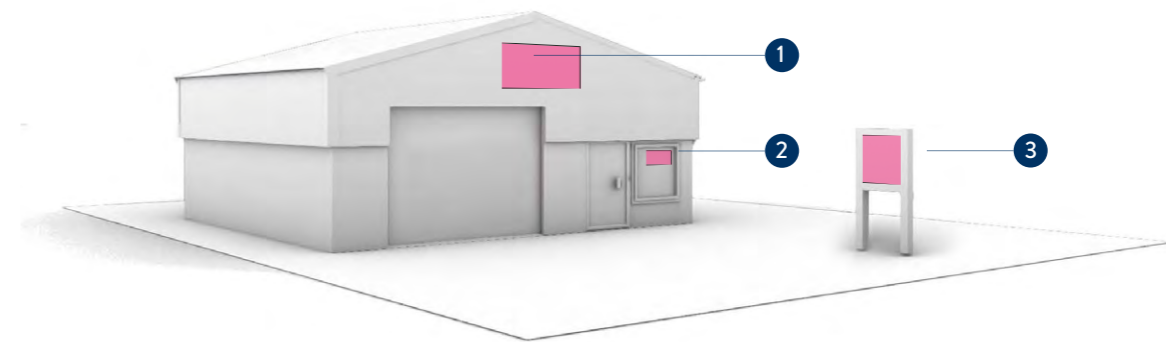


Figure 5 Appropriate Signage Locations in Industrial Areas

- 1 Above roofline
- 2 More than 20 per cent of side wall or front facade
- 3 Large freestanding signs
- 4 More than 20 per cent of window

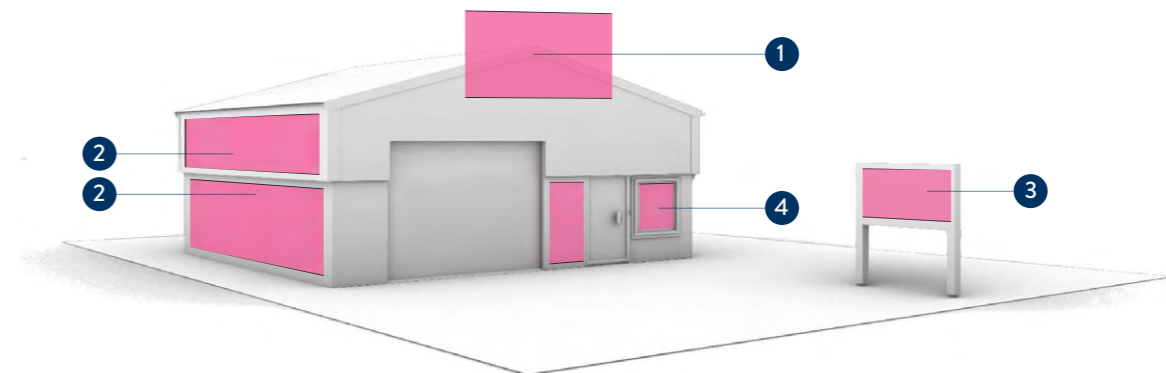


Figure 6 Inappropriate Signage Locations in Industrial Areas

HIGH AMENITY AREAS

CATEGORY 3

05

CATEGORY 3 HIGH AMENITY AREAS

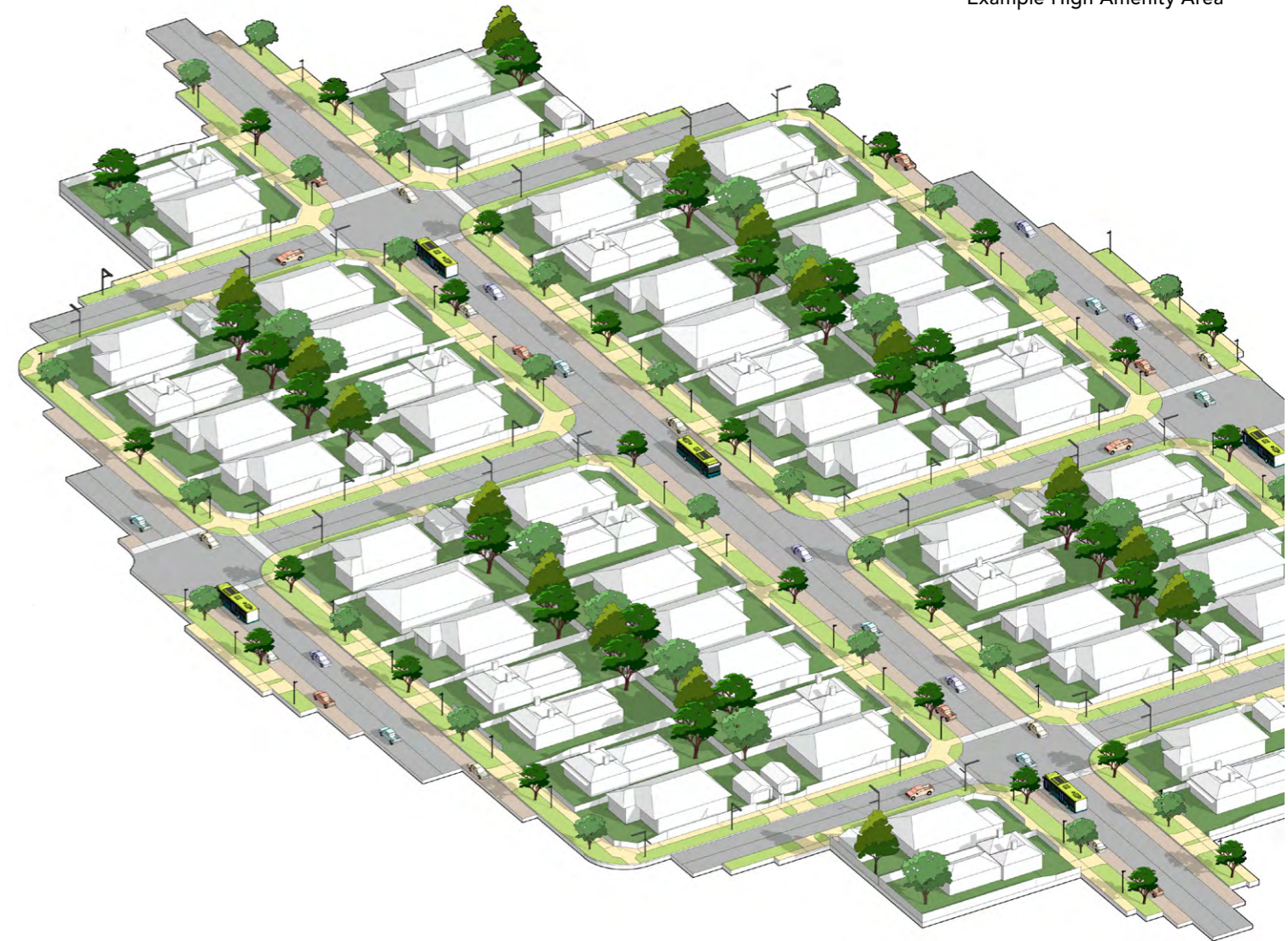
The following objectives, strategies and guidelines apply to land in the following zones:

- Residential zones,
- Rural Living Zone,
- Mixed Use, Special Use and Comprehensive Development zones, other than those in which the schedule to the zone specifies a different category,
- Central Geelong Waterfront (Activity Centre Zone schedule),
- Precinct 5 of the Armstrong Creek Town Centre (Urban Growth Zone, schedule 5), and
- Ocean Grove Park (Public Park and Recreation Zone).

Objectives:

- To protect the character of residential and other high amenity areas.
- To avoid amenity impacts from intrusive signage such as illuminated and electronic signage.

Example High Amenity Area



Strategies:

1. Ensure signs are appropriately scaled to the host site and building as well as the surrounding built form character.
2. Ensure signs do not dominate the streetscape.
3. Encourage signage that is fully integrated into the built form of either the building or front fence.
4. Discourage illuminated, floodlit, animated, electronic and reflective signs, unless there is no adverse impact upon high amenity or sensitive land uses.
5. Minimise the number of signs on any one property necessary to identify the premises.
6. Avoid signs that obscure views through building windows to and from the street.
7. Avoid signage that has a detrimental impact on access to daylight or sunlight, including perception of light and shadow, or overshadowing of any sensitive space (including footpaths, public and private open space, windows) at any time of year.
8. Avoid signs that do not relate to the site on which they are located.

Guidelines:

1. Encourage signs in the locations shown in Figure 7.
2. Discourage signs in the locations shown in Figure 8.
3. Limit or consolidate the number of signs for businesses on a lot to a single sign only.
4. If there are no options for integrating signage into the built form (including fence) and it must be freestanding the signage should be:
 - Placed at a right (90 degree) angle to sensitive interfaces (such as open space and dwellings)
 - Located in the front setback of the building
 - Located on the street frontage with the greatest amount of traffic, if the site has more than one street frontage.
 - No higher than 2 m above footpath level
 - Incorporated into the landscape treatment
5. Illuminated signs should be located, baffled and the level of illumination controlled to ensure there is no spill of light beyond the area of the sign.

- 1 Integrated into the fence/street wall
- 2 Integrated into the building
- 3 No higher than 2 m above footpath
- 4 No larger than 0.3 square metres

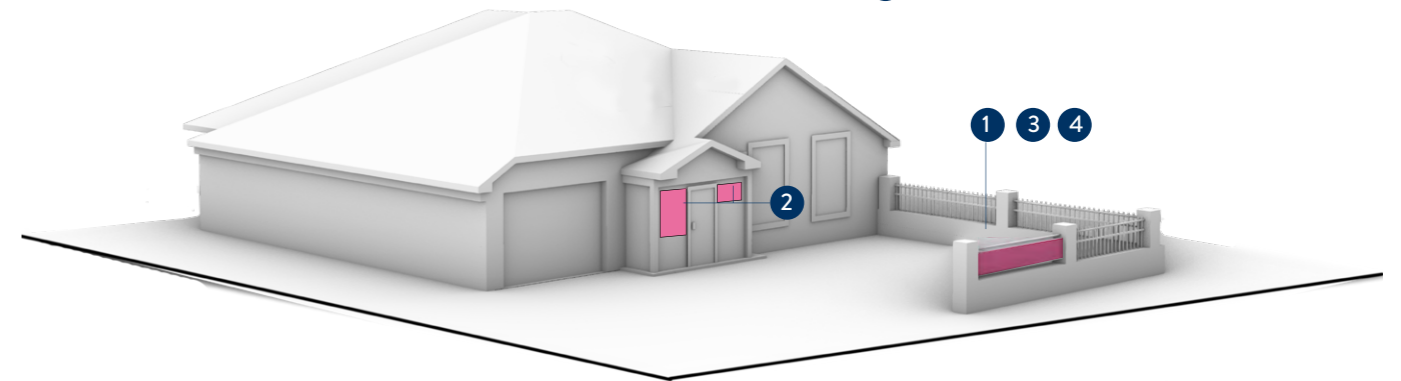


Figure 7 Appropriate Signage Locations in High Amenity Areas

- 1 Out of scale with the context of the built form
- 2 Fixed to a fence
- 3 Freestanding (if not possible, see guidelines)
- 4 On the roof
- 5 Larger than 0.3 square metres

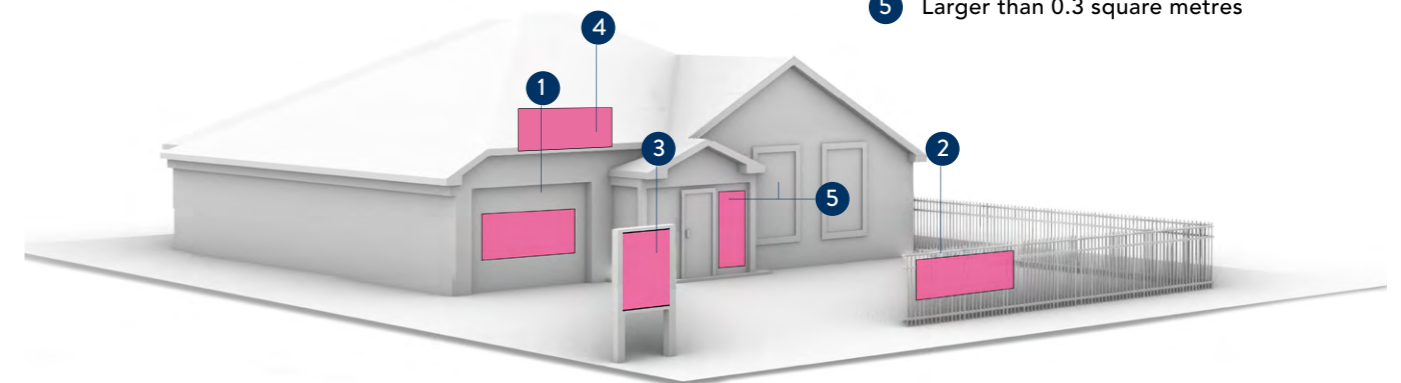


Figure 8 Inappropriate Signage Locations in High Amenity Areas

SENSITIVE AREAS

CATEGORY 4

06

CATEGORY 4 SENSITIVE AREAS

The following objectives, strategies and guidelines for apply to land in the following zones:

Rural and public land zones,

Urban Floodway Zone is included in this category, and

Schedules 1, 5 and 13 of the Special Use Zone.

Objectives:

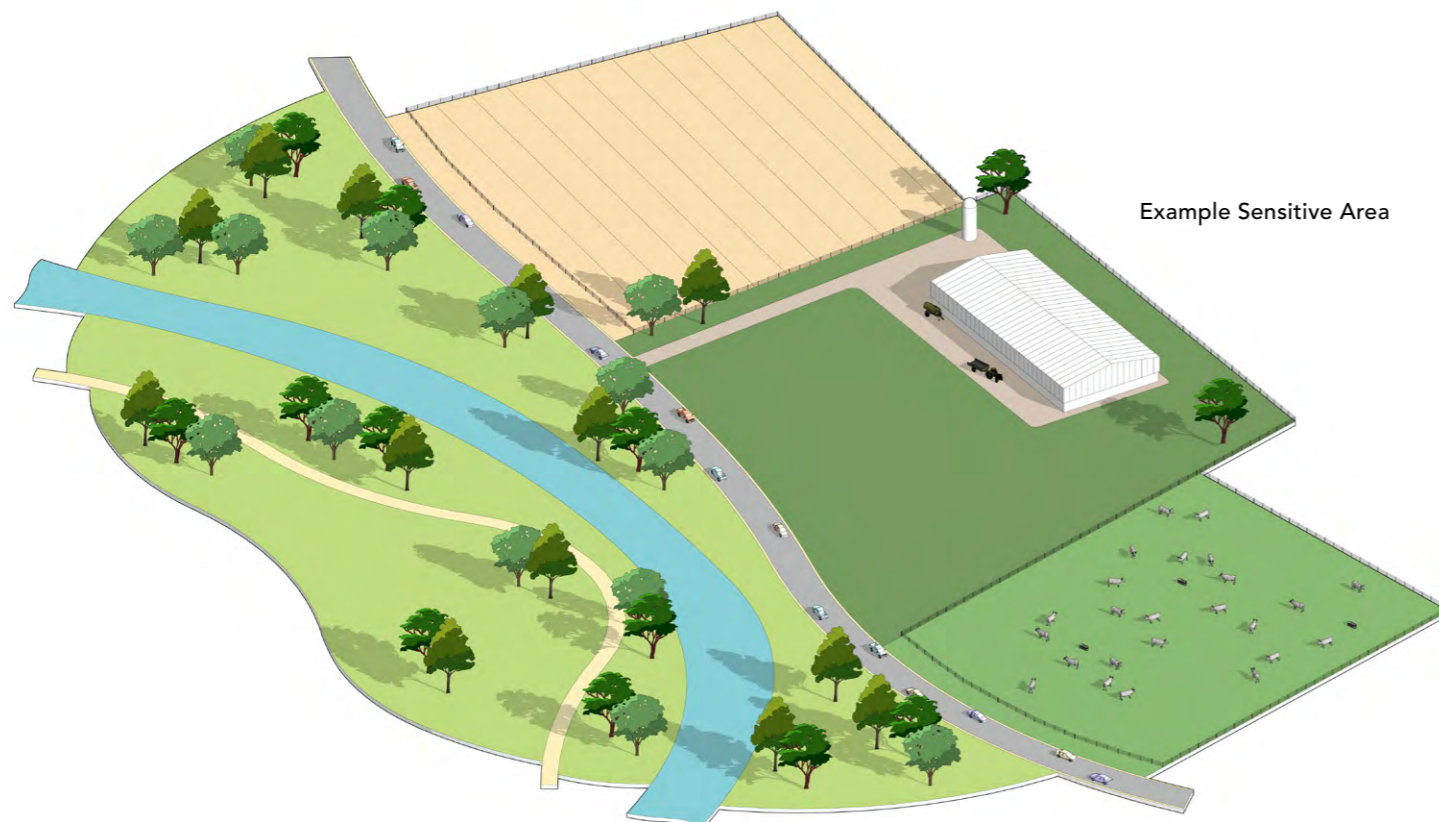
- To ensure that signage does not have a physical effect on the surrounding landscape in public spaces, rural environments and natural environments.
- To discourage signage that dominates the surrounding landscape.
- To minimise the number of signs in sensitive areas.
- To avoid the intrusive effects of illuminated signs

Strategies:

1. Ensure that signs in rural or natural areas are sympathetic in scale and form to rural and coastal landscapes, environmental features, view corridors and vistas.
2. Ensure that the physical effects of signage do not include overshadowing, blocking of daylight/sunlight or interfere with the existing perception of light or shadow.
3. Discourage illuminated signs unless it can be demonstrated that there is no adverse impact upon amenity or character.
4. Restrict the number of signs on any one property to a single sign.

Guidelines:

1. Signs should be of a low height and scale and not stand out above the horizon.
2. Business identification signs should be limited to one per site.
3. Signs should be:
 - Attached to a fence or freestanding, located near the front of the site
 - No more than 2 m above ground height, and
 - Incorporated into landscape treatment along the boundary of the property.
4. Colours used in any signs should be compatible with the surrounding landscape



INTERFACE AREAS

SIGNS IN A COMMERCIAL OR INDUSTRIAL AREA,
WHICH ARE ADJOINING OR OPPOSITE A HIGH
AMENITY OR SENSITIVE AREA.

07

INTERFACE AREAS

The following objectives, strategies and guidelines apply to:

Proposals for signs on land within a Category 1 or 2 area, which are adjoining or opposite land in a Category 3 or 4 area.

Objectives:

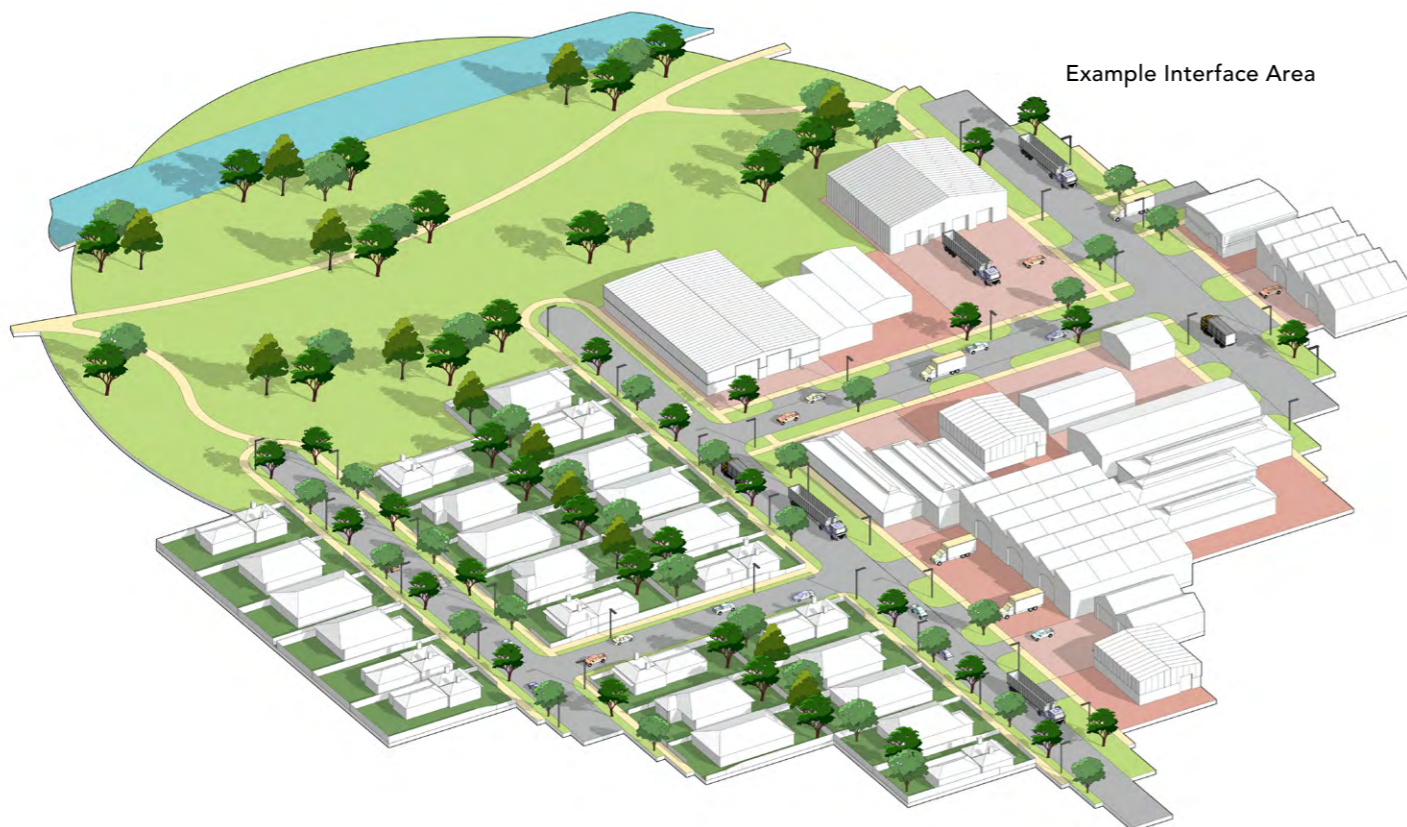
- To ensure signs in commercial and industrial areas do not have a detrimental impact on High Amenity and Sensitive areas.

Strategies:

1. Ensure signage near passive open space and other sensitive areas is discreet.
2. Ensure signs do not have a detrimental impact on access to daylight or sunlight, including perception of light and shadow, or overshadowing of any sensitive space (including footpaths, public and private open space, windows) at any time of the year.
3. Ensure signs near rural areas are sympathetic in scale and do not dominate any landscape, coastal or environmental features, view corridors or vistas.
4. Discourage the use of floodlit signs and ensure that they are not be visible from visually sensitive areas.
5. Illuminated signage should be limited near residential areas, open space and other sensitive interfaces.

Guidelines:

1. Signs should not face toward, dominate the outlook from or result in increased illumination to adjoining landscapes, passive open space or nearby dwellings.
2. Limit the number of signs on any one property that are visible from the High Amenity or Sensitive area to the minimum number necessary to identify the premises.
3. Signage colours should be compatible with surrounding landscape.
4. Illuminated signs should be located, baffled and the level of illumination controlled to ensure there is no spill of light beyond the area of the sign or loss of amenity.
5. Discourage internally illuminated panels and boxes on or above verandah level.



CENTRAL GEELONG

ACTIVITY CENTRE ZONE (SCHEDULE 1) AND DESIGN
AND DEVELOPMENT OVERLAY (SCHEDULES 17 AND 46)

08

The objectives, strategies and guidelines for apply to:

- All land within the Activity Centre Zone (schedule 1) and its precincts and Design and Development Overlay (schedules 17 and 46)

Objectives

- To ensure that signage does not impact opportunities to view the wider geographic setting from within Central Geelong.
- To ensure signs respond to their built form context and contribute to the city skyline.
- To ensure that signs are visually subordinate to the architectural and built form elements, particularly at a pedestrian level.
- To encourage signs that are compatible with the objectives of the precinct in which they are located, as described in the zone or overlay schedule.
- To ensure signs maintain shared access to bay views.
- To ensure signs protect the heritage built form, character and scenic qualities along and fronting the Waterfront precinct.

Strategies

- Ensure signs protect views to Corio Bay, the You Yangs/Wurdi Youang beyond and church spires, particularly from buildings and along key north-south street corridors identified in schedule 1 to Clause 37.08 (Activity Centre Zone) and schedule 46 to Clause 43.02 (Design and Development Overlay).
- Ensure signs protect and enhance the skyline of Central Geelong and key views of the city from Cunningham Pier, Corio Bay, the Esplanade and from neighbouring suburbs to the east, south and west.
- Ensure signs do not have a detrimental impact on access to daylight or sunlight, including perception of light and shadow, or overshadowing of any sensitive space (including footpaths, public and private open space, windows) at any time of the year.
- Ensure signs do not obscure views to the sky, landmarks and other views and vistas between buildings from the street.
- Encourage signage in the Retail Core Precinct that complements or enhances the character of the area.
- Discourage sky signs unless they replace lawfully existing sign(s) and improve the amenity of an area or appearance of the host building and streetscape.
- Discourage freestanding major promotion signs.
- Discourage promotion signs in the cultural precinct that are unrelated to the key arts, culture or education functions of this district.
- Discourage signs located above seven storeys height.
- Reduce overall signage in the area between Malop Street, Yarra Street, Ryrie Street and Moorabool Streets.

Guidelines

- Discourage signs between buildings (Figure 10).
- Major promotion signs in Central Geelong should be located only where they abut Ryrie Street, Moorabool Street, Gheringhap Street, Malop Street, Latrobe Terrace, except in the Waterfront, West Village and York and precincts.
- Major promotion signs should not be located or protrude above an established building roofline or parapet, or more than seven storeys above ground level.
- Signage in laneways and narrow streets should be of human scale, aimed at pedestrians and located below verandah level.
- Signage should not project more than 1 m from wall face of the host building.
- Signage should retain any prominent architectural features as the dominant visual elements at a pedestrian level.
- Encourage signs that activate existing blank walls or garage doors (longer than 3 m) in laneways at street level, where appropriate.
- Minimise signage on elevations in areas surrounding the Waterfront Precinct that would be visible from the Waterfront Precinct.

1 Discourage signs between buildings

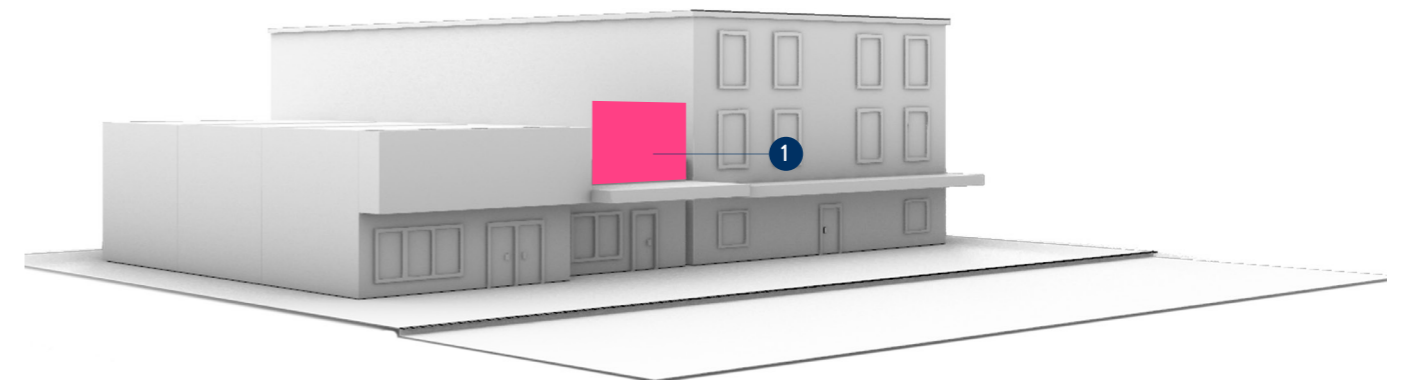


Figure 10 Inappropriate sign between buildings

HERITAGE PLACES

09

HERITAGE PLACES

The objectives, strategies and guidelines apply when a permit is required under the Heritage Overlay. They must be read in addition to the requirements of the overlay.

Objectives:

- To ensure that the heritage value and significance of a building or place is not diminished by signage.
- To ensure illuminated or digital signage is appropriate and responsive to the heritage area or heritage building.
- To encourage the retention of signs with heritage value.

Strategies:

1. Ensure signs are of a size and height that is subordinate to the heritage character and will not detract from the heritage qualities and integrity of the buildings.
2. Ensure new signs preserve the architectural features of the building or site to remain the dominant feature.
3. Discourage mock heritage signage design.
4. Restrict the removal or alteration of signs with heritage value.
5. Restrict the use of electronic signs in heritage places.
6. Avoid signs which physically damage the heritage fabric.
7. Avoid signs that conceal specific building features or historic painted signage.

Guidelines:

1. Use clear, simple lettering styles with not more than two type faces.
2. Buildings should not be painted in corporate colours, which is regarded as signage.
3. Promote the use individual letters instead of large, flat rectangular signs.
4. Ensure that the erection, display and removal of signage does not damage any part of the significant building fabric both during and after any works.
5. Encourage signage to only be located on the parts of a building which were traditionally used as advertising areas - in parapet frame, on fascia, or below verandah.
6. Encourage innovative illuminated signs where appropriate, such as back-lit individually illuminated letters.
7. Encourage new signs associated with heritage places that are in keeping with historical signage in terms of size and proportion.
8. Discourage internally illuminated panels and boxes on or above verandah level.
9. Avoid signs in excessively bright colours.
10. Avoid sky signs and bunting signs.

PAD SITES

FREESTANDING SERVICE STATIONS, RETAIL PREMISES,
FREEWAY SERVICE CENTRES, MEDICAL CENTRES AND
VETERINARY CENTRES.

10

PAD SITES

PAD sites are locations for freestanding commercial buildings, which are typically based on access by car. Parking is generally provided onsite with direct access to a road. They are often located on prominent corner sites and/or on freeways, highways and main roads. Common examples are service stations and drive through convenience restaurants.

Development (or redevelopment) of pad sites often requires a package of advertising signage as part of a planning permit application for use and development.

The following objectives, strategies and guidelines apply to:

Freestanding service stations, retail premises, freeway service centres, medical centres and veterinary centres.

Objectives:

- To encourage signage that respects the character and amenity of the surrounding area
- To minimise the number and size of signs to what is necessary to identify the use and function of the site.

Strategies:

1. Ensure signage is entirely integrated into the design of the built form and architecture.
2. Discourage signs other than business identification signs.
3. Limit use of corporate colours, which is regarded as signage.
4. Strongly discourage bunting signs.

Guidelines:

1. Encourage signs in the locations shown in Figure 11.
2. Discourage signs in the locations shown in Figure 12.
3. Freestanding business identification signs should:
 - Be limited to one sign per road frontage.
 - Be less than the height of the building to which it relates, excluding parapets, or 7 m, whichever is lesser.
 - Be incorporated into landscaping treatment.
 - Not have adverse impacts upon residential amenity.
4. Directional signs for a pad site should:
 - Be limited to one per road entry point.
 - Not exceed 0.3 square metres in size.

- 1 Up to 20 per cent of windows
- 2 Does not protrude above parapet, roofline or canopy
- 3 Is consistent in size and placement throughout canopy and building
- 4 Single free-standing sign per road frontage less than 7 m tall

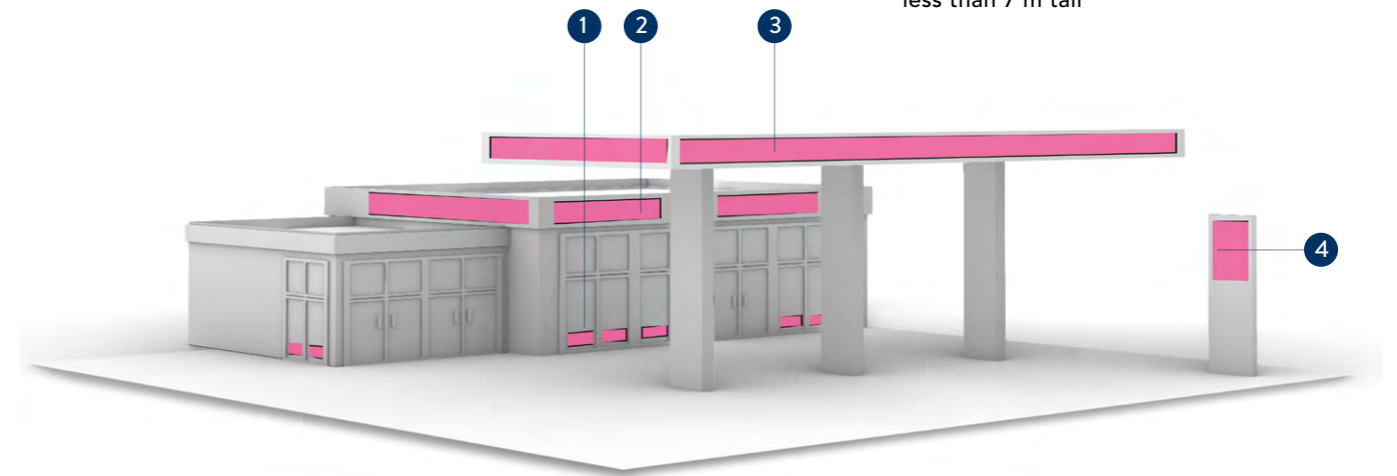


Figure 11 Appropriate Signage Locations on PAD Sites

- 1 More than 20 per cent of windows
- 2 Protrudes above parapet, roofline or canopy
- 3 Is not consistent in size and placement throughout canopy and building
- 4 Multiple free-standing sign per road frontage more than 7 m tall
- 5 Utilises bunting, flags, balloons

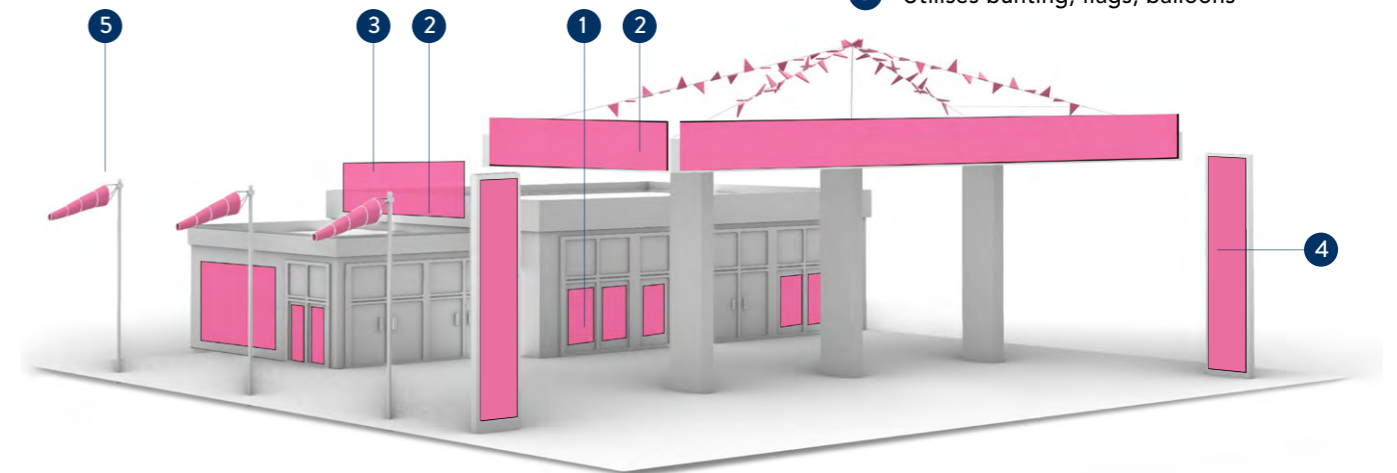


Figure 12 Inappropriate Signage Locations on PAD Sites

GROWTH AREAS

GREENFIELD AND LARGE INFILL DEVELOPMENT AREAS

11

GROWTH AREAS

The following objectives, strategies and guidelines for apply to:

Greenfield and large infill development areas, generally included in the Urban Growth Zone, Development Plan Overlay, Design and Development Overlay.

Objectives:

- To protect areas of new development from a proliferation of advertising signage.

Strategies:

1. Encourage signage management plans for new estates or where there are multiple tenancies operating on a single site.
2. Discourage branding of new estates through signage.

Guidelines:

1. Subdivision and new estate promotion signs should be limited to a maximum of one per road frontage.
2. Offsite estate promotional signs should be located within 1.6 km or the closest major intersection (whichever is closer) of the exterior boundary of the subdivision development to which they relate.
3. 250 m separation should be provided between all off site estate promotional signs, and a maximum of 4 in total.
4. 150 m separation should be provided between all signs within the same estate and a maximum of 4 in total.
5. The height or width of a promotion sign should not exceed 6 m and the total advertisement area should not exceed 8 square metres.
6. Ensure promotional signage stays relevant and well maintained, by allocating an expiry date to permits of up to 5 years from the date of issue of the permit.
7. Avoid trailer mounted signs or any form of moveable signage associated with land sales.

MAJOR PROMOTION SIGNS

12

MAJOR PROMOTION SIGNS

The following objectives, strategies and guidelines apply to:

- Major promotional signs as defined in the planning scheme.

Objectives:

- To ensure major promotion signs respect the scale and form of their built form and landscape context.
- To discourage major promotion signs in inappropriate locations.
- To avoid major promotion signs that adversely affect the character, amenity and functionality of a site or area.
- To avoid major promotion signs that dominate the surrounding area

Strategies:

1. Encourage the provision of architectural interest in the design of major promotion signs.
2. Ensure major promotion signs are not located in, overshadow or result in loss of amenity to usable areas of the host site or adjoining land.
3. Ensure major promotion signs are spaced at a sufficient distance apart.
4. Avoid major promotion signs that dominate buildings and uses on the host site and adjoining land.
5. Avoid locating major promotion signs in land near sensitive interfaces including river corridors, passive open space and residential areas, particularly where it will form part of the skyline when viewed from these areas.
6. Strongly discourage major promotion signs outside Central Geelong, Highway Oriented Commercial Areas and Industrial Areas.

Guidelines:

1. Major Promotion Signs should be spaced at least 1 km from any other Major Promotion Sign on the same road.
2. Ensure major promotion signs stay relevant and well maintained, by allocating an expiry date to permits of up to 5 years from the date of issue of the permit.
3. Discourage major promotion signs that would restrict the development of a site or conflict with an identified strategic development objective.
4. Avoid 'pop out' elements.
5. Avoid more than one major promotion sign at any intersection.
6. Major promotion signs displayed on walls of a building should not cover more than:
 - 20 per cent of an elevation less than 100 square metres; or
 - 20 square metres of an elevation between 100 – 200 square metres.

ELECTRONIC SIGNS

13

ELECTRONIC SIGNS

The following objectives, strategies and guidelines apply to:

- Electronic signs as defined in the planning scheme.

Objectives:

- To encourage electronic signs in appropriate locations that add vitality and light to a commercial or industrial area.
- To avoid electronic signs that adversely affect the amenity of a site or area.
- To avoid electronic signs that may have an adverse effect on road safety.

Strategies:

1. Avoid electronic and animated signs that will result in light spill, glare, disturbance, intrusion or other detrimental effects on the amenity of surrounding rural or residential areas or public open space.
2. Strongly discourage animated signs (including digital media, holographic, 3D and projections) and audio associated with signage, unless consistent with an adopted place-based advertising strategy to provide activation to a public place.
3. Prioritise road safety when considering and assessing applications for electronic signs.

Guidelines:

1. Control electronic signs to have appropriate levels of illumination responsive to sunlight, weather conditions and time of day.
2. Limit the number of electronic signs to one per premises.
3. Discourage electronic signs that face a residential area, passive open space or other sensitive interfaces.
4. Avoid electronic signs in locations where it cannot be demonstrated the risk to road users is low.
5. Avoid variable messaging boards in all locations, unless where required to provide notice of an essential public service of a government department, public authority or municipal council, such as fire protection activities.

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CUSTOMER SERVICE CENTRE

100 Brougham Street
Geelong VIC 3220
8.00am – 5.00pm

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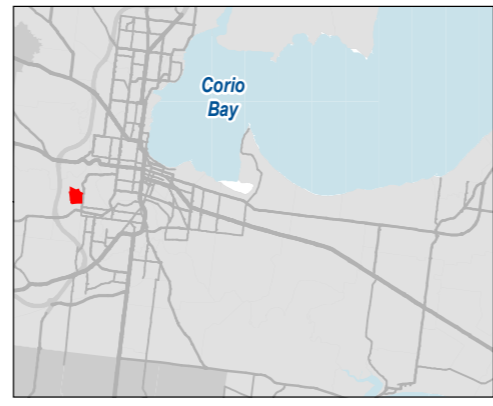
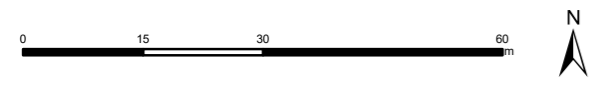


APPENDIX 1:

MAPS OF HIGHWAY ORIENTED COMMERCIAL
AREAS IN THE COMMERCIAL 1 ZONE


BARRABOOL HILLS, PROVENCE BVD, HIGHTON

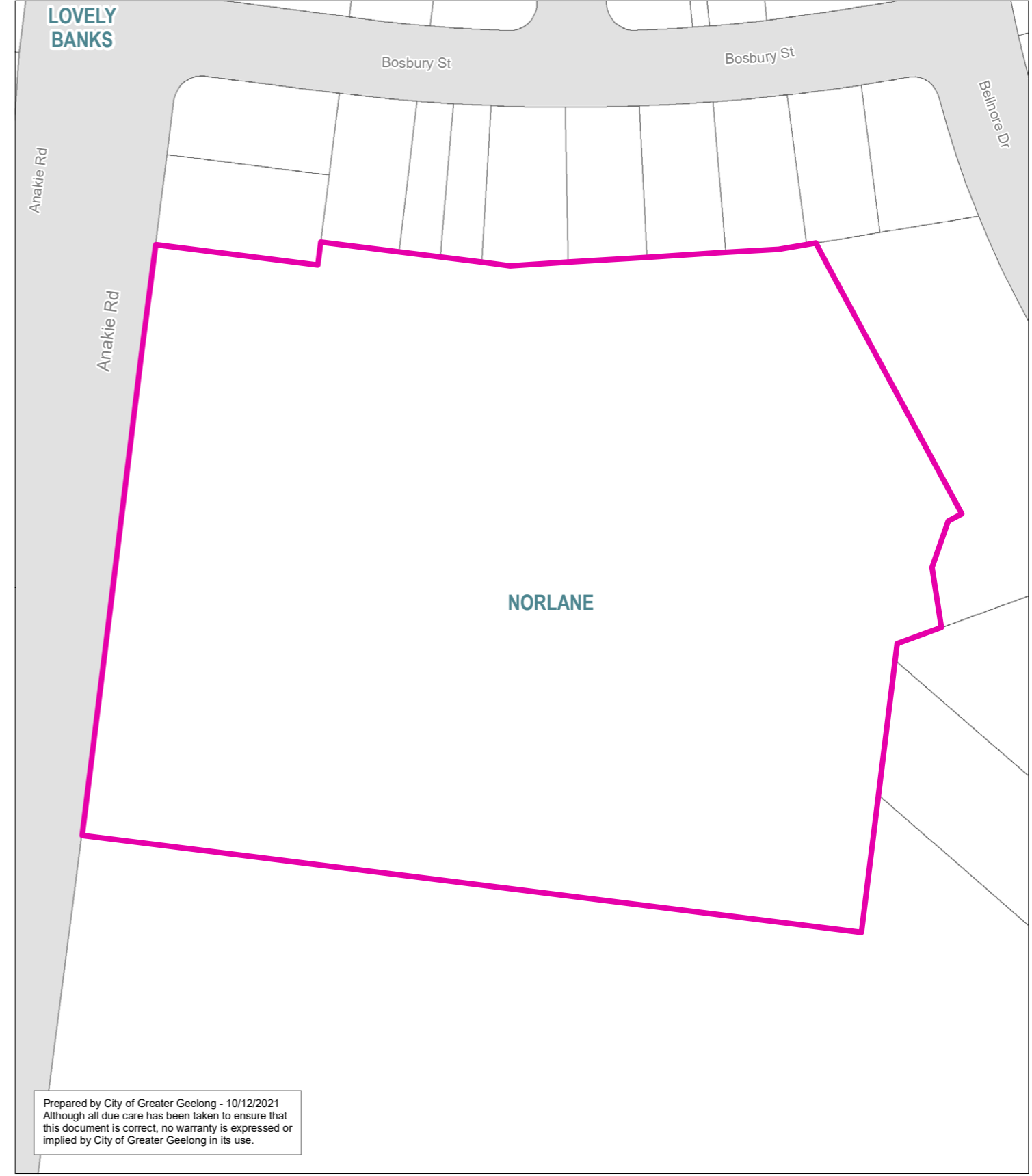
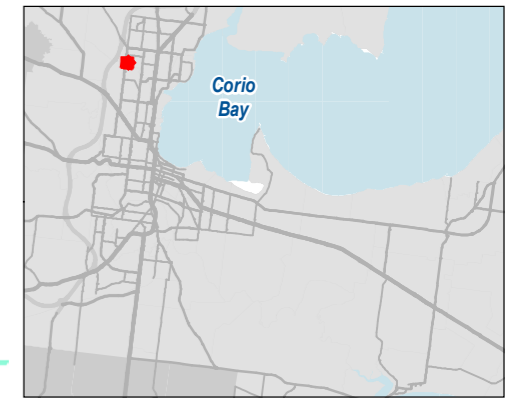
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BELL POST, ANAKIE RD, NORLANE

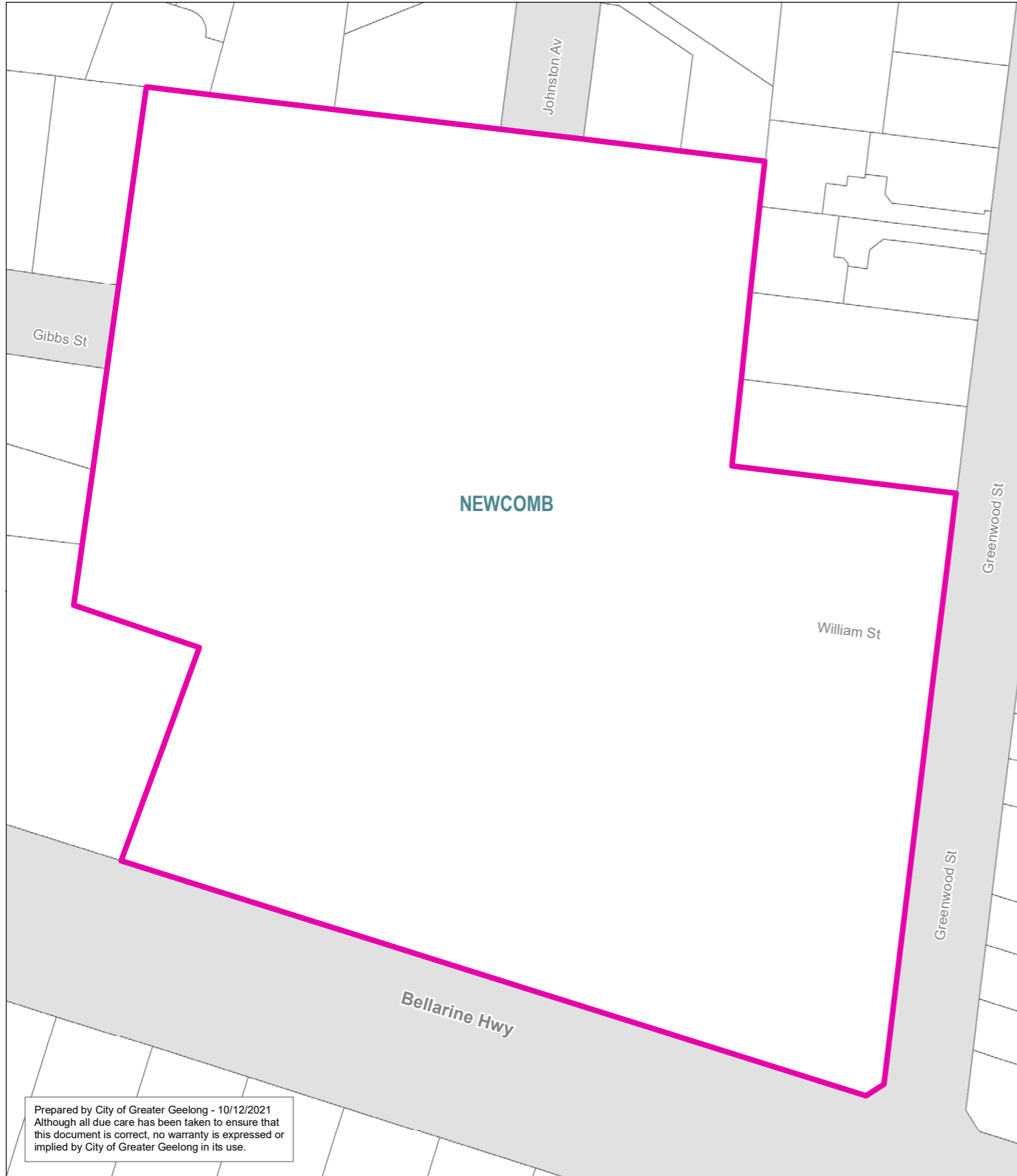
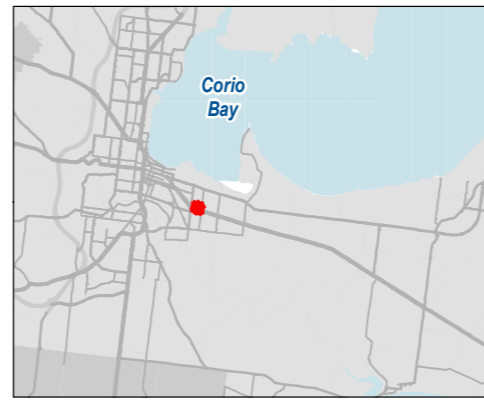
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BELLARINE VILLAGE, BELLARINE HWY, NEWCOMB

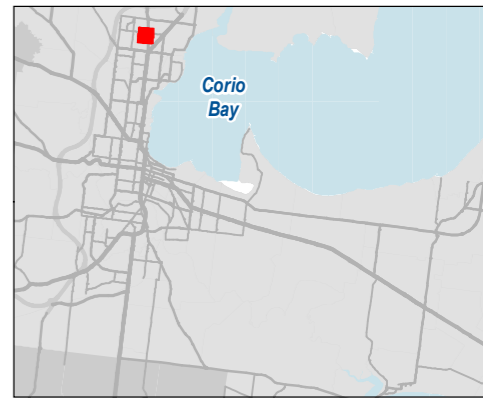
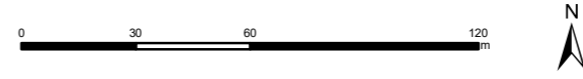
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CORIO VILLAGE, BACCHUS MARSH RD, CORIO

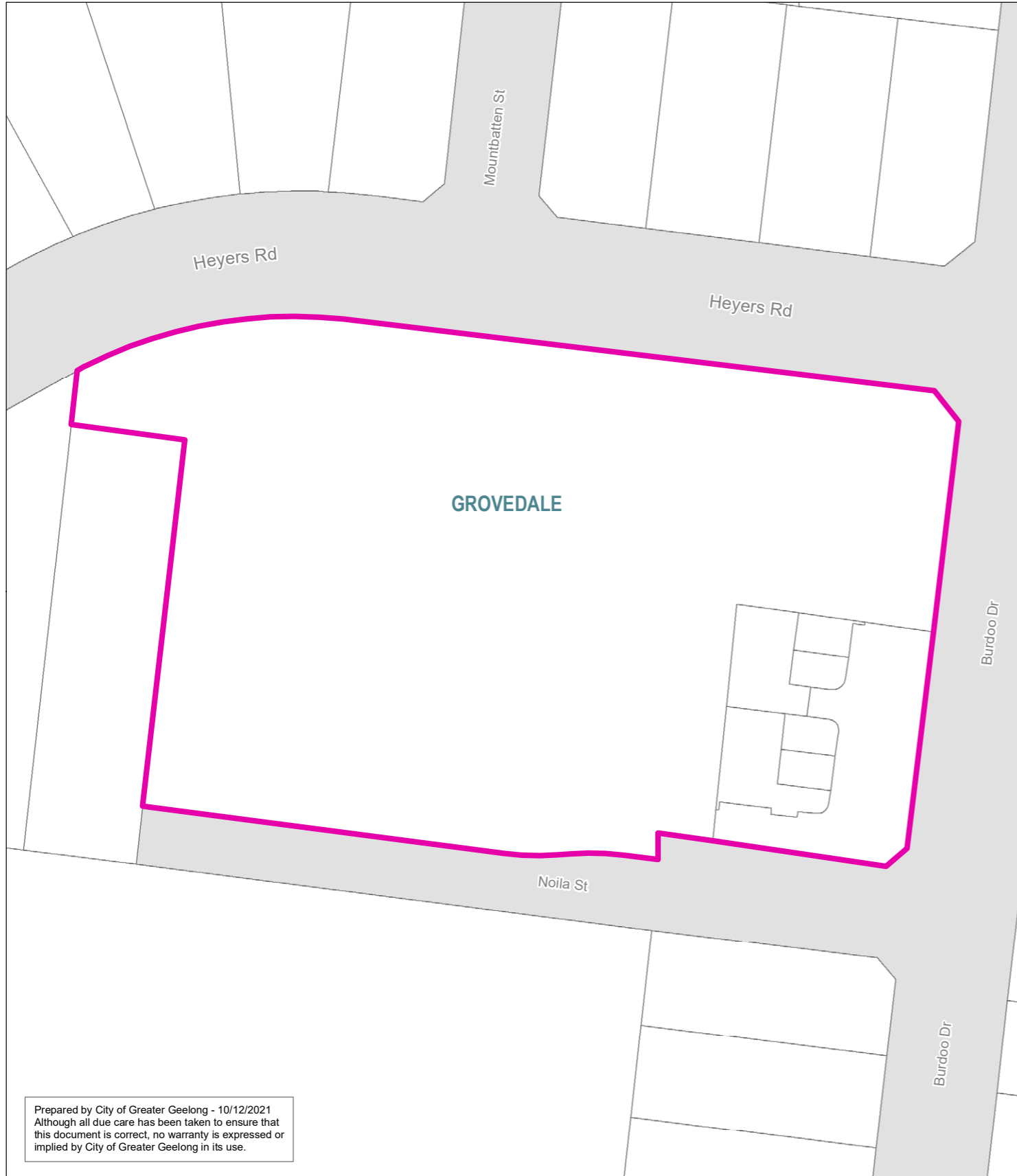
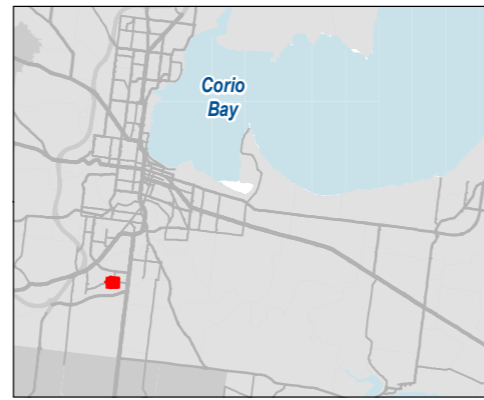
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GROVEDALE CENTRAL, HEYERS RD, GROVEDALE

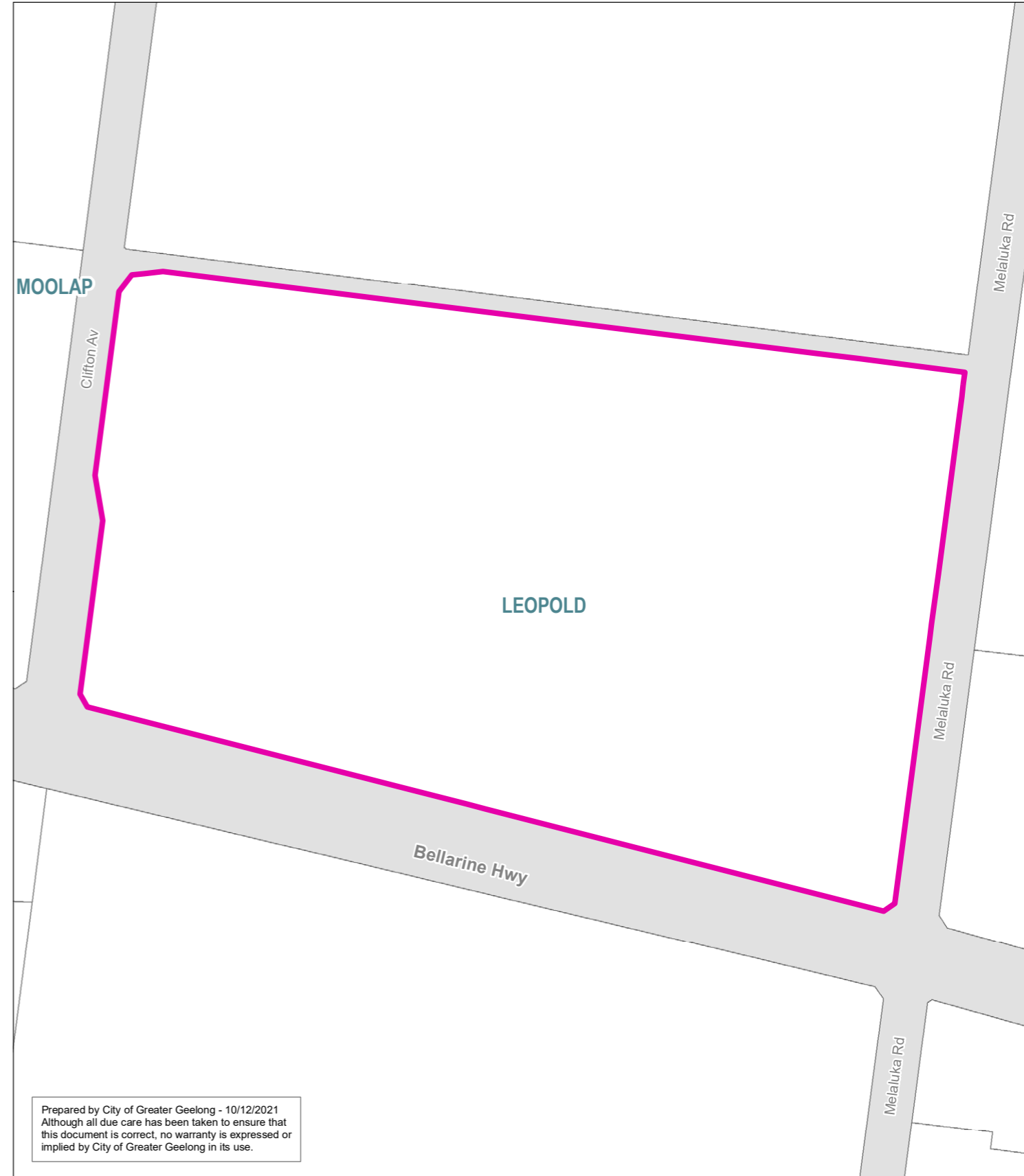
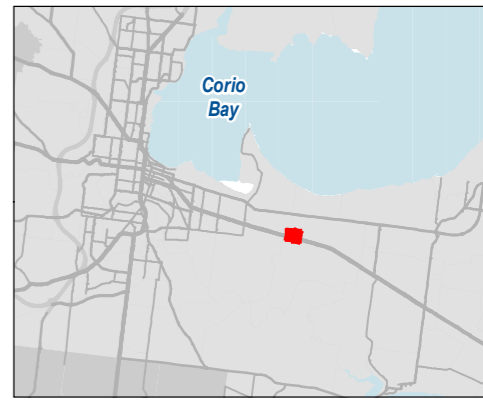
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LEOPOLD GATEWAY PLAZA, BELLARINE HWY, LEOPOLD

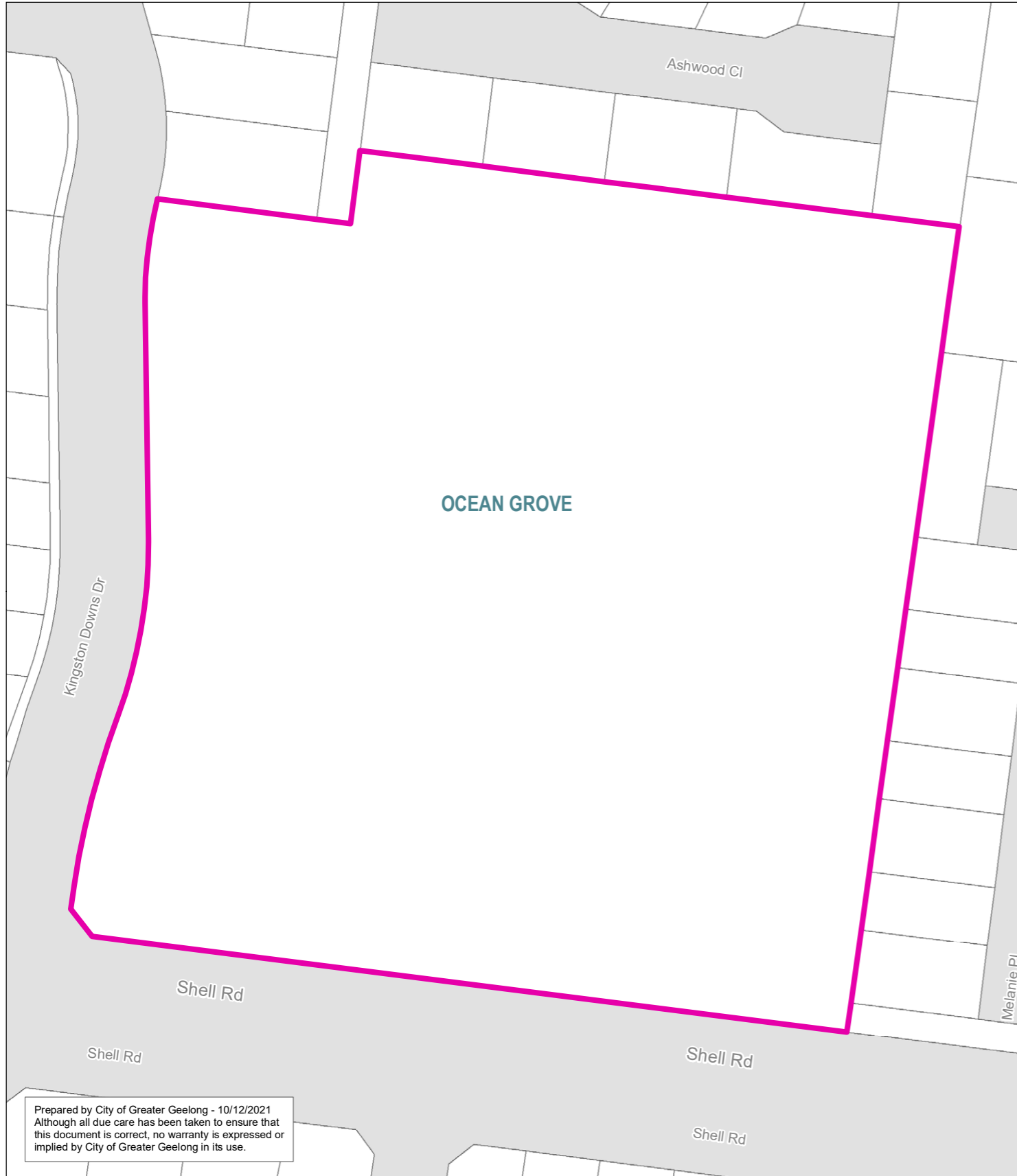
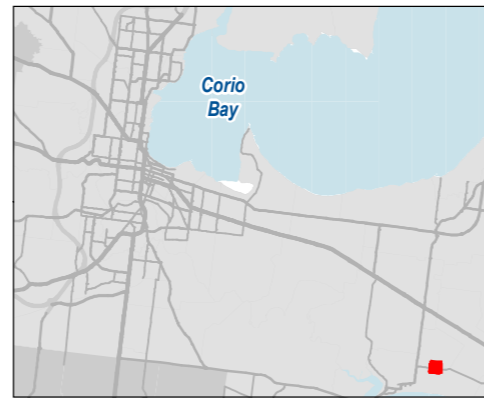
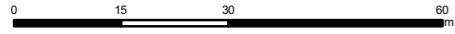
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MARKETPLACE, SHELL RD, OCEAN GROVE

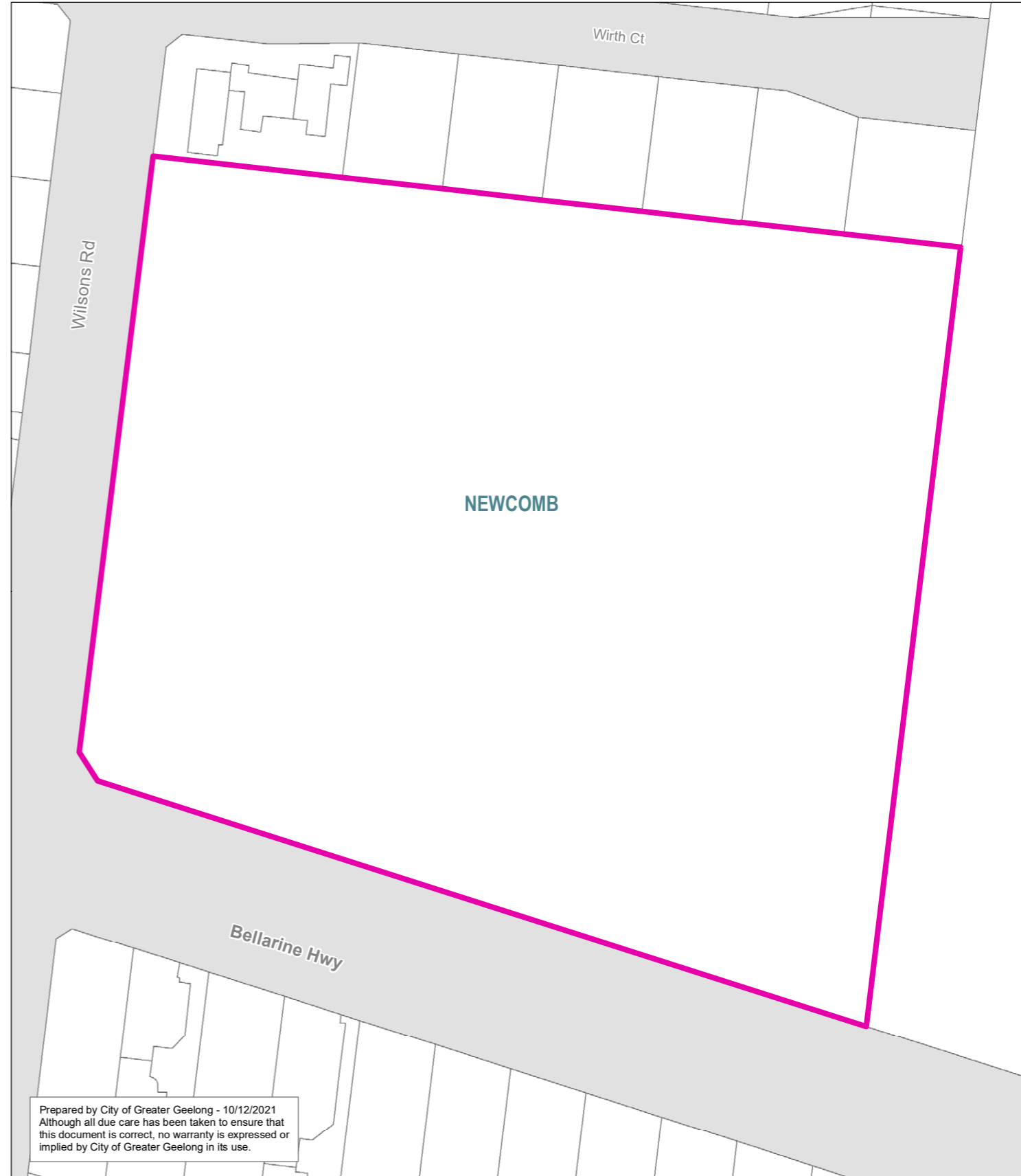
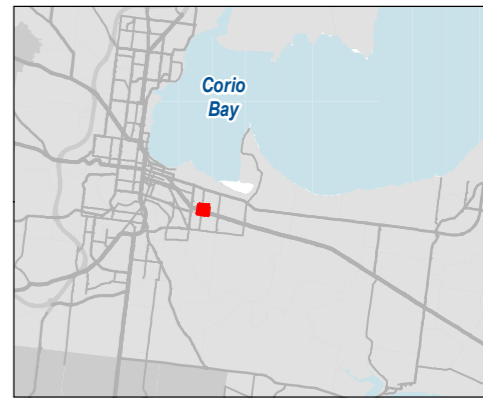
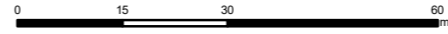
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NEWCOMB CENTRAL, BELLARINE HWY, NEWCOMB

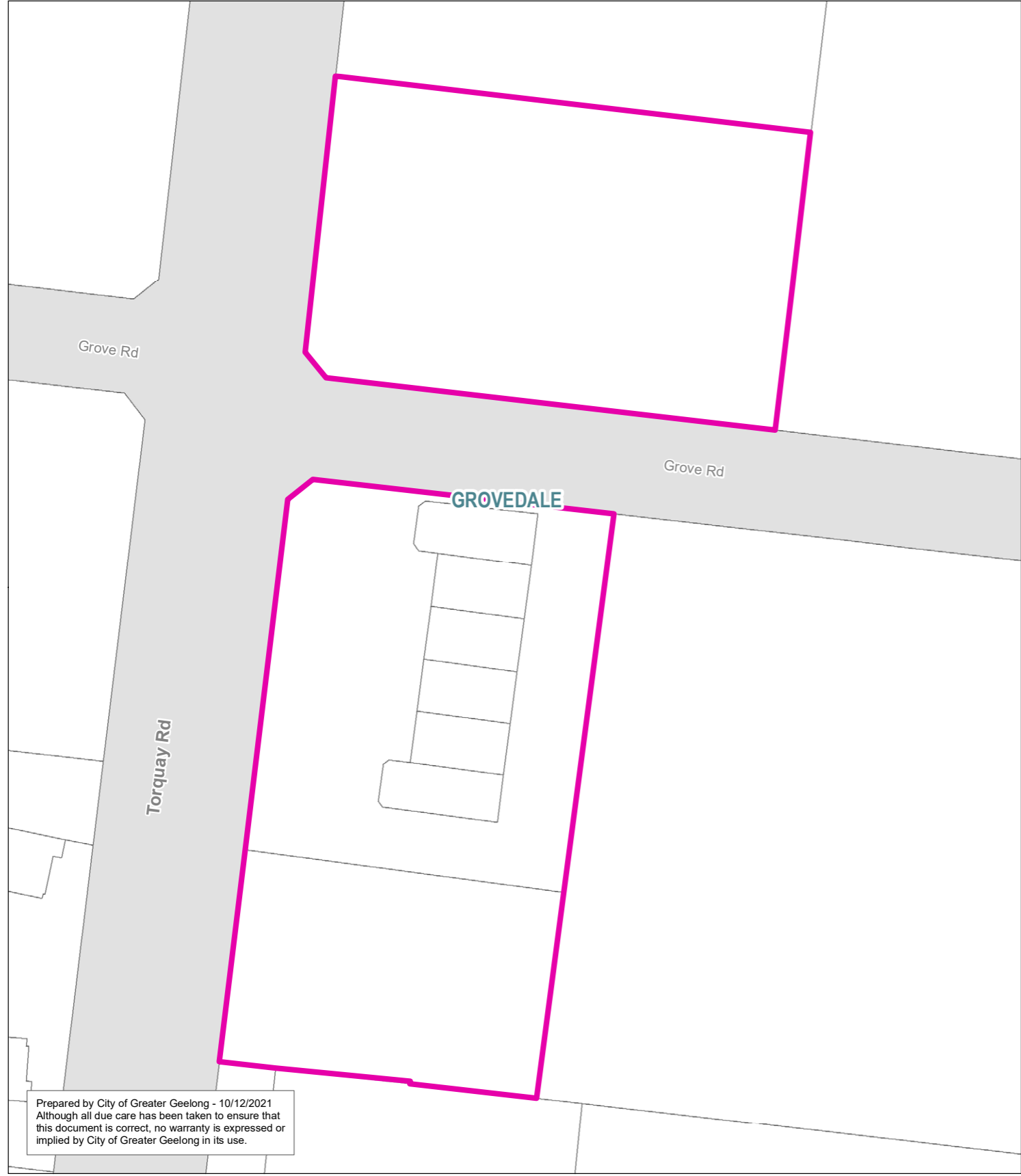
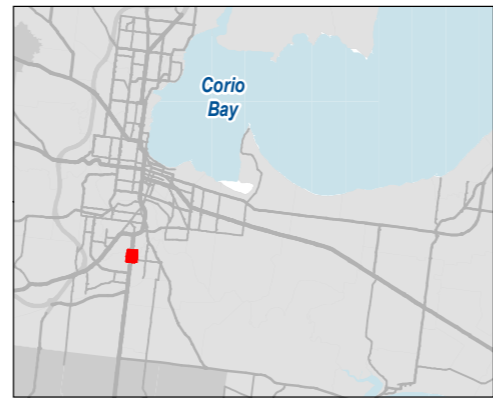
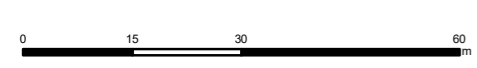
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SURF COAST HWY, GROVEDALE (142-158 TORQUAY RD)

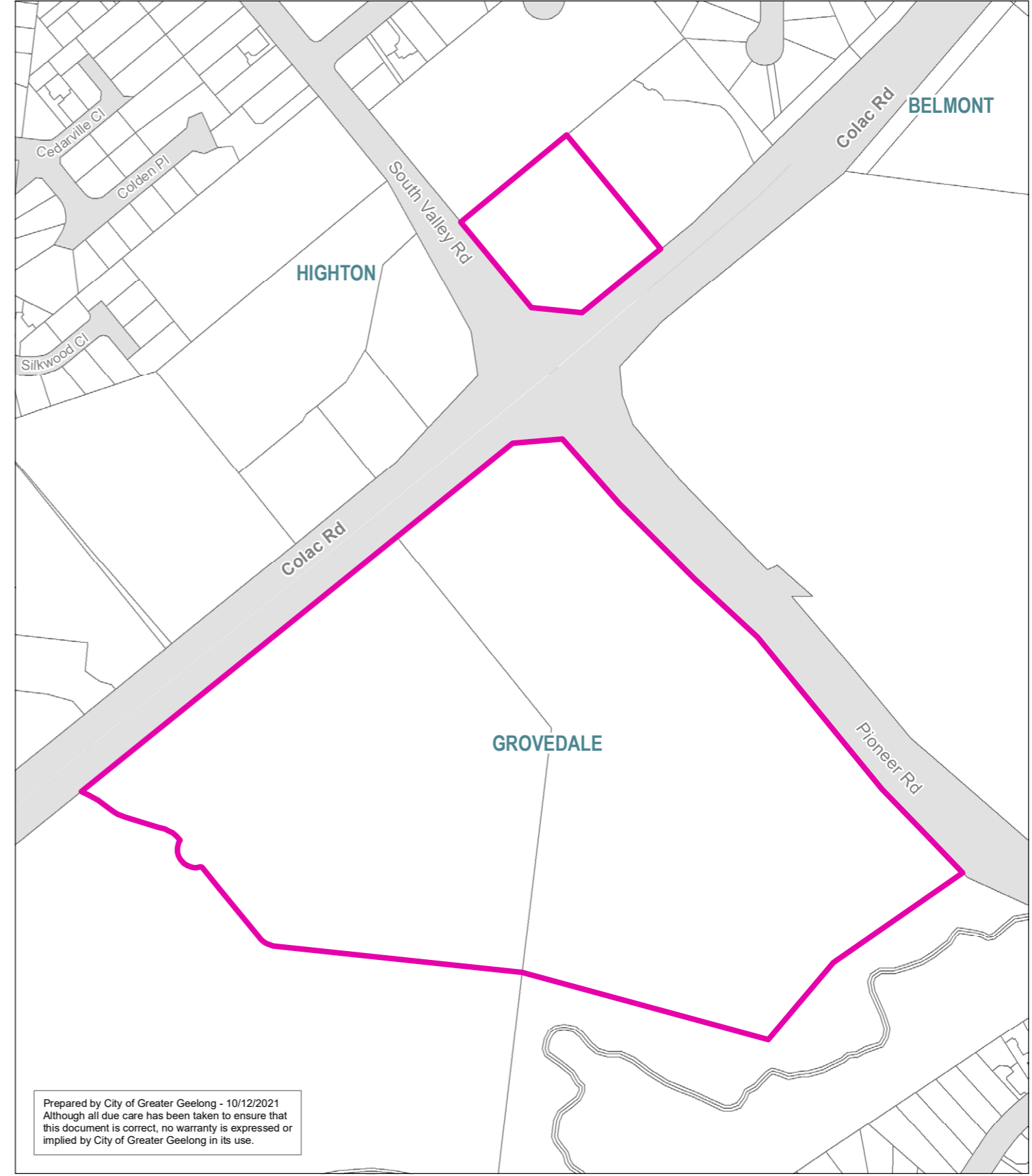
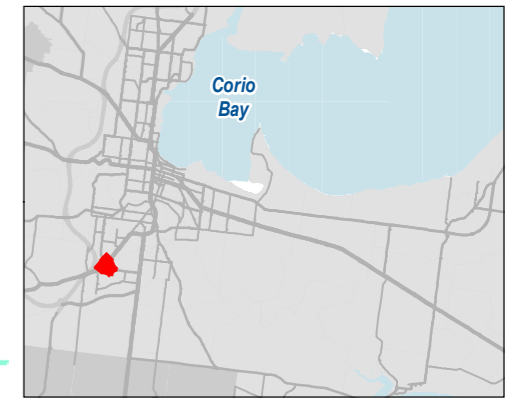
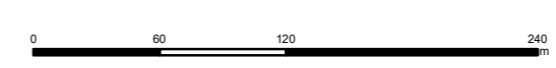
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WAURN PONDS, PIONEER RD, GROVEDALE

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