

# MINUTES

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## COUNCIL MEETING

**Tuesday 28 February 2023**  
**6:00 pm**

**Cloverdale Community Centre**  
**167–169 Purnell Road, Corio**

**LIVE STREAMED ON THE CITY'S WEBSITE:**

[www.geelongaustralia.com.au/meetings](http://www.geelongaustralia.com.au/meetings)

**COUNCIL:**

Cr T Sullivan (Bellarine Ward) - Mayor  
Cr A Aitken (Windermere Ward) - Deputy Mayor  
Cr P Murrihy (Brownbill Ward)  
Cr S Asher (Bellarine Ward)  
Cr J Mason (Bellarine Ward)  
Cr E Kontelj (Brownbill Ward)  
Cr M Cadwell (Brownbill Ward)  
Cr B Harwood (Kardinia Ward)  
Cr B Moloney (Kardinia Ward)  
Cr R Nelson (Kardinia Ward)  
Cr K Grzybek (Windermere Ward)

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## 2. REPORTS

### 2.1. Amendment C383ggee - Advertising Sign Guidelines Review - Prepare and Exhibit Amendment

**Source:** City Planning & Economy  
**Director:** Gareth Smith

#### Purpose

1. To seek a Council resolution to prepare and exhibit Amendment C383ggee subject to authorisation by the Minister for Planning.

#### Background

2. The City has conducted a review of the current Advertising Signage Guidelines which are included in the Greater Geelong Planning Scheme and guide decision making on planning permit application for signage.
3. The review found there is a need to update the current guidelines as the current guidelines are 25 years old; there have been numerous changes to the planning scheme since 1997 including new commercial zones and state government signage provisions and the evolving nature of advertising signage and urban design requires updated direction for planning permit applications.
4. The replacement of the current guidelines is recommended in the City of Greater Geelong Advertising Sign Guidelines Review – Issues and Options Paper (May 2022)(**Attachment 2**), which was supported in a peer review by Transect Planning.
5. The amendment will replace the current Advertising Signage Guidelines, City of Greater Geelong 1997 with new City of Greater Geelong Advertising Sign Guidelines (May 2022) (**Attachment 3**), as an incorporated document in the Greater Geelong Planning Scheme.

#### Key Matters

6. The Amendment and new Guidelines are required to provide updated guidance for the design and placement of signs that are appropriate in different areas, and to assist developers, building owners, building tenants, planning permit applicants and residents in understanding what type of signs will be supported or not supported in the Greater Geelong Planning Scheme.
7. The Guidelines apply to planning applications for signs and establish performance based objectives, strategies and design for signs, including for different areas and sign types.
8. Further details of the background and proposed new guidelines are discussed in **Attachment 1**.

**RESOLUTION - Item 2.1**

**Cr Grzybek moved, Cr Harwood seconded -**

**That Council:**

- 1. Endorses the preparation and exhibition of Amendment C383ggee to the Greater Geelong Planning Scheme to:**
  - 1. Replace the current Advertising Signage Guidelines, City of Greater Geelong 1997 with the City of Greater Geelong Advertising Sign Guidelines (May 2022) in the Schedule to Clause 72.04 as an incorporated document in the Greater Geelong Planning Scheme;**
  - 2. Include the City of Greater Geelong Advertising Sign Guidelines Review – Issues and Options Paper (May 2022) in the Schedule to Clause 72.08 as a background document in the Greater Geelong Planning Scheme; and**
  - 3. Make other associated changes to the local policy provisions of the Greater Geelong Planning Scheme.**
- 2. Requests the Minister for Planning to authorise the preparation and exhibition of Amendment C383ggee.**

**Carried**

### ***Financial Sustainability***

9. There are no significant financial implications to Council. The amendment will not result in additional planning permit applications being lodged with the council and will provide greater clarity and certainty for how discretion will be exercised when considering applications for signage. This will result in improved clarity for all parties on Council's expectations when lodging applications for signage across the municipality.

### ***Community Engagement***

10. The City has consulted with Department of Transport and the former Department of Environment Land Water and Planning (DELWP) in the development of the new Guidelines.
11. If Council resolves to support the exhibition prescribed Ministers and other relevant agencies will be directly notified during the statutory exhibition period. The broader community will be notified through notices in local newspapers and the City's website.

### ***Social Equity and Sustainability***

12. There are no significant social equity considerations.

### ***Relevant Law/Policy/Legal Implications***

13. The amendment supports the following State Policies from the Planning Policy Framework:
  - 13.1. Clause 15.01-1S Urban design; and
  - 13.2. Clause 18.01-1S Land use and transport integration.
14. The amendment supports the following policies from the Local Planning Policy Framework:
  - 14.1. Clause 11.03-1L Activity Centres in Greater Geelong; and
  - 14.2. Clause 15.04-1L-02 Pakington Street North Urban Design.
15. The amendment supports the following clause from the Particular Provisions:
  - 15.1. Clause 52.05 Signs.

### ***Alignment to Community Plan and Vision***

16. This report aligns with Our Community Plan 2021-2025 strategic priority:  
Strategic Direction 2: Sustainable growth and environment.  
Strategic Direction 3: Strong local economy.
17. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:  
A prosperous economy that supports jobs and education opportunities.  
Sustainable development that supports population growth and protects the natural environment.

***Conflict of Interest***

18. No officer involved in the preparation of this report declared a general or material conflict of interest.

***Risk Assessment***

19. There are no notable risks associated with implementing the recommendations contained in this report.

***Environmental Sustainability***

20. There are no environmental sustainability implications associated with implementing the recommendations contained in this report.

**Attachments**

1. C383 Attachment 1 Council report [2.1.1 - 3 pages]
2. Advertising Signs Issues and Options Paper May 2022 (updated 21-2-23) [2.1.2 - 13 pages]
3. Advertising Sign Guidelines May 2022 - PR J-17-145 [2.1.3 - 39 pages]

## Attachment 1

### **Background**

1. The City conducted a review of the Advertising Signage Guidelines (City of Greater Geelong 1997) which are currently included in the Greater Geelong Planning Scheme. The review found there is a need to update the current guidelines, due to a number of reasons, including:
  - 1.1 The current guidelines are over 20 years old since their introduction.
  - 1.2 There have been numerous changes to the planning scheme since this time, including to the number and types of commercial zones, as well as to the advertising sign particular provision (Clause 52.05).
  - 1.3 The evolving nature of advertising signage and urban design requires updated direction for planning permit applications.
2. An Issues and Options Paper (**Attachment 2**) was prepared, which outlines the current policy and statutory context, issues and case studies of signage in the municipality. It recommends new guidelines be prepared, as well as a short local policy provision for advertising signs. The structure recommended for the new Guidelines would be based on different area types identified in Greater Geelong, such as pedestrian oriented commercial areas including High Street in Belmont and Ormond Road in East Geelong, as well as Highway oriented commercial areas, such as Waurm Ponds Shopping Centre or Leopold Gateway Plaza.
3. New Advertising Sign Guidelines (**Attachment 3**) have been prepared collaboratively with Urban Design consultants Urban Fold, based on the recommended structure and issues identified in the Issues and Options Paper. These Guidelines, as well as the Issues and Options paper, have been peer reviewed by Transect Planning Consultants.
4. The Peer Review agreed with the recommendations of the Issues and Options Paper and with the approach taken by council, including replacing the current guidelines as an incorporated document in the planning scheme and proceeding with a planning scheme amendment.
5. The former Department of Environment Land Water and Planning (Central Geelong) and Department of Transport were consulted in the development of the new Guidelines.

### **Discussion**

6. Signs have a significant impact on the public realm and the quality of the streetscape, site and buildings where they are located. Done well, signs can add to the vitality of an area and contribute to its character. Done poorly, signs can block important views or create an unattractive, cluttered appearance to an area, as well as reduce the effectiveness of other signs.
7. By implementing the guidelines into the planning scheme, signs in the built environment can be managed to balance the important economic role they play in identifying and promoting business, while ensuring good urban design outcomes are achieved and valued streetscape character, heritage and amenity are protected. This is particularly important given Geelong's status as a UNESCO City of Design.
8. Amendment C383ggee seeks to implement the City of Greater Geelong Advertising Sign Guidelines (May 2022) by replacing the current guidelines in the planning scheme as an incorporated document. The guidelines will apply to all land within the Greater Geelong Planning Scheme.

9. The amendment is required to implement the City of Greater Geelong Advertising Sign Guidelines (May 2022) and remove the current Advertising Signage Guidelines, City of Greater Geelong 1997. The new guidelines provide updated guidance to support decision making for the design and placement of signs that are appropriate in different areas, and to assist developers, building owners, building tenants, planning permit applicants and residents in understanding what type of signs will be supported or not supported in the Greater Geelong Planning Scheme.
10. The Guidelines apply to planning applications for signs and establish performance based objectives, strategies and design for signs, including for different areas and sign types. They will:
  - 10.1 Encourage a place-based approach to signage, that reflects the different types of urban environments in the municipality.
  - 10.2 Provide direction for signage that respects the context of its location, having regard to impacts on buildings and the area.
  - 10.3 Promote equitable identification and marketing of businesses in the municipality.
  - 10.4 Encourage the protection of views and vistas to significant natural or man-made features from inappropriate signs.
  - 10.5 Address issues such as visual clutter or signs that dominate a site, building or streetscape.
  - 10.6 Provide guidance for electronic signs.
11. In addition to the new Guidelines, a short local policy provision will be introduced to require their consideration in future planning permit applications.
12. The proposed amendment accords with the objectives of Planning in Victoria as set out in the *Planning and Environment Act 1987* as it will:
  - 12.1 Encourage appropriate signage and its economic benefits in a manner that is fair, orderly and sustainable.
  - 12.2 Ensure signage does not compromise pleasant and efficient working, living and recreational environments.
  - 12.3 Ensure signs are respectful of heritage places.
13. The Guidelines have been prepared to provide local guidance for the matters identified for consideration in Clause 52.05 (Signs). The structure of the Guidelines is largely based on the four different signage 'Category' areas identified in Clause 52.05, which are commercial, office and industrial, high amenity and sensitive areas. The Guidelines provide additional guidance, by breaking down commercial areas into two distinctive character types, which are 'pedestrian oriented' and 'highway oriented' commercial areas.
14. Pedestrian oriented commercial areas are typically main streets in suburban areas or town centres, with low vehicle speeds and a walkable environment, whereas Highway oriented areas are mainly accessed by car and often located on an arterial roads and other higher speed environments. The areas generally have substantially different built form environments, with Pedestrian oriented areas having buildings constructed on the front boundary with few or no gaps between buildings. In contrast, buildings in Highway oriented areas have substantial setbacks from the street and large areas devoted to vehicle access and parking.

15. The different environments result in different signage needs and sensitivities, which the proposed Guidelines respond to by providing different objectives, strategies and guidelines, while remaining consistent with Clause 52.05. The Guidelines identify which commercial areas in the municipality are pedestrian or highway oriented, by both the zoning as well as maps, to avoid confusion.
16. In addition, the Guidelines provide specific directions for sign applications in:
  - 16.1 Central Geelong
  - 16.2 At interfaces between commercial or industrial and high amenity or sensitive areas.
  - 16.3 Heritage places
  - 16.4 PAD sites, such as freestanding service stations or medical centres.
  - 16.5 Growth areas
  - 16.6 Major promotion signs
  - 16.7 Electronic signs
17. Objectives for signs that apply in all locations are included in a 'General' section at the start of the Guidelines. A user guide is also included at the start of the document, as well as hyperlinks in the Contents page to assist in quicker navigation.
18. The proposed Guidelines have been prepared to accord with the proposed Central Geelong Framework Plan and draft new Activity Centre Zone schedule.
19. The amendment will not result in additional planning permit applications being lodged with the council and will provide greater clarity and certainty for how discretion will be exercised when considering applications for signage. This will result in improved clarity for all parties on council's expectations when lodging applications for signage across the municipality.



THE CITY OF  
GREATER GEELONG

# ADVERTISING SIGN GUIDELINES REVIEW

ISSUES AND OPTIONS PAPER

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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.

## EXECUTIVE SUMMARY

The issues and recommendations of this review have focussed on the impacts of advertising signs, grouped into areas where they most commonly occur. The areas identified are as follows:

- Central Geelong
- Pedestrian oriented commercial areas
- Highway oriented commercial areas
- Industrial areas
- Heritage places
- Open space
- Residential areas
- Growth areas
- Major promotion signs

Some issues common across all areas are also identified, which are:

- Visual clutter resulting from excessive numbers and sizes of signs, as well as their placement (such as where they block out a competing sign).
- Impacts on buildings, particularly where signage is not in proportion to the building or alters or obscures architectural features.
- Impacts on the area, such as from signs that are of a size or height that dominate the built form character and streetscape.
- Signs that obscure or dominate views or vistas to significant natural or man-made features, as well as to the sky or between buildings from public places (such as the street or parks).
- Use of variable messaging signs to promote sales or other commercial activities and the detrimental impact they have on road users and the amenity of an area.

Issues identified with the current statutory and policy framework are:

- Age of the current incorporated document (Advertising Signage Guidelines, City of Greater Geelong 1997)
- Generalisation of different types of commercial areas in the current Advertising Signage Guidelines
- Need to update in the Planning Policy Framework context

The options suggested include the development of new guidelines to replace the current ones, to be included in the planning scheme as either a background or incorporated document, and/or a local policy in the Planning Scheme.

The recommended option is to prepare a succinct local planning policy and new Advertising Guidelines, as an incorporated document.

The recommended structure of the guidelines would be based on the areas and issues identified, as follows:

1. General
2. Central Geelong precincts (excluding Waterfront)
3. Category 1 areas. These areas are commercial and most are identified in the City of Greater Geelong Retail Strategy 2020-2036 (August 2020). There are two main development types, with different preferred signage characters:
  - a. Pedestrian oriented commercial areas. This will include most Commercial 1 Zone areas, as well as a small number of Commercial 2 and Urban Growth Zone areas with this development type. Typically these areas have, or are planned to, a 'main street' built environment.
  - b. Highway oriented commercial areas. Most Commercial 2 Zone areas and a number of Commercial 1 Zone places that have a different established signage and built form character to Pedestrian oriented commercial areas. These include large format retail (bulky goods) and shopping centres surrounded by large carparking areas.

To enable ease of use, the incorporated document should include a list of Commercial 2 Zone areas that are in Pedestrian oriented commercial areas and Commercial 1 Zone areas that are in Highway oriented commercial areas.

4. Category 2 areas. These areas are chiefly industrial, but also include some in the Armstrong Creek growth area.
5. Category 3 areas
  - a. Residential areas.
  - b. Central Geelong Waterfront.
6. Category 4 areas (Rural and public land)
7. Heritage places
8. Interfaces with sensitive areas
9. Growth Areas
10. Major promotion signs
11. Electronic signs

## PURPOSE

**Advertising signage is an important part of the economy, helping to promote and generate business. Some signs help identify the location of businesses and places, or promote local events. Others, such as large billboards, can promote projects of regional significance (such as new housing estates) or road safety messages.**

Done well, signage can also add to the vitality of an area and contribute to its character. A corporate logo on an office building can provide a landmark that helps orient city users. It can also provide a sense of connection between a business and its locality and signify its importance to the local economy, such as the Worksafe building in central Geelong.

Done poorly, however, the opposite can be true. Signage can block important views of natural or architectural features, or create an unattractive, cluttered appearance to an area. Signage that is too large or high can also dominate and detract from the amenity of a public place, such as a square or park.

There is a need to update the City of Greater Geelong Advertising Signage Guidelines (1997), which are over 20 years old and have not been changed since their introduction. Since this time there have been numerous changes to the planning scheme, including to the number and types of commercial zones, as well as to the advertising sign particular provision (Clause 52.05). The evolving nature of advertising signage and urban design also require updated direction for planning permit applications.

In addition, Geelong's status as a UNESCO City of Design provides a strong basis for the quality of its natural and built environments to be enhanced, in which signage has an important contributing role.

The purpose of this report is therefore to:

- Outline the current statutory and policy context for advertising signage in Greater Geelong;
- Identify and discuss relevant signage issues in different environments, including a number of case studies in Geelong and other municipalities.
- Identify and discuss issues with the current statutory framework, particularly the Advertising Signage Guidelines (City of Greater Geelong, 1997).
- Review emerging technology in advertising signage, including digital signs.
- Provide options (including a recommended option) to update the Planning Scheme, including the format and structure of a new Advertising Guidelines document.

## POLICY AND STATUTORY CONTEXT

### STATE

There are two strategies for signage in state policy:

- Clause 15.01-1S (Urban design)  
Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.
- Clause 18.01-1S (Land use and transport integration)  
Design the transport system and adjacent areas to achieve visual outcomes that are responsible to local context with particular reference to landscaping, the placement of signs and providing buffer zones and resting places.

It is noted the Urban Design Guidelines, which are a reference document in Clause 15.01-1S, provide little guidance for signage and instead redirect users to Clause 52.05.

Clause 52.05 (Signs) is the primary section in the planning scheme which addresses signage requirements. It includes permit triggers and decision guidelines. A 'category' based system is used, which is as follows:

- Category 1 - minimum limitation. Includes Commercial 1 and 2 zones. It also applies to:
  - All precincts of the Central Geelong Activity Centre Zone schedule except precinct 3 (Waterfront).
  - Precinct 1 in the Armstrong Creek Town Centre (Urban Growth Zone, schedule 5).
  - Precincts 4, 5 and 6 of the Armstrong Creek North East Industrial Precinct (Urban Growth Zone, schedule 1).
- Category 2 - low limitation. Includes Industrial 1, 2 and 3 zones, as well as the Port Zone. It also applies to:
  - Special Use Zone schedules 4 (Beckley Park) and 12 (Lara Energetic Materials Manufacturing Plant).
  - Precincts 2, 3 and 4 of the Armstrong Creek Town Centre (Urban Growth Zone, schedule 5).
  - Precincts 1, 2 and 3 of the Armstrong Creek North East Industrial Precinct (Urban Growth Zone, schedule 1).
  - The sports stadium at Kardinia Park (Public Park and Recreation Zone).

- Category 3 – medium limitation. This category applies to most residential areas (including the Rural Living Zone). This category is the default category for the Mixed Use, Special Use and Comprehensive Development zones, other than those in which the schedule to the zone specifies a different category. It also applies to:
  - Central Geelong Waterfront (Activity Centre Zone schedule).
  - Precinct 5 of the Armstrong Creek Town Centre (Urban Growth Zone, schedule 5).
  - Ocean Grove Park (Public Park and Recreation Zone).
- Category 4 – maximum limitation. These areas include rural and public land zones. The Urban Floodway Zone is included in this category. The category also applies to schedules 1, 5 and 13 of the Special Use Zone.

In a Road Zone and Public Use Zone 4 (Transport), the sign category which generally applies is the category which applies to the adjoining zone nearest to the land.

Clause 73.02 (Sign terms) provides definitions of different types of signage.

**It is noted local policy provisions must be consistent with and be within the scope of these state provisions.**

### LOCAL

The Advertising Signage Guidelines (City of Greater Geelong, 1997) provide directions for signage and are an incorporated document in the scheme. A minor amendment to the Guidelines was made in 2014 to address a specific requirement for signage at Kardinia Park. There has not, however, been a comprehensive revision of the guidelines since their introduction.

Notably the Guidelines do not provide guidance for electronic signs or major promotion signs and includes some outdated references to sign types and policies that are inconsistent with the current scheme provisions.

There are a number of objectives, strategies and policies in the following local provisions and schedules in the scheme:

- Clause 15.01-1L-02 (Pakington Street North Urban Design)
- Schedule to Clause 37.08 (Activity Centre Zone)
- The following schedules to Clause 43.02 (Design and Development Overlay):
  - Schedule 17 (Central Geelong Western Wedge)
  - Schedule 18 (Geelong Ring Road Employment Precinct)
  - Schedule 20 (Industrial 1, 2 and 3 Zones)
  - Schedule 21 (Portarlington town centre)
  - Schedule 24 (St Leonards town centre)
  - Schedule 25 (Barwon Heads town centre)
  - Schedule 26 (West Fyans Precinct Structure Plan)
  - Schedule 29 (Lara Town Centre expansion area)
  - Schedule 31 (Bellarine Hwy mixed use centre - Leopold)
  - Schedule 39 (Grubb Rd Activity Centre - Commercial 1 and 2 zones)
  - Schedule 40 (Ocean Grove town centre)
- The following schedules to Clause 42.03 (Significant Landscape Overlay):
  - Schedule 10 (Lake Connewarre)
  - Schedule 11 (Lake Victoria)
  - Schedule 12 (Swan Bay)
  - Schedule 14 (Clifton Springs - Portarlington coast)

### COUNCIL POLICIES (NON-PLANNING)

**The following council policies are applicable to signs requiring approval under local laws.**

#### Recreation Reserve Advertising Signage Policy

This policy establishes guidelines for approval of advertising and sponsorship signage at Council sporting reserves. It relates to all Council owned and managed reserves and associated facilities, except for the sports stadium at Kardinia Park. This policy is proposed to be revoked and superseded by a new set of *Recreation Reserve Advertising Signage Guidelines* which are currently under development.

#### Footpath and Designated Roads Trading and Activity Policy

This policy sets out requirements for the conduct of trading and other activities on Council's footpaths, including signs.

#### General Signage (Including Electoral Advertising Signs) On Council Road Reserves and Land

This policy provides direction on the assessment and determination of applications to place general signage on any Council land, municipal building or road. It does not include signs relating to the placement of a sign on a Council footpath, which are covered in the Footpath and Designated Roads Trading and Activity Policy. It does not include directions on the placement of electoral signs, which are covered in the Placement of Electoral Signs Policy. This policy is being revoked and an updated set of guidelines are under development.

#### Guidelines For The Placement of Electoral Signs

This policy sets the guidelines for the placement of electoral signs in Greater Geelong.

## GEELONG UNESCO CITY OF DESIGN

On 31 October 2017 Geelong was designated a member of the UNESCO Creative Cities Network. The aim of the network is to make creativity an essential driver for sustainable urban renewal and development. Cities in the network are designated one of seven creative fields which include crafts and folk art, design, film, gastronomy, literature, music and media arts. Geelong is the only city in Australia to receive this designation.

As a Creative City of Design, Council has committed to:

*Integrating design thinking into all aspects of urban planning and development, as well as raising Geelong's international profile as a clever and creative city*

UNESCO – Creative Cities Network website  
<https://en.unesco.org/creative-cities/node/982>

This is supported in Council's thirty year vision A Clever and Creative Future (City of Greater Geelong, 2017) which outlines a blueprint for the City as a 'Clever and Creative' city-region. While there are no specific directions for signage, some broader principles are relevant, including:

- an active street culture involving student and café precincts
- urban design that encourages activity and comfortable open public areas in all seasons
- revitalisation of Central Geelong

## ISSUES

### IMPACTS OF ADVERTISING SIGNS

The issues relating to this topic have been grouped into places where they most commonly occur. Many issues will, however, be relevant to a number of settings.

Some of the issues are common across all areas, which are as follows:

- Visual clutter resulting from excessive numbers and sizes of signs, as well as their placement (such as where they block out a competing sign).
- Impacts on buildings, particularly where signage is not in proportion to the building or alters or obscures architectural features.
- Impacts on the area, such as from signs that are of a size or height that dominate the built form character and streetscape.
- Signs that obscure or dominate views or vistas to significant natural or man-made features, as well as to the sky or between buildings from public places (such as the street or parks).
- Use of variable messaging signs to promote sales or other commercial activities and the detrimental impact they have on road users and the amenity of an area.

The following places, or local environments, are based on the different types of urban environments in the municipality. They were identified in a review of the current City of Greater Geelong Advertising Signage Guidelines (1997), Clause 52.05 category area types and a number of key strategic documents described in the following section.

Two distinct sub-types of commercial environments were identified, following a review of the activity centres described in the City of Geelong retail strategy. These have been described as 'pedestrian oriented' and 'highway oriented' commercial areas. Comparative policies and VCAT cases have also been examined to provide insight into contemporary policy in other municipalities.

A separate non-place group is identified for major promotion signs.

### Central Geelong

The Activity Centre Zone applies to much of Central Geelong. Amendment C341ggee has been prepared, which includes a draft framework plan (containing a new structure plan and urban design guidelines) and schedule to the zone. This was placed on exhibition 25 May 2021 and hearings and a committee report is scheduled for the second half of 2021.

The draft framework plan and zone schedule do not include directions for advertising signage. The current Central Geelong Urban Design Guidelines (October 2008) do include guidance, although there is only limited direction in the current zone schedule. Therefore if the proposed zone schedule and framework plan proceed, there will be no local signage policy for Central Geelong.

It is further noted the age of the guidelines was criticised by the Tribunal in *Drive By Developments Pty Ltd v Greater Geelong CC* (2016).



Central Geelong Framework Plan (as shown in draft schedule to the Activity Centre Zone, May 2021)

Central Geelong has some significant sensitivities, including heritage, views and a need for the different precincts to develop a character. Built form and streetscapes will play a key role and advertising signage can either help or hinder this being achieved.

The cultural precinct will be sensitive to signage. The Central Geelong Arts and Cultural Precinct Masterplan 2017 seeks to create a distinctive character for this area through public realm streetscape treatments. Art is proposed to be integrated into the public realm and built form, such as through projections and installations on blank walls. While some advertising related to the functions of this district would be appropriate (such as for performances or exhibitions), the introduction of unrelated commercial advertising would likely threaten this character.

Laneways are also a key feature of Central Geelong. There is a need for signage in these spaces to be human scale – particularly aimed at pedestrians and minimised to avoid visual clutter. The Laneways Action Plan, a background document to the proposed framework plan, seeks to avoid blank walls and long garage doors. Signs may have a role to play in activating these.

The proposed draft Central Geelong urban design guidelines also notes that buildings above seven storeys height will form part of the skyline. Likewise signs above this level will have the potential to form part of the skyline and consideration should be given to whether they (particularly major promotion signs) should be limited to seven storeys.

The proposed zone schedule designates all precincts, other than the Waterfront (which is mainly open space) as 'Category 1' signage areas, which have the lowest level of limitation. Two of the precincts, York and Station, are proposed to be principally residential (with some allowance for commercial uses). Policy direction is needed to ensure signs in these areas do not conflict with the character sought.

Similarly while the Waterfront is included in a Category 3 area (medium limitation), there would be no guidance for signage to ensure signage does not have a detrimental impact on this renowned space.

The lack of policy for signs in the current and proposed zone schedules also does not reflect the prioritisation of the Retail Core precinct as the focus for commercial activity.

**CASE STUDY: CENTRAL GEELONG**

131 Malop Street, Geelong - Drive By Developments Pty Ltd v Greater Geelong CC [2016] VCAT



Image above: Electronic signage approved on heritage building in Central Geelong

The Tribunal issued a planning permit for an electronic major promotional sky sign, placed on top of a single storey building on a street corner in Central Geelong.

While council officers raised concerns with the compatibility of the sign with the area and its dominance of the host building, the Tribunal found the proposal was not incompatible with the 'bulk and scale of the robust buildings' of the area. The Tribunal also gave little weight to the current Central Geelong Urban Design Guidelines, due to their age.

**Commercial areas**

Commercial areas in Greater Geelong are outlined in Clause 02.03-1 (Settlement), which is based on the City of Greater Geelong Retail Strategy 2020-2036 (August 2020). Under Clause 02.03, there are six types of centres: one regional centre (Central Geelong), five sub-regional centres (Belmont, Waurn Ponds, Corio, Leopold and Armstrong Creek), six town centres (Ocean Grove, Drysdale, Lara, Barwon Heads, Portarlington and St Leonards). There is also one Specialised Centre (Pakington Street), twenty four Neighbourhood Centres and eight restricted retail centres.

The built form of these commercial areas can vary significantly, with some being in the form of traditional shopping strips, such as Hitchcock Avenue in Barwon Heads and Ormond Road in East Geelong.

Other commercial areas are largely based around access by car. These are often located along main roads and highways and include enclosed shopping centres surrounded by large carparking areas, as well as bulky goods 'homemaker' centres. Freestanding (or 'pad site') development, such as service stations and drive-through restaurants, are also included in this type.

These two main types of commercial areas have significantly different signage types and issues. It is acknowledged some areas have attributes of both built form environments, such as large 'standalone' supermarkets set behind large carparks in main street environment, or older restricted retail strips with buildings close to a highway frontage. Most areas can, however, be grouped into either of the two commercial area types and therefore are discussed separately under the following headings.

**Pedestrian oriented commercial areas**

Examples: High Street, Belmont; Hitchcock Avenue, Barwon Heads; Ormond Road, East Geelong

These areas are characterised in the advertising signage local policy of the Greater Dandenong planning scheme, as having the following attributes:

- zero or a minimal setback from the street, laneway and side boundaries;
- promotes continuity of the frontage between adjacent developments;
- facilitates active pedestrian interaction between the building and street; and
- incorporates other pedestrian-friendly features such as weather protection.

Often these areas are also in a low vehicular speed environment (under 50 km/h), although there are exceptions (such as Ormond Road, East Geelong).

Much of Central Geelong and Commercial 1 zoned activity centres are in this type of area (at street level), as are a number of suburban commercial areas and town centres.



Example of pedestrian oriented development in Belmont

Issues that have been identified in these areas are:

- Signage that blocks views between people on the street and people on the ground and upper floors of buildings. This can have a detrimental impact on safety and activity in the street.
- Animated signs and large signs (particularly electronic and illuminated ones) can dominate and have a major detrimental impact on these types of centres.
- Signs that interfere with pedestrian sightlines and movements.
- Large signs that are disproportionate to their host building and streetscape.
- Signs located above verandah can dominate the host building and streetscape, particularly if they form part of the skyline.
- Painting of whole buildings in corporate colours.
- Freestanding signs, such as pole or pylon signs, can be inconsistent with the built form character.

**Highway oriented commercial areas**

(Examples: Colac Road, Waurn Ponds and Grovedale; Melbourne Road, Norlane; Murradoc Road, Drysdale)

This type of commercial area is generally accessed by car and 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

Most areas in the Commercial 2 Zone have these characteristics, as well as some in the Commercial 1 Zone.

These areas are often located along arterial roads and highways and include car based, enclosed shopping centres surrounded by large carparking areas, as well as bulky goods 'homemaker' centres. Freestanding (or 'pad site') development, such as service stations and drive-through restaurants are other examples. Signage is often aimed at passing vehicles in a higher speed environment.

The issues identified in these areas are:

- Excessive number of freestanding signs.
- Freestanding signs, particularly major promotion signs and pylon signs, that are of a height and size disproportionate to the streetscape (such protruding above a skyline of trees or buildings).
- Signs (particularly major promotion signs) that interfere with the function and visibility of other signs. In particular signs that block, obscure or dominate business identification signs should be avoided.

- Freestanding major promotion signs that adversely affect the amenity and functionality of a site or area, including the land on which they are located. This is particularly the case where a sign would be located on a 'key development' or 'significant building' site identified in a strategy, such as in Central Geelong or Ocean Grove.



Example of car-based stand-alone development from Cardinia Advertising Signage Design Guidelines (Cardinia Shire Council, 2020)

**Industrial areas**

Industrial areas in Greater Geelong typically have similar built form environment and signage to Highway oriented commercial areas. The issues experienced in these areas are the same as those in the Highway oriented commercial areas.

**Heritage places**

A number of older commercial areas have substantial numbers of heritage buildings, including in Central Geelong, Pakington Street (Geelong West), East Geelong, Drysdale and Portarlington. Older industrial areas in Corio, North Geelong, Newtown and South Geelong also have significant heritage.

Issues in these heritage areas, in addition to those identified earlier, as follows:

- Impact on heritage buildings and places, such as concealing architectural features and details or become a dominant feature.
- Retention of existing signs with heritage value
- Signs which damage the heritage fabric (physical material of the place).
- Multiple signs on a single site, typically where there are multiple tenancies.
- Digital signs are generally incompatible with the character of heritage places.
- Illuminated signage have previously been discouraged (including in the current Guidelines), but recent technology has provided opportunities for certain types of sign lighting (such as subtle illuminated of letters).

**CASE STUDY: HERITAGE PLACES**

165 Moorabool Street, Geelong (PP-1273/2013)



Image above: Electronic signage approved on heritage building in Central Geelong

This proposal involved digital signage on a heritage building, in which case Council took the view the signage would add some vibrancy to the city centre and that this outweighed what was considered 'limited adverse heritage impact'. This decision is an example of tensions between heritage and place activation objectives relating to signage.

It is noted this decision was prior to 2014 and there has been considerable change in Central Geelong since then, which should be taken into account when considering new signage guidelines, particularly relating to impacts on heritage buildings and places.

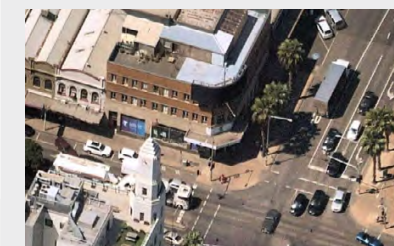


Image above: Electronic signage as constructed at 165 Moorabool Street, Geelong (Nearmap, 25 November 2020)

## Open space

Open space includes sport open space (often referred to as ‘active’ open space) and various types of other open space (often referred to as ‘passive’ open space) such as community parks, town squares and significantly landscaped streetscapes.

The issues identified for open space are:

- Signage that dominates open space (particularly non-sporting open space), particularly significant areas such as the Geelong Waterfront.
- Intrusive effects of illuminated, electronic and animated signs on open space.
- Physical effects of signage such as overshadowing, access to daylight and sunlight, perception of light and shadow, of open space and other sensitive spaces such as footpaths and private open space, windows at different times of the year.
- Impact of signs in industrial areas adjacent to waterways and open space, such as in Breakwater, South Geelong, Newtown and Fyansford which are all located adjacent to the Barwon River environs.

### CASE STUDIES: OPEN SPACE

#### 120 Barwon Terrace, South Geelong (PP-1248-2020)

A planning permit application was lodged for an electronic major promotion sign proposed adjacent to a bridge that crosses the Barwon River, in an industrial zone.



Image above: Location of sign proposed in PP-1248-2020 shown with green marker (Places Weave, April 2019)

In this scenario, there is a potential conflict between the decision guidelines of Clause 52.05, which discourage major promotion signs around waterways and require consideration of the sensitivity of waterways and open space, while also encouraging them in industrial locations.

The application was refused by Council and the decision upheld by the Tribunal in *Joystic Pty Ltd v Greater Geelong CC* (2022). The Tribunal noted the industrial zoning but held the sign would be out of place and have a negative impact on the amenity of nearby dwellings.



Image above: Illustration of proposed major promotion sign in PP-1248-2020, viewed west from the Breakwater Road bridge (anonymous, 2020).

#### Armstrong Creek Town Centre (PP-146-2020)

The current Advertising Sign guidelines do not provide direction for how signage should address open space. In this planning permit application, an 8.5sqm internally illuminated Coles sign was shown above the entrance of a shopping centre, adjacent to a town square (public open space), as shown in the image below.



Image above: Coles sign adjacent to town square (LHS) in PP-146-2020. The Armstrong Creek Town Centre logo is shown immediately right of the sign, in addition to lettering on the adjacent wall

This example offers an opportunity to reflect on the impact signage has on this type of open space. The sign, in terms of its size, height above ground, colour and illumination is prominent and therefore a dominant feature.

## Residential areas

Non-residential uses in or adjoining residential often need signage. Residential areas are, however, particularly sensitive to impacts from signage.

The issues identified for these areas are:

- Signs that face adjoining dwellings, such as from adjoining commercial sites.
- Excessive signage in residential areas can have a detrimental impact on the neighbourhood character.
- Illuminated and electronic signs can be particularly intrusive in residential areas and can result in light spill and glare on nearby dwellings.
- Signs can have detrimental amenity impacts similar to those in open space (such as perception of light and shadow and access to daylight) discussed earlier.
- Signs that dominate the outlook from dwellings, such as major promotion signs that may be located some distance away but above the skyline.
- The character and amenity of rural living areas are particularly sensitive to signs.
- Ensure that the amenity of residential areas is not adversely affected by the provision of outdoor signage for non-residential uses, particularly along non-arterial roads.

## Growth areas

The issues identified for these areas are:

- Visual clutter from excessive developer or real estate signage in and around new estates.
- Signs that are put up distant from the actual development site.
- Signage is sometimes unattractive, such as when attached to shipping containers or other structures.
- Use of trailer mounted signs.

### CASE STUDY: RESIDENTIAL AREAS

#### Maple Media Pty Ltd v Port Phillip CC [2018] VCAT

Maple concerned a case where the applicant sought the endorsement of amended plans based on as-built rooftop signage. The key point of interest in this decision was that the Tribunal noted ResCode standards did not directly apply and instead applied a ‘more qualitative’ approach. It considered impacts on light courts, daylight and sunlight access, as well as the perception of light and shadow. It is noted in this case shadows were assessed at the equinox.

The Tribunal allowed a permit to be issued in this case, but the consideration of the physical impacts of signage, such as overshadowing, suggests a holistic approach to the impacts of signage should be applied when determining an application for signs. This is particularly relevant when assessing amenity impacts of signs, particularly for sensitive spaces such as footpaths, public and private open space, as well as windows and any other area that would be detrimentally impacted by loss of light.

The effect of signs on light access and overshadowing are not addressed in the current City of Greater Geelong Advertising Guidelines, or in the decision guidelines of Clause 52.05. Inclusion of these matters for consideration in the planning scheme would be beneficial, particularly for urban areas such as Central Geelong or other commercial areas where residential amenity needs to be balanced with the competing need for signage.

### Major promotion signs

These signs are defined in the planning scheme as promotion signs over 18 sqm in size, such as large billboards. These are often located along main roads on freestanding structures, or on buildings. Many of the issues identified earlier are applicable to this type of sign. In addition to these, some issues that are particularly relevant to these signs are:

- Dominance of other signs, particularly business identification signs.
- Loss of amenity either within or external to a site, such as through overshadowing.
- Impact of large freestanding major promotion signs on the functionality of the host site.
- Major promotion signs can be particularly dominant if located on a vacant site.
- Visual clutter from major promotion signs without sufficient spacing between, such as along highway routes.
- Major promotion signs that require removal of established trees or landscaping.
- Where a major promotion sign would restrict the development of a site or conflict with an identified strategic development objective.
- Electronic major promotion signs that are not in a major activity centre or adjacent to a freeway which has only a commercial, office or industrial interface.

#### CASE STUDY: MAJOR PROMOTION SIGNS

Total Outdoor Media Pty Ltd v Buloke SC [2019] VCAT

The Tribunal considered a proposal for a two-sided major promotion sign, with a display area of 42.2sqm to each side and a total height of 7 metres above ground. It was to be located in a commercial area at the entrance into the Charlton township.

The Buloke planning scheme did not include an advertising sign policy, but included a strategy to 'consider the presentation of town entrances and streetscapes...', which was given weight in the decision.

In the decision to uphold Council's refusal of the application, the Tribunal gave weight to the strategy.

There are numerous townships and urban areas in the City of Greater Geelong that could benefit from a similar strategy derived from this one in Buloke.

#### CASE STUDY: MAJOR PROMOTION SIGNS

26 Rossack Drive, Wauron Ponds - iOM Pty Ltd v Greater Geelong CC [2014] VCAT

In this example the Victorian Civil and Administrative Tribunal issued a permit for a freestanding major promotion sign, which has since been constructed. The sign is located in the carpark of a site occupied by a multi-tenanted restricted retail complex (known as Wauron Ponds Plaza), as well as a convenience restaurant close to the sign.



Image above: Location of sign shown with green marker (Places Weave, April 2019)



Image above: Major promotion sign in carpark of Wauron Ponds Plaza

The sign has a significant impact on its host site and the buildings and other signs on them. It is located only 4m (approximately) from the convenience restaurant, but is substantially higher and has a large footprint. It dominates the site and has resulted in visual clutter, with substantial business identification and promotional signage within the site, as well as directional road signage in front.

## STATUTORY AND POLICY FRAMEWORK

### Age of the current incorporated document

The Advertising Signage Guidelines (City of Greater Geelong, 1997) have not been substantively revised since adoption in 1997 and inclusion in the new format planning scheme in 2000. Since then, changes have been made to the Victoria Planning Provisions, including to Clause 52.05 (Signs), 73.02 (Sign terms) and the introduction of VicSmart. There also have been changes in the types of signage, including the emergence of animated and electronic displays, which are not addressed in the guidelines.

### Generalisation of commercial areas in current Advertising Signage Guidelines

Clause 52.05 includes pedestrian oriented commercial areas and highway oriented commercial areas in the same signage category (Category 1). These two types of areas have a significantly different built form environment, as described earlier. The current Advertising Sign Guidelines provide directions based on each category in Clause 52.05, as well as individual sign types, which does not address the differences in environment.



Image above: Corio Village shopping centre (Places Weave, viewed 29 June 2021)



Image above: Corio Village, viewed from Bacchus Marsh Road and Purnell Road intersection

This approach results in large indoor shopping centres, such as Corio Village, having the same guidelines as traditional street-based activity centres, such as Ormond Road, East Geelong.



Image above: Ormond Road shopping area (Places Weave, viewed 29 June 2021)



Image above: Ormond Road shopping area, East Geelong. Viewed south along Garden Street, from Ormond Road intersection

Some issues with this approach are:

- There is little direction for planners about how to apply the guidelines to different built form environments.
- Some guidelines do not reflect the sensitivity of the area. An example is the guidance given for pylon (or pole) signs, which could be viewed as too restrictive for Highway oriented commercial areas or too permissive in Pedestrian oriented commercial areas.

### Need to update in the Planning Policy Framework context

There is no 'stand alone' policy for signage in the scheme.

Clause 52.05 sets out a list of decision guidelines, but does not allow for localised content other than notice and review exemptions in the schedule. Given they are decision guidelines, they set out matters which require consideration and do not (except for major promotion signs) provide guidance on what is acceptable. For instance, it states some considerations are:

- The relationship to the streetscape, setting or landscape:
  - The proportion, scale and form of the proposed sign relative to the streetscape, setting or landscape.
  - The position of the sign, including the extent to which it protrudes above existing buildings or landscape and natural elements.

Clause 52.05 does not elaborate on what an acceptable proportion or position for a sign would be, which is potentially a scenario for which local policy could provide further guidance for applicants, planners, councillors and the community.

### NEW TECHNOLOGY AND DIGITAL SIGNS

The current guidelines do not address electronic signage and as noted earlier, the draft Central Geelong Urban Design Guidelines do not address signage. Issues associated with digital advertising signs include:

- Dwell time of images and flashing.
- Excessive levels and intensity of illumination, including light spill.
- Visually obtrusive light fixtures, such as exposed cabling/conduit systems and junction boxes.
- Inappropriate content.
- Use of audio to accompany advertisements.
- Projections (including holographs). A recent high profile example was the projection of a horse racing promotion onto the Sydney Opera House in 2018, which received a substantial public backlash at the time.
- Road safety impacts.

New forms of digital signs are also emerging, which include the following technology:

- Interactive signage:
  - The use of QR codes allow for a direct engagement between the business and viewer, as has become prevalent during the Covid pandemic. There are also opportunities that could provide public benefit, such as wayfinding and making advertisements more accessible.
  - Touchscreens can also be used. Gesture recognition (which has already been trialled in some cities) may increase the use of this type of advertising in future.
  - Use of locational data (including 'real time') and facial recognition software for the delivery of more targeted outdoor advertising.
- Three dimensional billboards, ranging from a simple V-format sign to holographic displays. The images displayed in these can appear to 'pop out' of a building.
- The potential for signage to provide (and fund) electric vehicle charging stations. This has recently been trialled in Adelaide in a study part-funded by the federal government (Metro Advertising Revenue Funded Electric Vehicle Charging Trial Project, Jolt Charge 2021).

#### CASE STUDY: ELECTRONIC SIGN

[Westfield Limited v Manningham CC \[2011\] VCAT](#)

In Westfield a very large (112 sqm) electronic sign was proposed at a congested intersection. The proposal was opposed by Council and VicRoads on road safety grounds. The Tribunal upheld Council's refusal and found the precautionary principle should apply, noting that while there is no evidence showing a link between traffic accidents and signs, this does not mean it does not exist.

This is as applicable to Geelong as it is in Melbourne, particularly noting the expected significant population growth and corresponding increase in traffic. Direction for electronic signs should be provided in the Guidelines to prioritise driver safety over other considerations, in accordance with this case.

## OPTIONS

### Implementation into the planning scheme

A number of options are available to respond to the issues raised. It is considered new guidelines or local policy are required, which could be implemented in the planning scheme as follows:

1. Insert the Guidelines into the planning scheme as an Incorporated Document.
2. Reference the Guidelines in the planning scheme as a Background Document.
3. Insert the Guidelines into the planning scheme as a local policy.
4. Insert the Guidelines as an Incorporated Document in addition to a brief local policy that would cross reference the Guidelines

A fifth option is also available to remove the current guidelines as an Incorporated Document and insert relevant guidelines in zone or overlay schedules where they currently apply.

The merits of each option are discussed as follows:

#### 1. Insert the Guidelines into the planning scheme as an Incorporated Document.

An advantage of including the design guidelines as an Incorporated Document is that they are part of the planning scheme and have statutory weight. A disadvantage is that any change to the Incorporated Document requires a planning scheme amendment.

#### 2. Reference the Guidelines in the planning scheme as a Background Document.

If the guidelines are included as a background document, they could be used to provide information that helps better understand the reasons for advertising sign policy in the Scheme. Unlike incorporated documents, however, background documents are not part of the planning scheme and therefore cannot directly affect decision making.

#### 3. Insert the Guidelines into the planning scheme as a local policy.

A comprehensive local policy could potentially avoid reliance on the guidelines, which are currently not as easily located by users of the planning scheme. If the guidelines are a background document, then a comprehensive policy would provide the statutory weight required for decision making.

This approach would limit the directions available for signage to what can be included in the planning scheme. There would be limited opportunities to provide visual direction, compared with a guidelines document. An information sheet could assist in meeting this shortfall.

This option appears to be the most common approach, including Wyndham, Bendigo, Boroondara and Knox Councils. All of these have a comprehensive local policy. Moreland City Council also has primarily a local policy (which is succinct), although includes an incorporated document for signs specifically for sports grounds. Melbourne City Council also has a comprehensive policy and includes guideline documents for specific sites and areas such as Citylink and Melbourne Aquarium.

A number of Councils have an approach that combines options 2 and 3, including:

- Cardinia Shire Council which, in addition to a guidelines background document, is proposing a number of comprehensive local policies addressing advertising signs.
- Monash City Council, which has a comprehensive local policy and an 'Outdoor advertising brochure' background document.
- Banyule City Council with a succinct local policy and also a background document for advertising signs.

#### 4. Insert the Guidelines as an Incorporated Document in addition to a brief local policy that would cross reference the Guidelines.

A brief local policy would meet the overall direction for the planning scheme to be as concise as possible. If the guidelines as an incorporated document, they would still be part of the scheme and carry statutory weight.

#### 5. Remove current guidelines (as an Incorporated Document) and insert relevant guidelines in zone or overlay schedules where they currently apply.

This approach would remove obsolete directions in the current guidelines. It would not provide guidance for applicants, planners, councillors and the community for advertising signage beyond the current directions in the planning scheme.

Place specific sign requirements could be included, such as those currently included in a number of Design and Development Overlay schedules, listed earlier in the 'Policy and statutory context' section of this report.

### Structure of Advertising Sign Guidelines

There are a number of ways a guidelines document could be structured. Guidelines could be developed to address one or more of different sign types, zones, areas, locations, built form or categories identified in Clause 52.05 (Signs). The current City of Greater Geelong Advertising Sign Guidelines groups policy guidance in the following structure:

- Categories (as identified in Clause 52.05)
- Heritage overlay areas
- Drysdale commercial area sign controls
- Sign types

The approach taken by councils in their advertising sign and/or guidelines documents structure is quite varied across the state. The different structures appear to be predominantly based on one of the following:

- Sign categories, as identified in Clause 52.05 (Wyndham and Knox councils).
  - This allows for easy cross-reference from Clause 52.05 and is the format of the first section of the current advertising guidelines. A disadvantage of this approach is the categories in Clause 52.05 are based primarily on land use and not built form. Therefore 'homemaker centres' (restricted retail) and industrial areas, which often have a similar built form environment, are in different signage categories. Similarly traditional main streets, bulky goods 'homemaker centres' and fast food drive-throughs, which have significantly different built form, are all in the 'Category 1' commercial area under Clause 52.05.

- Area types, such as commercial, industrial and restricted retail, residential, new residential estates and rural areas. Some guidelines provide for different environments, such as major activity centres and traditional main street commercial areas and freestanding shopping centres. Policy and/or guidelines of Melbourne, Greater Dandenong and Banyule councils have this structure.
  - This approach allows for signs to be considered in the context of their built form environment, without the duplication that is necessary in a structure based on sign categories. The disadvantages of this approach are that not all built form in these areas will be the same, such as a standalone supermarket located in an otherwise traditional main street shopping area. It also places greater reliance on the applicant and assessing planner to identify the area type, unless this is identified in policy or the guidelines document.
- A combination of guidelines based on sign and area types (Cardinia, Melton and Monash).
  - This is perhaps not the easiest format to use, as it requires users to review different sections of policy or guidelines. There is certainly a basis for some signs (such as major promotion and electronic signs) to have specific guidance, but the benefit of this for each sign type is uncertain.
- Issues, such as maintaining active frontages. This structure is reflected in Boroondara and Bendigo advertising sign policy.
  - The major disadvantage of this approach is it provides guidance for only the issues addressed.

## RECOMMENDATIONS

It is considered the best option is to prepare a succinct local policy provision for advertising signage, as well as new advertising sign guidelines that would be included in the planning scheme as an incorporated document. There is sufficient strategic justification for this given the age of the current guidelines and the need to provide contemporary guidance for signage, particularly in the local context.

There is a need for the guidelines to be an incorporated document as it would provide essential guidance, particularly visually, for planners, applicants and the community for advertising signage (where a planning permit is required). As the guidelines cover most areas in the municipality, it would also be too large to include as a local policy.

The guidelines could have a structure based on the area types identified earlier, as well as the categories in Clause 52.05. The different area types can enable informed decisions for how advertising signs should be designed and adapted to different locations in Greater Geelong. Further guidelines are also required to address particular signage issues. The guidelines should also address areas not discussed in this report, such as rural. An example structure is as follows:

1. General
2. Central Geelong precincts (excluding Waterfront)
3. Category 1 areas. These areas are commercial and most are identified in the City of Greater Geelong Retail Strategy 2020-2036 (August 2020). There are two main development types, with different preferred signage characters:
  - a. Pedestrian oriented commercial areas. This will include most Commercial 1 Zone areas, as well as a small number of Commercial 2 and Urban Growth Zone areas with this development type. Typically these areas have, or are planned to, a 'main street' built environment.

- b. Highway oriented commercial areas. Most Commercial 2 Zone areas and a number of Commercial 1 Zone places that have a different established signage and built form character to Pedestrian oriented commercial areas. These include large format retail (bulky goods) and shopping centres surrounded by large carparking areas.

To enable ease of use, the incorporated document should include a list of Commercial 2 Zone areas that are in Pedestrian oriented commercial areas and Commercial 1 Zone areas that are in Highway oriented commercial areas.

4. Category 2 areas. These areas are chiefly industrial, but also include some in the Armstrong Creek growth area.
5. Category 3 areas
  - a. Residential areas.
  - b. Central Geelong Waterfront.
6. Category 4 areas (Rural and public land)
7. Heritage places
8. Interfaces with sensitive areas
9. Growth Areas
10. Major promotion signs
11. Electronic signs

The local policy and incorporated document will need to be consistent with state provisions as well as avoid conflict with existing local provisions, such as Design and Development Overlay schedules and other incorporated documents, including Precinct Structure Plans. They should also provide guidance for signage in places that are not easily categorised, such as freestanding petrol stations and supermarkets

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# ADVERTISING SIGN GUIDELINES

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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

## GENERAL

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

#### Objectives:

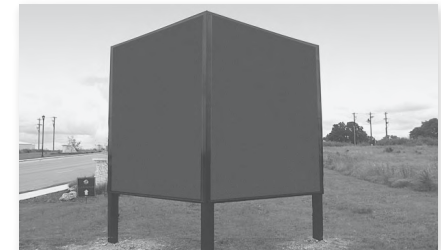
- To ensure signs respond to the natural setting and urban context in which they are located.
- To ensure signs do not alter or obscure views to significant natural or built features.
- To ensure signs do not dominate the streetscape, host site or building.
- To avoid signs that interfere with movements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

### 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:

- 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:

- All Category 1 precincts, unless specified as a Highway Oriented Commercial Area in the zone schedule or precinct structure plan.



Example Pedestrian Oriented Commercial Area

### 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.

### 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):

- 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 Blvd, 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)



Example Highway Oriented Commercial Area

## 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.

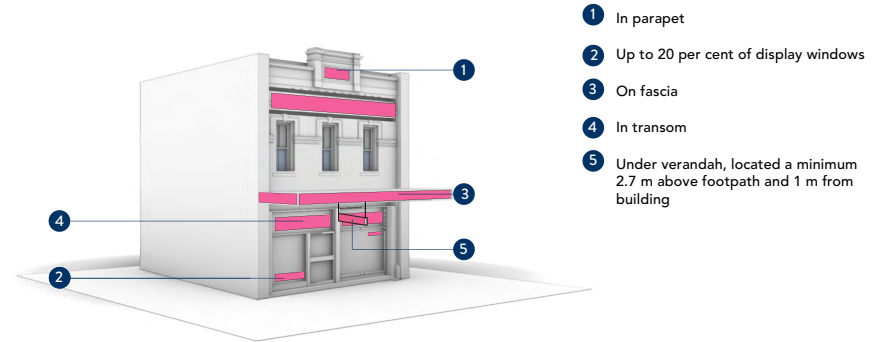


Figure 1 Appropriate Signage Locations in Pedestrian Oriented Commercial Areas

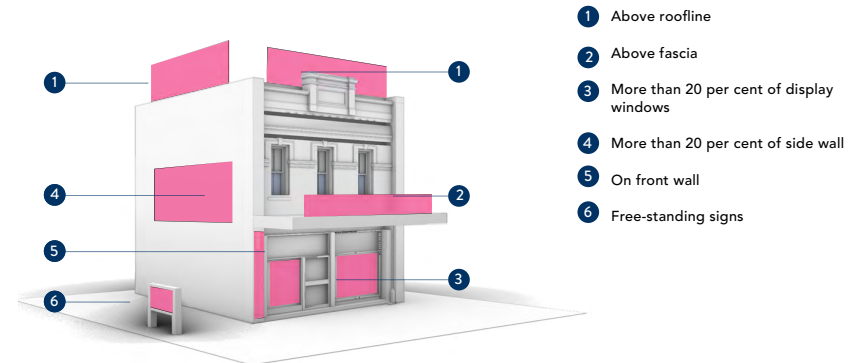


Figure 2 Inappropriate Signage Locations in Pedestrian Oriented Commercial Areas

## 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.

#### 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.

#### 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.

- 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

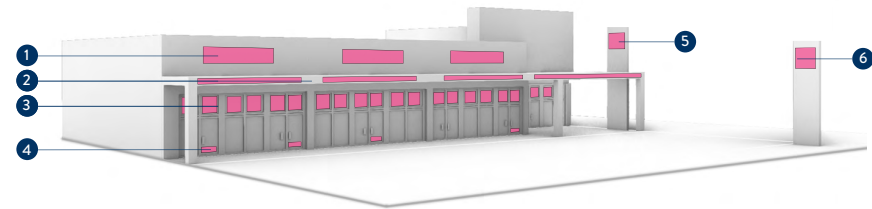


Figure 3 Appropriate Signage Locations in Highway Oriented Commercial Areas

- 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

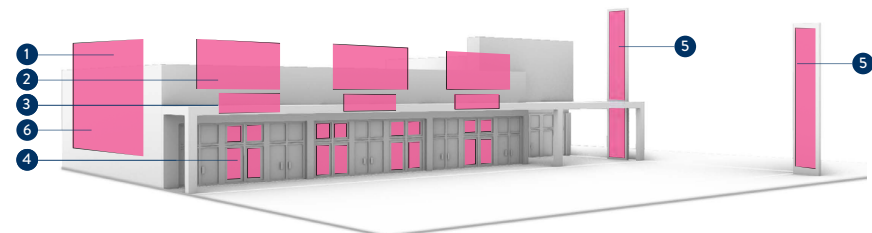


Figure 4 Inappropriate Signage Locations in Highway Oriented Commercial Areas

# INDUSTRIAL AREAS

## CATEGORY 2

# 04

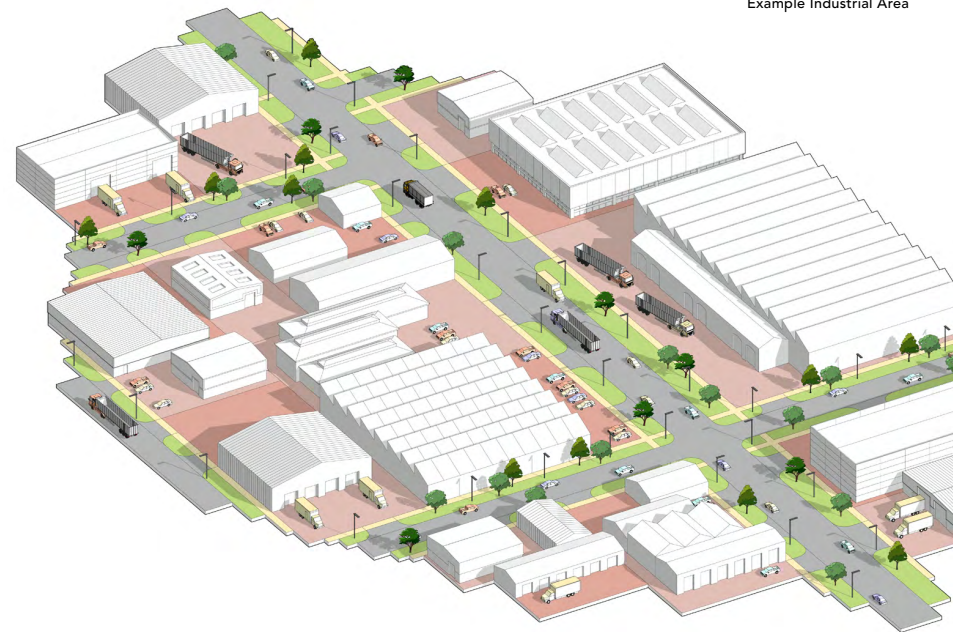
## CATEGORY 2 INDUSTRIAL AREAS

### 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 20 m, appropriately scaled freestanding signage may be considered

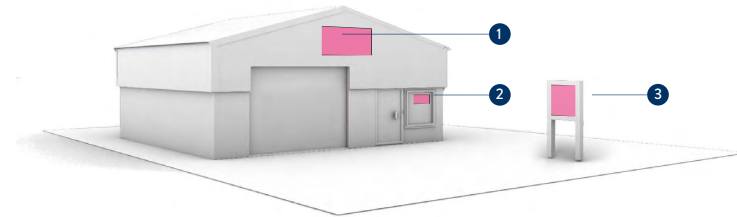


Figure 5 Appropriate Signage Locations in Industrial Areas

- 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

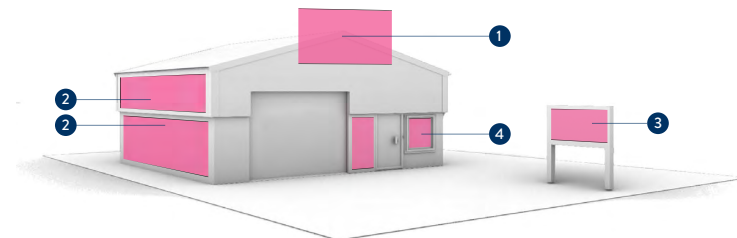


Figure 6 Inappropriate Signage Locations in Industrial Areas

# HIGH AMENITY AREAS

CATEGORY 3

# 05

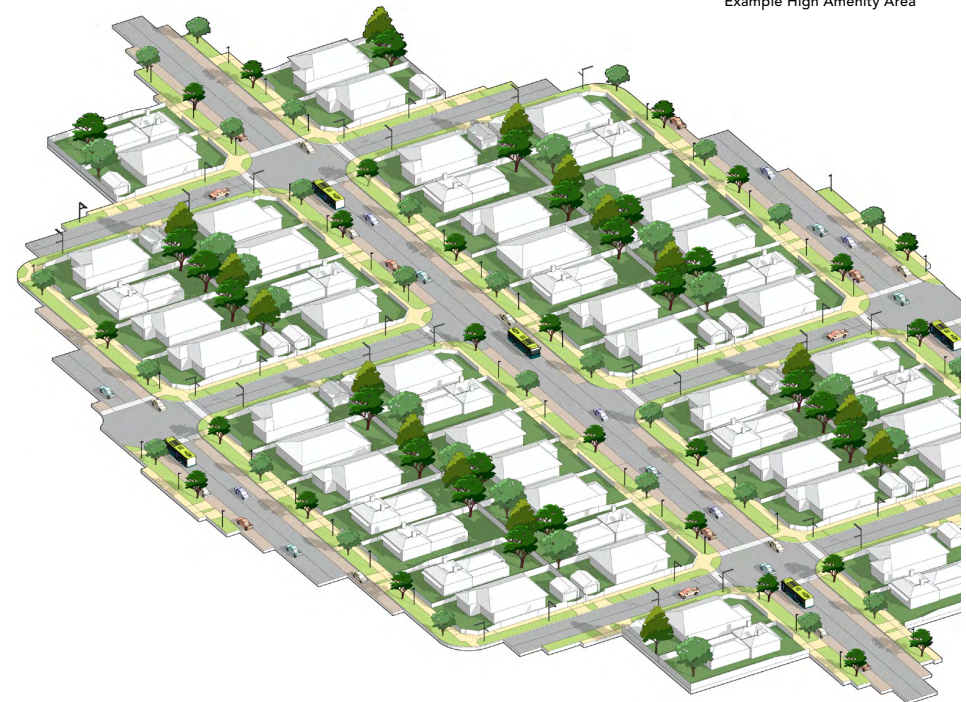
## CATEGORY 3 HIGH AMENITY AREAS

### 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.

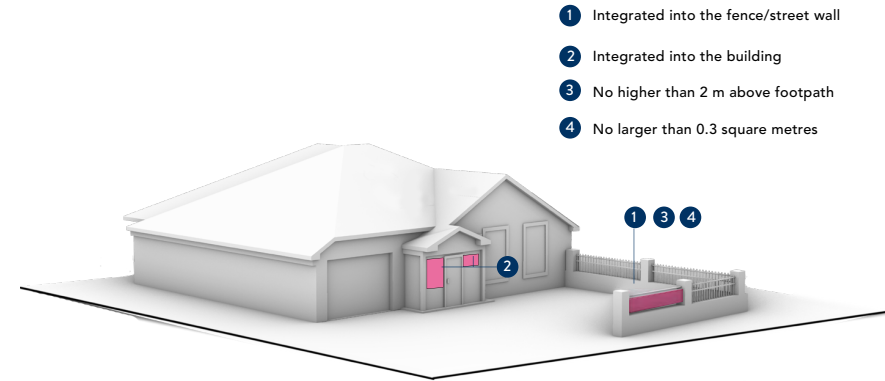


Figure 7 Appropriate Signage Locations in High Amenity Areas

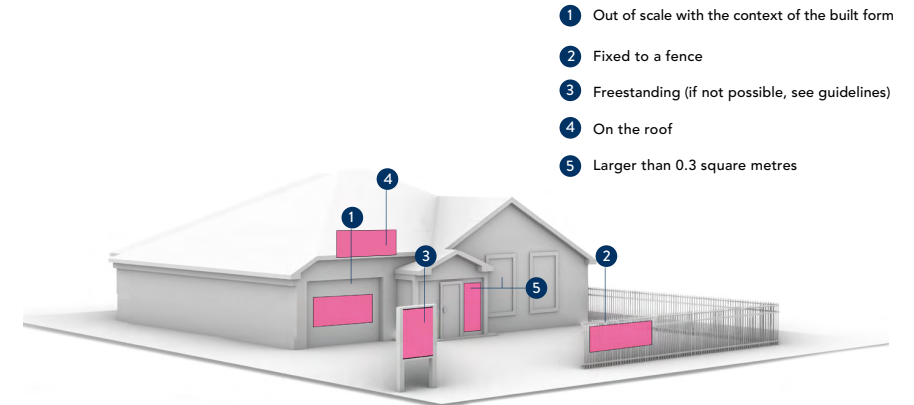


Figure 8 Inappropriate Signage Locations in High Amenity Areas

# 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:

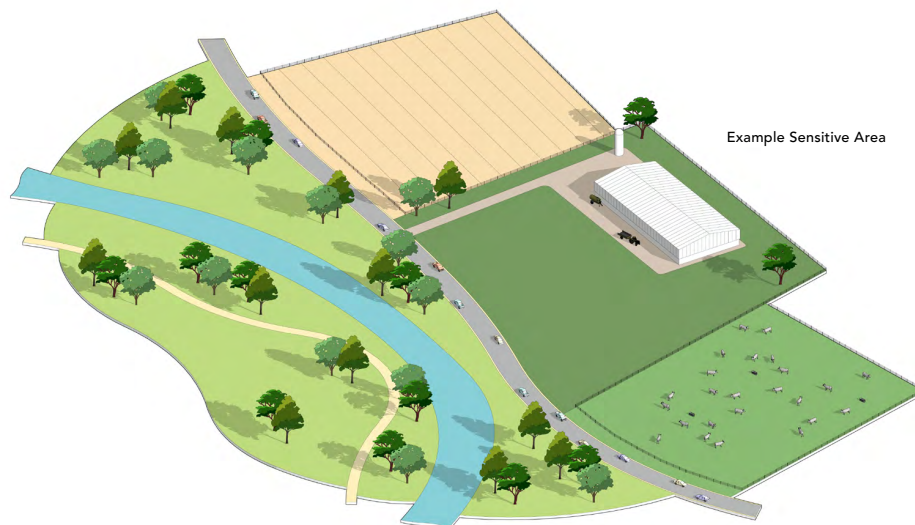
- To ensure that signage does not have a physical effect on the surrounding landscape in public spaces, rural environments and natural environments.
- To discourage signage that dominates the surrounding landscape.
- To minimise the number of signs in sensitive areas.
- To avoid the intrusive effects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

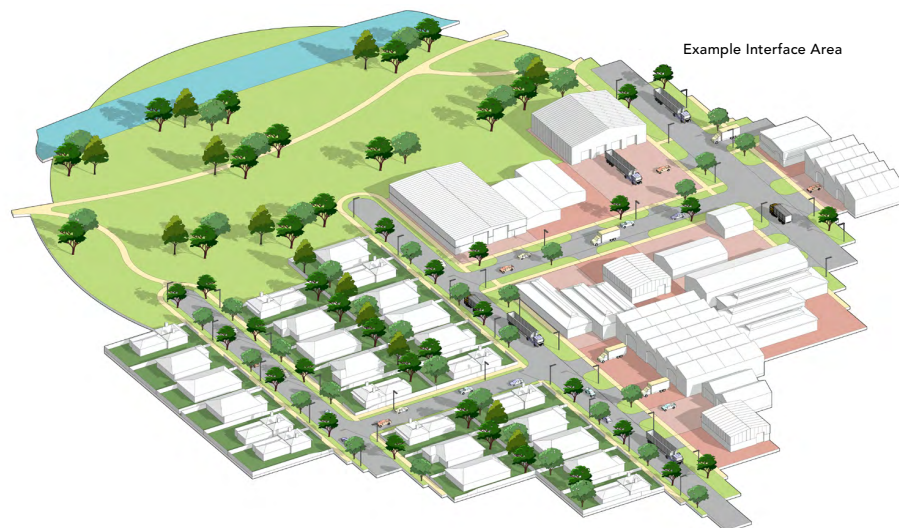
- To ensure signs in commercial and industrial areas do not have a detrimental impact on High Amenity and Sensitive areas.

### 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

## CENTRAL GEELONG

### 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

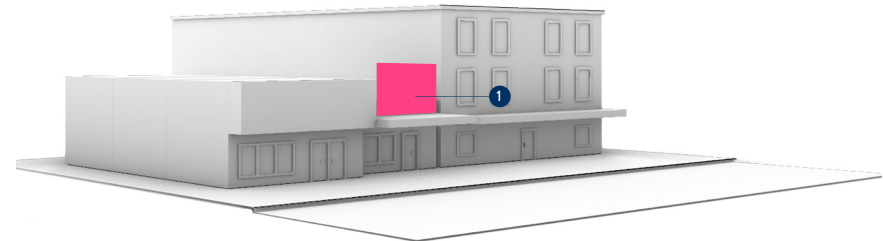


Figure 10 Inappropriate sign between buildings

## 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:

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

#### Guidelines:

- Encourage signs in the locations shown in Figure 11.
- Discourage signs in the locations shown in Figure 12.
- 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.
- Directional signs for a pad site should:
  - Be limited to one per road entry point.
  - Not exceed 0.3 square metres in size.

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

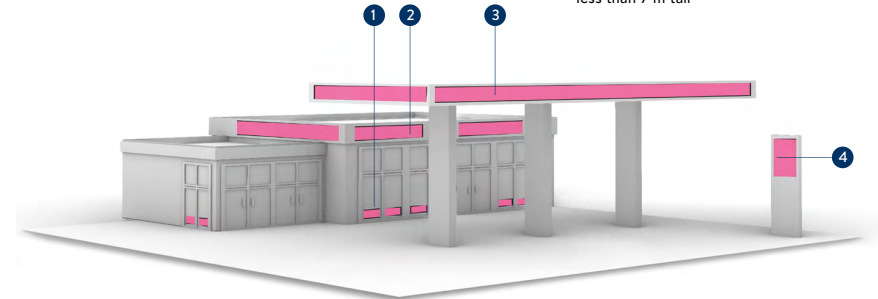


Figure 11 Appropriate Signage Locations on PAD Sites

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

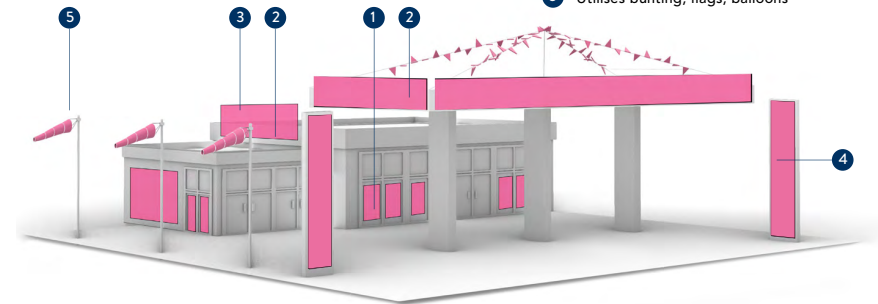


Figure 12 Inappropriate Signage Locations on PAD Sites

# 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.

**CITY OF GREATER GEELONG**

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**CUSTOMER SERVICE CENTRE**

100 Brougham Street  
Geelong VIC 3220  
8.00am - 5.00pm

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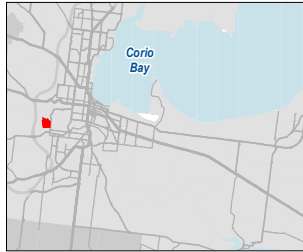
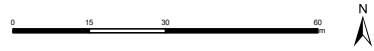


## APPENDIX 1:

### MAPS OF HIGHWAY ORIENTED COMMERCIAL AREAS IN THE COMMERCIAL 1 ZONE


**BARRABOOL HILLS, PROVENCE BVD, HIGHTON**

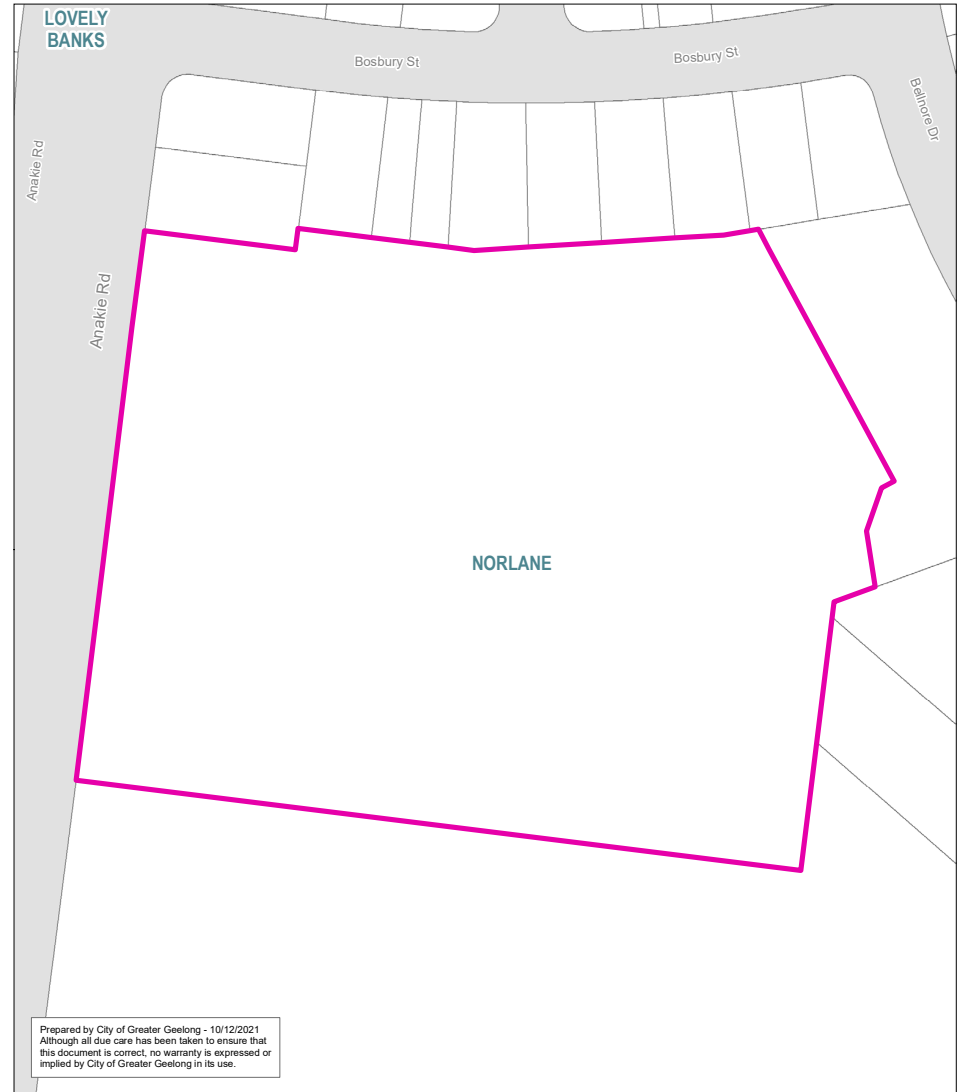
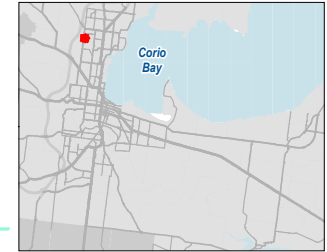
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**BELL POST, ANAKIE RD, NORLANE**


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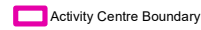


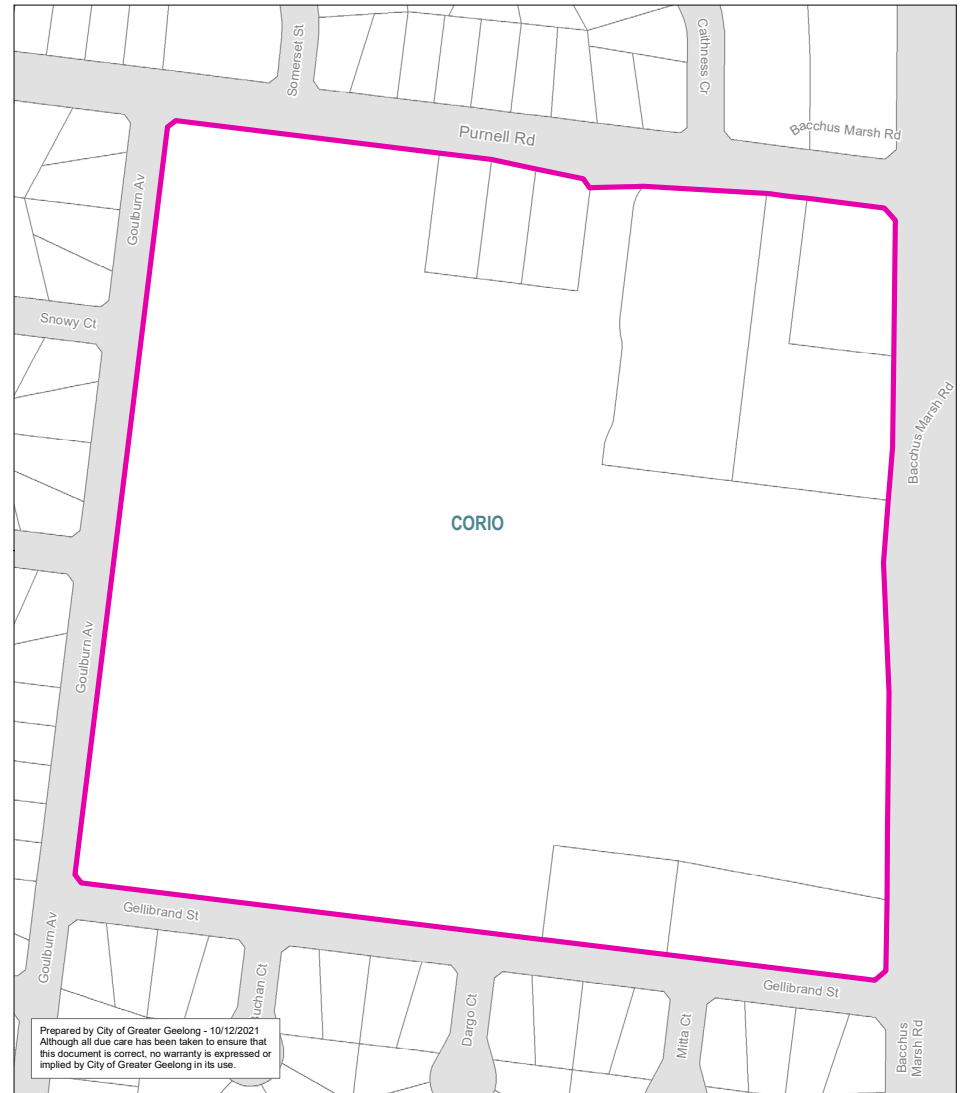
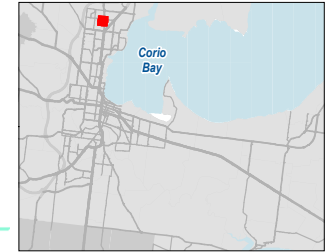
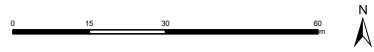
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**BELLARINE VILLAGE, BELLARINE HWY, NEWCOMB**

**CORIO VILLAGE, BACCHUS MARSH RD, CORIO**

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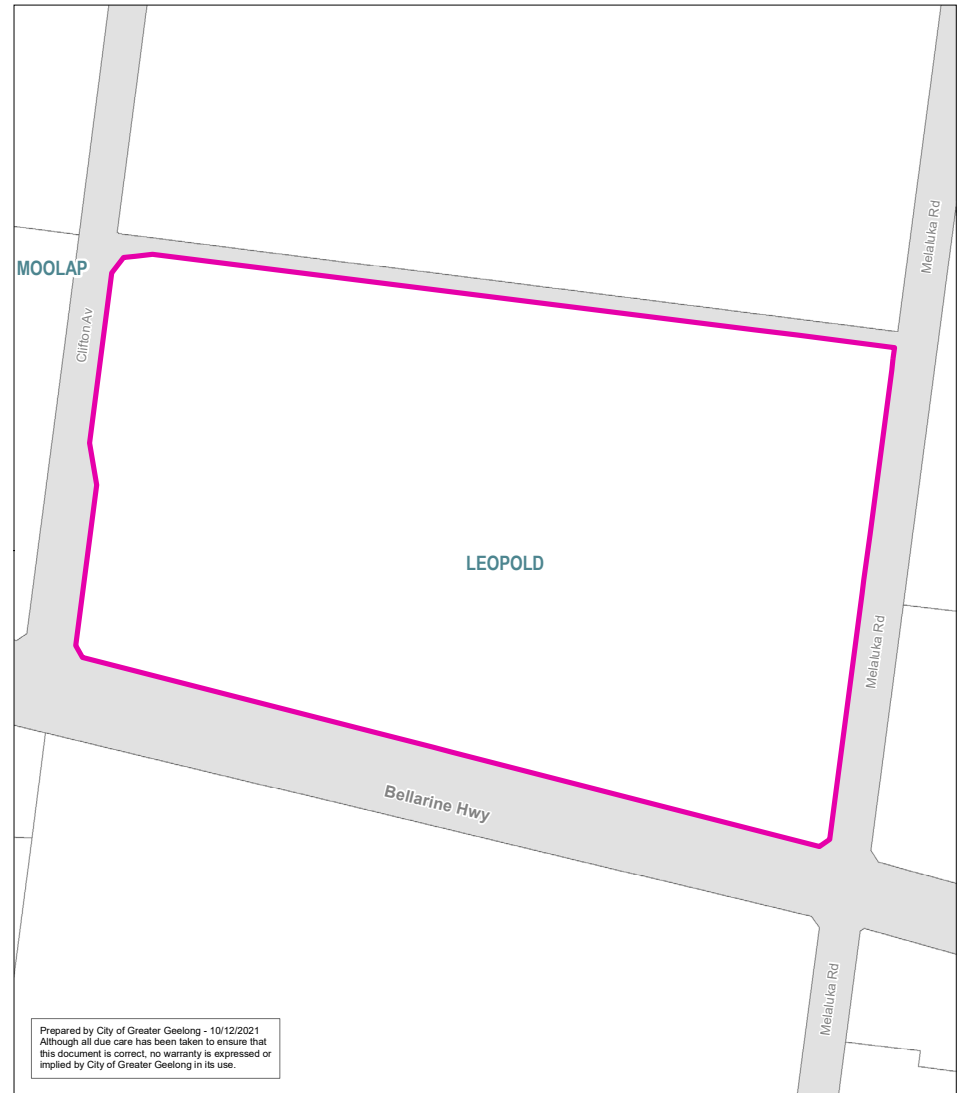
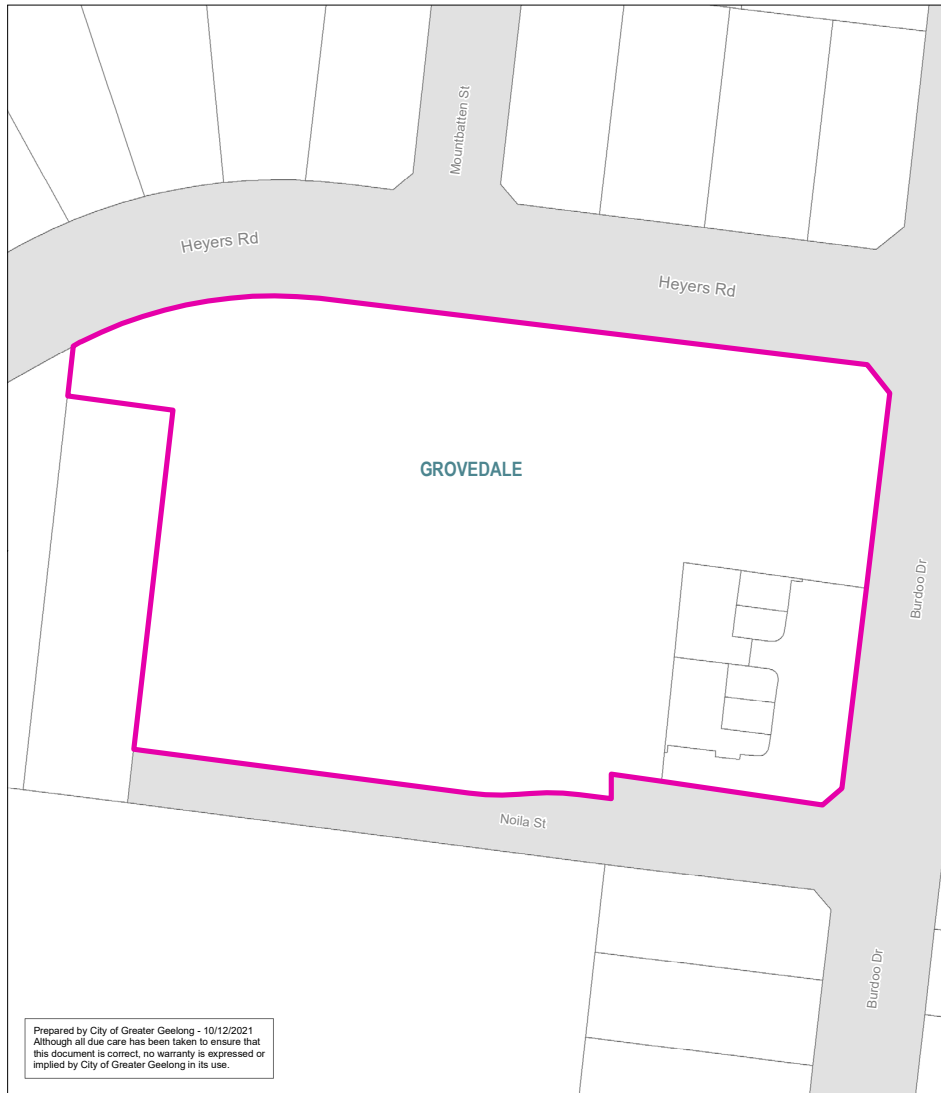
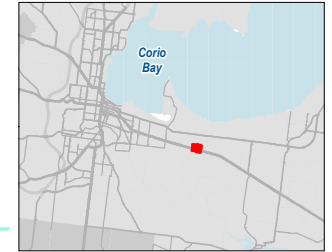
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GROVEDALE CENTRAL, HEYERS RD, GROVEDALE

LEOPOLD GATEWAY PLAZA, BELLARINE HWY, LEOPOLD

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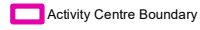
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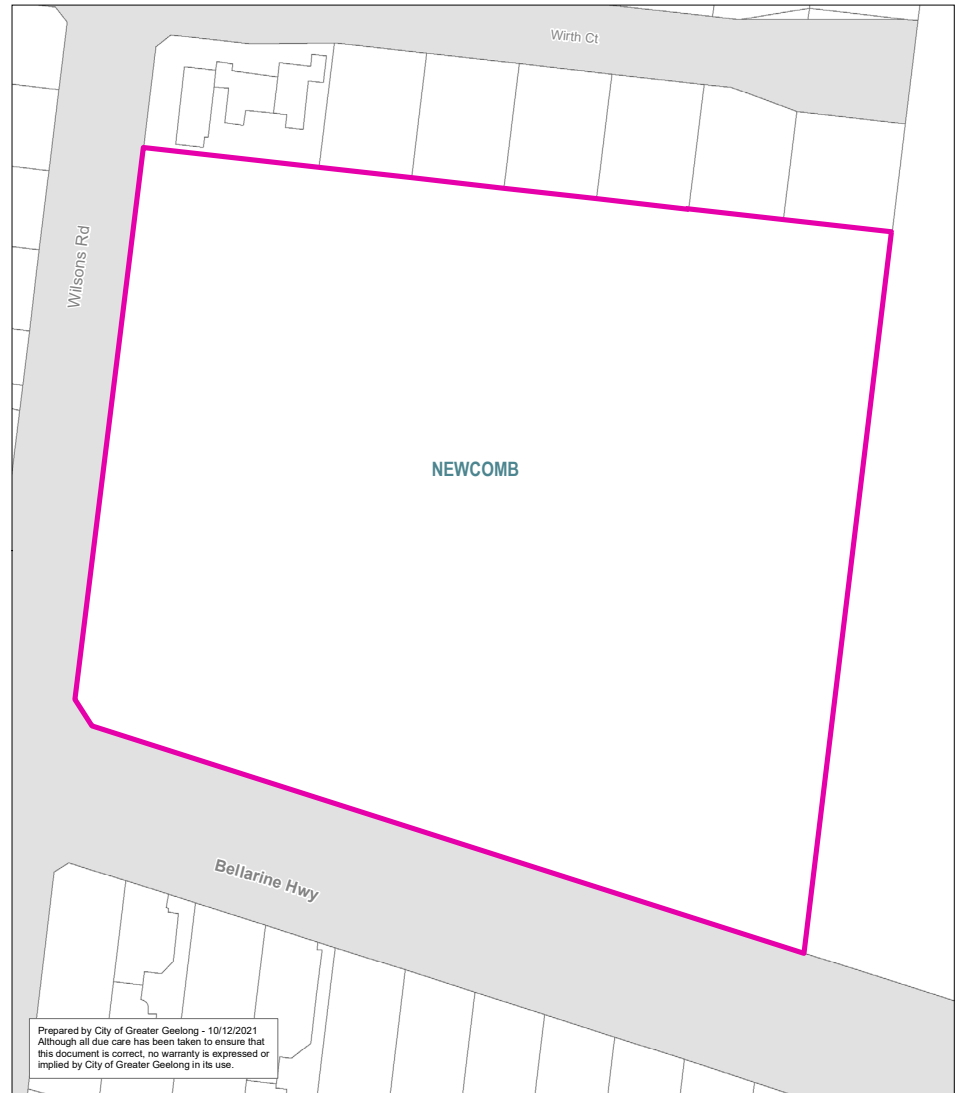
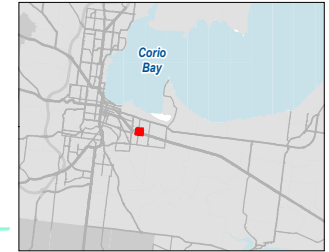
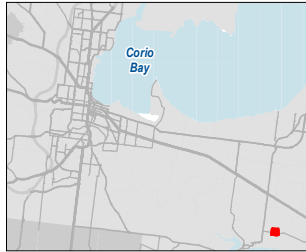
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**MARKETPLACE, SHELL RD, OCEAN GROVE**

**NEWCOMB CENTRAL, BELLARINE HWY, NEWCOMB**

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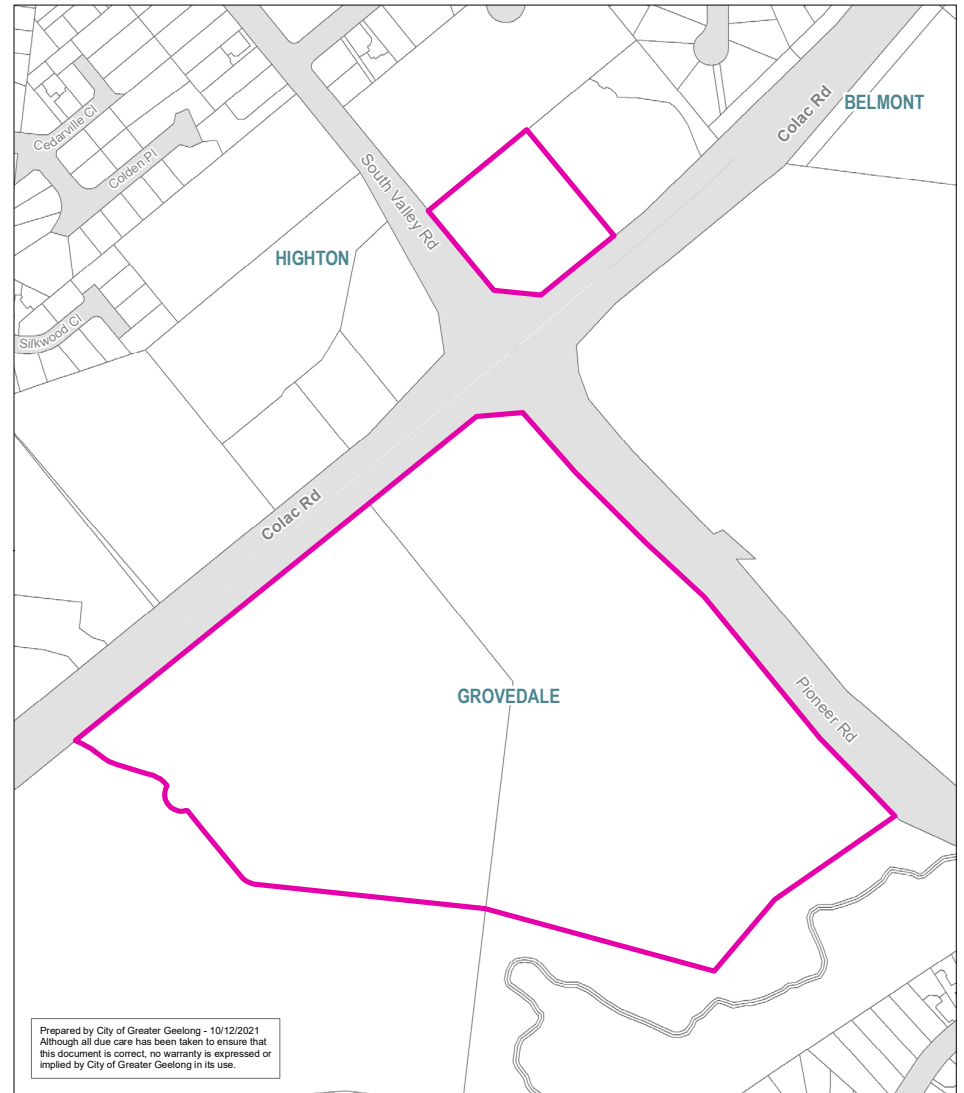
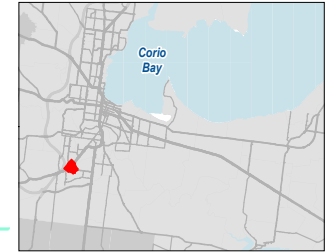
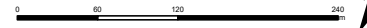
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**SURF COAST HWY, GROVEDALE (142-158 TORQUAY RD)**

**WAURN PONDS, PIONEER RD, GROVEDALE**

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