

Ballarat Advertising Guidelines

Introduction

This document identifies a range of issues, objectives and guidelines for the development of advertising signs in heritage areas and across the City of Ballarat. Advertising signs have a significant impact on the public realm and therefore affect the quality of the streetscape and the buildings with which they are visually associated.

This document is identified to help applicants for advertising development to prepare designs that retain and enhance the quality of the public realm and the valued character of the area within which development is proposed.

Clause 52.05 of the Ballarat Planning Scheme provides the mechanism for the control of signs. Planning permits are required, in some instances, for outdoor advertising signs on buildings and sites, however the scheme provides little basis for the assessment of applications. These Guidelines address the issues and are to be used by Council to assist it in processing Planning Permit applications for advertising signs with specific consideration for the character and heritage of the City of Ballarat.

Experience shows that where outdoor advertising signage is by free choice, there is a clear tendency towards cluttered, discordant and excessive use of signage with detrimental effects on the streetscape. The reduction in quality of the streetscape has a counterproductive effect on general business activity. In turn, many businesses that are unable or unwilling to be competitive with signage are disadvantaged.

The quality of the built environment and the vitality of town centres is the central concern of urban design and steps are commonly being taken by municipalities to manage signage so that streetscape quality and equity are maintained.

For further information speak to a Council planning officer by telephoning 03 5320 5500.

Table of Contents

TABLE OF CONTENTS

| | PAGE NUMBER |
|---|----------------|
| Introduction | 1 |
| Table of contents | 2 |
| 1 Some questions about advertisements and the guidelines | 3 |
| 2 About the guidelines | 5 |
| 3 Standard controls | 5 |
| General | |
| Location of signs | |
| Content of signs | |
| Layout and design of signs | |
| Signs on panels | |
| Signs on glass | |
| Colours | |
| Signs on non commercial buildings | |
| Signs below verandahs | |
| Sandwich boards | |
| Illumination of signage | |
| Banners | |
| Public open space | |
| Flags | |
| Temporary signs | |
| Signs on sun blinds | |
| Canvas canopies | |
| Animated signs | |
| New buildings | |
| Pole signs | |
| Major promotion signs | |
| 'Artistic' signs | |
| Structural additions | |
| Existing signs | |
| Presentation of façade or parapet | |
| 4 Heritage buildings and spaces | 9 |
| Signs above verandah level | |
| Signs on verandah | |
| Signs below verandahs | |
| Commercial buildings without verandahs | |
| Projecting Signs | |
| Lettering for advertisings signs | |
| Verandahs | |
| Existing historic signs | |
| Pole signs | |
| Panel signs | |
| Historic precedent | |
| 5 Corporate advertising signage | 11 |
| Colours | |
| Logos and corporate image | |
| Built form | |
| Quality of materials | |
| Directional signs | |
| 6 Major shop units | 12 |
| Building location | |
| Sign location | |
| Coordination & consistency | |
| Multiple tenancies | |
| Pole signs | |
| 7 Gateway sites into Ballarat | 14 |
| Attractive entries to urban centres | |
| Advertising sign alternatives | |
| Pole signs | |
| View & Vistas | |
| 8 Signs and advertisements not encouraged | 16 |
| 9 Outdoor advertising terms | 17 |

1 SOME QUESTIONS ABOUT THE ADVERTISEMENTS AND THE GUIDELINES

Why are good advertisement designs and controls important?

Advertising sign designs and controls are important in planning for three main reasons:

1. Advertising signs notify the passer by of activities conducted, and services offered within an area or building.
2. Advertising signs form part of the setting for buildings.
3. Appropriately designed advertising signs can complement the streetscape that it is part of and contribute to its character.

What are the objectives of the guidelines?

1. To provide for adequate, effective and equitable advertisement of activities conducted within an area or building with major purpose of facilitating identification of the occupying businesses and their services offered.
2. To promote the use of well designed advertising signs which will be integrated with and enhance the general appearance of the area or building, and to discourage to visual disorder, clutter, conflict or another deleterious effects.
3. To ensure that the signs of any one business do not disadvantage
4. To ensure that promotional advertisements (ie. Signs displaying advertisements for businesses or products not related to the specific site) are relegated to secondary importance and so reduce the impact in the presentation of the streetscape of building.

Why should applicants develop signage that is complementary to buildings and the streetscape?

1. Because it contributes to the quality of the town and neighbourhood that you live and/or work in.

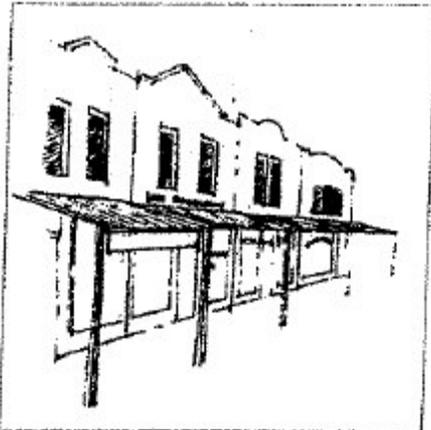
Advertisements affect the appearance of the streetscape and buildings associated with them. Advertising signage has been a traditional part of the Ballarat streetscape which can add visual interest to the town, however it also has the potential to seriously detract from the high quality streetscape character that typifies the City of Ballarat.

2. It is your responsibility.

Planning legislation and controls require that consideration be given to the design of advertising.

3. Because it increases the value and marketability of the property and town.

Competing with other towns for the business of an increasingly mobile public is dependant, in part about emphasising what is unique and different about Ballarat. Burying the character of the city under advertising ignores one of the city's main assets. The long-term viability of Ballarat and the values of buildings that contribute to high quality streetscapes can be enhanced through good quality, advertising that enables people to see the potential choices open to them in a way that does not diminish Ballarat's environmental assets.



Advertising can either contribute to the quality of a streetscape or detract from it.

When do I need a planning permit?

The Ballarat Planning Scheme identifies 4 signage categories based on land zoning:

| CATEGORY | DESCRIPTION | ZONES COVERED |
|----------|---------------------|---|
| 1 | Business areas | Business 1, 2 & 4 |
| 2 | Office & Industrial | Industrial |
| 3 | High Amenity Areas | Residential 1, Low Density Residential, Mixed Use, Township, Rural, Rural Living, Special Use |
| 4 | Sensitive Areas | Environmental Rural, Public Use, Public Park & Recreation, Public Convention & Resource |

Within each category sign types fall into one of the following 3 categories. The proposed development is either:

- As of right;
- Requires a permit; or
- Prohibited

If a site is within a Heritage Overlay or Design and Development Overlay a permit may also be required. Ask one of our planners to determine whether you require a planning permit.

All permit applications will be assessed against this Policy.

What information is required to be submitted with my application?

Signage applications should be accompanied by plans and text which:

- Detail the position on-site/or location on the building where the sign(s) is/are to be located (include a full elevation of the building) on plans prepared to scale;
- Detail the sign wording, colour and size(s) of the sign and the lettering/logo;
- Detail any signage illumination (internal or external etc.);

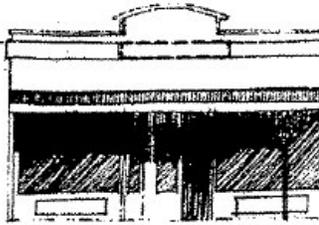
- A statement detailing how the proposal meets the guidelines.

What help can I get to process the application?

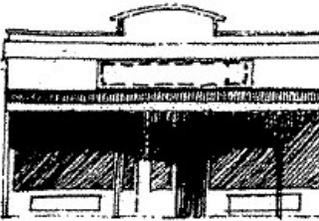
You are encouraged to speak to a planning officer if you want advice about this policy or lodging applications.

Appointments can also be organised with Council's Heritage Advisor to discuss signage options within Heritage areas. Appointments can be made by contacting (03) 5320 5500.

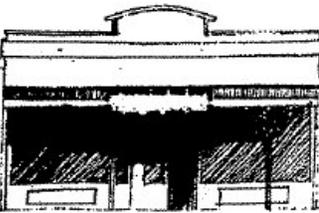
The preferred locations for signs..



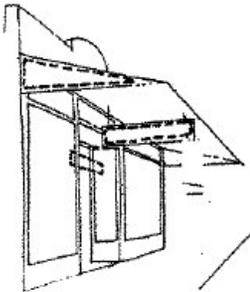
are on horizontal panels...



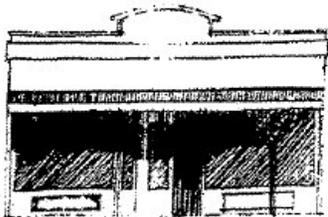
below cornices, on special panels on the building facade...



on verandah beams and ends,...



on the upper part of glass shop fronts...



and on shopfront stalls.

2 ABOUT THE GUIDELINES

There are a wide variety of signs that are used in Ballarat. The following guidelines will be used by Council's Officers in assessing applications for planning permits in the whole of the municipality where permits apply.

The guideline section is split into five parts:

- S** Standard Controls
- H** Heritage Buildings and Spaces
- C** Corporate Signage
- M** Major Shop Units
- E** Entries or 'gateway' sites into Ballarat

The 'Standard Controls' apply generally to advertising signs throughout Ballarat. The guidelines which apply to the remaining four categories apply in particular circumstances which are described at the start of each section.

3 STANDARD CONTROLS

General

The best and most effective approach to designing the signage of a commercial building is to integrate the presentation of signs, advertisements and the building itself. This involves use of the building as a 'frame' or background to the signs so that the building and advert can complement each other.

Signage should look like it has been designed to 'fit in' with the type, style and scale of the building on which it is placed.

The quality of appearance of the building plays an important part in attracting patronage. Occupants/owners are therefore recommended to repair or paint facades and shopfronts as part of the presentation of their premises to the public.

Location of signs

The preferred locations for signs are on horizontal panels below cornices, on special panels on the building façade, on verandah beams (fasicas) and ends (spandrels), on the upper parts of glass shop fronts and on shopfront stalls. Other areas that may be acceptable are on the upper front corner of exposed side walls, on plain areas of the faced eg. Between, above and below windows.

Content of signs

The priority for content of signs should be:

1. The business name eg: "SMITH & SONS"
2. The nature of the business and/or services offered, eg. "Plumbers and Gasfitters"
3. Limited further information eg. "Specialising in...or, e-mail address is..." and the street number.

Often, small panels are useful for phone or street numbers, More information is generally inappropriate in the streetscape and should be advertised by other means eg. newspaper advertisement, websites etc.

Layout and design of signs

Occupants' best interests will be served by signage which is bold and clear, relevant to the major functions of the business and which is non-repetitive. One bold statement of information will be more effective than many smaller repetitions.

Signs should be designed to focus on the core information hence layout which directs attention to the main message is desirable. Usually, because the building itself will be symmetrical, symmetrical layouts will be most effective. Too much information on buildings can be counterproductive (particularly where product signs are each designed to have their own focus) thus creating a confusion of competing signs.

Sign panels

Signs should be contained within architectural panels and should not overlap or cover architectural features eg. mouldings and windows. Panels should not intrude into the skyline when viewed from the street. The full panel should be used and the design should relate to the shape and proportions of the panel.

Signs should preferably be painted direct onto the building face or should be on a flush panel attached and fitted within the architectural panel, ie. on a painted metal, timber or cement sheet but not plastic. Signs should not be painted onto unpainted brickwork or stone.

Where signs are painted on to general wall faces, their perimeter should be defined by a border separating the sign's background colour from the building colour.

Alternatively, letters may be located directly on the building with no background either as painted or three dimensional letters.

Signs on glass

Signs on shopfronts or upper windows are appropriate but only where vision into and out of the building is not obscured. This is particularly relevant for shopfront signs which should not obscure the display behind the glass.

Colours

Colours of signage is generally open to choice (special consideration should be given in heritage areas and areas of special character) but subdued colours with strong contrasts are more suitable and easier to read than brilliant, bright or primary colours. Sign colours must be confined to sign panels. Painting of a building in corporate colours will generally not be acceptable. The building itself must be in acceptable colours. A planning permit may be required to externally paint a building in some locations.

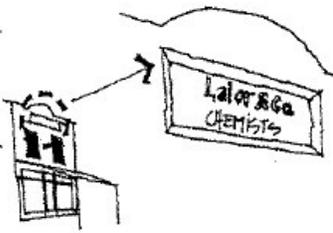
Signs on non-commercial buildings

Residential buildings are sometimes occupied by businesses. This presents difficulties in achieving normal business signage, as the building would generally not have been designed to accommodate signs.

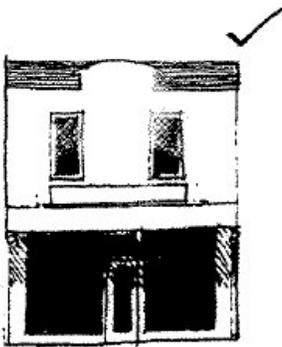
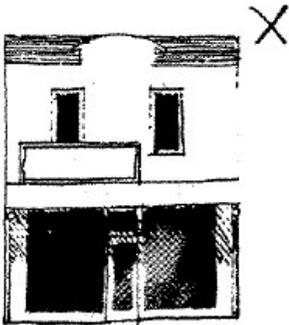
When the building is in a residential zone and the business is defined as a 'Medical Room' or 'Home Occupation' the Planning Scheme identifies that a business advertisement will need a planning permit if it exceeds 0.2sqm. Further, it is important that the landscape and built form character of the residential area be understood and inform any signage proposal.

Signs should be located on walls or fences such that the top of the sign is at a height no greater than 1800mm.

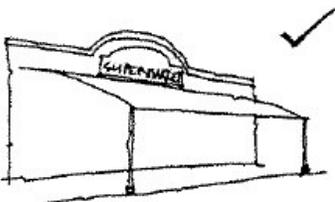
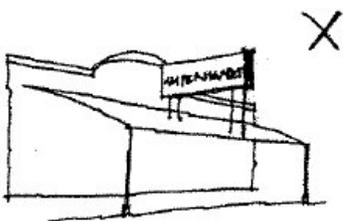
Where a residential building occupied by a business is in a commercial zone, signage may exceed this area, but should be consistent with the design of the building.



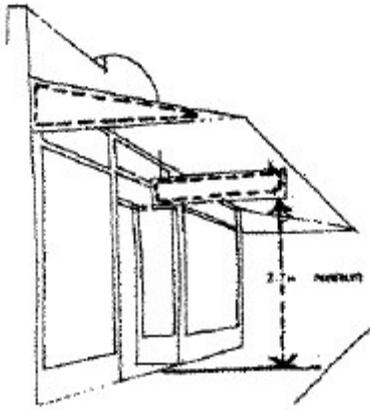
Signs should be contained within architectural panels.



Signs should not cover architectural features.



Panels should not intrude into the skyline when viewed from the street.



Signs must provide a 2.7 metre clearance above the ground.

Signs below verandahs

Signs hanging below verandahs at right angles to and at the centre of frontages or on the spandrels (return panels) are acceptable, subject to limitations of other regulations. No limitations on size, form or content are proposed, other than that signs must provide a 2.7m clearance above the ground.

Sandwich boards

Sandwich boards or other signs on the footpath are subject to Local Laws copies, of which can be obtained from Council's Local Laws & Traffic Unit. Approval for these signs is obtained from the Local Laws & Traffic Unit.

Illumination of signage

Artificially self illuminated signs below verandahs are acceptable. Consideration should be given to the impact of glare, light spill and shadow cast.

No internally lit signs above the verandah line will be acceptable. It may be acceptable for signs above the verandah line to be lit by flooding or another external source.

Clause 52.05 of the Planning Scheme details the size and location of signs which do not require planning permits. Note that such signs require approval in a Heritage Overlay.

Banners

Banners and mobile signs etc, will generally no be acceptable. Signs should be of a permanent nature, except where the Planning Scheme makes specific exemption.

Public Open Space

Council policies for signs within public open space apply restrictions on advertising, temporary signs, location of signs etc. Contact a council planning officer for guidance on signs located on public open space.

Flags

Permits may be required for flags (other than properly dimensioned Australian, Aboriginal or Eureka Flags) including bunting. Flagpoles must be vertical and mounted from the roof or parapet. Flagpoles mounted on verandahs are not encouraged.

Temporary signs

There is generally no restriction on temporary signs advertising events or the sale of properties, etc, under the planning scheme. Check with the Statutory Planning Unit regarding the temporary sign permits and conditions. Generally temporary signs should not obscure architectural features or damage the fabric of the buildings.

Signs on sun blinds

Signage may be located on sun blinds hung below verandahs, which are permitted under Local Laws.

Canvas canopies

Canvas canopies above upper floor windows for signage purposes are not encouraged.

Animated signs

Signs that are animated contain moving parts or have flashing elements are not encouraged.

New buildings

Designers of new buildings should take into account the likely need for signage by future occupants of buildings, and incorporate in the design sign panels which meet these guidelines.

The provision of good signage opportunities will be a positive factor in leasing premises and in the viability of occupying businesses. A new building provides an ideal opportunity to achieve optimum signage. Provision for adequate sign locations will be a factor in the assessment of Planning Applications for new developments.

Pole Signs

Pole signs are defined in part 9 of this policy. Pole signs are an as of right development in the City of Ballarat in a category 2 area (office and industrial zones) provided they comply with a number of criteria that are listed below:

- The total advertisement area of all signs to each premises does not exceed 8.0sqm. (This does not include a direction sign.)
- The advertisement area of an internally illuminated sign does not exceed 1.5sqm.
- The sign is not with a Heritage Overlay.

In areas other than category 2 areas, pole signs would generally not be encouraged. However, a properly designed proposal may be considered where it recognises and responds to the following items:

- Height of the sign;
- Size of the sign;
- Built form characteristics of the sign (materials, form and colour);
- Visual intrusion;
- Landscape associated with the sign;
- Heritage character of the locality; and
- Opportunities for alternative advertising.

Major promotion signs

Only temporary major promotion signs are acceptable. A permit for a major promotion sign will include a condition that the permit expires 10 years from the date of issue.

'Artistic' signs

Signs which present as works of art utilising distinctive colours, materials and forms are not to be discouraged however they should not dominate or overwhelm the building they are on or locality.

Structural additions to provide for signs

Some buildings have lost or have inadequate provisions in their design for signs, for example where a parapet has been removed or designed in a form too low to be visible above a verandah.

On early buildings, reinstatement of an original parapet or extension of an existing parapet may be possible in order to provide a better base for signs if the quality of the building is not damaged.

With modern buildings, structural additions or changes to provide for signs could be possible.

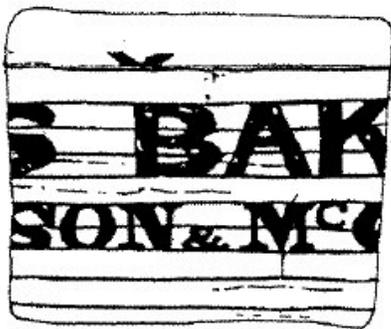
Existing or non-conforming signs

There will be no requirement to remove existing or non-conforming and redundant signs but in considering any application for additional signage on a building, Council may require their removal as a condition of the new permit.

It should be noted that if no expiry date is specified on the planning permit the expiry date of the approval is 15 years from the date of issue.

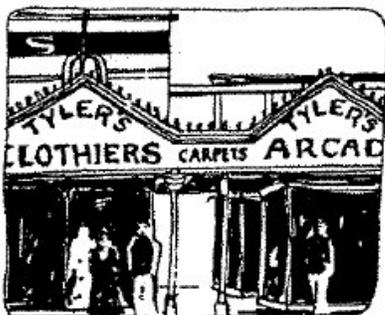
Presentation of façade or parapet where new signs are proposed Council may require the general improvements of a façade or parapet in poor condition where a new sign is proposed to be fixed to or painted on it.

4 HERITAGE BUILDINGS & SPACES



The need for advertising guidelines which relate to heritage buildings and places is required in the City of Ballarat given the special significance of Ballarat as one of Australia's foremost heritage cities.

The guidelines identified within this section are to be applied to those parts of Ballarat that are within heritage overlay areas or are identified and recommended for heritage protection. These guidelines are in addition to those described in the general section.



Original advertising signs were generally sympathetic to Victorian and Edwardian buildings and similar designs would be encouraged. However, it is important for signs to be located in appropriate positions and be of lettering which is suitable for the period of the building. Reference should be made to early photos to determine appropriate locations and lettering and could be used for specific properties in lieu of these guidelines.

There are a number of significant views and vistas which contribute to the heritage character of the city and should be taken into consideration when applying for applications for advertisements. The location of advertisements may impact on these significant views and vistas such the views to and from Bakery Hill, the Railway Station Tower and to Mount Warrenheip. Significant views are considered in other parts of the guidelines.

Signs above verandah level

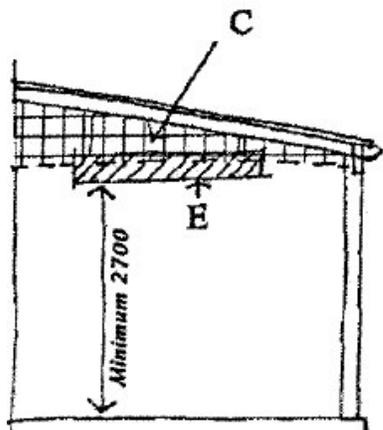
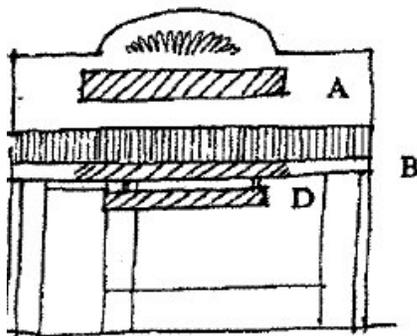
Internally illuminated and neon signs are inappropriate for heritage areas. Concealed spot lights provide satisfactory alternatives for signs below verandah level.

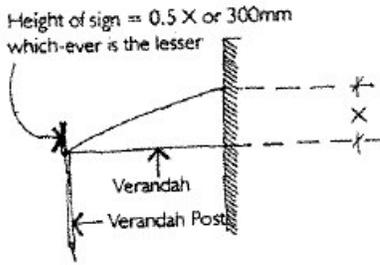
On some 1920's and 30's buildings appropriately designed neon lighting may be acceptable. However plain business signs are appropriate provided that:

- If on the parapet, the advertising space should be centred and/or symmetrical; (position A)
- Only one line of advertising per advertising space is preferred. If more than one line, lettering on each line should be centred;
- The establishment of the signs(s) on the façade does not adversely detract from the architectural elements of the building or visually dominate the subject building or streetscape.

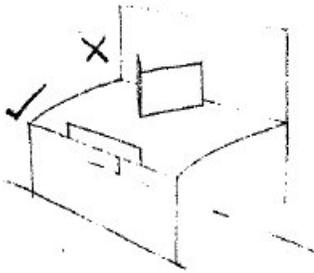
Signs on verandahs

- Small signs on the verandah structure are appropriate providing they do not obscure architectural detailing;
- On the verandah beam, a maximum lettering height of 150mm (position B) or in the case of cantilevered verandahs the height kept within the width of the verandah fascia;
- On the verandah spandrel (return panel) maximum lettering height 200mm (position C);
- Where there is inadequate provision on either parapet or verandah beam of a maximum size 200 x 1000 mm be erected in lieu of these signs (position D);
- Signs hung over the footpath at right angles to the building should not exceed 250 x 1200 mm (position E);
- Verandah hoarding should be erected with care and only if attention is paid to correct detailing. Reference should be made to early photos to determine appropriate location and size of hoarding.





A sign board parallel to and above the gutter line at the front of sloping post verandahs is appropriate.....



but no other signage projecting vertically or horizontally from verandahs or building facades above the verandah line is acceptable.

A simple lettering appropriate to the period of the building is recommended. Use of upper case lettering should be encouraged as lower case was rarely used on Victorian buildings.

ABCDEF GHIJKLMNO
ABCDEF GHI

Signs below verandahs

Painted signs on shopfronts are appropriate but should not dominate or clutter the shopfront window.

Signs painted on stallboards are generally inappropriate unless care is taken with size of lettering and positioning on stallboard. Similarly signs should only be fixed to piers if it does not cover detailing and if size and position of letter is appropriate.

Commercial buildings without verandahs

For those buildings without verandahs as imaginary 'verandah line' should be determined as the line where a verandah or awning would spring from on the building façade. Those guidelines relating to buildings with verandah should be applied to development above and below that line where appropriate.

Projecting signs

A sign board parallel to and above the gutter line at the front of the sloping post verandahs is appropriate, but no other signage projecting vertically or horizontally from verandahs or building facades above the verandah line is acceptable.

Where a business entry is from a lane or pathway off a main street, signs projecting at an angle from the façade at or above the entry will be accepted.

Lettering for advertising signs

A simple lettering appropriate to the period of the building is recommended. Use of upper case letter should be encouraged as lower case was rarely used on Victoria buildings.

Colours of signs should be in character with the period of the building. Fluorescent paints are not appropriate and should not be used for contributory buildings.

The following colours are appropriate:

- Light stone;
- Light brown;
- Rich brown;
- Indian red;
- Brunswick green;
- Ochre;
- Yellow/ochre;
- Dark blue.

Light yellow and orange should be avoided.

Three dimensional letters must be of an acceptable material which is appropriate to the period of construction and style of the building eg. Acrylic letters or fibre glass will generally not be acceptable for historic buildings.

Verandahs

Many early owners used street verandahs to enhance the building and to provide locations for signs. More recent canopies are less effective in both regards. Reinstatement of an appropriate post verandah with provision for signage may be an option if finances permit. Advice on appropriate verandah design may be obtained from Council's Heritage Advisor.

Existing historic signs

Early signs on buildings should be retained. New signs in the same location should be on removable panels. The removal of fixed signs such as raised or recessed cement render letters is not acceptable.

Pole signs

Refer to Part 3 – Pole signs.

Panel signs

Panel signs should not be developed unless they are of a size that does not dominate the building and detrimentally impact on significant views and vistas that uses appropriate colours.

Historic precedent

This policy is based to some extent on the formats for signage which were prevalent in historic periods of the City's development. However, it also recognizes changing demands and conditions.

Thus while there is no requirement to replicate historic signs for new conditions, experience also indicates that the development of signs has not always been beneficial to the broader community objective for visual amenity.

Although historic buildings usually had adequate locations for signs and the generally accepted formulas were mostly followed, there certainly were cases where signage was contrary to general practice, where signs were excessive, were located architectural features etc.

The fact that there is historic precedent for bad practice is not condoned by this policy, the function of which is to establish standards applicable for present day conditions and broader community expectations particularly in respecting and enhancing historic environments and individual buildings.

Whilst historic precedent may be a consideration in determining any application, it will only be accepted where it relates to a specific location and where the general objectives of this policy are not compromised.

5 CORPORATE ADVERTISING

Corporate signage is used to identify a corporate image or brand. The objective of such advertising signs is, in part, to ensure a 'familiar face' or image is presented to the consumer. Large, brightly coloured signs generally characterise corporate signage, together with building designs which are often standard units inappropriately imposed on a streetscape which may retain a traditional character.

Many companies argue that the standard building design and recognised corporate image associated with their business is important and that there is no alternative. However location is all important and many companies wish to locate in popular commercial precincts with heritage values and character. This corporate 'could be anywhere' image can compromise the unique qualities which make Ballarat stand out. Negotiations need to be entered into at an early stage with planning staff to ensure that businesses contribute to rather than detract from, the physical character of the city.

These considerations should include elements such as building form, the impact of alterations to existing buildings, colour, size and design of signs and shop fronts.

Colours

Painting of a building in corporate colours may not be acceptable unless the colour proposed is appropriate to the locality. A planning permit may be required to externally paint a building in some locations. Sign colours must be confined to sign panels.

Corporate colours should not be used repetitively such that they dominate the site or locality.

The use of corporate colours should be restricted to specially designated panels and/or bands on the building.

The use of narrow bands of colour is an effective yet not over-dominant form of branding the building.

Logos and corporate image

While the use of a corporate image are now fashionable practice, they are neither appropriate for, nor are they always effective in signage on buildings, which functions in an entirely different way to lettering and logos on paper or products. The design of the image should coincide with effective outdoor advertising practice and the appropriate in streetscape terms.

Logos in particular have little value unless they are very widely known and recognised. Layouts used for letterheads etc. may be too restrictive for use within building panels, where signage should concentrate on written information to be effective.

Built form

Buildings can form part of the corporate signage. The likes of KFC, Pizza Hut and Officeworks have distinctive built forms which are immediately recognisable and 'advertise' the point of sale of the various goods.

Standard corporate building forms are difficult to accommodate in town centres. To allow standard corporate forms in town centres the building should be adapted to be appropriate for the locality.

In peripheral sales areas where the character of the locality may not have been determined or as well defined there is more scope for the utilisation of built form to advertise the corporate image. High quality built form responses are needed to ensure a cohesive built form to create a desirable identity for the city.

Quality of materials

High quality materials and finishes should be used. Where walls and other building features are exposed to the public realm and are proposed to incorporate advertising signs the materials used should be durable and in keeping with the locality.

Directional signs

The number of directional signs should be kept to a minimum. The use of the sign to direct traffic and movement should be the primary purpose of the directional sign. The advertisement of the business and promotion of the corporate image should be undertaken with other signage.

The company logo and other imaging should not form part of the sign except for the use of signature colours.

Directional signs should not be internally illuminated.

6 MAJOR SHOP UNITS

Where buildings have a floor area and shop units of greater than 1,000sqm the development can be defined as a major shop unit (MSU). MSU's are characterised by blank walls, unarticulated roof forms. They are generally set back from the road with the space between the road and the building dominated by carparking and landscape. Because of the detachment of the building from the road the advertising signs generally tend to be large. The large signs are constructed in order to be seen from the road and by traffic passing at speed.

MSU's and their associated large scale signs are generally located on the major entrances to towns relying as they do on ease of access and high visibility. The large building forms and signs have the potential to make the entrances to the City of Ballarat unsightly and lacking in distinctive character. Consideration needs to be given to the desired character of Ballarat and the image that it should portray and foster.

Building location

The size of signs located on MSU's is related to the distance that the shops are located from the road. It generally follows that the further the shop is from the road the larger the signs are so as to ensure that they are seen by passing motorists.

To enable smaller less intrusive signs to be developed the building needs to be located closer to the road. To achieve this aim less expanse of car park is to be established to the front of the building with more parking located to the side and rear.

Sign location

Clearly defined areas for signs should be located on the building. The preferred location for signage is adjacent and/or over the entrance.

Coordination & consistency

Advertising signs should be consistent across the site so that the building does not get concealed beneath a jumble of brightly coloured mis-matched signs and that a consistent, recognisable and marketable theme can be adopted.

The adoption of coordinated signage across the whole development is especially important in the case of multiple tenancies.

Multiple tenancies

Developments with multiple tenancies should consolidate signage for the different tenants onto one appropriately designed sign rather than multiple free-standing signs.

Where multiple corporate identities are to be accommodated it is important some cooperation and coordination is adopted to ensure the delivery of an appropriate built form.

Pole signs

Refer to Part 3 – Pole Signs.

7 GATEWAY SITES INTO BALLARAT

Advertising sign alternatives

Utilise appropriate built form such as landmark buildings, to make an area distinctive and create a strong, attractive and interesting visual composition that will stand out from its surroundings and which people will read as signifying a place of interest.

Landscaping can also be used to make an area stand out and is an effective way of creating an association in people's minds between a particular use and a place.

Ensure that visual impact analysis studies are undertaken to ensure the impact of any development upon significant, views, vistas and places is understood and informed decisions can be made.

Pole signs

Refer to Part 3 – Pole Signs

Views and vistas

Do not allow advertisements to obscure or detract from significant and important views and vistas.

The entries to the urban areas of the City of Ballarat are of vital importance to the 'image of the city' and the establishment of the character of the city in the minds eye of those who visit and live in the city. In establishing a positive image for the city it is important to remember that 'first impressions count'.

The entries to Ballarat which deserve protection from inappropriate visual intrusions include:

- Albert Street/Skipton Street;
- Creswick Road;
- Glenelg Highway;
- Sturt Street west of Pleasant Street;
- Learmonth Road;
- Main Road/Geelong Road;
- Memorial Drive/ Avenue of Honour;
- Western Highway; and
- Victoria Street.

This list of roads does not preclude the consideration of views and vistas along other entries to the city and towns of the City of Ballarat. Special consideration needs to be given to those entries to Buninyong and Learmonth townships.

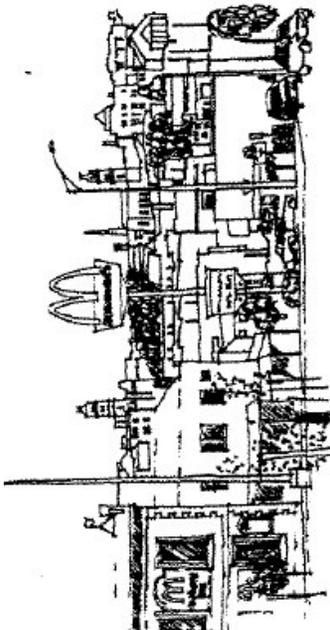
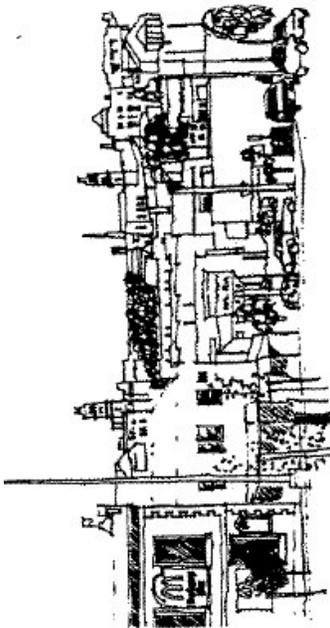
Attractive entries to urban centres. Attractive entries to the urban centres needs to be encouraged to ensure that the marketability and character of the places are not compromised. The clear definition of retail and other significant places can be achieved in a number of ways apart from the extensive use of advertisements including large and obtrusive pole signs or panel promotion signs.

Utilise appropriate built form such as landmark buildings, to make an area distinctive and create a strong, attractive and interesting visual

*After
First impressions count*

Do not allow advertisements to obscure or detract from significant and important views and vistas.

*Before:
The entries to the urban areas of the City of Ballarat are of vital importance to the image of the city.*



8 SPECIFIC SIGNS AND ADVERTISEMENTS NOT ENCOURAGED

Generally any sign or advertisement which can be considered a defacement of the building on which it is located or which is objectionable within the appearance of the streetscape by virtue of its size, style, colour format, wording, content or location in the opinion of the responsible authority, will not be permitted.

Sky Signs which extend beyond the building envelope and which can be seen against the sky from any location in the street or from any building on the street.

Free standing signs on verandahs or above verandah roofs except for signboards at the leading edge of post verandahs not exceeding 600mm high or sign grounds integrated with the design and construction of any verandah front or end.

Internally illuminated signs except those outside heritage areas and below verandahs.

Signs projecting from facades. Any sign projecting from facades or parapets at any level except as specifically permitted under the guidelines.

Signs which obscure architectural features. Any sign which by its size location or format (even where normally permitted) detracts from, defaces or obscures any architectural feature not specifically identified in this policy.

Signs which conflict with the design of the building eg. signs painted on diagonal bands or other layouts which conflict with the layout of the façade.

Signs which display Promotional Advertisements which dominate or supplant signs relevant to the building's occupancy except where located off the façade ie. Signs displaying promotional advertisements on sides of buildings may be acceptable.

Signs with dominant logo. Any logo is to be secondary to written information. Logos are to be placed symmetrically (preferably centrally) in any sign layout.

Pole signs as recommended in the guidelines.

Corporate colours except when used on an advertisement and confined within a panel as recommended in the guidelines.

Major promotion signs

- Along tourist roads, scenic routes or landscape sections of freeways.
- Within open space reserves or corridors and around waterways.
- Where they will form a dominant visual element from residential areas, within a heritage place or where they will obstruct significant viewlines.

Any sign which obscures any other sign on the same or any other buildings from any normal view points.

Outdoor Advertising Terms

9 OUTDOOR ADVERTISING TERMS

The following table lists terms which may be used in this planning scheme in relation to outdoor advertising. A term listed in the first column, under the heading “Outdoor Advertising”, has the meaning set out beside that term in the second column, under the heading “Definition”.

| OUTDOOR ADVERTISING TERMS | DEFINITION |
|------------------------------|---|
| Above – verandah sign | A sign above a verandah or, if no verandah, that is more than 3.7 metres above pavement level, and which projects more than 0.3 metre outside the site. |
| Advertisement area | The total area of an advertisement. If the advertisement does not rotate or move, the area is one side only. |
| Animated sign | A sign that can move, contains moving parts, changes its message, flashes, or has a moving or flashing borer. |
| Bed and breakfast sign | A sign at a dwelling that advertises bed and breakfast accommodation in the dwelling. |
| Bunting sign | An advertisement that consists of bunting, streamers, flags, windvanes, or the like. |
| Business identification sign | A sign that provides business identification information about a business or industry on the land where it is displayed. The information may include the name of the business or building, the street number of the business premises, the nature of the businesses, a business logo or the other business identification information. |
| Direction sign | A sign not exceeding 0.3 square metre that directs vehicles or pedestrians. It does not include a sign that contains commercial information. |
| Floodlit sign | A sign illuminated by external lighting provided for that purpose. |
| High-wall sign | A sign on the wall of a building so that part of it is more than 10 metres above the ground. |
| Home occupation sign | A sign at a dwelling that advertises a home occupation carried on in the dwelling, or on the land around the dwelling. |
| Internally illuminated sign | A sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as an advertisement. |
| Major promotion sign | A sign which is 18 square metres or greater that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold for hire on the land or in the building on which the site is located. |
| Panel sign | A sign with an advertisement area exceeding 10 square metres. |
| Pole sign | <p>A sign:</p> <ol style="list-style-type: none"> a. on a pole or pylon that is not part of a building or another structure; b. that is no more than seven metres above the ground; c. with an advertisement area not exceeding 6 square metres; and d. that has a clearance under it of at least 2.7 metres. |

Outdoor Advertising Terms

| OUTDOOR ADVERTISING TERMS | DEFINITION |
|---------------------------|--|
| Promotion sign | A sign of less than 18 square metres that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited. |
| Reflective sign Sign | A sign finished with material specifically made to reflect made to reflect external light. |
| Sky sign | <p>An advertisement and any structure built specifically to support it.</p> <p>A sign:</p> <ol style="list-style-type: none"> a. On or above the roof of a building, but not a verandah; b. Fixed to the wall of a building and which projects above the wall; or c. Fixed to a structure (not a building) so that part of it is more than 7 metres above the ground. |

