

Signs Guide



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The purpose of this Signs Guide

The Greater Dandenong Planning Scheme includes a statutory planning policy for Advertising Signs at Clause 22.11 and other clauses that regulate advertising signs. This Signs Guide provides some guidance and examples of good and bad signs that anyone wanting to display one or more signs should consider before ordering or installing any sign, and before submitting a planning application.

The Signs Guide is written to

- Provide guidance for the design and placement of signs that are appropriate for various forms of development and context.
- Assist developers, building owners, building tenants, planning permit applicants and residents in understanding what type of signs are supported and are not supported in the City of Greater Dandenong.
- Provide examples and illustrations of the Advertising Signs Policy and other Planning Scheme provisions such as the Greater Dandenong Gateway Strategy.
- Complement the Council's other guides, including the Greater Dandenong Footpath Activity Code of Practice which covers
 - » outdoor dining areas
 - » goods display
 - » A-frame signs
 - » planter boxes.

How to use this Signs Guide when preparing a planning application

Step 1

- Identify what type of sign(s) you want to display.
- Check that your proposed sign(s) is not discouraged in the City.
- Seek professional planning advice and speak with Council's Planning & Design Department and identify if a planning permit or local law permit is needed (see Greater Dandenong Footpath Activity Code of Practice for more details).
- Check the information on Council's helpful website www.greaterdandenong.com

Step 2

- Seek help from a professional sign maker to design your proposed sign(s).
- Ensure your proposed sign(s) address the planning requirements.

Step 3

- Identify and apply the planning requirements relevant to your sign(s) application.
- Apply for a planning permit, if you need one.
- Apply for a local law permit, if you need one (see Greater Dandenong Footpath Activity Code of Practice for more details).

Vision and Objectives

Well designed signs can add interest to the buildings on which they are placed and contribute to the vibrancy and colour of the City of Greater Dandenong while being complementary to built form and character. Too many signs, or signs that are too large or inappropriate, compete with each other and can degrade the character of the streetscape and public spaces in Greater Dandenong.

The City of Greater Dandenong encourages well positioned, good quality and innovative signs, as well as improvement of existing signs.

The objectives of the Signs Guide are to

- Ensure that signs are designed, positioned and displayed in an appropriate and attractive manner.
- Encourage signs that make a positive contribution to both the day and night time character of the City.
- Improve the appearance of city gateways through the effective, sensitive display of signs and the avoidance of proliferation of signs and visual clutter.



Types of Signs

Three types of signs are considered in this Signs Guide. Most signs that fall into these categories require a planning permit.

Business Identification Signs

These types of signs are used for the identification and naming of sites, buildings, building uses and tenants. They can include the name of the business or building, the street number of the business premises, the nature of the business, a business logo, or other business identification.

Promotion, Special Event, and Precinct Signs

These types of signs are used for the promotion of businesses, products, special events and activities. These signs might be

- Related to or associated with their location (known as “complementary signs”).
- Unrelated to their location (known as “third party signs”). Third party signs are those that advertise goods and services not available on the premises.
- Signs that brand a specific precinct within an activity centre that has a unique sense of place or character.

Direction Signs

These signs are used to direct vehicles and/ or pedestrians. They do not include signs that contain commercial information, although there are occasions when the business identification logo is integrated with a direction sign.

If you are not sure what type of sign you are proposing, or need to know whether you need a planning permit or local law permit, contact Council’s Planning and Design Department first.





General Sign Guidelines

Signs are designed to be easy to read and simple to understand. How do you design a good sign?

Sign design

- Signs should be designed to take into account how they will be viewed and read from different modes of travel including people on foot or in a car or bus.
- Except for free-standing pole signs, signs should be integrated as part of the buildings or structures rather than erected as “standalone” structures.
- Signs should complement the architecture of the building in terms of style, scale and proportion.
- Signs should not dominate the building.
- Signs should not glare or dazzle pedestrian and drivers.

Buildings and sites with multiple occupancies

Signs on buildings or sites with multiple occupancies such as industrial estates, business complexes and shopping arcades, are located at shared or co-located spaces. This shared sign should ideally be at the main entry to the building or site.





Multi-language signs

Signs in languages other than English are encouraged if they include a translation into English. A sign should not normally use more than two languages, including English as one of those languages.

Safety

Signs must be displayed safely to ensure that

- They do not compromise the structural integrity and safety of the host building or structure.
- They do not impede the effectiveness of any surrounding security and emergency signs.
- They do not cause harm to any pedestrians or vehicles.

Maintenance

Sign design, material selection and structures should be carefully chosen to ensure durability and ease of maintenance, and to avoid vandalism as much as possible.

General Sign Guidelines

Discouraged sign types

Some types of signs are discouraged in Greater Dandenong. You should be aware that new proposals are unlikely to be supported by Council for the following types of signs.

Major promotion signs

Major promotion signs are generally discouraged.

Sky signs and above-verandah signs

Sky signs and above-verandah signs (including “V-boards”) are discouraged, as they generally do not visually integrate with the building and streetscape.

A-frame and sandwich board signs

A-frame and sandwich board signs are banned from the public domain within the Central Dandenong Activity Centre.

Bunting and flags

Bunting signs and flag displays are discouraged in favour of concise signage on buildings.

Freestanding signs

Freestanding signs are discouraged, particularly in situations where buildings have a minimal setback to the street.

Multiple wall signs

Multiple signs on walls of a building are discouraged to prevent visual clutter.

Panel and window signs

Panel and window signs are discouraged, because they obscure the activity inside the building and deactivate street space.

Balloon and inflatable signs

Balloon and inflatable signs are discouraged, as they generally do not visually integrate with buildings and the streetscape.

Externally lit, floodlight, or animated signs

Illuminated signs, including animated and flashing signs, are discouraged particularly when they detract from the character of the building, the street or the area. They are also discouraged when they expose their cabling and light fixtures, when their light excessively spills outside the sign area, or when they undermine the legibility of the neighbouring signs.

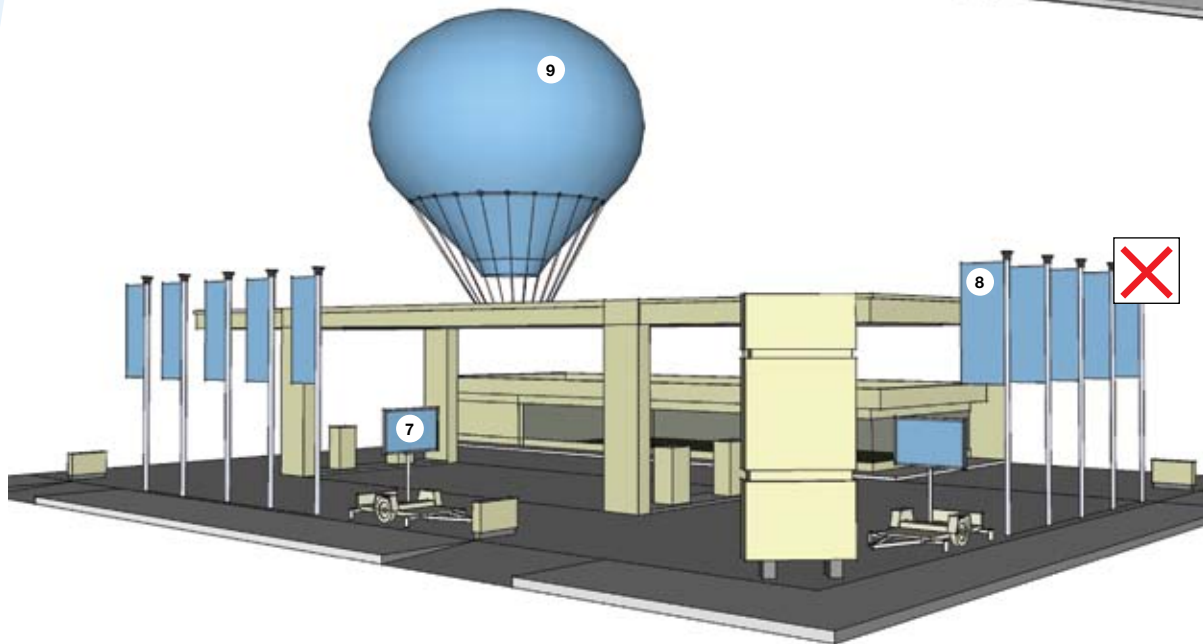
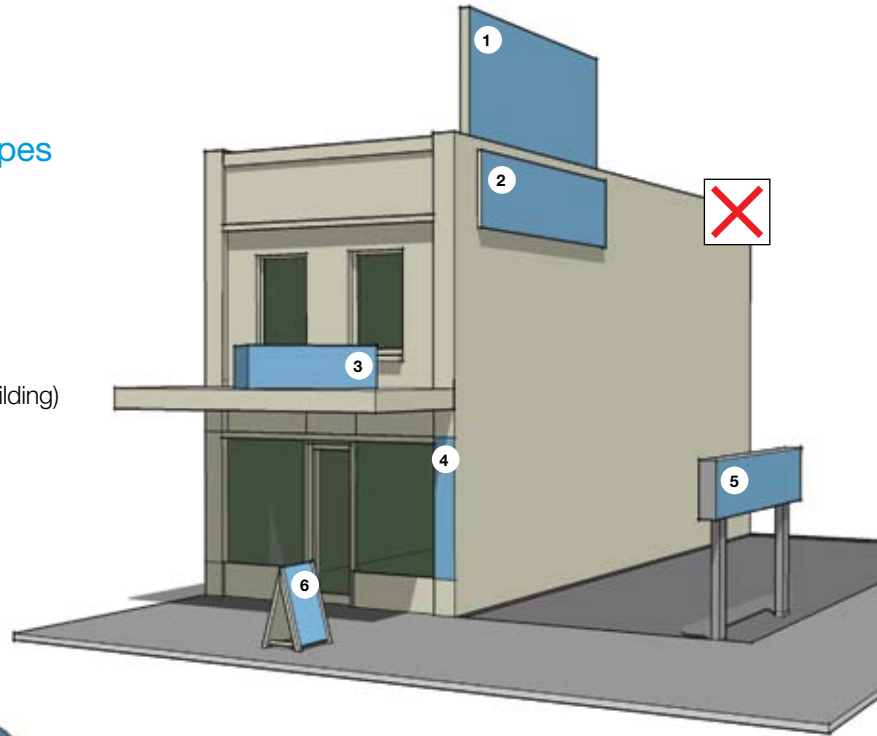
Electronic variable message signs (VMS)

Trailer mounted and static VMS signs are highly discouraged for any promotional or advertising purposes on private land. These sign types adversely affect the safety, appearance and efficiency of the road. They can only be used temporarily for traffic management.

Illustrated discouraged sign types

Legend

1. Sky sign
2. Wall sign
3. Above-verandah sign or "V-board"
4. Pilaster or column sign
5. Freestanding sign (not attached to the building)
6. A-frame sign
7. Electronic variable message sign (VMS)
8. Flags
9. Balloon or inflatable sign



Specific Sign Guidelines

Street facing development generally means a built form or built environment

- with zero or a minimal setback from the street or laneway and side boundaries
- that promotes continuity of the frontage between adjacent developments
- that facilitates active pedestrian interaction between the building and street
- and that incorporates other pedestrian-friendly features such as a canopy or covered walkway.

Street facing development

Signs on any elevation of a building above the pedestrian awning or verandah should

- preferably be located on a parapet
- be limited to one per elevation, except for a projecting sign that can be viewed only from an alternative elevation
- not face adjoining dwellings, and
- not be placed in the following locations
 - » above the parapet
 - » on the roof of a building
 - » above an awning or verandah.

Projecting Signs

- Signs that project or “stick out” from the building should
 - » project out no more than one metre (1000mm) from the building
 - » be placed at a minimum height of 2700mm clear above the footpath.



Street facing development

Ground level signs

- Sign(s) at ground level of a building should be limited to one or two sign(s) only.
- Sign(s) at the ground level of a building should be located in only these locations
 - » on the verandah fascia
 - » suspended under the verandah or cantilevered over the footpath at a minimum of 2700mm clear above the footpath
 - » across the top of a door or window
 - » within the display window.
- Under-verandah signs should be spaced not less than 3000mm apart, or otherwise consistently with the spacing in the established streetscape.

Shop fronts

- Signs on the shop front or mounted on or within windows must
 - » be confined to the windows at ground level
 - » not dominate the shop front nor compete with a business identification sign
 - » not dominate or obscure the windows
 - » not comprise more than 20% of the shop front inclusive of window glazing (except real estate signs during construction and prior to occupancy).
- To enrich the pedestrian visual experience and improve the attractiveness of the shop, signs on shop windows should be of an innovative design.



Specific Sign Guidelines

Council encourages internally illuminated signs at ground level in activity centres to add vitality to and create a brighter and safer environment.

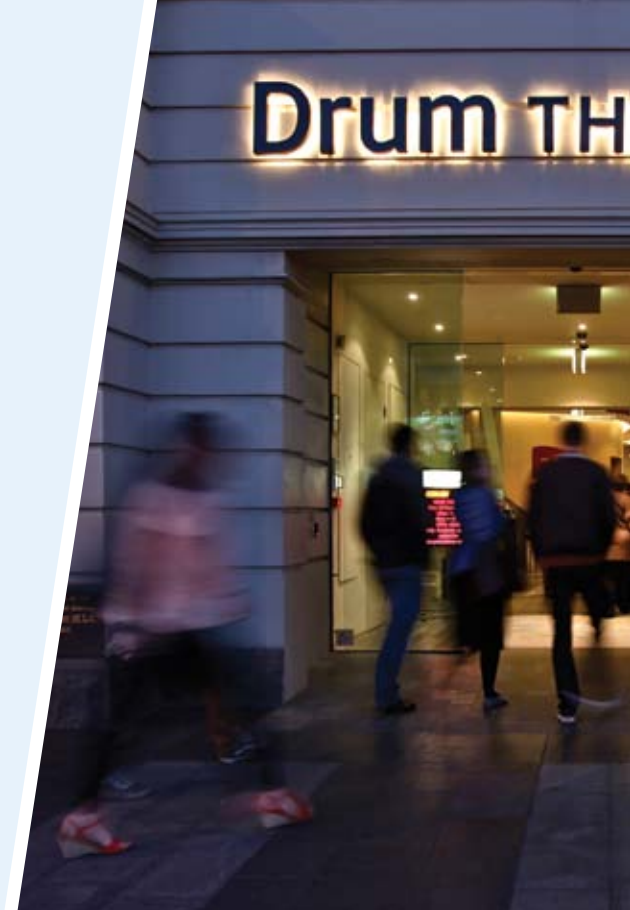
Illuminated and animated signs

Encourage illuminated signs in the following locations

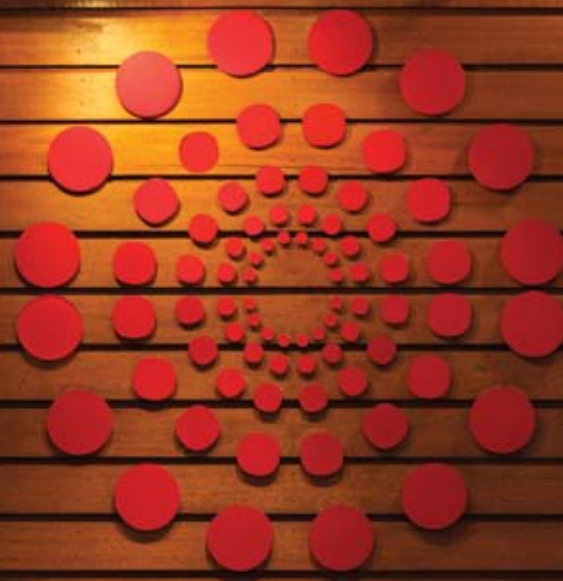
- suspended under verandahs
- placed or cantilevered at a minimum height of 2700mm above the footpath
- in the display window
- on the parapet
- projecting from the upper facade (preferably vertically oriented).

Illuminated signs should be designed to

- be in keeping with the overall character of the streetscape
- protect the effectiveness and legibility of neighbouring signs
- enhance the architectural style or the heritage character of the building
- integrate their light fixtures, cabling systems and junction boxes within the sign structure
- contain their light effect within the sign area
- avoid flashing light and animation.



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Specific Sign Guidelines

Car-based standalone developments are those that have substantial setbacks from the street or public realm and are adjacent to development(s) without built form continuity in the streetscape. They typically have large areas devoted to vehicular access, parking and landscaping to the perimeter of the development.

Car-based standalone development

It is policy that signs for standalone developments

- are located on buildings or canopies
- if freestanding, are limited to one per premises (for large sites with more than one street frontage, two freestanding signs may be permitted)
- if freestanding, are strategically located at a height easily read by both pedestrians and motorists
- if freestanding, are located consistently with prevailing spacing in the streetscape
- if freestanding, are set back from the street consistently with prevailing setbacks in the streetscape.



There are commercial pressures for the installation of major promotion signs along arterial roads including freeways, which criss-cross the City of Greater Dandenong. It is important that the desire to take advantage of the increased viewing opportunities from these roads is balanced with the need to ensure that these signs are clear, safe and appropriate.

Promotion signs abutting major roads and freeways

It is policy that on or adjacent to major roads and freeways

- Promotion, major promotion and sky signs are strongly discouraged.
- The facade of a building can display either a business identification sign or a promotion sign.
- Signs placed in industrial or commercial zones must be spaced at a minimum of 1 kilometre apart to ensure that they do not dominate the overall setting.



Specific Sign Guidelines

Signs for promotion and advertising are discouraged in residential areas. However, some uses in residential areas are allowed to have minimal signage, which requires careful design and management to maintain visual amenity.

Signs in residential areas

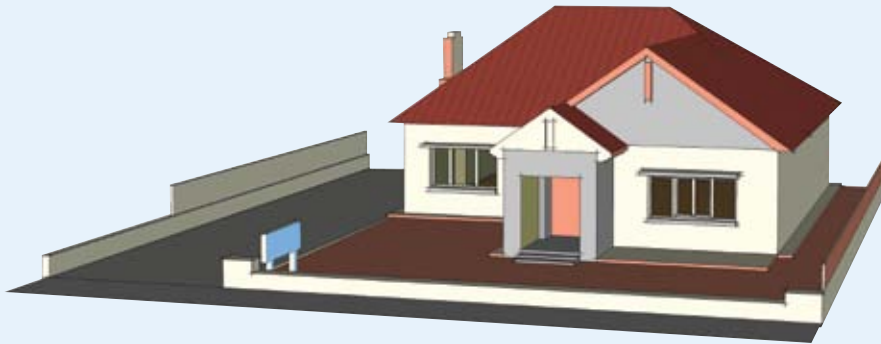
- Signs should be designed and located in a manner that
 - » does not dominate the building, the site and the streetscape
 - » is limited to one per premises
 - » is within the site, parallel to or perpendicular to the street except on a corner site.
- Landscaping is encouraged around the base of a freestanding sign.
- Signs above ground floor windows and doorways are not encouraged, except when they are used to name the building (e.g. “Melrose Apartments”).
- Signs used to name the building are encouraged when they provide a sense of address.
- If a “Home Occupation” sign exceeds an area of 0.2 square meters, it requires a planning permit.
- A “Home Occupation” sign must
 - » be limited to one sign per home
 - » be for business identification only
 - » not be a promotion sign
 - » not dominate the character of the dwelling.



Illustrated sign locations in residential areas



A Sign can be parallel to the street



A Sign can be at a right (90 degrees of) angle to the street



A Sign that is at an odd angle to the street is discouraged

How do I apply for a planning or local law permit?

Council's Planning & Design Department is here to help you. Call us, visit or email us. Information on applying for planning and local law permits, including checklists and forms, can be accessed at www.greaterdandenong.com

Planning and Design Department

Council's Planning & Design Department is responsible for current and future land use and development in Greater Dandenong. This includes assessing land use and development planning applications, subdivision proposals, strategic policy formulation, urban design, environmental and open space planning.



Disclaimer

1. This Signs Guide is not a statutory document. It has been prepared to help residents and businesses understand and interpret the requirements of the Greater Dandenong Planning Scheme, the Greater Dandenong Advertising Signs Policy, and general best practice about signs.
2. Most types of signs in the City of Greater Dandenong need some type of permit. All residents and businesses are encouraged to check with Council regarding their proposed sign or signs before ordering or putting up any sign or signs in the City of Greater Dandenong.
3. The photographs used in this brochure are sourced from locations inside and outside the City of Greater Dandenong municipal area for the purposes of illustration only.
4. If you apply for a planning permit for a sign, copying or recreating any sign design from the examples illustrated in this brochure does not guarantee that a planning permit will be granted. Each proposal is assessed on an individual basis.
5. If you display a sign or signs that need a planning permit without first obtaining that permit, you could be subject to planning enforcement action. This is a serious matter which could result in fines and court action.

Contact Us

Planning and Design Department

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