



City of Casey

Advertising Signs

Draft Design Guide

v1 – May 2021

DOCUMENT CONTROL

Approval Body:	Council
Public Exhibition date:	3 May 2021
Endorsement Date:	tbc
Current Version:	1.0 Council policy documents change from time to time and it is recommended that you consult the electronic reference copy on Casey Council's Website to ensure that you have the current version. Alternatively, you may contact Customer Service on 9705 5200
Council Plan Reference:	2.1, 2.2 & 2.3
Division:	City Planning and Infrastructure
Department:	City Design and Construction
ECM ID:	14936795

Acknowledgement

The City of Casey would like to acknowledge the Bunurong and Wurundjeri people as Traditional Owners of the land and would like to pay their respects to their Elders, past and present.

This Draft Advertising Sign Design Guide was prepared by the City of Casey's City Design & Construction department in collaboration with Growth and Investment, City and Asset Planning, and Planning and Building departments.

Contents

1.INTRODUCTION	4
2.SIGN CHARACTERISTICS	6
3. SIGN TYPES.....	7
4.PERFORMANCE CRITERIA – SPECIFIC LAND USE AREAS.....	15
5. APPENDIX: DEFINITIONS:.....	34

IMAGES/FIGURES LIST

Figure 1: All Sign types.....	7
Figure 2: High wall signs	9
Figure 3: Pole Sign with two road abutments	11
Figure 4: One Pole sign for multiple premises in a subdivided property	11
Figure 5: Pole sign distance of at least 50 metres from pole to pole for adjacent premises	12
Figure 6: Pole sign showing a hierarchy of information.....	12
Figure 7: Verandah fascia sign.....	13
Figure 8: Under-verandah sign clearance	13
Figure 9: Transom window sign.....	14
Figure 10: Under-verandah sign at right angle to building.....	14
Figure 11: Encouraged appearance with branding colours	16
Figure 12: Discouraged appearance with branding colours	17
Figure 13: Parapet Wall Signs showing sign display area.....	17
Figure 14: Signs at major intersection	18
Figure 15: Single-storey encouraged signs with verandah.....	18
Figure 16: Double-storey encouraged signs with verandah	19
Figure 17: Encouraged signs single-storey without verandah.....	19
Figure 18: Encouraged signs double-storey without verandah	19
Figure 19: Appropriate sign arrangement with verandahs.....	20
Figure 20: Discouraged signs within or adjacent to a built-form or streetscape	20
Figure 21: More discouraged signs within the built-form or streetscape	20
Figure 22: Restricted retail signs with uniform and consistent arrangement of signs.....	22
Figure 23: Location of business signs and address for Industrial buildings	22
Figure 24: Encouraged sign parallel to the street at residential areas	23
Figure 25: Sign can be right angle to the street at residential areas	24
Figure 26: Discouraged signs within residential areas at residential areas.....	24
Figure 27: Promotion sign distance	26
Figure 28: Appropriate location of signs for heritage built-form.....	29
Figure 29: Inappropriate placement of Signs for heritage built-form	29

1. Introduction

The City of Casey Advertising Sign Design Guide (the Guide) applies to all outdoor advertising signs in Casey. The Guide provides supportive design recommendations to the sign policy and can be referred to when assessing planning application permits for signs.

1.1 Purpose of Guide

Signs are essential in identifying, communicating, and promoting businesses and institutions in Casey. It has a significant impact on the public realm and the quality of the built-form that signs are visually associated or integrated with. If designed, planned, and presented well, can add vibrancy and interest to the built-form, streetscape or area. Council considers the need to manage and plan for signs to ensure promotion of businesses across the municipality is effective, attractive and contributes to a pleasant amenity for the community.

The existing Advertising Sign Policy was prepared in 2005. A recommendation from the Casey Planning Scheme review in 2018 suggested that a review of the current policy is overdue. Although the existing policy had minor updates in 2019 as part of the Planning Policy Framework (PPF) review, a full review has led to the preparation of this Guide document.

This Guide will provide guidance for the design, location, and specification of signs appropriate for the business or development in relation to its site context and environment. This will assist developers, landowners, tenants, operators, planning permit applicants and the Casey residents.

1.2 How to Read this Document

This design guide is created as a background document for the signs policy of the Casey Planning Scheme. The design guide should be read in conjunction with the signs policy. Details regarding design principles and supportive illustrations can be found in the Guide. This will assist planners with decision-making during the planning application stage.

1.3 Vision

The City of Casey recognises the need for:

Promotion and visibility of local businesses and organisations to create vibrant, accessible and thriving shopping and employment precincts and complement the character and amenity of places & spaces.

1.4 Objectives

The main objectives for the Design Guide are the following:

- » Provide guidance for the reasonable identification and promotion of businesses within Casey
- » Ensure signs are designed, located and displayed in an appropriate and attractive manner
- » Provide and maintain a high degree of public safety and road safety
- » Ensure signs complement the style and character of the building, abutting buildings and the overall streetscape
- » Respect and enhance the character, scale, architectural quality and appearance of the host building and its site
- » Encourage signs that can contribute to the interest, vitality and enhance the quality of the built environment within the commercial and industrial areas

- » Enhance the appearance of the City of Casey's key nodes through effective and sensitive display of signs and avoiding visual clutter through consolidation of signs
- » Encourage the continual renewal and maintenance of existing signs to ensure their presentation does not detract from the urban setting.

1.5 Planning Permit

When to use the Guide:

This Design Guide operates in conjunction with Planning Scheme provisions.

Applicants should use the design guide as a basis for designing advertising signs that require a planning permit including new signs and/or modifying or replacing existing signs in the City of Casey.

It is noted that Council encourages use of the Guide whether or not a permit is required.

2. Sign Characteristics

2.1 Sign qualities and features

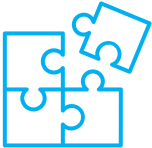


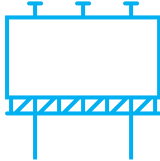




Visual qualities of a sign are:

- » Its scale and location relative to the host building/site
- » Its relationship to the surrounding character of that area
- » Its proximity to, and relationship with other visible other signs

Important features of a sign include the following:

- » materials
- » graphics
- » colour
- » lighting
- » animation
- » supporting structure
- » maintenance

2.2 Design Principles

			
Integrated within its context	Compatible with scale design and visual character of a building	Complement character of surroundings	Not visually obtrusive
			
Does not create visual clutter	Respect traffic and pedestrian safety	Design quality and well-maintained	Respect the amenity of residential, sensitive uses or character areas

3. Sign Types

This section provides an overview of certain sign types that are not comprehensively covered in the Casey Planning Scheme. This will help respond to relevant issues and gaps regarding advertising signs within Casey. It includes definitions as per the planning scheme, followed by general design guidelines for each sign type supported by three-dimensional diagrams. The subsequent section details design guidelines for specific land uses. Both should be used as reference when preparing or assessing planning applications relating to signs.



Figure 1: All Sign types

3.1 Animated Sign

A sign that can move, contains moving or scrolling parts, changes its message, flashes, or has a moving or flashing border.

Design Guidelines:

Animated signs are encouraged where:

- » It is limited to one per premises
- » It is not located on the roof of a building and above a verandah
- » It is on the display window or shopfront but small in size
- » It is static with a minimal number of changes per day
- » In cases where changing messages are appropriate, a minimum dwell time of not lesser than 45 seconds should be applied, with no blank screen between messages
- » It does not use animated effects such as 'fade', 'zoom' or 'fly-in'.

3.2 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 business, a business logo or other business identification information.

Design Guidelines:

Can be referred to any of the following signs:

- » Above-verandah
- » Below-verandah
- » Fascia
- » Parapet
- » Wall-Projecting
- » Freestanding (i.e. Pole Sign and Panel Sign)

3.3 Electronic Sign

A sign that can be updated electronically. It includes screens broadcasting still or moving images.

Design Guidelines:

Electronic signs of large size and scale are preferred only in the following locations:

- » Major Activity Centres (identified within Casey's Activity Centres Strategy) where it can justify a community benefit is identified
- » Adjacent to a freeway or major arterial road which does not have a rural or residential interface and where it meets relevant Department of Transport (DoT) requirements.

For **electronic signs** greater than 18 square metres in area, the following additional requirements are encouraged:

- » A minimum dwell time and lux level illumination as per DoT Standard or equivalent as changed from time to time
- » The sign provides 25 percent of the screen time for a community benefit, i.e. is used to screen real-time information (such as time, weather, or news headlines), is used to broadcast major events (such as sporting or cultural events), and/or offers free advertising for local community organisations or events
- » The sign should not display alcohol and gambling-related promotions.

3.4 High Wall Sign

A sign on the wall of a building where part of it is more than 10 metres above the ground.

Design Guidelines:

High wall signs are generally discouraged as in most instances they will be out of scale with the size of the building and adjoining premises. Signs may be considered in a commercial area, activity centre or industrial area.

Where high wall signs are proposed they should:

- » Be displayed on a building greater than 3-4 storeys in height or at a location that supports a prominent sign
- » The sign be more than 10 metres above the ground and not protrude beyond the building.

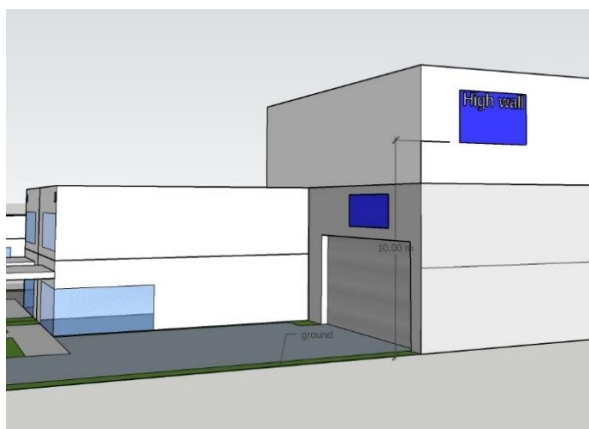


Figure 2: High wall signs

3.5 Major Promotion and Promotion Sign

Major Promotion signs are 18 square metres or greater and **Promotion sign** are less than 18 square metres. Both sign types may promote goods, services, events or any other matter, whether or not provided, undertaken or sold/for hire on the specific land or building on which the sign is situated.

Design Guidelines:

Major Promotion signs are generally discouraged. Should a business consider they have adequate justification for the need for a Major Promotion sign, it may be regarded as appropriate when the sign:

- » It is sited away from other Major Promotion or promotion signs or other advertising signs to ensure they do not dominate the streetscape or landscape.
- » Is promoting a new residential estate and is consistent with the following guidelines:
 - Encourage the development of estate sign strategies to provide a holistic rationale
 - Wherever possible, be located on the subject land that is being subdivided or sold
 - Not exceed the maximum area of 21 square metres (per sign face)
 - Not located within a road reserve or land affected by the Public Acquisition Overlay
 - Not be internally illuminated, floodlit, animated, electronic, or have reflective signs
 - Have no additions, flags, streamers or appurtenances added to the sign
 - Additional assessment requirements below:

Off-site major promotion and promotion signs should be assessed against the following criteria:

- a. On a Freeway and Major Arterial Roads, signs should be located within 500 metres of on-off ramps on Freeways
- b. Signs not on the subject site should be no further than five kilometres from the boundary of the subdivision or development to which they relate
- c. Off-site estate signs should be located at least 250 metres from any other New Estate Promotion Signs, regardless of whether they advertise the same or differing estates
- d. No more than three off-site signs should be approved per development in excess of 200 residential lots, with a minimum separation distance of approximately one kilometre between each sign
- e. No more than five off-site signs should be approved per development in excess of 2,000 residential lots, with a minimum separation distance of one kilometre between each sign.

3.6 Pole Sign

A sign:

- a) on a pole or pylon that is not part of a building or another structure
- b) that is no more than 7 metres above the ground
- c) with an advertisement area not exceeding 6 square metres, and
- d) that has clearance under it of at least 2.7 metres.

Design Guidelines:

Pole signs where proposed should:

- » Not exceed the maximum height of 7 metres
- » Have a maximum of one pole sign per group of premises along the main access road. A lower secondary pole may be permitted for a corner site that has two separate road abutments. Single premises should maintain one along high exposure road.

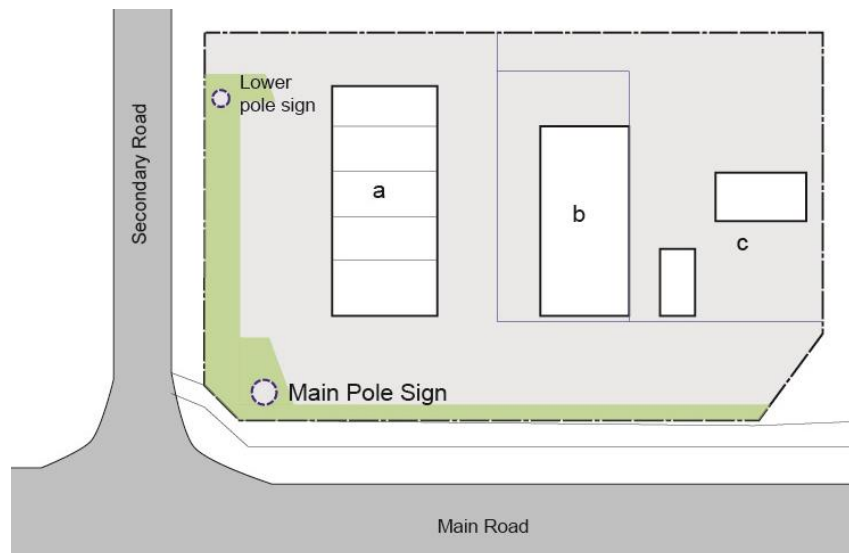


Figure 3: Pole Sign with two road abutments

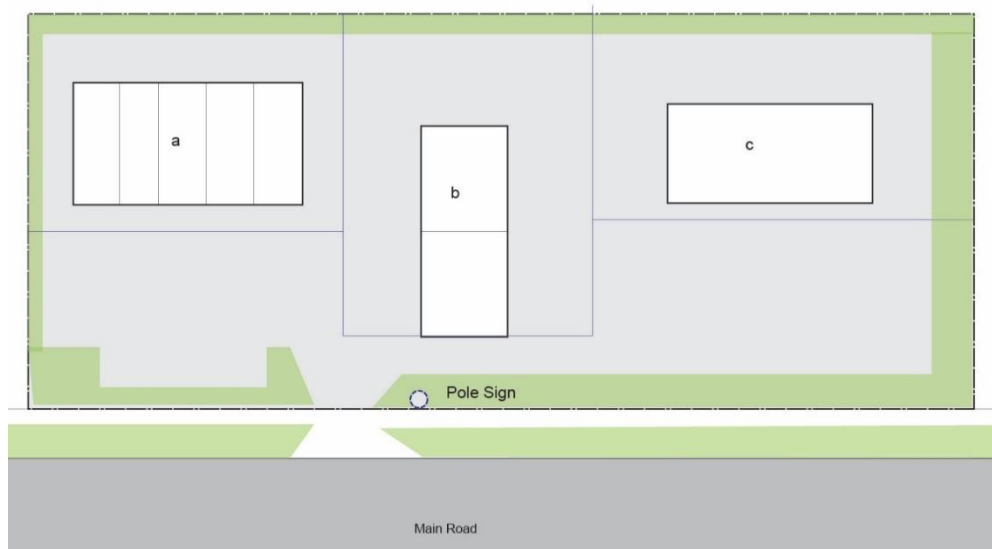


Figure 4: One Pole sign for multiple premises in a subdivided property

- » Have a minimum distance/gap of at least 50 metres from pole to pole for each site.

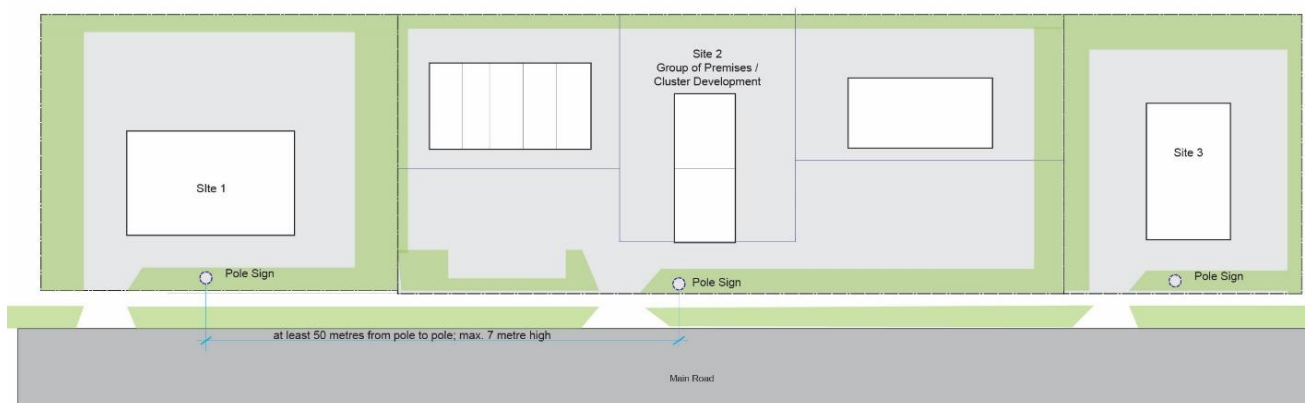


Figure 5: Pole sign distance of at least 50 metres from pole to pole for adjacent premises

- » Ensure a hierarchy of information by branding the centre/precinct as the dominant feature with only major tenants included.

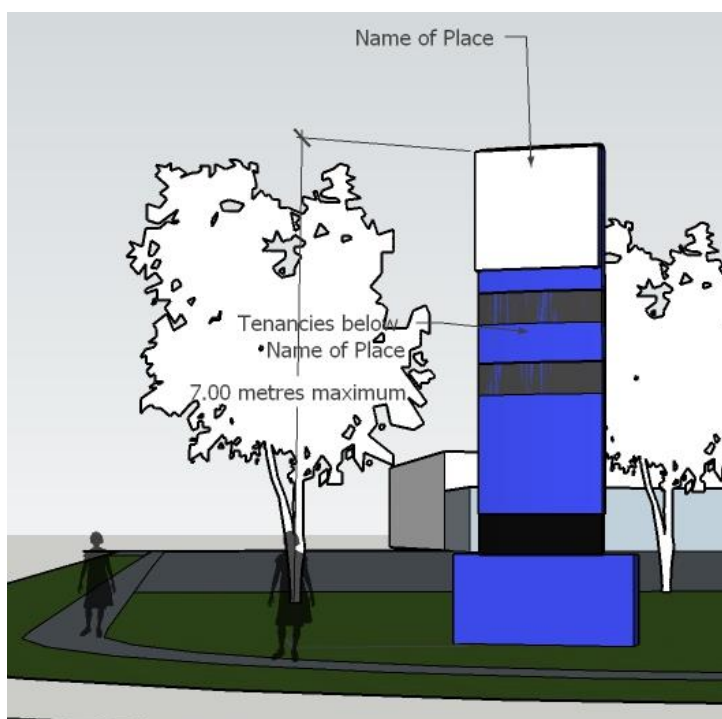


Figure 6: Pole sign showing a hierarchy of information

- » Have regard to the shape, size and form of pole signs on adjoining properties or premises so that it does not contribute to visual clutter.

3.7 Verandah fascia and Under-verandah sign

Sign located under the verandah or displayed along the fascia of the verandah. These include signs (no more than 3.7 metres above pavement level) where no below no verandah exists.

Design Guidelines:

The verandah fascia and suspended under-verandah combination is encouraged in existing small shopping strips with adjacent signs of similar arrangement. In new developments or centres, under-verandah sign and transom window is preferred and encouraged.

Verandah fascia where proposed should:

- » Have a maximum height of 0.5 metres for a verandah fascia sign or kept within the width of the fascia.

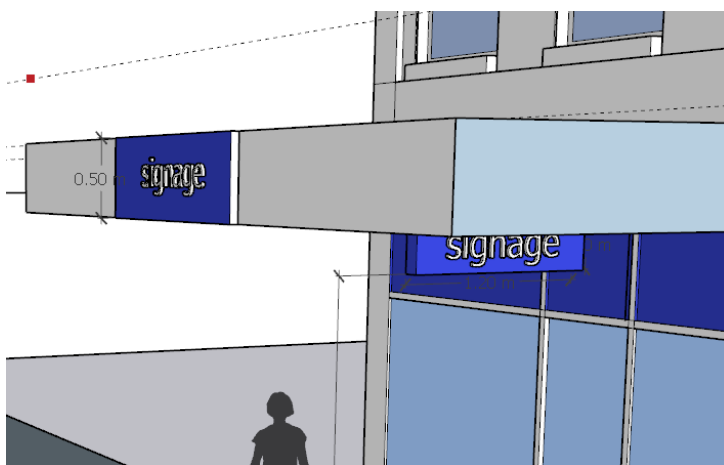


Figure 7: Verandah fascia sign

Under-verandah signs where proposed should:

- » Have at least 2.7 metres clearance from the footpath



Figure 8: Under-verandah sign clearance

- » Not project further than the verandah level
- » Not exceed 0.5 metres in height for an under-verandah sign



Figure 9: Transom window sign

- » Hung over the footpath at right angles to the building is preferred not to exceed 0.3 by 1.20 metres.



Figure 10: Under-verandah sign at right angle to building

4. Performance Criteria – Specific Land Use Areas

Land uses have characteristics that warrant individual attention. This section includes the following details for each sign type. Guidelines per land use as mentioned in this section and sign types in section 3.0 should both be used as a reference when assessing planning application relating to signs.

The table below is a summary of preferred signs and discouraged signs. Some discouraged signs may be permissible under the Planning scheme but is discouraged within the municipality. Planning applications relating to Promotion, Major Promotion, animated, illuminated, and floodlit signs are required to comply with the decision guidelines stipulated in the scheme and is generally in accordance with these guidelines.

	Above Verandah	Business Identification	Direction	Pole	Under Verandah	Verandah Fascia	Internally Illuminated	Panel	Promotion
<i>Commercial</i>	✗	✓	✓	✓	✓	✓	✓	✗	✗
<i>Industrial</i>	✗	✓	✓	✓	✗	✓	✓	✗	✗
<i>Restricted Retail</i>	✗	✓	✓	✓	✓	✓	✓	✗	✗
<i>Residential</i>	✗	✓	✓	✗	✗	✗	✗	✗	✗
<i>Pad Sites</i>	✗	✓	✓	✓	✓	✓	✓	✓	✗
<i>Display Villages & Land Sales</i>	✗	✓	✓	✓	✗	✗	✗	✗	✓
<i>Rural</i>	✗	✓	✓	✗	✗	✗	✗	✗	✗
<i>Areas of Heritage Significance</i>	✗	✓	✓	✗	✗	✗	✗	✗	✗
<i>Service Station</i>	✗	✓	✓	✓	✓	✓	✗	✗	✗
<i>Motor Sales</i>	✗	✓	✓	✓	✗	✓	✗	✗	✗



preferred



discouraged

4.1 Commercial and Retail Areas

Freestanding retail areas typically include Major Activity Centres (MACs) identified in Casey's Activity Centres Strategy (e.g. Fountain Gate, Cranbourne Park, Hampton Park, Casey Central, Endeavour Hills Shopping Centres). They provide a range of business, administrative, retail, entertainment, civic, leisure, recreational and educational facilities. A high concentration of signs can be appropriate in these areas with little risk of compromising amenity and safety. Neighbourhood Activity Centres (NACs) are smaller in scale than MACs. The same objectives apply to any signs within NACs and should reflect the size of the centre.

Commercial areas primarily offer office space with other complementary uses such as business, health, educational, and community. More recently these centres are self-contained buildings with carparking facilities or off-road car parking areas. Casey's only existing business park is within the Fountain Gate Narre Warren CBD area with multi-storey development and various commercial office space offer.

Design Objectives:

- » Add visual interest and enhance the commercial centre's character and vitality
- » Effectively promote goods and services to attract patrons to business areas

Design Guidelines:

Sign design

- » Main business signs promote the name of the centre or place and appear larger than the major occupancy signs associated with a major freestanding commercial/retail centre
- » Signs that primarily display the company name/logo and nature of business
- » Preferably integrated with the building facade and coordinated in terms of colour, graphic content and placement
- » Use high-quality materials for the main business sign on the façade of the building to appear attractive
- » May permit low level of illumination (backlit) behind the signs, (e.g. pinned letters) to make the sign readable and identifiable at night and use standard acceptable levels
- » Use of corporate colours on the exterior of a building considered part of the sign can be applied to areas with the highest road exposure. It should not dominate the site or surrounding context.



Figure 11: Encouraged appearance with branding colours



Figure 12: Discouraged appearance with branding colours

Sign display area should:

- » Not cover the entire fascia and use colour schemes that will dominate the streetscape
- » Not cover more than 50 percent of the parapet wall or any architectural features of the building on each premises



Figure 13: Parapet Wall Signs showing sign display area

- » Not detract by using windows for the display of goods and ensure a display area of no more than 20 percent. (refer to figures 14 and 15 – Encouraged signs)
- » In the Fountain Gate-Narre Warren CBD Metropolitan Activity Centre, where properties adjoin the Monash Freeway, Princes Highway or Narre Warren North Road and the main entrance or front of

the building is directed away from these road frontages, signs should be limited to one business identification sign per business attached to, or integrated into the building façade

- » Signs placed at corners of major arterial road intersections should not exceed the height of 7 metres. It is encouraged that signs are integrated for multiple premises/tenants in this location to avoid visual clutter. Electronic Signs and animated signs are discouraged as it may cause confusion or glare to motorists.



Figure 14: Signs at major intersection



Figure 15: Single-storey encouraged signs with verandah



Figure 16: Double-storey encouraged signs with verandah



Figure 17: Encouraged signs single-storey without verandah



Figure 18: Encouraged signs double-storey without verandah



Figure 19: Appropriate sign arrangement with verandahs

Discouraged Signs



Figure 20: Discouraged signs within or adjacent to a built-form or streetscape

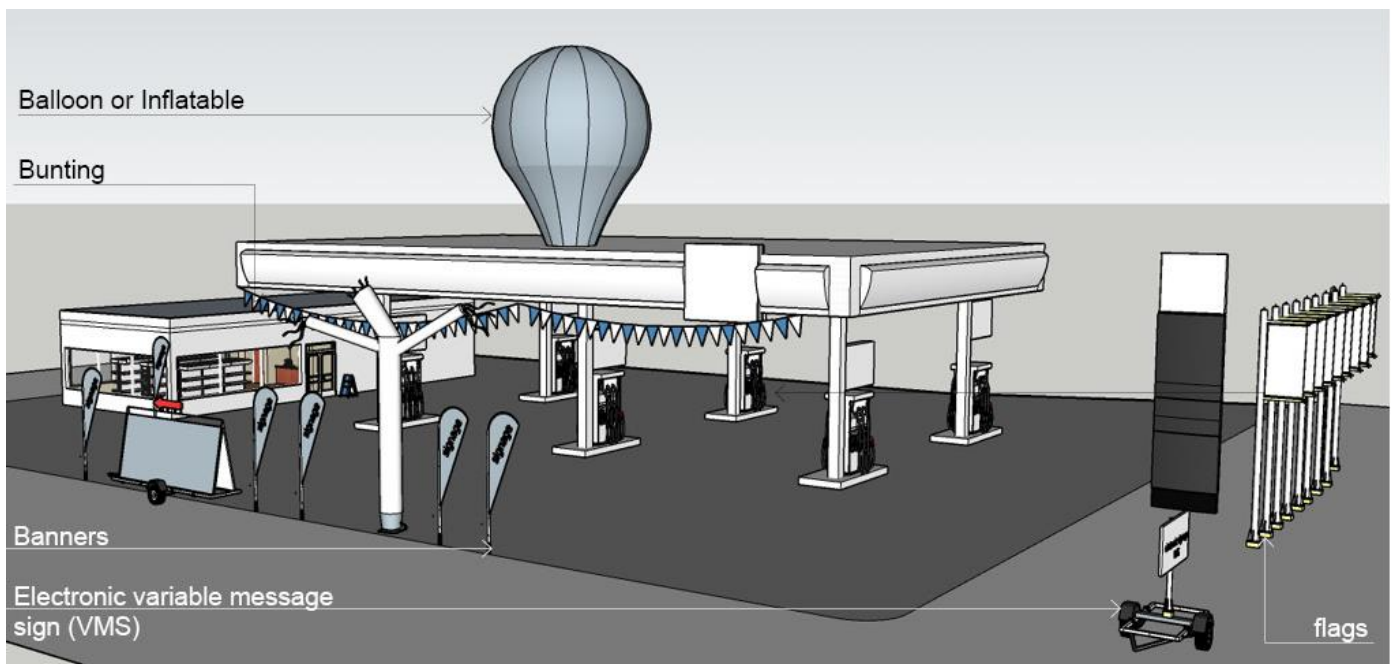


Figure 21: More discouraged signs within the built-form or streetscape

Preferred sign types:

- Verandah fascia sign
- Pole sign
- Business identification sign
- Direction sign
- Internally illuminated sign
- Under verandah sign

Discouraged signs:

- above-verandah signs (v-board)
- sky signs
- high wall signs
- bunting signs

4.2 Industrial and Restricted Retail Areas

Industrial areas vary greatly in architectural expression, the scale of buildings, siting of buildings, landscaping and mix of uses. They are sometimes developed without a design theme to architecturally designed and landscaped in order to project a desirable, well-managed working environment.

Design guidelines:

Signs should meet the following general conditions:

- » Be limited to the front and sides of buildings where it is visible from street
- » Business identification sign discouraged at the rear of buildings
- » Non-industrial uses must refer to applicable guidelines in section 4.1 for Commercial and retail areas or as per use.

Signs specifically for the Industrial area/estate should consider the following guidelines:

- » Main **business sign** should have:
 - a maximum area of ten square metres
 - a maximum area of twenty square metres may be permitted if the front building setback from road is greater than forty metres.
- » Where an industrial building is freestanding with dual frontage, a fascia sign may be permitted on each road abuttal (provided the road is located at the front or at the side of the site)
- » For industrial estates, sign and wayfinding should be considered
- » For industrial estates, one pole sign or business registry may be considered providing that the sign should:
 - Be located within the landscape treatment within the estate entry property boundary
 - Not exceed three square metres for business registry
 - Not exceed six square metres for pole sign (e.g. entry pylon sign)
 - Only used to identify the name of an industrial estate and its occupancies.

Note: If it exceeds above requirements, Council may permit a sign that has demonstrated innovation and would contribute positively to the estate.

Signs specifically for restricted retail areas should respond to the following guidelines:

- » A grouping of restricted retail premises (such as in a homemaker centre) signs should be consistent and uniform in the area and preferably located on the building's verandah fascia/parapet area where the retail premise has direct frontage to the exterior of the centre on to a carpark.
- » For individual restricted retail premises:
 - Should not exceed ten square metres of display area
 - For premises with a frontage of greater than 40 metres and appropriately setback from the road, signs may be up to twenty square metres of display area.

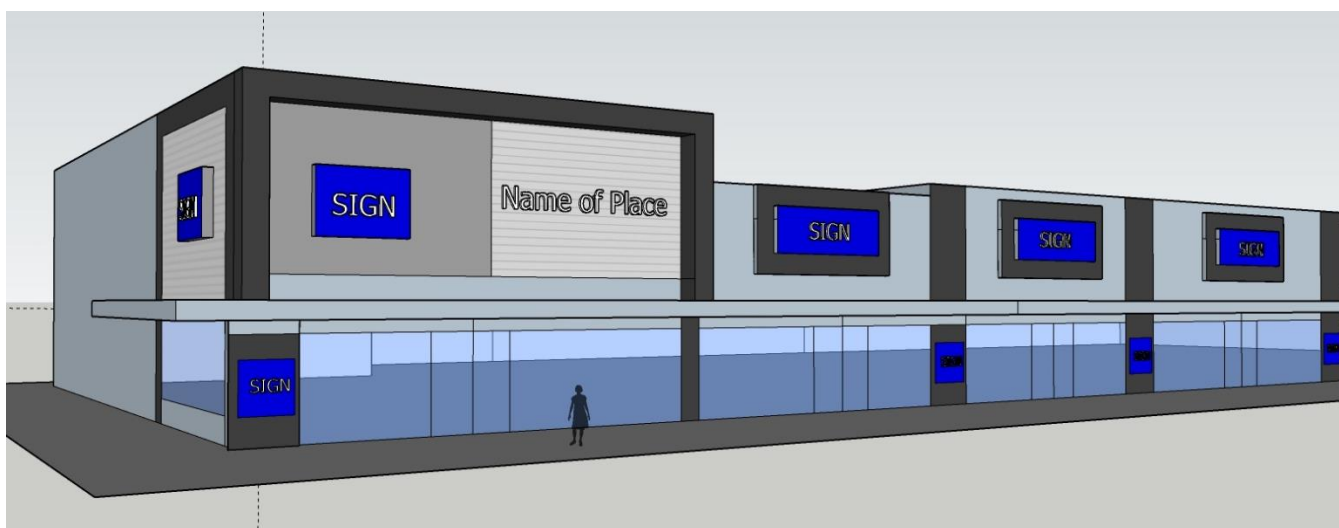


Figure 22: Restricted retail signs with uniform and consistent arrangement of signs



Figure 23: Location of business signs and address for Industrial buildings

Preferred sign types:

- Verandah fascia sign
- Pole sign
- Business identification sign
- Direction sign
- Internally illuminated sign

Discouraged signs:

- Sky
- Bunting
- Animated
- v-board
- electronic
- reflective signs

4.3 Residential Areas

Signs are generally discouraged within residential areas. Some uses located in this zone require signs including but not limited to home occupation, and non-residential uses such as nursing homes, medical centres, retail premises and childcare centres.

Design should consider its impact on the amenity of the residential area with no visual intrusion from advertising signs or its illumination.

Design guidelines:

Signs specifically for **residential areas** should respond to the following guidelines:

- » Should not exceed 2 square metres for small-scale non-residential uses
- » Should not be placed above windows or doorways unless they are building names
- » If **freestanding**, a sign should:
 - Be located within site at the front of the building, parallel or at a 90-degree angle to the street except for a sign on a corner site



Figure 24: Encouraged sign parallel to the street at residential areas



Figure 25: Sign can be right angle to the street at residential areas



Figure 26: Discouraged signs within residential areas at residential areas

- Be located on the street with the greatest amount of traffic (if the site has more than one street frontage)
- Not exceed 1.8 metres in height and not exceed two square metres in area
- Be incorporated into the landscape treatment of the site to soften its visual impact

Preferred sign types:

- Business identification sign
- Direction sign

Discouraged:

- Internally illuminated
- floodlit,
- animated
- electronic
- reflective signs

4.4 Free Standing 'Pad' Sites

'Pad' sites include freestanding retail premises, freeway service centre, office (medical centre) and veterinary centre uses.

Generally, 'pad' sites are located on prominent corner sites or on freeways, major arterial roads or gateways which have high visibility to consumers or users. Quantity, location and design of signs are critical to ensure that it does not contribute to existing visual clutter of the area.

Design Guidelines:

Signs specifically for **freestanding pad sites** should respond to the following guidelines:

- » Be designed to minimise visual clutter and unnecessary repetitiveness
- » Be designed to avoid obscuring views from windows to enable surveillance of pedestrian activity within adjacent areas and the street
- » Identify the name or logo of the tenant/business only to minimise visual clutter
- » Be consistent and uniform in size and preferably located below verandah fascia or parapet
- » Use of corporate colours on the exterior of a building considered part of the sign should be limited to areas of the front façade or elevation with major road exposure, however, it should not dominate.

Preferred sign types:

- *Verandah fascia sign*
- *Pole sign*
- *Business identification sign*
- *Direction sign*
- *Internally illuminated sign*
- *Under verandah sign*
- *Panel Sign*

Discouraged Signs:

- Floodlit
- Electronic
- reflective signs

4.5 Display Home Villages & Land Sales Office

Display homes villages and land sales office are typically located within new residential estates. Residential areas expect a high amenity level, privacy, and minimal visual intrusion from signs or light spillage.

Therefore, signs should be minimised in these areas so it does not detract from the residential amenity of the area.

Design Guidelines:

Signs specifically for **display home villages and land sales offices** should respond to the following guidelines:

Residential Estate Promotion signs:

- » Have a maximum of two promotion signs with one of these promotion signs located at the display village entry
- » Have a maximum of four banner pole signs to promote land sales office
- » Not exceed ten square metres each in size for promotion signs within twenty metres of the land sales office to ensure that the signs are keeping with the scale of the temporary sales building and nearby display homes (where applicable)
- » One on-site promotion sign is permitted per major road frontage. Consideration may be given to establish a second on-site road frontage sign where the road frontage is greater than one kilometre in length

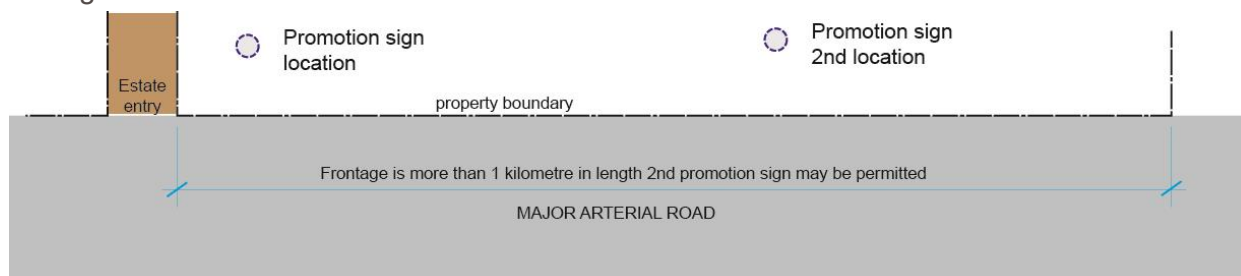


Figure 27: Promotion sign distance

- » Signs located along Freeways and major arterial roads must be setback a minimum of 10 metres from the title boundary of private land
- » On-site subdivision promotion may include fixed Pole signs with banners along the main entrance road to the estate
- » Provide direction sign where car parking is not visible from the street or one-way traffic.

Builders signs within the display village:

- » Have one promotion sign which identifies the builder and/or the name of the display home
- » Have the promotion sign in the front setback of each display home
- » Have the identification sign less than two square metres
- » Have one pole sign in the front setback of each display home, which identifies the name of the builder. Up to two banners are permitted on each pole (one banner with the name of the display village/estate, and the other banner with the builder's name).

Direction signs:

- » Be used to identify the car park and the pedestrian access to the village
- » Have direction signs (including display village maps) larger than 0.3 square metres in size are to be defined as business identification signs.

Preferred sign types:

- *Pole sign*
- *Business identification sign*
- *Direction sign*
- *Promotion sign*

Discouraged Signs:

- *Floodlit*
- *Electronic*
- *reflective signs*
- *Internally illuminated*
- *animated*

4.6 Rural Areas

Rural areas have varied landscapes that reflect the natural characteristics of a region as well as the farming, grazing, horse agistment, kennels, market gardening and flower growing, with substantial areas of open space/parklands. Zones within this area are the following:

- » Green wedge Zone (GWZ, from 1-6)
- » Farming Zones (FZ)
- » with interfaces to Township Zones (TZ), Rural Conservation Zone (RCZ), Public Conservation and Resource Zone (PCRZ), Public Park and Recreation Zone (PPRZ) and some areas in the Public Use Zones (PUZ)

As mentioned above, Zones are considered sensitive areas and may include environmental significance therefore should have clear limitations to minimise any visual impact to the amenity and surrounding area. Installation of signs should be strategically planned to ensure that it is sympathetic to the character of Rural zones. Careful consideration of the nature and quality of the landscape, streetscape, corridors including immediate views, vistas and adjacent low scale built-form, is essential when selecting appropriate to the subject site.

Design Guidelines:

Signs specifically for **rural areas** should respond to the following guidelines:

- » Ensure a freestanding sign is:
 - located at the front of the property
 - Not more than two metres above ground height
- » Be low key in appearance, with consideration to their shape, colour, material and construction
- » Coordinate with tourism signs and refer to relevant state guidelines.

Preferred sign types:

- *Business identification sign*
- *Direction sign*
- *internally illuminated*
- *floodlit*
- *animated*
- *electronic*
- *reflective signs*
- *Major promotion*
- *promotion signs*

Discouraged signs:

4.7 Areas of Heritage Significance

There are comparatively few examples of buildings or sites of heritage significance within the City of Casey. Nevertheless, these areas are sufficiently valued by the community to be worth conserving. Development that enhances their character should be encouraged.

Heritage areas may include individual buildings or townships, streetscapes or precincts of architectural, historical, scientific or landscape importance, and areas where there is a concentration of particular use. Such sites may be listed as heritage items (historic buildings, sites or conservation areas, heritage overlays in the planning scheme) or designated under other legislation. There are limited opportunities for signs in this area.

Design Guidelines:

Signs specifically for **Areas of Heritage Significance** should respond to the following guidelines:

- » Use appropriate material, colour selection and font style ranges that will blend in with the building of heritage significance or place
- » Retain signs that contribute to the heritage value of the building or premise (refer to relevant local or state policy or guideline)
- » Be placed in locations on the building or item which would traditionally have been used as display area
- » Preferred location of signs at ground level



Figure 28: Appropriate location of signs for heritage built-form



Figure 29: Inappropriate placement of Signs for heritage built-form

Preferred sign types:

- Business identification sign
- Direction sign
- internally illuminated
- floodlit
- animated
- electronic
- reflective signs
- Major promotion
- promotion sign

Discouraged signs:

4.8 Service Stations

Service station sites are normally reasonably large sites with visually open areas. They usually have a convenience shop component and other ancillary activities (e.g. workshop, car wash etc.). Majority of older stations are within established and new residential estates and some are within activity centres, commercial and industrial zones. Cluster of other supporting retail shops are within this premise and careful placement and quantity of signs should be well-considered.

Design Guidelines:

Signs specifically for **service station areas** should respond to the following guidelines:

- » Display company name only on the canopy fascia (maximum width of 0.90 metres)
- » Limit to one fascia/wall sign per freestanding building on the same site (e.g. car wash, workshop)
- » Limit to one sign for commercial and retail uses (e.g. takeaway shops) and refer to other applicable guidelines in section 5.1 – Commercial and retail area
- » Use of corporate colours on the exterior of a building considered part of the sign should be limited to areas of the front façade or elevation with major road exposure. However, it should not dominate.

Preferred sign types:

- *Business identification sign*
- *Pole sign*
- *Under Verandah Sign*
- *Verandah Fascia Sign*

Discouraged signs:

- *Promotion*
- *Major Promotion*

4.9 Motor vehicle sales and associated uses

Motor vehicle sales and premises within Casey can be found in Activity Centre Zones, Commercial and Industrial Zones. This can vary in size and function and therefore appropriate sign for each site will be proportional to the size and scale of each site. This includes car vehicle sales or showroom, service centre associated with the showroom, boat, caravan, and other motor-related vehicle.

Design Guidelines:

Signs specifically for **motor vehicle and associates uses** should respond to the following guidelines:

- » Fascia or wall signs should have:
 - one fascia/wall sign per elevation visible from the road that displays the company name/logo and nature of business only
- » Backdrop signs as business identification signs displayed on walls or fences at the rear of an open car yard should be in proportion to the yard and adjoining buildings, and not exceed the height of adjoining fascia/wall signs.

Preferred sign types:

- *Business identification sign*
- *Verandah fascia sign*
- *Pole sign*

Discouraged signs:

- *Electronic*
- *Major Promotion*

5. Appendix:

Definitions:

Area

- » Display area of a sign

Design Quality

- » use of materials, colour, graphic design and lighting, and including supporting structure and fixing detail

NOTE: a holistic approach to design should consider the type, location and context of the sign

Design Guide

- » The Design Guide is a technical document which provides a series of good design principles and set of recommendations on how to achieve good design outcomes.

In-scale with host building

- » have dimensions related to the building's dimensions and its primary façade elements (e.g. windows, structural bays, parapets, floor-to-floor height, verandahs, etc.).
- » respect proportions and composition of the building
- » does not obscure or dominate any architectural features
- » maintains the design coherence of the structure to which it is attached and is well-integrated with its façade.

Relationship to the surrounding context

- » respecting the type and scale of adjacent buildings and activities and the character of the locality.

Traffic and pedestrian safety

- » location, shape, scale, graphics, colour and any illumination/animation of signs should be carefully assessed
- » Important where signs are located around intersections, where they are visible from roads with high-speed limits and traffic volumes, or where there are already many small signs.

Visual Clutter

- » proliferation of signs within a confined space or site that generates an untidy appearance
- » reduces the effectiveness of the signs and undermines the site's aesthetic qualities
- » occurs where there is a large quantity of closely spaced or overlapping signs with various designs, at competing scales and located haphazardly
- » street elements such as streetlights, wires, trees or building features can also add to the cluttered effect.

NOTE: To avoid this, new signs should consider existing signs and surrounding streetscape features and facilitate a coordinated approach.

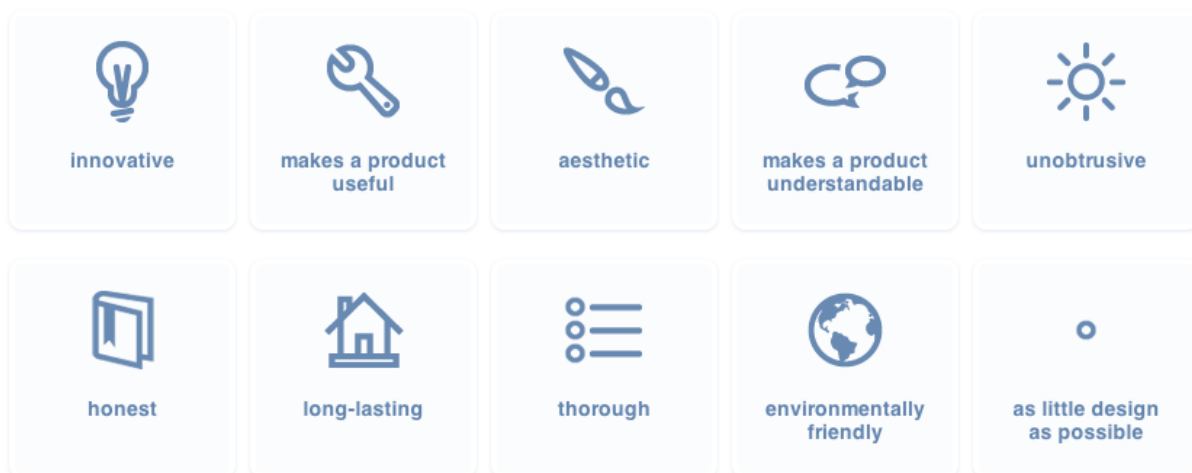
Visual Obtrusiveness

- » It is directly linked to the scale, location, prominence of the sign, and intensity of any illumination.
- » highly visible signs that are oversized, brightly illuminated and/or moving can quickly become visually obtrusive.

Well-designed

- » Designed artistically or skilfully planned to look attractive or to serve its purpose well.
- » It can be synonymous with having a "good design."

Good design is...



Source: *Dieter Rams, 1970.*