



City of Casey

Advertising Signs

Background Report

Version 1 -April 2021

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1. Introduction

Advertising signs are used to promote businesses, goods and services and add colour and vitality to a place. It is recognised that they are necessary and, at times, can be a vibrant contribution to the urban setting. Nevertheless, while they can enhance the cityscape, they can also diminish it.

If they are poorly designed or inappropriately located, signs can detract from the surrounding architecture, overwhelming public spaces and undermine streetscape quality. Similarly, too many signs can create visual clutter, reducing their effectiveness.

In consultation with internal stakeholders, a review of the broader issues associated with signage across the City of Casey and local planning policy analysis was conducted to identify common concerns and policy gaps.

1.1. Project Aim

The aim is to develop an Advertising Sign Design Guide that will provide guidance for the design, location, and specification of appropriate signs for the business or development in relation to its site context and environment.

This design guide will assist developers, landowners, tenants, operators, planning permit applicants and the Casey residents.

1.2. Drivers of the Project

A recommendation from the Casey Planning Scheme review in 2018 suggested that the current policy is overdue for review. The existing local policy had minor updates in 2018 as part of the Planning Policy Framework (PPF) review as per the Department of Environment, Land Water and Planning (DELWP) direction.

Project Drivers are the following:

- » The reference document (Advertising Signs policy) in the current signs policy has to be updated as per the recommendation from the Casey Planning Scheme Review done in 2018;
- » Address current gaps in digital signage and trends
- » Provide guidance in response to the outcome of VCAT cases relating to sky signs, electronic signs and major promotion signs.

1.3. Objectives of the Project

- » Maintain a balance between the promotion of business and the preferred image of the municipality
- » Provide a fair and consistent approach with outdoor advertising signs
- » Minimise the negative impact of signs on the safety of road users and pedestrians at all times
- » Provide visual assistance for assessing planning applications relating to signs through illustrations
- » Address gaps in the current policy
- » Promote high standard with sign design

2. Methodology

The methodology adopted in this project takes a comprehensive review of the current Scheme relating to signs and understanding signage conditions within Casey. This creates a decision-making context for outdoor advertising signs before drilling down to specific recommendations to inform the development of the design guide.



The following stakeholders were consulted as part of the working group:

Growth and Investment

- » Growth and Investment Strategic Planning
- » Subdivisions and Development Engineering
- » Economic Development

Planning and Building

- » Strategic Planning & Reform Team
- » Statutory Planning

3. Key Issues

Key issues pertaining to signs in Casey are categorised in this section to include:

- » Commercial and retail areas
 - Activity Centres
 - a. Metropolitan Activity Centre - Fountain Gate
 - b. Major Activity Centres (MACs)
 - c. Neighbourhood Activity Centres (NACs)
- » Industrial Areas
 - Older industrial Areas
 - Newer industrial areas
- » Restricted retail areas
- » Residential areas
 - Display Villages and Land sales office
 - Child Care Centres
- » Heritage areas
- » Service Stations

Recommendations are included in this document and can be found at the end of each category under 'Design guide focus' section.

3.1 Commercial and retail areas

Commercial areas and retail areas are generally spread across the municipality and located primarily along major arterial roads and highways within Casey. A high concentration of signs is mainly found in these type of areas with minimal risk of compromising amenity and safety. Commercial and retail areas are within Activity Centres as outlined in the Activity Centres Strategy adopted in 2020.

Activity Centres

Activity Centres provide a focus for services, employment, housing, transport, and social interaction. They range in size and intensity of use from smaller neighbourhood centres to major suburban centres and larger metropolitan centres.

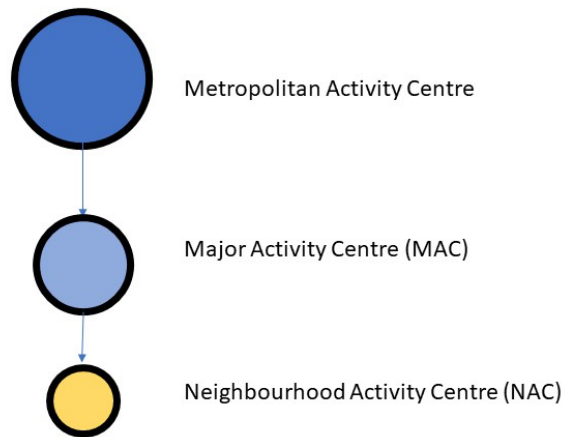


Figure 1: Hierarchy of Activity Centre Types (Reference: City of Casey Activity Centres Strategy 2020)

Metropolitan Activity Centre – Fountain Gate- Narre Warren CBD

- » **Fountain Gate-Narre Warren CBD** is the largest activity centre in Casey. It is primarily a combination of businesses, retail, restricted retail (bulky goods) and offices. This section focuses on the Retail Core, Business Park and Narre Warren Village precincts where sign issues are prevalent. These precincts can be found in the Fountain Gate-Narre Warren CBD Structure Plan.

Retail Core Precinct has a mixture of medium to large business identification signs located on the parapet and verandah fascia. There are also dominating signs below-verandah and shopfronts filled with advertisement signs.



Figure 2: Business signs on parapet and below-verandah (Westfield)

Few panels and pole signs are placed within proximity to each other, ranging from 5 metres to 30 metres, as shown in Figure 4. Existing Westfield pylon signs (figure 3) are towering, with a height of 19 metres and includes at least ten major tenancies listed. On the other hand, Westfield wayfinding signs are well-designed and strategically located.

The centre already lacks active edges and does not provide passive surveillance to the street. With additional signs placed at the shopfront windows, this exacerbates minimal street interaction and surveillance.



Figure 4: Westfield wayfinding signs



Figure 3: Westfield 19 metre high pylon sign



Figure 5: Commercial establishments along Overland Drive

The **Business Park Precinct** is located east of Narre Warren North, which has restricted retail components and commercial (office) stand-alone buildings. Business signs for offices are contemporary, orderly, and integrated with the architecture. A few tenancies have their business signs placed randomly on the façade and are not preferred as it clutters the appearance of the building (refer to figure 6). Service centres and showrooms located at the far end of the precinct have appropriate signs and do not require additional signage.



Figure 6: CubeOne - MAB Corp Building at Narre Warren Business Park (source: MAB website)

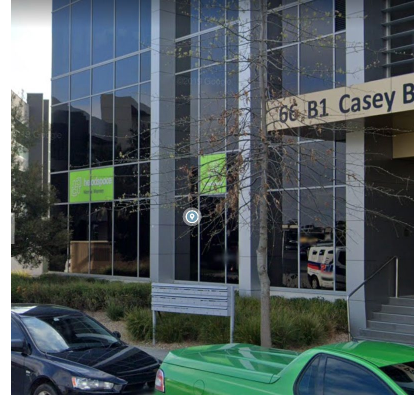


Figure 7: Business sign on the facade

Narre Warren Village is located along Webb Street, south of Princes Highway. Webb Street is the main shopping street comprising take-away shops, real estate and other retail establishments. An excessive number and oversized business signs are evident in the village. It has an undesirable effect on the visual amenity, including potential safety and liability concerns. Wall signs, parapet signs, freestanding signs, flags, v-boards and other above-verandah signs can be seen within the precinct. Small neon LED signs are placed on windows to attract attention for shop opening hours.



Figure 8: Narre Warren Village shops along Webb Street

Existing pole signs can be found in the village (see figure 9) to direct patrons to Rebound Court. These signs are poorly presented and are outdated.



Figure 9: Narre Warren Village shop signs

Design guide focus:

General recommendations:

» **To enable activation and passive surveillance:**

- Shopfront windows should keep advertisements at a minimum and not conceal views to and from the street. Surveillance of the street and visual activation is vital to keep the village safe and encourage more visitations, particularly on shops along Webb Street where there is both passing pedestrian and vehicular traffic.
- Shopfronts should rectify any advertisements that they have which are higher than 1.20 metres (refer to appendix 5.4 – height of signs)

» **To add vibrancy, vitality and legibility:**

- A low level of illuminated signs in accordance with the standards may be permitted to add vibrancy to the area. However, careful consideration of lighting should still be given to avoid light spillage to the adjacent residential area.

» **To reduce visual clutter:**

- For commercial buildings in the Business Precinct, business signs should not be placed on the façade as it contributes to visual clutter.
- Narre Warren Village signs should be proportionate to the low-scale character of the village. Signs do not require to be excessive in size and quantity to be effective. This may be challenging to enforce due to existing signs which are out of scale and ad-hoc.

» **To create order and appropriate placement of signs:**

- A business registry provided at the entry foyer is deemed sufficient. The business address should be visible from the street to ensure visitors can identify its location.
- Integrated pole sign appears to be more appropriate in shopping/retail precincts, not on commercial/office buildings.
- Both existing pole signs in Narre Warren Village need to be updated as shown in Figure 10, to promote businesses at Rebound Court.

Major Activity Centres (MACs)

- » **Cranbourne Town Centre MAC** is the second largest activity centre and is an aspiring Metropolitan Activity Centre. It is dominated by Cranbourne Park Shopping Centre, which is an internalised large-scale shopping centre. Overall signage appearance and placement within Cranbourne Park has demonstrated a high-quality outcome and had been supported by Council. Its themed and contemporary architecture had helped uplift the overall image of the centre.



Figure 11: Integrated pole sign



Figure 10: Mc Morran Tree (heritage overlay)

Current pole sign is integrated with the built-form and does not obstruct view lines to the pedestrian path, creating an architectural statement for the centre.



Figure 12: High Street Cranbourne retail offer

Part of the town centre is a street-based development from Stawell Street extending up to Sladen Street. It is characterised primarily by single storey shopfronts with some double-storey built-form with food, retail and commercial offers. Visitation is mainly from residents travelling by car and passing traffic from High Street.

The following sign issues can be observed within the centre:

- Outdated, ad-hoc and a proliferation of signs are evident along the shopping strip
- A combination of small to large format of v-boards, above-verandah, high wall, parapet and window signs can be seen along with the shops
- Multiple advertisements on windows for both ground and first level conceal views to, and from the street.

Low visitation numbers to the centre may signal underlying public realm issues that dissuade people from visiting. Its limited food offerings and night trading fail to attract more patrons to linger for an extended period.



Figure 13: High Street Cranbourne shops existing façade with signs



Figure 14: High Street Cranbourne with under-verandah signs*

*Under-verandah size is approximately 0.3 x 1.00 metres with approximately 2.30 metre high clearance from footpath to bottom of the sign



Figure 15: High Street Cranbourne corner Stawell Street

A recent application for an electronic major promotion sign had been approved by VCAT and proposed to be erected at the northern edge of the shopping centre (refer to appendix 5.2).

The proposed sign extending beyond the built-form creates a precedent for a cluttered skyline. Currently, all existing signs are kept below the parapet and are not obtrusive. Although Clause 52 in the planning scheme recommends that major promotion signs are appropriate in commercial areas, the integrity of the architectural design must also be preserved. A vibrant appearance should not be dependent on temporary visual effects from signs.

The current policy is weak to protect adjacent residential uses from detrimental visual impacts from signs and clearly define traffic safety. With no setbacks and specific performance criteria set, the proposal was approved with conditions.

Hampton Park MAC has an internalised supermarket surrounded by multi-cultural retail shops and other services. Centre visitation is mainly driven by low price and diverse offerings from shops.



Figure 16: Proposed electronic major promotion sign



Figure 17: Pole signs on the periphery

The following sign issues can be observed within the centre:

- Shops are dominated by business signs above-verandah, parapet and panel signs
- Protruding signs from parapet and roof cluttered the skyline
- Graphic prints on window signs dominate its shopfronts preventing visual activation and surveillance to the street.
- Some built-form has been concealed and dominated with store branding colours.
- Multiple and repetitive pole signs are situated close to each other (refer to figure 17) and are mostly on the periphery of the centre. Pole distance ranges from 15 to 30 metres.
- A communication tower was integrated into the centre pole sign and appeared unattractive (refer to figure 18). Gateway signs should establish a sense of address and place.



Figure 18: Hampton Park shop dominated with signs



Figure 19: Pole sign with communication tower



Figure 20: Commercial shops along Fordholm Ave.

Temporary graphic signs were applied to the main shopping centre façade as an articulation for the built-form. Although there were no business names printed together with the graphic, and it was not part of the signage, this demonstrates that graphic signs are not robust and quickly date.



Figure : Temporary Graphic sign

- » **Berwick Village MAC** has a unique character with its traditional English village 'feel', vibrant street life, a mix of retail and commercial office activities, heritage buildings, and distinctive tree plantings. The adopted Urban Design Framework for the area has regulated an orderly arrangement of signs. It is evident in old brick veneer shops along Berwick High Street. However, the remaining part of the centre has issues with excessive and inconsistent placement of signs similar to other activity centres.



Figure 21: Berwick High Street

- » **Casey Central MAC** is relatively new with its redevelopment done in 2015. The centre is dominated by carpark, and the current built-form has a deep setback from the Narre Warren Cranbourne road.

Current signage suite for the centre appears orderly, contemporary and sufficient. They are attractive and are at consistent locations. Being a MAC, it created a pedestrian-scaled environment with good public realm treatment. Projecting wall signs are attractive with some illuminated and add vibrancy to the area. Click and collect sign appear modest and are not visually intrusive.

The following sign issues can be observed within the centre:

- Pole sign height was excessive at 12.5 metres and should be kept to the required maximum height as it sits higher than other MACs. A single pole sign should be appropriate to create a presence from Narre Warren Cranbourne Road. However, a direction or panel sign may be acceptable from Littlecroft as its secondary entry. It sets a precedent for pole signs and should adhere to the maximum allowed height.



Figure 22: Pole signs at Casey Central



Figure 23: Casey Central shops

Neighbourhood Activity Centres (NACs)

- » Neighbourhood Activity Centres are within proximity to residential areas and the most common type of Activity Centre. There are 18 built NACs with a further two proposed within the municipality. All vary from small to large scale.
- » It has a low-scale built-form surrounded by retail shops that are mostly detached from the anchor supermarket (e.g. Hallam NAC). Some NACs are internalised with small retail tenants internally and some sleeved around the supermarket (e.g. Tooradin NAC). These centres usually face a carpark or have on-street parking.

The following sign issues can be observed within older NACs:

- In general, pole sign height within the NACs varies and lacks visual hierarchy. Some do not prioritise the place name and highlight anchor retail tenants instead.
- A mix of small business signs and advertising signs fully conceals shopfronts and prohibits visual activation and surveillance.
- Various LED neon (open/closed) electronic signs are visible, with some animated and flashing.
- Branding colours are heavily applied on built-form and dominate the entire shopping strip.
- Signs are not located consistently and vary in size.



Figure 24: Hallam Shops:



Figure 25: Tooradin Shops

- » Newer NACs within the growth areas are observed to have consistent verandah/awning heights with signs either above or under-verandah. An anchor retail supermarket dominates the centre, and usually, major retail tenants such as Woolworths or Coles would have complete control of the centre.

The following sign issues can be observed within newer NACs in growth areas:

- Some under verandah signs vary in size and are out-of-scale.
- Multiple large pole signs are provided in some NACs (refer to figure 31) and located along with adjacent road access to the centre. They also exceed the maximum height of 7 metres.
- Multiple business signs on facades to promote the anchor supermarket are displayed on the façade and side elevations visible from the street.
- The visual hierarchy for the 'name of place' is not prioritised and dominated by the anchor supermarket sign.
- Freestanding signs directing to the carpark combined with business signs are sometimes appropriate when placed in strategic locations. However in some centres, it is excessive and redundant, adding to visual clutter.
- Click and collect systems are the new paradigm for grocery shopping. Related signs (refer to figure 32) dominate the built-form and streetscape due to excessive application of branding colours.



Figure 26: Pole sign for Hunt Club

*Figure 27: Cranbourne West NAC
(source: Peet Website)*



General recommendations:

- » **To enable activation and passive surveillance:**
 - Window shopfronts should remain visible from the street to encourage people to explore food offerings.
 - Shopfronts should be cleaned up from advertisements up to a recommended height of 1.2 metres (refer to appendix 5.4 – height of signs)
- » **To add vibrancy, vitality and legibility:**
 - Signs below-verandah may be allowed to have a low level of illumination to light up the area.
 - A small-scale electronic LED (open/close) sign should be appropriate for shops with extended business hours.
 - Public Realm improvements and landscaping should add vibrancy to the area.
- » **To reduce visual clutter:**
 - Removal of outdated and ad-hoc signs can help improve the appearance of the business when viewed from the street.
 - Multiple parapet signs for a single business are not encouraged and should be kept to one business sign.
- » **To create attractive yet effective signs:**
 - Sign design should have a contemporary approach.
 - Oversized signs (e.g. real estate, take-away shops) can be reduced in proportionate size with the building and site context.
- » **To create order and appropriate placement of signs:**
 - Clean-up of unnecessary signage such as v-boards and effective signs with either on the parapet or fascia will suffice passing traffic.
 - Pole signs should not exceed the allowable height and have consistency within the City.
 - Temporary signs are acceptable; however, they should comply with the City of Casey's Footpath trading policy.

Additional design focus applicable for specific areas:

Cranbourne MAC

- » The main shopping centre (Cranbourne Park shopping Centre) should maintain the integrity of its architecture and should not be dominated by signs. Extending beyond its parapet would add to visual clutter and become an eyesore for adjacent residential development. Building areas that do not have a sensitive interface, particularly high street, would be appropriate for large scale or digital signs and comply with relevant state standards.
- » This enhances the existing built-form character of the area, particularly from the shops with old brick veneer.
- » Tenants (e.g. offices) on the upper floor should have a clear address at the ground level and visible from the street or adjacent footpath.

Hampton Park Central MAC

- » Integrated pole signs should highlight the 'name of place' and should not be installed with any unrelated mechanism, as shown in Figure 17
- » Graphic signs should not be used to replace proper architectural articulation as they can easily date.

Berwick Village MAC

- » Signs should respect existing built-form character by using proportionate size and quantity in relation to the host building.

Casey Central MAC

- » Pole signs should not exceed the allowable height and have consistency within the municipality. However, although this centre has existing pole signs, any major structural changes should not exceed the existing height and preferably revert to maximum of 7 metres.
- » Overall signage appearance, placement and quantity are acceptable and does not require to be increased.
- » Integrated signs along the architectural screen are appropriate, and signs below the verandah are sufficient for passing pedestrians.
- » Shops facing residential area along Littlecroft Avenue should be modest in size and kept to a minimum.

3.2 Industrial Areas

Industrial Areas in Casey can be found in the following suburbs:

a. Older Industrial Areas:

- » Doveton
- » Hallam
- » Narre Warren
- » Berwick Enterprise Avenue
- » Cranbourne Station Street – ACZ
- » Lynbrook

b. Newer Industrial Areas:

- » Cranbourne West
- » Clyde North – Thompsons Road

- » **Older industrial areas** such as Doveton and Hallam have oversized business signs on the façade and pole signs for each premises can be seen along major access roads. It is combined with numerous bunting signs (inflatable, bunting and flags) which also clutters the streetscape.



Figure 29: Doveton Industrial Area and sky sign



Figure 28: Hallam Road Industrial Area

At Doveton along Princes Highway, a sky sign application went to VCAT and obtained a permit. The panel concluded that it was in an appropriate location given the number of signs along the area. Justification based on Clause 22.04 was insufficient as there were no parameters set in the Scheme on what is considered acceptable.

The lack of guidance about digital signage and new media is a significant issue when assessing applications. This is evidenced by the increasing number of VCAT cases as new technologies emerge alongside the outdated policy. Digital advertising is a potentially highly lucrative market within outdoor advertising, and it would be expected that applications for these signage types will become more regular. Consideration as to whether a digital sign (in particular, major promotional signs) provides a benefit to the broader community presents a grey area, especially in terms of the content of the media (such as advertising for alcohol and gambling).

As technology continues to advance, the policy by which these applications are assessed should endeavour to be forward thinking in anticipation of potential emerging issues. Criteria and performance standards relating to the technical aspects (such as a light spill, swell time and scale/size) related to digital signage on dedicated roads is to be aligned with VicRoads State Safety Guidelines.



Figure 30: Electronic Sky Sign Doveton



Figure 31: Berwick Enterprise Avenue



Figure 32: Business registry board

- » Newer Industrial precincts have improved built-form and articulation. Signage in these areas are usually at consistent locations on the facade and are visible from the street. The Pole sign allocated for the business park is well-designed. Summit and MAB pole signs did not exceed maximum height and are preferred.



Figure 33: Summit Business Park entry gateway



Figure 34: MAB Thompsons Base pole sign and McDonald's business sign



Figure 35: MAB Business Park, office/warehouse



Figure 36: MAB Business park, street interface

However, it is observed that most businesses have their product information and details displayed on the façade and create visual clutter (refer to figure 40). This is not preferred and should be minimised.



Figure 37: Warehouse/Office Summit Business Park Clyde North

Design guide focus for Industrial Areas

- » Older Industrial areas do not require an additional sign on the façade, and temporary signs are appropriate following the planning scheme requirements.
- » Signs adjacent to residential areas should be kept to a minimum and respectful of any sensitive interface.
- » The façade should be dedicated to the business signs display area and should not be cluttered with other details.
- » Business registry should be legible and contemporary in design. Business park entry, as shown in figure 38, is preferred. This adds character to the place and creates a sense of entry.
- » Contemporary sign as shown in figure 39 is preferred.

Design guide focus for Digital Signs

- » Limit the display of advertising which promotes products that exacerbate social issues, such as family violence (i.e. alcohol and gambling), siting and scale of digital signage within varying contexts.
- » Include provisions for displaying 'community' messages, with a percentage of total display time on digital advertising signs.
- » Reference to VicRoads State Safety Guidelines.
- » Provide distinction between animated, neon, digital signage

Design guide focus for Industrial Areas

- » Older Industrial areas do not require an additional sign on the façade and temporary signs are appropriate in accordance with the planning scheme requirements.
- » Signs adjacent to residential areas should be kept to a minimum and respectful of any sensitive interface.
- » The façade should be dedicated to the business signs display area and should not be cluttered with other details.
- » A Business registry should be legible and contemporary in design. Business park entry as shown in figure 38 is preferred. This adds character to the place and creates a sense of entry.
- » A contemporary sign as shown in figure 39 is preferred.

Design guide focus for Digital Signs

- » Limit the display of advertising which promotes products that exacerbate social issues, such as family violence (i.e. alcohol and gambling) siting and scale of digital signage within varying contexts.
- » Include provisions for the display of 'community' messages, with a percentage of total display time on digital advertising signs.
- » Reference to VicRoads State Safety Guidelines.
- » Provide distinction between animated, neon, digital signage

3.3 Restricted Retail/Bulky Goods

Existing restricted retail or bulky goods outlets can be found in Narre Warren, Cranbourne and Clyde North, either in an activity centre zone, urban growth zone, commercial, or industrial zones.

- » **Fountain Gate Narre Warren CBD restricted retail** has a large format showroom/sales and a playland located in the retail and business park precincts.

The following sign issues can be observed within the restricted retail in Fountain Gate-Narre Warren CBD:

- Signs include over-sized business signs on the parapet which are acceptable due to the commercial nature of the precinct.
- Shopfronts are almost 95% concealed with graphic signs to promote shop offerings to passing traffic on Narre Warren Cranbourne Road.
- The occasional presence of inflatable signs within the vicinity located at least 80 metres from the road.
- Temporary RMS signs are frequently used in this busy area to attract attention for current store offerings.



Figure 38: Restricted Retail at Fountain Gate corner of Princes Highway



Figure 39: Bulky Goods at Fountain Gate Narre Warren CBD

- » **Cranbourne Home Maker centre** is another bulky goods centre located at South Gippsland highway and Thompsons Road.

The existing case of an electronic major promotion sign is proposed at the corner of South Gippsland Highway, where the centre's existing pole and an arched wall sign are both located. The arched sign on the ground will be removed as part of this proposal to lessen the number of signs on site. However, the definition of visual clutter is vague in the Scheme, and the proponent may justify that it is appropriate and in order. Any proposed signs should be sympathetic to its surrounding, not dominate, but to consolidate to a single-pole sign to avoid visual clutter.



Figure 40: Cranbourne Homemaker Centre Pole and arched wall sign

- » **Clyde North Homemaker centre** is lower in built-form height and architectural treatment presents well from the street.



Figure 41: Clyde North Business Park – MAB (source: MAB website)

The following sign issues can be observed within the restricted retail in the Clyde North Homemaker centre:

- Location of signs are appropriate however, signs above-verandah should be for business names/logo only. Other details or product information should not be part of the main business sign as it clutters and dominates the built-form appearance.
- Shopfronts should remain clear of advertisement for visual activation and surveillance.
- The pole sign is higher than 7 metres and should not be a precedent to other future centres. However, due to its location adjacent to power lines, it has added amenity and concealed view lines to the unsightly transmission corridor.
- Neon coloured signs are luminous and not preferred. It can potentially be a traffic distraction and dominates the built-form appearance (refer to figure 51)

- Shopfronts should remain clear of advertisement for visual activation and surveillance.

- The pole sign is higher than 7 metres and should not be a precedent to other future centres. However, due to its location adjacent to power lines, it has added amenity and concealed view lines to the unsightly transmission corridor.

- Neon coloured signs are luminous and not preferred. It can potentially be a traffic distraction and dominates the built-form appearance (refer to figure 51)



Figure 42: Clyde North Business Park (source – Leffer Simes website)

Design guide focus for Restricted Retail Areas

General recommendations

- » There is also the occasional use of bunting signs to **entice more patrons** which are often unregulated and stay erected for a prolonged period. It is a compliance issue and should be regulated.
- » Signage should be integrated, simple, consistent in shape, size and presentation, and placed in similar locations.
- » Advertisements on the shopfront window should provide a level of passive surveillance and should not fully conceal the window.
- » Additional signs are not required, and current signs are already effective.
- » The lighting mechanism should be integrated with the sign and not protrude (refer to figure 43)
- » Built-form quality and public realm appearance should be given more emphasis for any development. Public realm elements such as a well-designed gateway marker and landscaping should be provided on key corner sites.

Additional design focus applicable for specific areas:

Fountain Gate Narre Warren CBD restricted retail

- » Larger business signs are appropriate within the CBD and do not have any sensitive interface

3.4 Residential Areas

- » Casey is one of the fastest growing municipalities in the South East. There are numerous estates within Clyde, Clyde North, Cranbourne, Cranbourne East, Cranbourne West and Cranbourne South that promote land sales through large scale signs along arterial roads.

The following sign issues were observed in some new estates and its display Village:

- Proliferation of promotion and major promotion signs (e.g. v-board signs) outside of the site and within the display village.
- Display villages have an extensive amount of signs, including bunting signs.
- Signs are located in road reserves (refer to image 57) and are sited within a close range of 10 metres to 40 metres.



Figure 43: Berwick-Cranbourne Road



Figure 44: Pattersons Road

There is an influx of **home-based businesses** within the municipality, such as salons and beauty treatment and tax agents to name a few. The Scheme does not have any guidance to address proper placement and design of signs.

There are numerous **Childcare centres** spread out within Casey. The promotion of these services through signs have a few issues mentioned below.

The following sign issues were observed in Childcare centres:

- The number of signs in some centres is excessive, including business signs on façades, pole signs, freestanding signs, and panel signs on the fence.
- The use of balloon or inflatables are used for extended periods, cluttering the skyline.



Figure 45: Childcare centres with inflatables

Design guide focus for Residential Areas

- » The number of signs allowed on the façade should be regulated
- » Guide preferred location for promotion signs within and outside the site to avoid proliferation and improve amenity.
- » The guide should nominate an acceptable distance from large signs to avoid visual clutter.
- » Include preferred sign location and display area for home-business
- » Although some signs do not require a permit, it is evident that there may be compliance issues along Berwick-Cranbourne Road and other major arterial roads within the Growth Area. It is beyond the scope of this project, but the appropriate department will be informed for further action.
- » Inflatables within the premises for an extended period are not acceptable and should be regulated.

3.5 Heritage

- » Casey has a number of heritage built-form that have been enhanced to add value and character to the area. Examples such as the Old St. Agatha's church and Kelly's Motor Club hotel are selected to analyse how Casey has dealt with signs relative to its significant built-form.

Kelly's hotel is a restaurant and gaming premises. Restaurant related signs are not obtrusive and have appropriate size and quantity. The original business name had been retained, which adds character to the building. The ground level is clear from temporary advertisements on its glass windows. However, occasionally a huge streamer is installed below the fascia to attract more patrons to the venue. The bottle shop has wall-mounted promotion signs that are not visually intrusive as it faces the rear carpark and sidewall of a supermarket.

A planning application to install an illuminated POKIES sign was submitted to Council but withdrawn by the proponent. Although withdrawn, this application was not supported by Council due to its impact on heritage character and its effect on gambling's current community issues.



Figure 46: Kelly's Motor Hotel Cranbourne High Street

St. Agatha's old church's sign complements the architectural character of the building and is sited appropriately. Stand-alone signs such as the wood panel in figure 48 blend well and do not dominate. Its chosen material and colour palette are acceptable. However, the sign is not legible for passing traffic and pedestrians across High Street.



Figure 47: Heritage (food premises)

- » There are no issues with current signs on heritage built-form within Casey. Sign readability is essential when balancing it with street appearance. Retention of its original building name must be done as it contributes to the story of the place.

3.5 Service Stations

- » Service Stations have achieved a more systematic approach to signs over time. Sign quantity and location are more strategic and contemporary. However, the following signs issues have been observed and should be addressed:

- Pole signs are situated close to each other and appear cluttered (refer to figure 54). This should be integrated similar to what is shown in figure 55.



Figure 48: Pole signs located within proximity

- An integrated sign which incorporates a sign for its primary retail tenant is preferred as shown in figure 55.



Figure 49: Consolidated Pole Sign

- Corporate branding colours are oftentimes applied excessively on shops associated with service stations. However in this case, an exemplary built-form articulation was done on this shop. This service station is located at a key corner site of Casey Central Major Activity Centre and created an attractive entry.



Figure 50: Service station shop at Casey Central MAC



Figure 51: Corporate branding colours on the associated shop

Design guide focus for Service Stations

- » Pole signs should integrate signs with the service station and its retail tenants. Design should be future proofed and anticipated.
- » The convenience shop associated with this type of business should be attractive and present well to the street. A colour branded built-form is unattractive and stands out within a development.

4. Signs within the Municipality

The City of Casey has received a total of 406 planning applications to date relating to signage. Over 93% have been approved and granted a permit, with the remainder refused. Applications were for electronic signs, wall signs, business signs and other advertising signs. 29 applications were related to Promotion and Major Promotion signs, and almost 69% were approved and endorsed by Council.

The most common feedback received from Casey's Statutory Planners is the lack of controls for signage in the Scheme. This results in unfavourable outcomes by setting precedents for future signage applications.

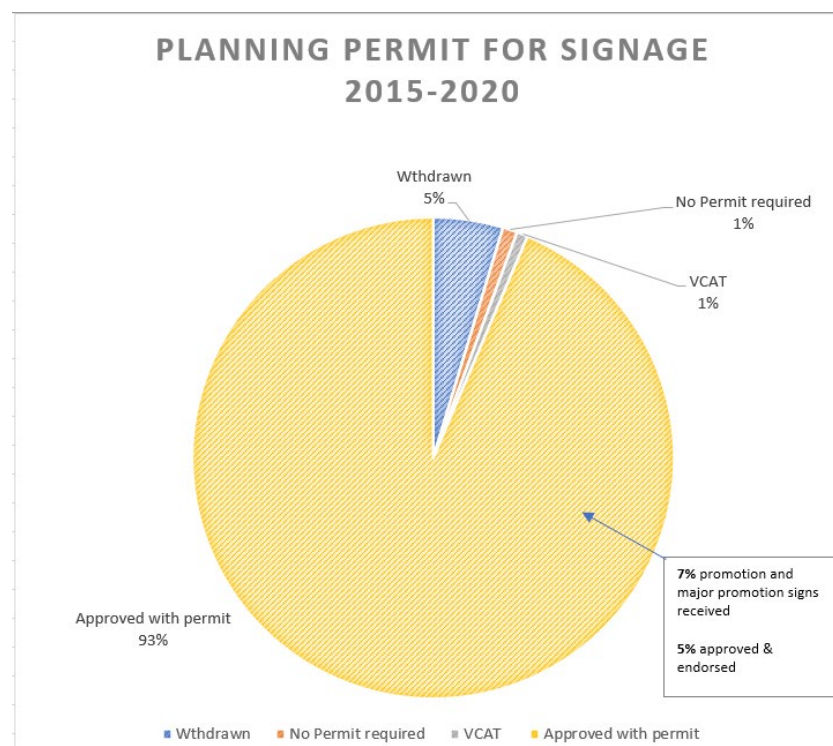


Figure 52: Planning permit received 2015-2020

PROMOTION AND MAJOR PROMOTIONS SIGNS RECEIVED (2015-2020)

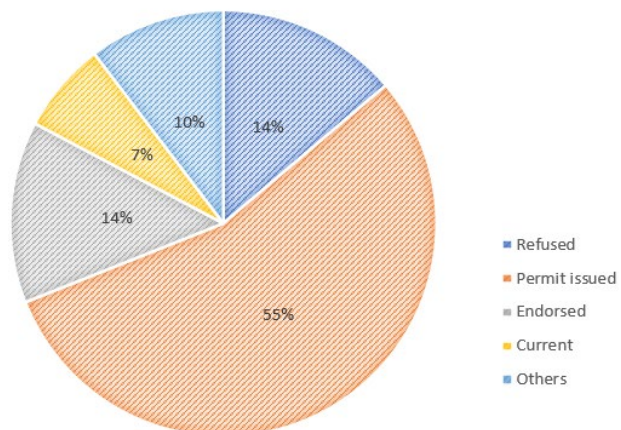


Figure 53: Planning permit received for Promotion and Major Promotion signs 2015-2020

5. Appendices

5.1 Consultation Summary

Internal Consultation

Feedback from the following Stakeholders:

1. Urban Designers:

The absence of an adopted document which reinforces neighbourhood character statements and identifies significant landscape views and gateways to the municipality is critical for an effective advertising policy. It is recommended to have these documents created to achieve good urban design outcomes for the municipality.

a. Appearance – signs should appear attractive and complement the built-form. The following are some observations that impact negatively on the built-form and public realm:

- » lack of guidance on creating well-designed and proportionate signs
- » signs are dominating
- » not integrated well on the façade
- » corporate branding colours are excessively applied on the built-form
- » excessive use of bunting signs within a sensitive interface
- » conflicting advice on above verandah signs for new activity centres which is not preferred
- » signs are excessive and out of scale for their context
- » does not have enough information to protect heritage character

b. Safety

- » Shopfronts have excessive advertisement and prohibit street activation and passive surveillance
- » Some electronic or illuminated signs can cause light spill
- » Some electronic or animated sign may be a traffic hazard

c. Order

- » Pole signs are sometimes excessive in quantity
- » Pole signs have varying heights and exceed the maximum allowed provision
- » Failure to highlight the 'name of place' and focus on promoting anchor retail tenant and other tenancies.

2. Planners

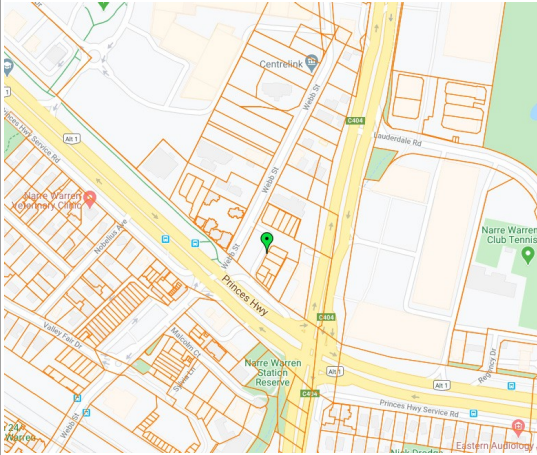

Current planning scheme relating to signs:

- » does not stand up in VCAT regarding sky signs and some permit applications for promotion and major promotion signs due to its lack of guidance
- » referenced in existing strategic documents such as Precinct Structure Plans, Urban Design frameworks, and Development plans but appears weak in guiding placement, appearance and quantity of signs
- » does not have enough information on guiding promotion signs for new estates and display villages
- » does not have enough information to manage signs for home business
- » does not reinforce the need for having a holistic approach for signs

3. Traffic Engineer

- » The policy should be consistent with VicRoads Signage policy and Australian Standards for Outdoor illumination.
- » Illumination levels and specifications of electronic signs can be provided.

5.2 Relevant VCAT cases

	Case	Comments
1	<p>Khushbu v Casey CC [2019] VCAT 780 (28 May 2019)</p> <p>10/420 Princes Highway NARRE WARREN</p>  	<p>Illuminated Internal Signage</p> <p>Council Decision: Refused</p> <p>VCAT decision: Granted, with conditions</p> <p>Summary:</p> <p>The land is located on the northern side of Princes Highway and has an area of 105 square metres. It is within a single-storey building housing seven other retail premises under the same roofline. It is part of a small shopping centre located 450 metres from the large Fountain Gate shopping centre. Adjoining the site to its west is a Domino's Pizza and a Nando's Restaurant.</p> <p>Details:</p> <p>In application P1658/2018 the decision of the responsible authority is set aside. Planning permit application PlnA00312/18a permit is granted and directed to be issued for the land at 10/420 Princes Highway, Narre Warren, according to the endorsed plans and the conditions set out in Appendix A.</p> <p>The permit allows:</p> <p>The display of two internally illuminated signs exceeding 1.5 square metres and located more than 3.7 metres above pavement level; and</p> <p>the exceedance of 8 square metres of business identification or promotional signage.</p>
2	<p>TOM Assets Pty Ltd v Casey CC [2016] VCAT 755 (16 May 2016)</p> <p>Unit 1/9-11 Cameron Street CRANBOURNE</p>	<p>Major promotion floodlit sky sign</p> <p>Council Decision: Refused</p> <p>VCAT Decision: Refused</p>



Summary:

The sign is proposed at the northwest of the site. It has one face (facing south) with an advertising area of 42.41 square metres (12.66 metres wide and 3.35 metres high). No sign is proposed on the rear of the signage structure. The sign is mounted on a painted grey monopole with a total height of 12.45 metres. Four floodlights are proposed below the sign, lit upwards. The signage on the display panel will change from time to time.

Details:

The subject land is an industrial property on the east side of the South Gippsland Highway. The land also fronts Cameron Street. It is occupied by two businesses. The total lot area is 2,898 square metres. The site is close to the southern end of the Activity Centre Zone, near the apex opposite the Cranbourne Racecourse. A service station abuts the street corner apex with a horse supplies business to its north. Residential properties are further to the east of Cameron Street, with a dense pine row along part of the east side of this street. These properties include a retirement village and a dwelling on a large lot.

The Casey vision includes improving the perception and appearance of prominent areas such as gateways and main travel corridors. The policy seeks to ensure that advertising signs displayed in prominent areas such as these have regard to the high standards of visual amenity expected of those areas. The South Gippsland Highway is a major travel corridor. The subject land, with properties to its north and west, are in the Activity Centre Zone Schedule 1 [ACZ1] that is consistent with the fact that they are within the Cranbourne Town Centre. The subject land is close to the southern end of the Cranbourne Town Centre based on ACZ1.

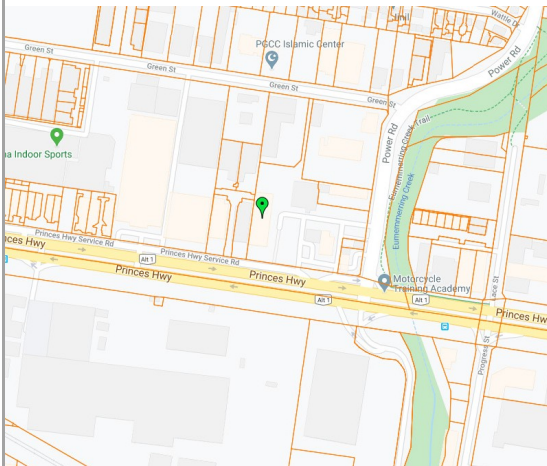
3 Australian Leisure & Hospitality Group Pty Ltd v Casey CC [2015] VCAT 1461 (17 September 2015)

26 Princes Highway DOVETON

Major promotion floodlit sky sign

Council decision: Refused

VCAT decision: Permit to be granted with conditions



Summary:

The prejudice against major promotion signs in clause 21.16 on Advertising Signs is unhelpful given the Planning scheme's particular provisions at clause 52.05 legitimise such signage in appropriate locations across Victoria, including the City of Casey.

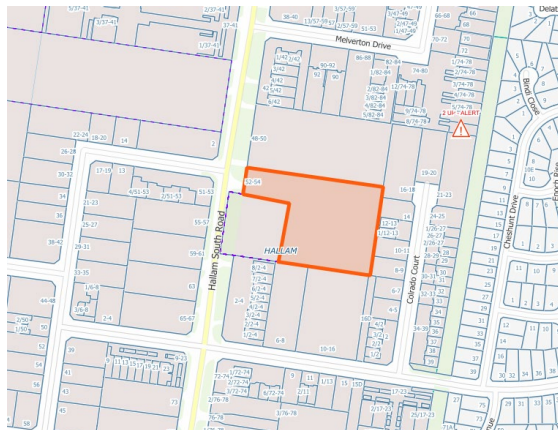
Details:

The site is located on the northwest corner of the intersection of Princes Highway and Power Road in Doveton. The site has a 127-metre frontage to Princes Highway. A landscape strip and the hotel's signage is located adjacent to the frontage. The Princes Mark Hotel and drive-through bottle shop is setback approximately 20 metres from the frontage and is surrounded by at grade parking spaces. A small number of mature trees are found on the site, with two near the frontage. A Dan Murphy outlet occupies the building to the west and a car wash is located to the east. This small commercial precinct is adjacent to many large single-storey warehouses with highway frontages to the west. The Eumemmerring Creek occupies a narrow linear reserve on the opposite side of Power Road.

Australian Leisure & Hospitality Group Pty Ltd proposes erecting a Major Promotion Sign on the Princes Highway frontage of the Prince Mark Hotel/Motel at the corner of the Highway and Power Road in Doveton. It relies on Mr Czarny's opinion that the sign will not compromise the Highway's image, integrity or function and is otherwise acceptable. In its context, Council disagrees. It refused to grant a permit, saying the sign does not fit its context, visually disrupts the skyline to the north, and fails to provide an appropriate response to the Eumemmerring Creek's landscape qualities to the site's east. As such, the Council contends it is inconsistent with State and local policy on urban design and the location of advertising signs. Further to this, the Council contends the sign does not meet the relevant provisions of clause 52.05 of the Planning Scheme.

4 IOM Pty Ltd v Casey CC [2013] VCAT 1402
(12 August 2013)

52 Hallam South Road, HALLAM



Major promotion floodlit sky sign

Council Decision: Refused

VCAT decision: upheld refusal no permit granted.

Summary:

To erect a flood lit major promotion sky sign with an advertising area of 42.41 square metres, a width of 12.66m and a height of 3.35m that will be flood lit and set on a pole some 11.25m in height.

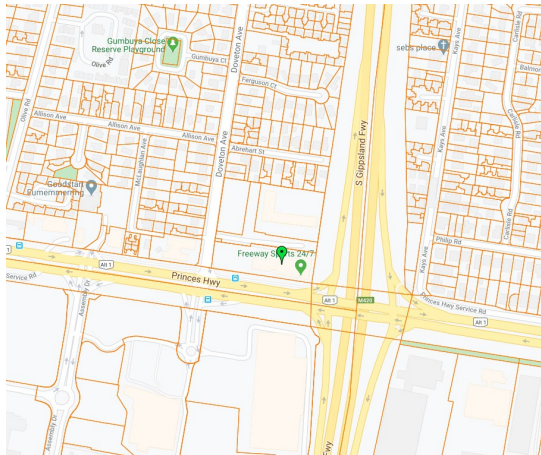

Details:

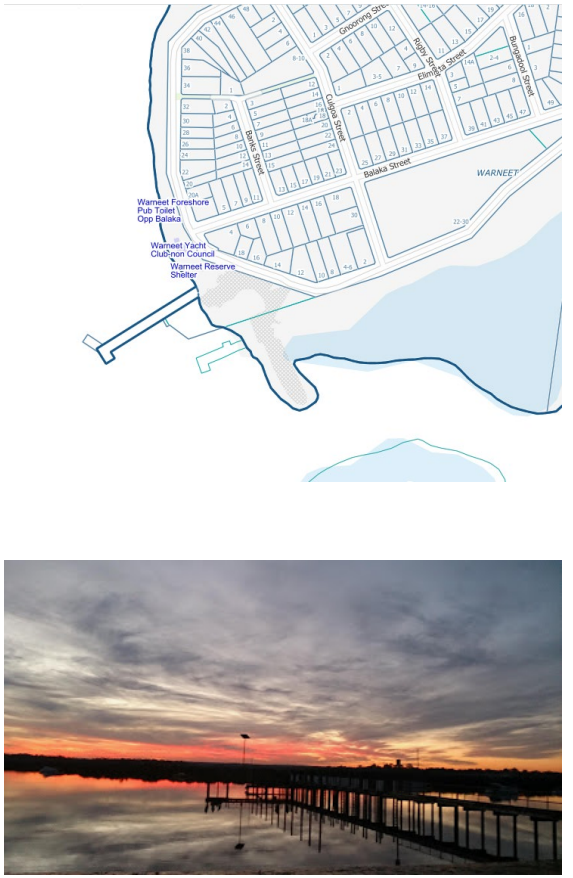
The site for the location of the sign is in the frontage of a property known as 52-54 Hallam South Road, which is approximately 750m south of the Princes Hwy/Hallam Road intersection. The site is some 16,900 square metres and contains the Hallam Self Storage business, which consists of two large buildings at the rear of the site and a smaller office towards the front of the site. The site slopes fairly sharply down from the frontage (west to the rear of the property) east. In this part of the industrial zone, all buildings are generally well set back from Hallam South Road and there is a wide road reserve particularly on the eastern side of the road, with scattered vegetation in the area. There are examples of pole and pylon signs, including the review site that has an advertising sign for the Hallam Self Storage business that has an overall height of approximately 7m.

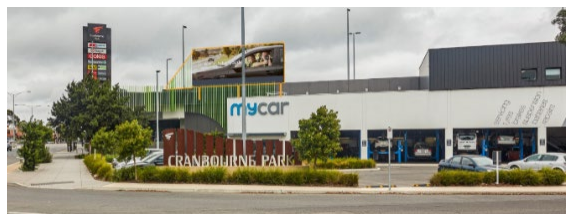
In February 2013, the applicant sought a review by the Tribunal against the Council's failure to grant a planning permit for an illuminated major promotion sign within the prescribed time. The Council subsequently determined it did not support the proposal as its location, size and visual dominance were inconsistent with local policy.

The keys issues for determination are: Application of Policy; Is the sign compatible with the amenity and visual appearance of the area?

The Tribunal must decide whether a permit should be granted and, if so, what conditions should be applied. Having considered all submissions presented concerning the applicable policies and provisions of the Casey Planning Scheme.

<p>5 Freeway Sports Centre v Casey CC [2012] VCAT 1788 (21 November 2012)</p> <p>1-3 Doveton Avenue EUMEMMERRING</p>  	<p>As of Right Usage</p> <p>VCAT Decision: ?</p> <p>Summary:</p> <p>It is argued that the application has accrued existing use rights for the display of signage under clause 63 of the Casey Planning Scheme by having been continuously displayed for more than 15 years before this proceeding without a clear and unambiguous direction to cease the use.</p> <p>Details:</p> <p>The subject land is used for a sports centre and the building and its curtilage is prominent to passing traffic. The applicant seeks a declaration that specific signage on the subject land has existing use rights. The responsible authority does not support this declaration because either the signage does not constitute a separate use of the land, the signs were not continuously displayed for 15 years, or there was a relevant direction to cease the use within that time. It was also concerned that the signs had not obtained permission for development.</p> <p>The applicant sought to amend the application to limit the declaration sought to signs identified as Nos. 2, 4 and 6 on the site plan exhibited to the witness statements.</p>
<p>6 Warneet Boat Hire v Casey CC [2008] VCAT 565 (7 April 2008)</p> <p>The Foreshore, Rutherford Parade WARNEET</p>	<p>As of Right Usage. Signage in Public Conservation and Resource Zone</p> <p>Council Decision:</p> <p>VCAT decision: Permit to be varied with conditions</p> <p>Summary:</p> <p>This application is to review Condition 1 (b) on a permit issued by the Council for development of advertising signs and works to the existing deck at</p>

		<p>the Warneet Boat Hire building, which is positioned on the foreshore, near the water's edge.</p> <p>Details:</p> <p>This application is to review Condition 1 (b) on a permit issued by the Council for development of advertising signs and works to the existing deck at the Warneet Boat Hire building, which is positioned on the foreshore near the water's edge. Mr Newnham is concerned that the 3 square metres limit included in Condition 1(b) would result in him having to remove nearly all of the existing signage, which in most cases has been in existence in one form or another for many decades. Photos provided to the Tribunal date from 1972, although it is likely that the business operated for many decades before that date.</p> <p>There are two obvious points in this case. Firstly, new business identification signage cannot exceed 3 square metres in the Public Conservation and Resource Zone area, and there is no discretion to vary that limit unless the zone schedule specifies a different category of control. The Public Conservation and Resource Zone includes advertising signs in Category 4, but to note that the advertising category for several sites in Casey has been specifically changed to Category 3. Also, existing business identification signage already far exceeds 3 square metres in the area.</p>
7	<p>Vicinity Centres Pty Ltd v Casey CC [2020] VCAT 1337 (26 November 2020)</p> <p>125 South Gippsland Highway</p>	<p>Electronic major promotion sign above a shopping centre</p> <p>Council decision: Refused</p> <p>VCAT decision: Permit granted</p> <p>Summary:</p> <p>The application is for the display and erection of a single-sided, electronic major promotion sign. It is proposed to be located on the roof of the car park of the northern façade of the Cranbourne Park Shopping Centre, above what was Kmart Tyre & Auto Service Centre and is now 'My Car'. As shown in the montage image reproduced earlier, it</p>



is proposed to continue the existing 'wavy' green architectural treatment along the car park parapet to meet the top of the sign and integrate it with the existing building.

Details:

The application is for the display and erection of a single-sided, electronic major promotion sign. The Council's refusal of the application was based on the objection of HTV wherein the location of the sign is too close to the heritage tree and adversely impacting the tree; and non-compliance with the objectives of clause 22.04 and 52.05 of the Scheme. It was concluded that it is not deemed to be a safety hazard and will not distract drivers. Conditions include appropriate specifications and luminance requirements applied to the signage. In addition to the justification, there no critical turns that will undermine the concentration of drivers from this location.

According to the proponent, the proposed sign provide an acceptable response to its site and policy context, and the location is not within the heritage overlay of McMorran's Oak Tree. Any construction or lighting will not affect the tree. It is also unlikely to reach the height of the sign; therefore will not obscure the sign.

5.3 Clause 73.02 Sign Terms

Clause 73 provides definitions of specific sign types which are referred to in the Planning Scheme.

Table 1: Definitions

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.
Display area	<p>The area of that part of a sign used to display its content, including borders, surrounds and logo boxes.</p> <p>It does not include safety devices, platforms and lighting structures.</p> <p>If the sign does not move or rotate, the area is one side only.</p>
Animated sign	A sign that can move, contains moving or scrolling parts, changes its message, flashes, or has a moving or flashing border.
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, wind vanes, 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 business, a business logo or other business identification information.
Direction sign	A sign not exceeding 0.3 square metres that directs vehicles or pedestrians. It does not include a sign that contains commercial information.
Electronic sign	A sign that can be updated electronically. It includes screens broadcasting still or moving images.
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 based business sign	A sign at a dwelling that advertises a home based business 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 or for hire on the land or in the building on which the sign is sited.
Panel sign	A sign with an advertisement area exceeding 10 square metres
Pole sign	A sign: <ul 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 7 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.
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	A sign finished with material specifically made to reflect external light.
Sign	Includes a structure specifically built to support or illuminate a sign
Sky sign	A sign: <ul 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.

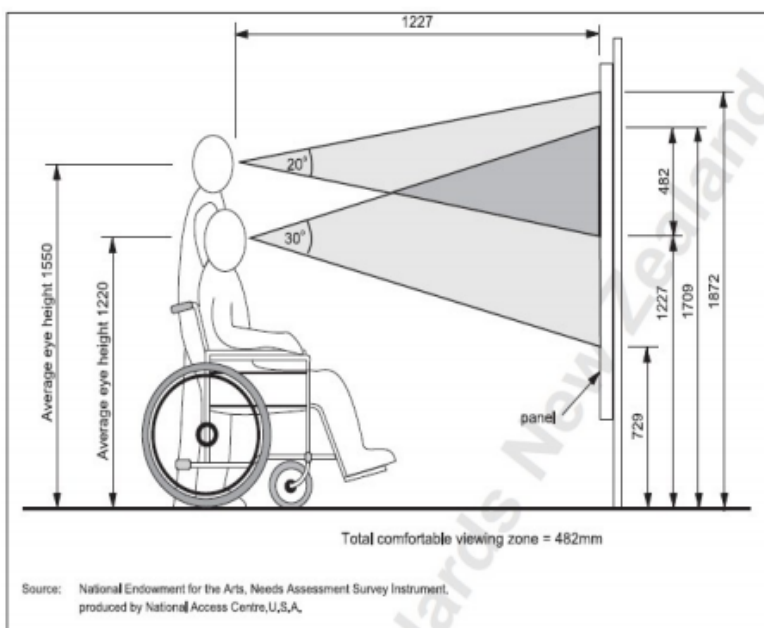
5.4 Height of Signs reference

The recommendation of 1.2 metres height from footpath level to advertising signs allowed on a shopfront window can be referred to in the image below. This height caters to both normal and wheelchair comfortable viewing zone.

This reference is compiled together by Code of Practice for Temporary Traffic Management (CoPTTM) Governance Group in New Zealand. The CoPTTM Governance Group is a governing body for the code of practice, with representatives from Waka Kotahi New Zealand Transport Agency and the temporary traffic management industry. The agency has sourced this reference from National Access Centre in the United States as a benchmark.

Height of signs

Research shows that the comfortable viewing height of a sign for a person in a wheelchair, mobility scooter and a person standing is between 1227mm and 1709mm.



Initial recommendation (prior to industry consultation): Install pedestrian signs at a readable height of between **1227mm and 1709mm**.

The level 1 sign stand could be used in front of a fence if:

- the potential trip hazard was managed
- the sign was secured to the stand.

The sign can be fixed to a safety fence providing:

- the top of the sign is sited at or between 1m and 1.75m above the ground
- the sign does not protrude above the top of the safety fence.