

Surf Coast Shire
Industrial Zone Areas

Outdoor Advertising Sign Guidelines



October 2011

INDUSTRIAL ZONE ADVERTISING SIGN GUIDELINES

INTRODUCTION

These Guidelines have been prepared to explain Councils objectives and policies in relation to outdoor advertising signs in industrial zones.

The intention of the Guidelines is to control the nature and type of signage that is displayed in industrial areas to ensure that advertising information is displayed in a clear and consistent manner and enhances the visual appearance of the industrial area.

VISION

Industrial areas, and their associated outdoor advertising, shall strive to be inspiring in architectural reflection/expression of the coastal and rural character of the Surf Coast Shire while generally being visually subservient to the Shire's environmental and landscape qualities.

Objectives

To ensure that signage is integrated with the building and site design, in terms of design, style, location, colour and graphics to enhance the architectural and landscape presentation of the occupancy.

To encourage a coordinated approach to advertising where there is multiple occupancy of a site.

To minimise the visibility of outdoor advertising signage along the Surf Coast Highway, Great Ocean Road, Princes Highway and Erskine Falls Road.

To protect internal streetscapes from sign clutter.

GUIDELINES

- **Building Signs:** Where advertising signs are attached to a building the signage should:
 - principally be for the purpose of providing clear identification of the premises and / or details about the nature of the business. Any promotional signage should be kept to a minimum and be clearly secondary to the business identification signage.
 - be proportional to the scale of the building and should not dominate the building facade, parapets or walls.
 - be integrated with the design of the building in terms of its shape, colour and graphics and add to the architectural style of the building.
 - generally be located below the roof line (exceptions may include where the sign is attached to an architectural feature of the building).
 - generally be orientated internally to the industrial area and away from major roads.
 - be of minimal size and quantity.

Where multiple businesses operate in a single building, individual building signs should have a coordinated design appearance - for example in relation to their sign size and placement.

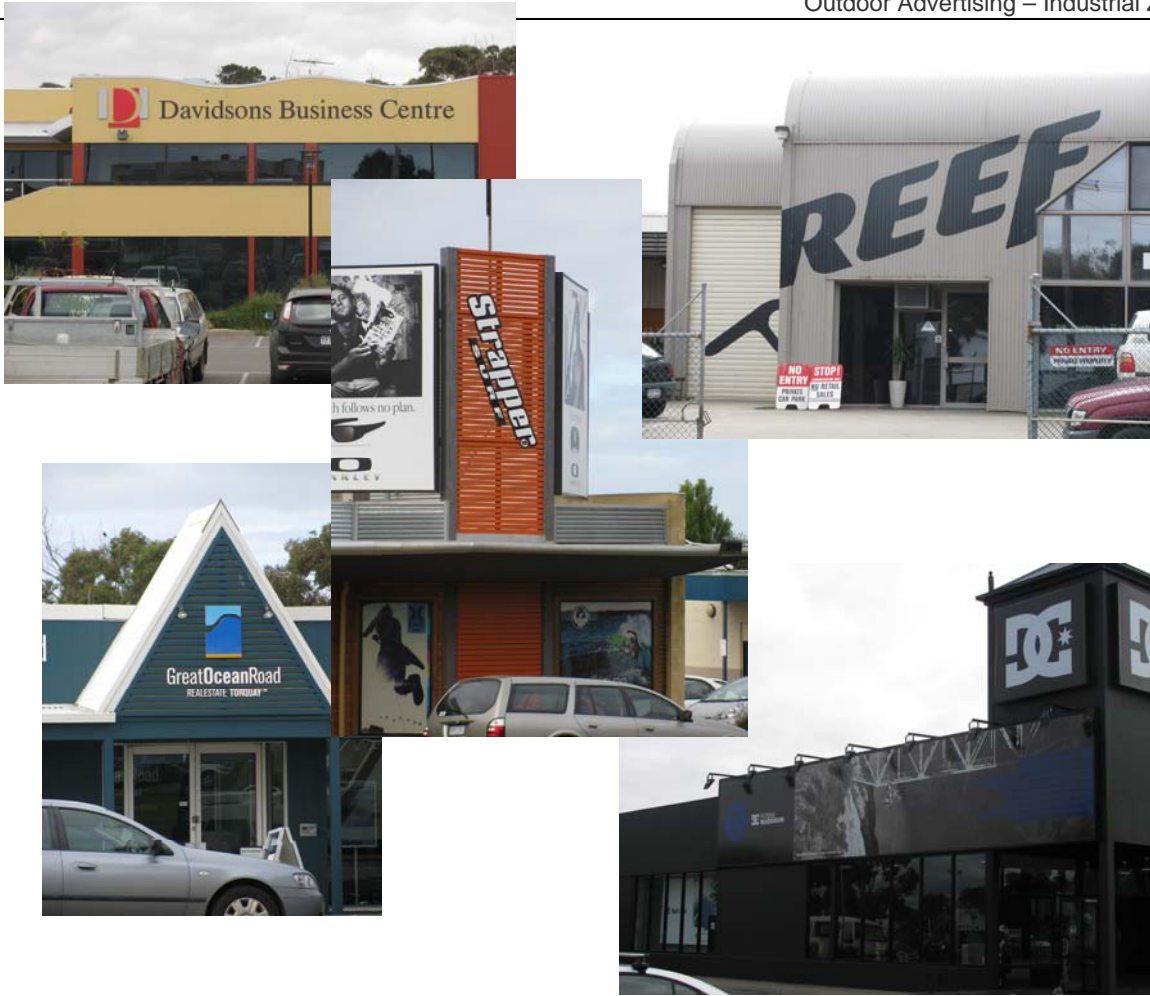
- **Entrance Signs:** Where buildings are set back from the street such that they are not readily visible, a single entrance sign may be located at the principle entrance to the premises. The sign should:
 - identify the business premises and the business (or businesses) that occupy the premises.

- be fixed to a permanent support structure other than a perimeter fence.
 - be of a style that relates / integrates with the buildings on, or features of, the site.
 - be of a modest height, preferably low to the ground, such that it does not dominate in the streetscape, but generally should not exceed 4 metres.
 - be located on the subject premises.
- **Free-standing Sign:** A sign not attached to a building will generally not be supported other than as an entrance sign (refer to entrance sign above) and should conform to the same requirements.
 - **Illuminated Signs:** Illuminated signs, (whether internally or floodlit) will generally not be supported, as night lighting within the industrial estates is generally not required and tends to be detrimental to the amenity of the townships or adjacent main roads. Illuminated signs will only be considered in circumstances that can substantiate a need, primarily for a safety or community benefit, subject to the effect of the illumination being able to be acceptably shielded.
 - **Signs on Fences:** Signs on perimeter fences will generally not be supported. A business identification sign on a perimeter fence will only be considered in circumstances that can substantiate a need subject to the sign being designed to integrate with the fence. Generally this would necessitate a purpose designed fence as distinct from a cyclone mesh fence.
 - **Direction Sign:** Directional signage in addition to the one sign permitted as of right in Category 3, will not be supported.

Examples:

Business Signs on Buildings





Entrance Signs / Free Standing Signs



Note: the above images do not necessarily represent signs that would automatically be supported, as some may be considered too large, too high etc. They are shown for their style and architectural integration as examples of signs that implement various elements of the vision and objectives of these guidelines.