

ADVERTISING SIGNS

DESIGN GUIDE

September 2021





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Acknowledgement

The City of Casey proudly acknowledges the traditional owners, Casey's Aboriginal communities and their rich culture and pays respect to their Elders past, present and future. We acknowledge Aboriginal people as Australia's first peoples and as the traditional owners and custodians of the land on which we work and live.

This 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.

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What is a 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.

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 preparing 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.

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 stage 1 implementation, 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 Use this Document

The Design Guide includes design principles and supportive illustrations which can assist on the preparation of a planning application. Details regarding design principles and supportive illustrations can be found in the Guide.

Using the terms as required:

These terminologies below are considerations when proposing or assessing signs.

Design quality:

- Refers to use of materials, colour, graphic design and lighting, and including supporting structure and fixing detail.
- It is important that signs contribute to achieving a good design quality in relation to its host building or site context.

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
- Refers to the relationship of the sign to its surrounding context on not being oversized or dominant. A well-proportionate sign should not undermine the architectural features (e.g. columns, window fenestrations, doors etc.) of the host building. Signs located on the roof or apex of the building dominates the host building as well.

Relationship to the surrounding context

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

Visual Clutter:

- Visual Clutter is a proliferation of signs and other objects (e.g. street lights, power lines and poles) that undermines the aesthetic qualities of an area. It occurs where there is a large quantity of closely spaced or overlapping signs with various designs, at competing scales and located haphazardly.

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.”

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:

- Ensure signs are designed, located and displayed in an appropriate and attractive manner
- 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
- Ensure signs do not cause loss of amenity or have a detrimental impact on the natural or built environment, nevertheless encourage sign features that can contribute to the interest and vitality of the area
- 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.



2. SIGN CHARACTERISTICS

2.1 Sign qualities and features

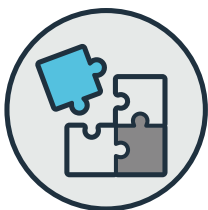
Visual qualities of a sign are:

- 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

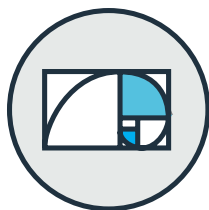
Important features of a sign include the following:

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

2.2 Design Principles



Integrated within its context



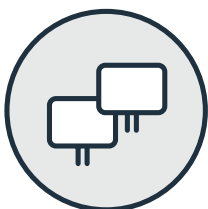
Compatible with scale design and visual character of a building



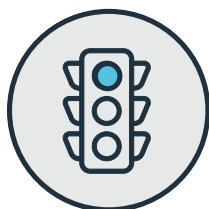
Complement character of surroundings



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.

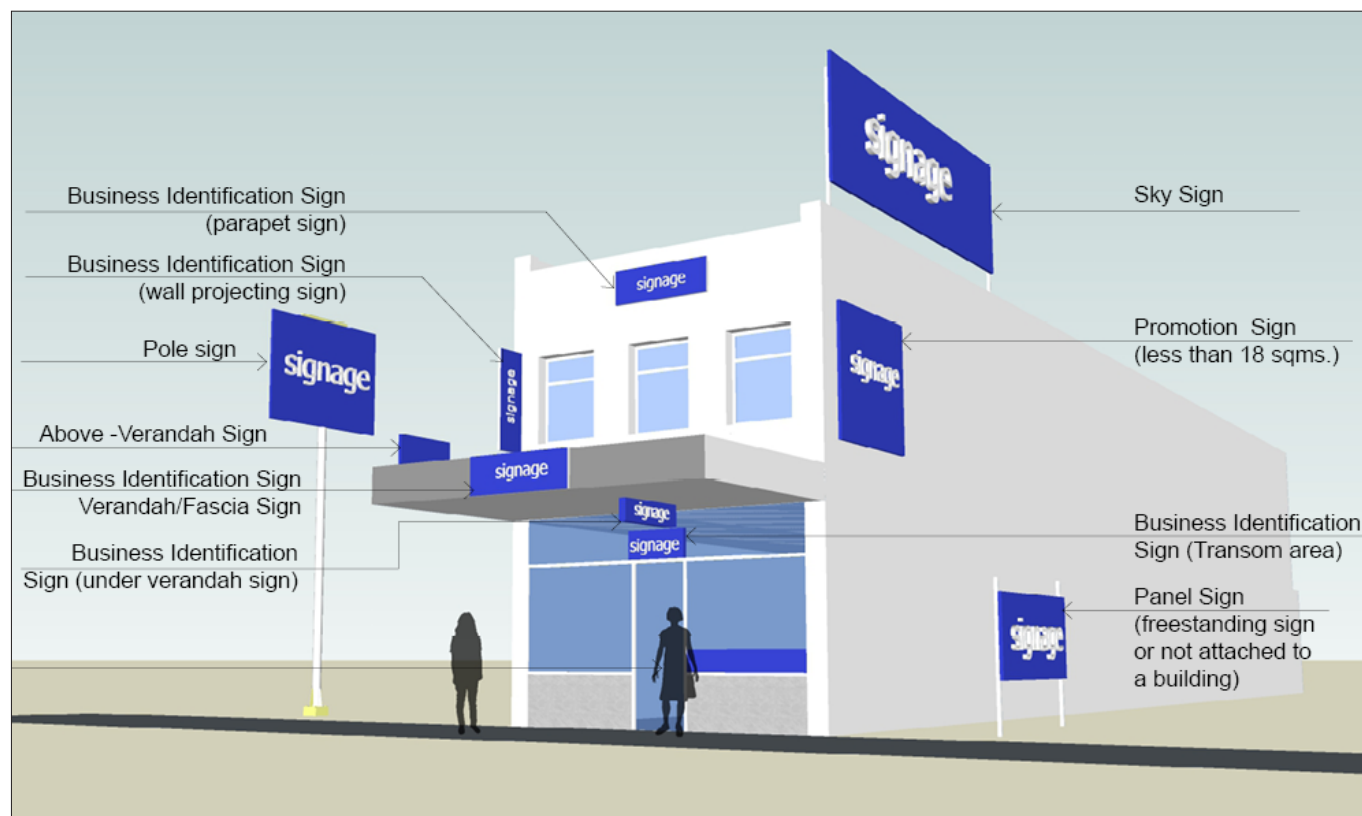


Figure 1: All Sign types

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 or above a verandah
- It does not conceal views to the street and prohibit visual surveillance and activation
- It has minimal number of changes per day.

Note:

According to Clause 52.05 of the Casey Planning Scheme, a planning permit application to construct or put up for display an animated or electronic sign within 60 metres of a freeway or arterial road declared under the *Road Management Act 2004* must be referred in accordance with section 55 of the *Planning and Environment Act 1987* to the Department of Transport as a referral authority as specified in Clause 66.03 of the Planning Scheme. The Department as a referral authority would not be supportive of signs being flashing or containing moving/animated images.

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.

Can be referred to any of the following signs installed:

- Above-verandah
- Under a verandah (Under-verandah sign)
- On a Fascia (Fascia sign)
- Within a Parapet (Parapet sign)
- Projecting on a wall (Wall-projecting sign)
- As Freestanding (i.e. Pole sign and Panel sign).

Design Guideline:

- Signs located under a verandah should:
 - Hung over the footpath at right angles to the building is preferred not to exceed 0.3 by 1.20 metres.

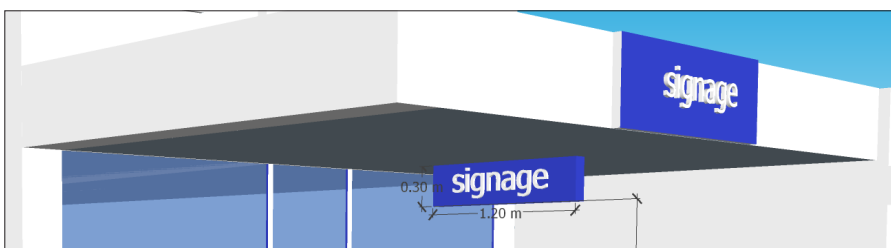


Figure 2: Under-verandah sign clearance

- Not exceed 0.5 metres in height within a transom area (*refer to figure 3*)
- Have at least 2.70 metres clearance from the footpath (*refer to figure 4*)
- Signs should be within the width of the fascia (*refer to figure 5*).

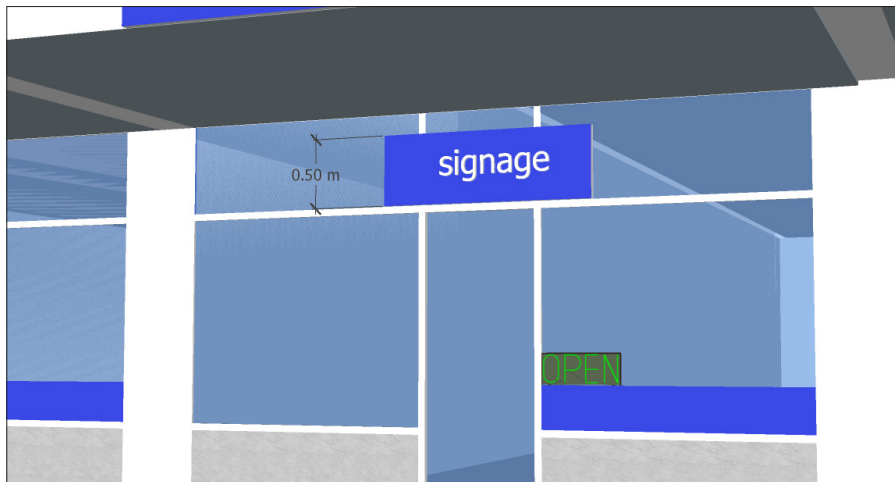


Figure 3: Transom area
(Business Identification Sign)

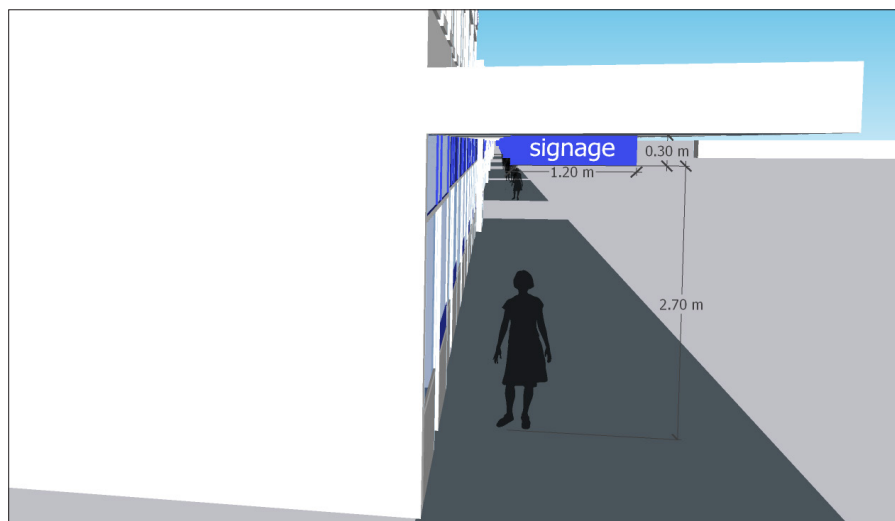


Figure 4: Under-verandah sign at
right angle to building



Figure 5: Sign on a fascia

3.3 Electronic Sign

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

Design Guidelines:

- Should be located adjacent to a freeway or main roads which is not in a residential area where it does not create a road safety hazard and 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 should not display alcohol and gambling-related promotions.

Note:

Guidance on whether a sign is likely to be considered a road safety hazard can be found in Clause 52.05-8 of the Casey Planning Scheme.

As part of its requirements for operational parameters for electronic signs, the Department of Transport may require, amongst other things, the provision of a Lighting Compliance Report, and for the sign operator to keep a Lighting Compliance Record of the operation of the sign to be provided to the Department when requested.

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:

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
- Not protrude beyond the building.

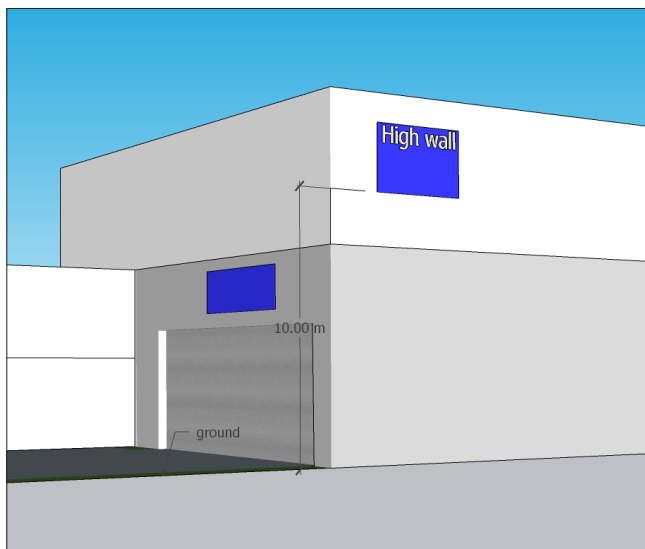


Figure 6: High wall signs

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 Promotional Signs are discouraged unless:

- 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 consolidated approach.
 - Located on the subject land that is being subdivided or sold, unless it meets the requirements for off-site* sign
 - 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 for **Off-site*** signs:

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

- a. Signs not on the subject site should be located within 5 kms from the site boundary of the subdivision or development
- b. Freestanding off-site major promotion or large-scale promotional signs should be located at least 250m from other freestanding similar signs along the same road to avoid a proliferation.
- c. Any application for off-site signage for land or development sales must show the location for all other existing and proposed sites for signage for the same business or development.

* Off-site refers to signs that are outside the boundary of the site.

3.6 Pole and Panel Signs

Pole 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.

Panel sign:

A sign with an advertisement area exceeding 10 square metres.

Design Guidelines:

Panel signs should:

- Ensure a hierarchy of information by branding the centre/precinct as the dominant feature and minimise the number of tenancies listed. *(refer to figure 4)*
- Have regard to the shape, size and form of signs on adjoining properties or premises so that it does not contribute to visual clutter.

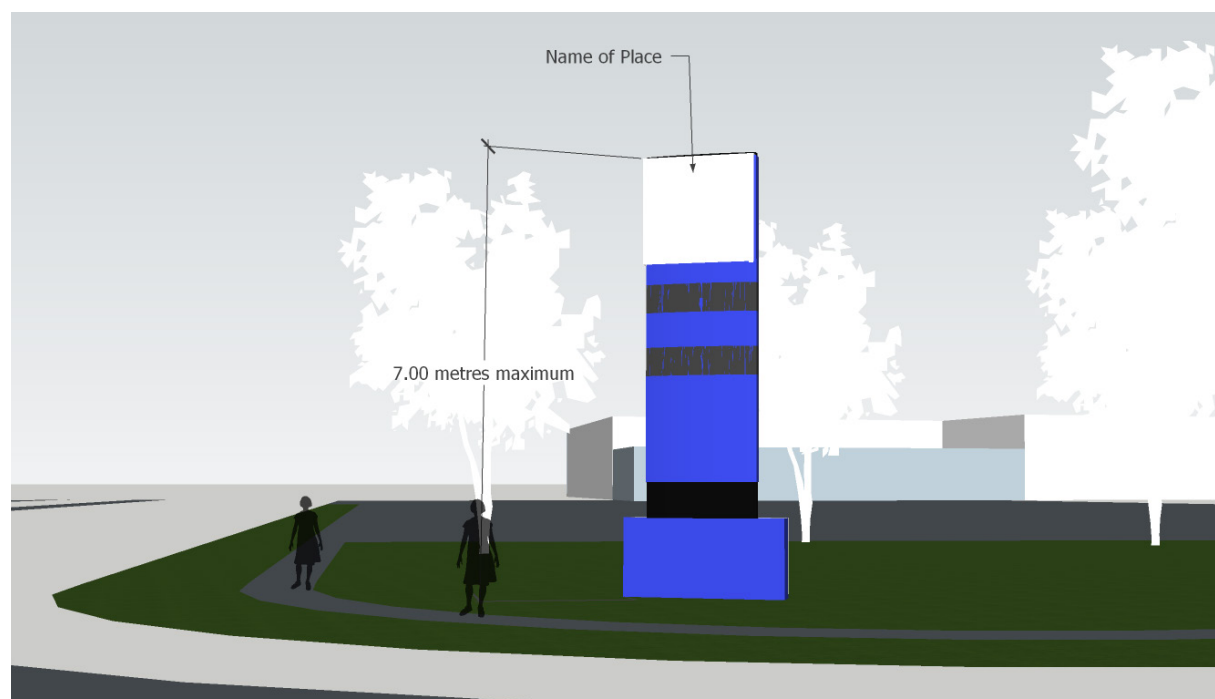


Figure 7: Panel sign showing a hierarchy of information

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.

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

✓ preferred ✗ discouraged

4.1 Commercial and Retail Areas

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.

Retail areas are detailed in the City of Casey's Activity Centres Strategy.

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 should:

- Promote the name of the centre or place and appear larger than the major commercial or retail anchor.
- Primarily display the company name/logo and nature of business.
- Be 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.
- Make the sign readable and identifiable at night and use standard acceptable levels. Low levels of illumination (backlit) behind the signs, (e.g. pinned letters) may be permitted.
- Not dominate the site or surrounding context when using corporate colours on the exterior of a building. This can be applied to areas with the highest road exposure.



Figure 8: Encouraged appearance with branding colours



Figure 9: 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 (refer to figure 10)
- Not detract from 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)



Figure 10: Parapet Wall Signs showing sign display area

Sign design for a corner integrated panel sign should:

- Not exceed the height of 7 metres and placed at corners of major road intersections or at key transport nodes as shown on figure 11.
- Be integrated to one panel sign for multiple premises/tenants in a commercial centre or site to avoid visual clutter.
- Not cause confusion or glare to motorists such as electronic signs and animated signs; hence, both are discouraged at a major intersections or key transport nodes.



Figure 11: Signs at major intersection

Commercial Centre (clustered) or in an Activity Centre:

- Should have a maximum of one pole sign per group of premises along a main road.
A lower secondary panel sign may be permitted for a corner site that has two road access.

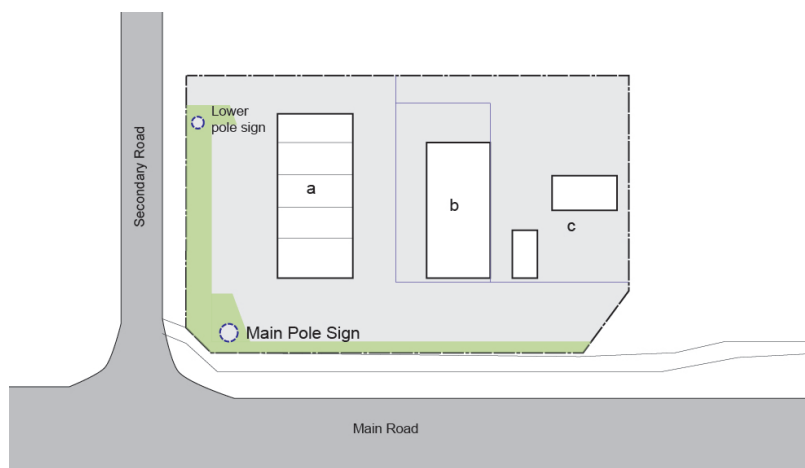


Figure 12: Pole Sign with two road abutments

Sign Placement along a main road should:

- Be in an acceptable distance to ensure that it does not clutter the streetscape.

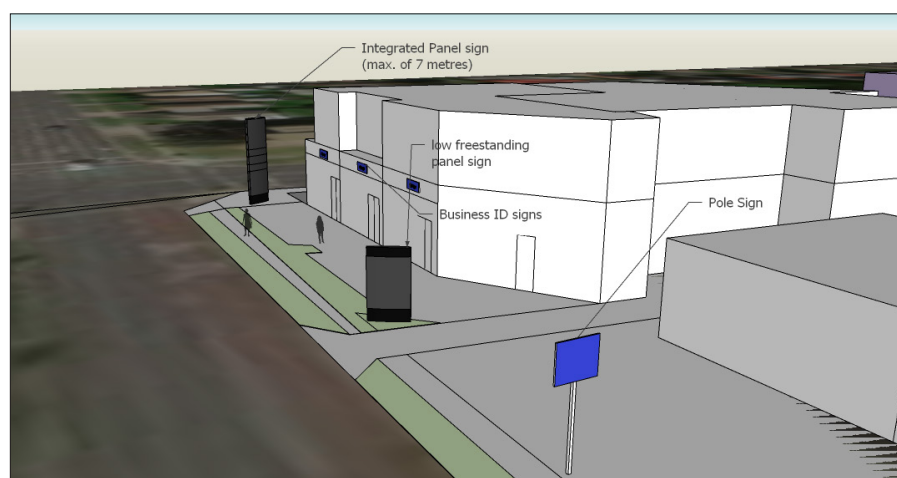


Figure 13: Encouraged placement of signs along a main road

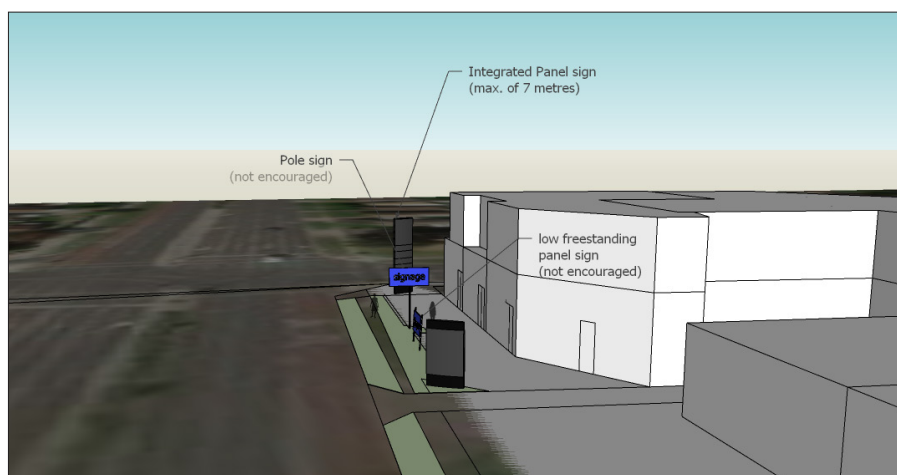


Figure 14: Discouraged placement of signs along a main road



Figure 15: Preferred signage layout for single storey shopfront



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

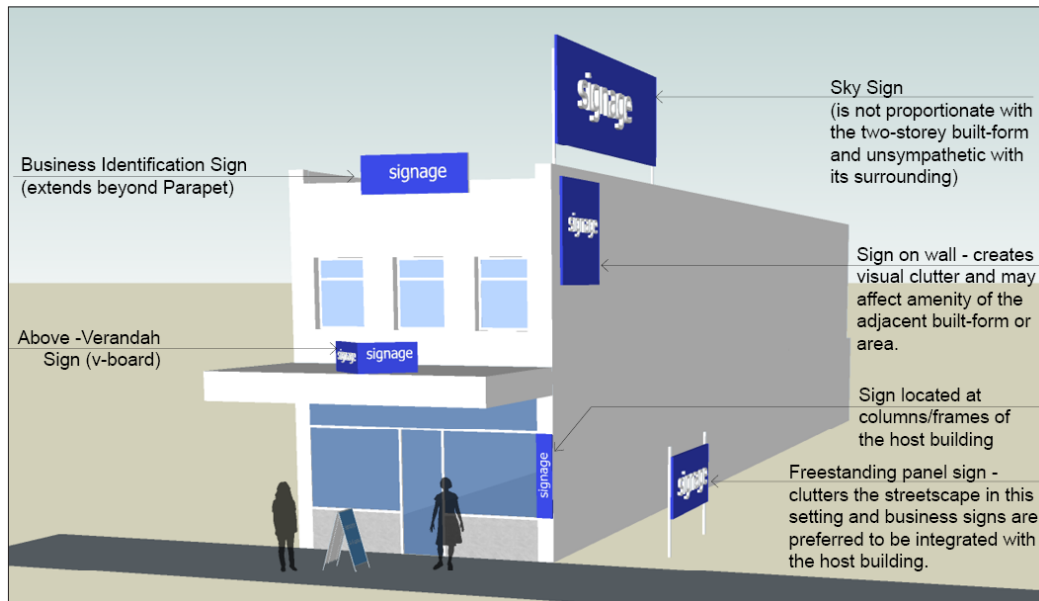


Figure 20:
Discouraged signs
within or adjacent
to a built-form or
streetscape



Figure 21:
Discouraged signs
(temporary signs
and bunting signs)



Preferred:

- Pole sign
- Panel sign
- Business identification sign
- Under verandah sign
- Direction sign
- Internally illuminated sign



Discouraged:

- 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 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 sign on the fascia 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 be used to identify the name of an industrial estate and its occupancies.

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 fascia or parapet area where the retail premises 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.
- For homemaker centres:
 - Sign location should be consistent and preferably located on the host building's parapet area and wall as illustrated on figure 22.



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

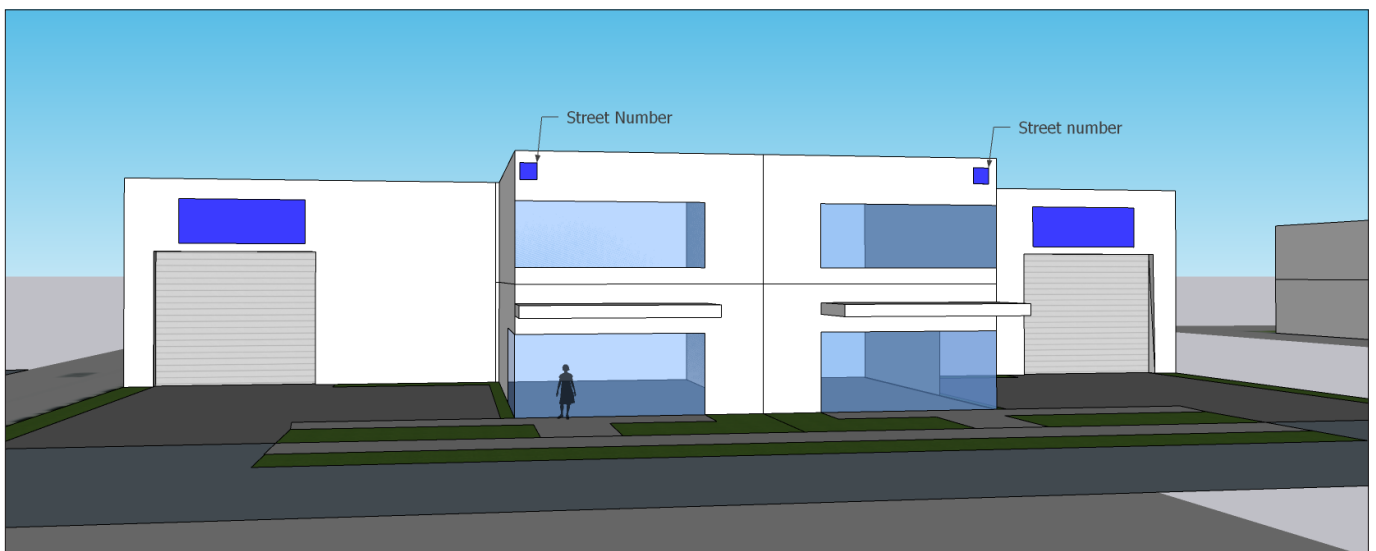


Figure 23: Location of business signs and address for Industrial buildings



Preferred:

- Pole sign
- Panel sign
- Business identification sign
 - On a Fascia
- Direction sign
- Internally illuminated sign



Discouraged:

- Sky sign
- Bunting sign
- Animated sign
- V-board sign
- Electronic sign
- Reflective sign

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 a total of 2 square metres for small-scale non-residential uses
- Should limit to two signs under 1000 square metres land.
- 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 (*refer to figures 24 and 25*)
 - 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
 - Not use v-board signs and above the roofline (*refer to figure 26*).



Preferred:

- Business identification sign
- Direction sign



Discouraged:

- Floodlit sign
- Animated sign
- Electronic sign
- Reflective sign



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

4.4 Freestanding 'Pad' Sites

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 the verandah 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:

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



Discouraged:

- Electronic sign
- Reflective sign

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:

- For large scale estates, major promotion or large-scale road side promotional signs should be located at least 250 metres apart.
- Ensure that the total amount of signs proposed within the display village and sales office should not be excessive and detrimental to the amenity and safety of the area.
- Signs located along Freeways and major arterial roads must be setback a minimum of 10 metres from the title boundary of private land
- Provide direction sign where car parking is not visible from the street or one-way traffic.

Builders signs within the display village should:

- Have one promotion sign which identifies the builder and/or the name of the display home located in the front setback .
- 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
- Be. 0.3 square metres or under.



Preferred:

- Business identification sign
- Direction sign
- Promotion sign



Discouraged:

- Floodlit sign
- Electronic sign
- Reflective sign
- Animated sign

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:

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, rural 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
- Low key in appearance, with consideration to their shape, colour, material and construction
- Coordinated with tourism signs and refer to relevant state guidelines.



Preferred:

- Business identification sign
- Direction sign



Discouraged:

- Internally illuminated sign
- Floodlit sign
- Animated sign
- Electronic sign
- Reflective sign
- Major promotion sign
- Promotion sign

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: Encouraged location of signs for heritage built-form



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



Preferred:

- Business identification sign
- Direction sign



Discouraged:

- Internally illuminated sign
- Floodlit sign
- Animated sign
- Electronic sign
- Reflective sign
- Major promotion sign
- Promotion sign

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.). The majority of older stations are within established and new residential estates and some are within activity centres, commercial and industrial zones.

Design Guidelines:

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

- Limit to one fascia/wall sign per freestanding building on the same site (e.g. car wash, workshop)
- Limit one business identification sign per street frontage (including pricing board).
- Limit to one pole sign when permitted.
- Design of the main panel sign should include company name and logo, pricing board and major tenants located within the development site.
- Limit to one sign for commercial and retail uses (e.g. takeaway shops) and refer to other applicable guidelines in section 4.1 – 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.

Pole and panel signs should:

- Be less than 7 metres in height
- Be incorporated in a landscape treatment



Preferred:

- Business identification sign
 - Under Verandah
 - On a Fascia
- Pole sign



Discouraged:

- Promotion sign
- Major Promotion sign

5. APPENDIX:

Good design is:



innovative



a useful product



aesthetic



honest



long-lasting



thorough



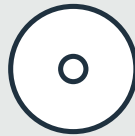
unobtrusive



**makes a product
understandable**



**environmentally
friendly**



**as little design
as possible**

Source: Dieter Rams, 1970.

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Cranbourne: Cranbourne Park Shopping Centre

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