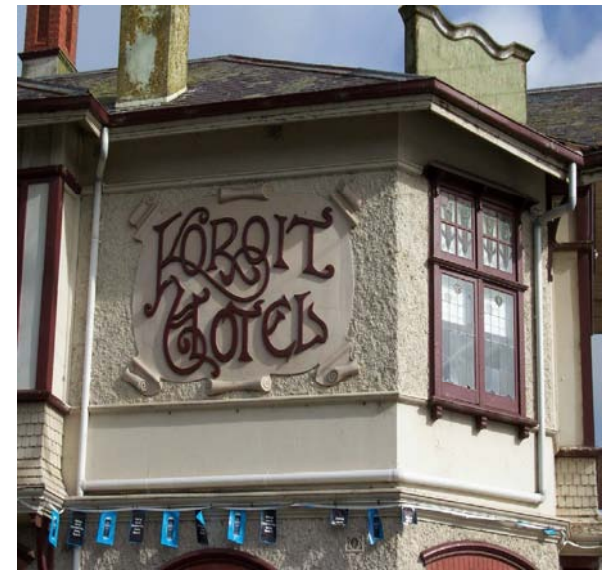
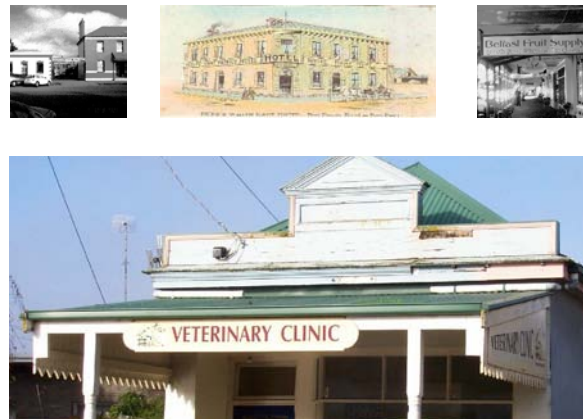


MOYNE SHIRE SIGNAGE GUIDELINES

MOYNE
SHIRE



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Introduction

This policy has been prepared by the Moyne Shire to assist applicants when developing proposals for signage in the commercial areas of Port Fairy and Koroit. The policy seeks to support and enhance the heritage values of the commercial precincts of both towns.

The policy aims to demonstrate the important design principles, which should be accommodated in any new proposal for signage.

The Moyne Shire recognise that effective signage is imperative to the success of all businesses within the municipality.

The policy aims to encourage sensitive, interesting and appropriate signage which complements and strengthens the area's character by adding value to the architecture and streetscapes. It also recognizes the importance of the high quality heritage image of Port Fairy and Koroit.

It is recommended that prior to designing signage proposals that applicants meet with the Council's Planning staff and in particular Council's Heritage Advisor to discuss the proposal and the requirements described in this policy.

Scope

This policy applies to all proposals for new signage or alterations to existing signs, which require planning approval in the commercial historic areas of Port Fairy and Koroit including areas covered by the Business 1 Zone and the Heritage Overlay under the Moyne Planning Scheme.



Objectives

The objectives of the signage policy are to:

- Provide greater certainty and clearer directions to the design, style and location of signage;
- Promote a consistent approach to signage that enhances the heritage character of the place while adequately providing for commercial, professional and residential needs;
- Improve the appearance of the buildings, streetscapes and precincts with reduction in visual clutter and reduction in a proliferation of unnecessary signs;
- Maintain a degree of uniformity and clearer visual definition between various precincts of particular character;
- Retain, restore and re-expose features, which contribute to the appearance of the historic building and streetscape and enhance the cultural heritage image of the place; and
- To provide equity between parties seeking commercial signage for business identification and service provision, particularly in regard to size, number, colour and illumination.



Rights And Responsibilities

The Council

- Shall consider, assess and determine all planning permit applications for signs required by and in accordance with the requirements of the Moyne Planning Scheme and these guidelines.
- Shall take responsibility for referring the application to relevant authorities and internal council departments.
- Has the right to require signage (existing or new) in place without a planning permit to be removed within 30 days.



Moyne Shire Signage Guidelines

The Applicant (and subsequent tenants/owners)

- Is responsible for preparing documentation for lodging planning permit applications for signs in accordance with the requirements of both the Moyne Planning Scheme and these guidelines.
- Is responsible for the full cost of erection, maintenance and removal of the sign.
- Shall maintain the sign to a standard acceptable to Council.
- Shall ensure the sign is mounted in a secure and safe manner.
- Shall indemnify Council against injury or persons or damages to property where a sign projects into or over the road reserve.
- Shall ensure that all existing signs that do not conform to these guidelines be removed (in accordance with the requirements of the Planning Permit).



Application Procedure

1. A location plan to a scale no greater than 1:200 with adjacent roads nominated.
2. The dimensions (length and width), height, position and elevation of the sign in relation to the site or premises upon which it is located clearly shown.
3. The exact location of the sign shown on plan of elevations of any building or structure that the proposed sign is to be mounted on, to a scale of 1:100 or 1:200.
4. Materials, structural and fixing details of the sign and frame, including footing details if the sign is free standing, all at a scale of 1:100 and fully dimensioned.
5. Details of the colour and materials and intensity of

illumination caused by any proposed lighting.

6. Details of the lettering size and font, logos and illustrations if used.
7. A completed application form and relevant fee.
8. Compliance with the documentation requests will provide clarity of purpose and should speed assessment.



Informing Principles

The Moyne Shire considers that it is strategically important to protect, refurbish and enhance the historic character of Port Fairy and Koroit townships.

The provision of fewer and or smaller good quality effective signage rather than more numerous and /or larger ones is encouraged.

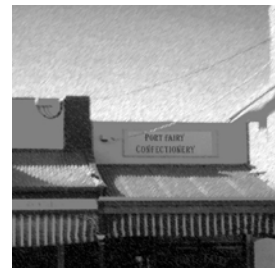
Techniques for ensuring that the character of the building and streetscape is retained include:

- Minimizing the concealment of heritage character and restricting the signage to appropriate architectural elements of the building.
- Generally restricting signs on upper levels of the buildings where most heritage details survive.
- Encouraging original research to re-instate the original signage of the building, reflecting the period of construction or the historic expansion of the business of the premises.

Signs must enhance their surroundings. They should reflect the particular features and character of the buildings, streetscapes and precincts, consistent with the provisions of the following design rules, principles and guidelines.



Moyne Shire Signage Guidelines

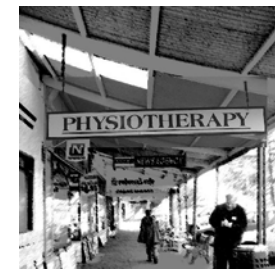
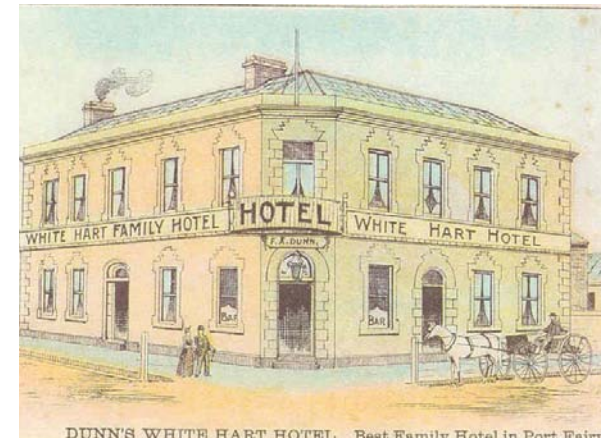
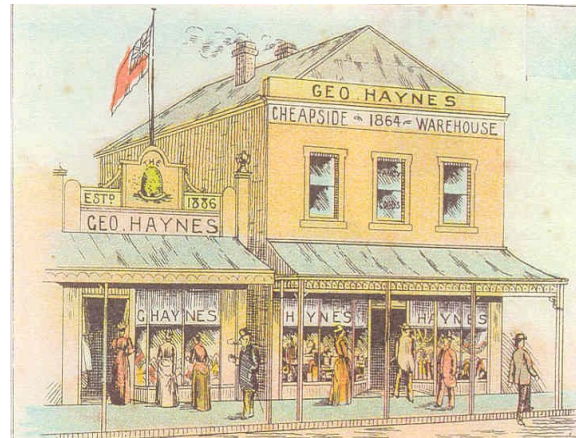


Informing Principles 7

Basic Rules

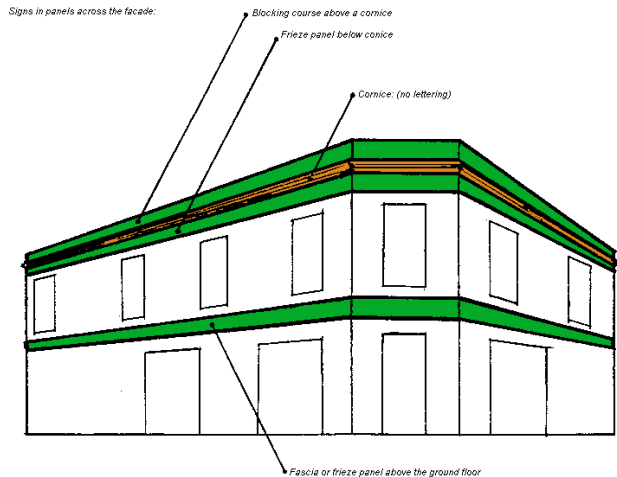
The following 'basic rules' have been prepared to guide applicants.

It is intended that these guidelines will be applied to the consideration and assessment of new proposals for signs within the commercial areas of Port Fairy and Koroit. Applicants are strongly encouraged to undertake relevant research to identify historical sign usage, siting and design to assist in the preparation of proposals for new signs on buildings which are either listed under the Heritage Overlay or have heritage character.

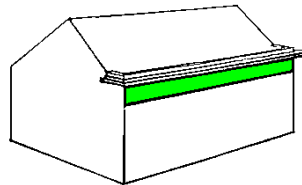


Sign locations

(Examples of good practice and design are shown in the following diagrams)



Sign below a built up cornice



1. Architectural

Every sign shall be placed in accord with the buildings architecture (see left).

2. Traditional signs

Painted signs on the façade or attached to the façade that respect the building's architecture, rhythm and patterns, and are located within a particular space(s) traditionally used for that purpose, may be acceptable.

3. Number of signs

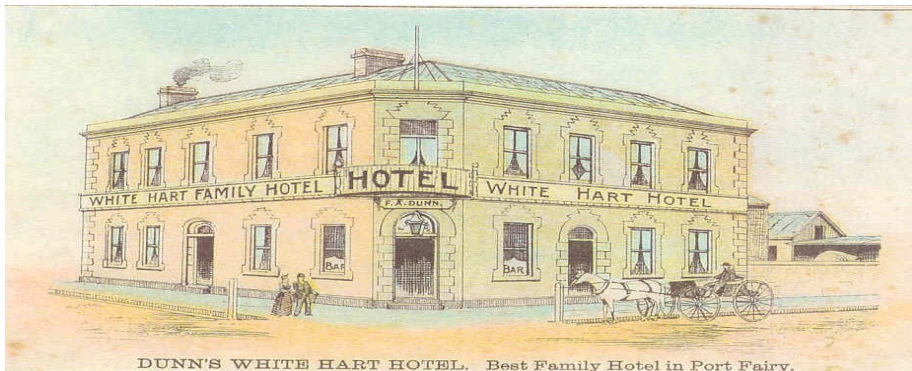
To maximise the heritage character of the building and streetscape, the number and size of signs on any one building shall be restricted. Special sensitivity and restraint must be exercised on signage for any heritage building. No premise will be permitted more than three signs (if occupying a corner site), otherwise two signs.

4. Symmetrical facades

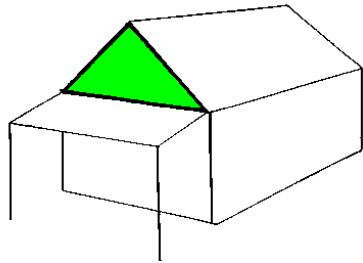
Signage on buildings with an essentially symmetrical façade should be proportioned and placed to respect and strengthen the symmetry.

5. Neighbouring signs

Where there are two different signs painted on adjoining buildings, and /or windows, they should complement and balance their neighbours.



Sign locations



6. Projecting signs

Each occupant/business may have a projecting type sign on the external façade, if the building does not have a street verandah. These should be at right angles with the building.

No projecting signs shall be placed above ground storey level where the building

7. Signs above ground storey

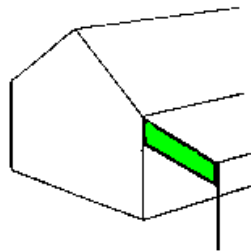
Only one confirming sign is permitted per frontage, above the ground storey, on the first storey, or above. This restraint also includes signs over vehicle entrances unless erected two metres behind the building façade.

8. Signs above the roofline

No signs shall be placed above the parapet or roofline, excepting where there is historic photographic evidence to support such placement.

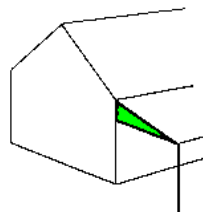
9. Signs beneath the verandah

A hanging sign is permitted beneath the verandah of each building. If the building is on a long length, such as a pub and the verandah returns down the side street, then the signs may be located above each patron entrance.

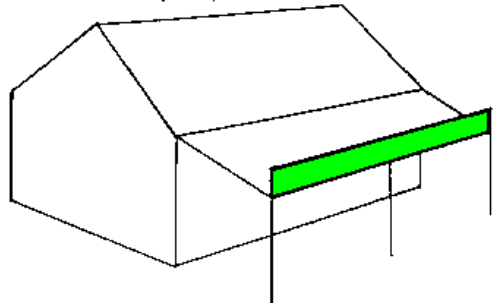


10. Signs on the skillion elevation of the verandah

Only one sign is permitted on each skillion elevation of a verandah. This shall be on the external elevation. Signage on the internal side of the skillion shall be assessed as a hanging sign beneath the verandah (see left & below left).

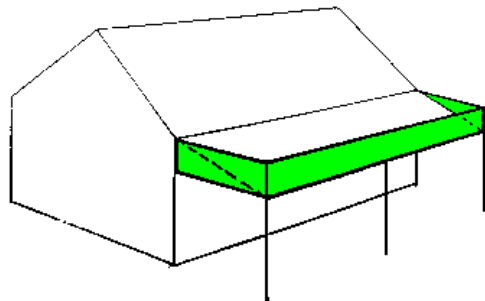


Sign locations



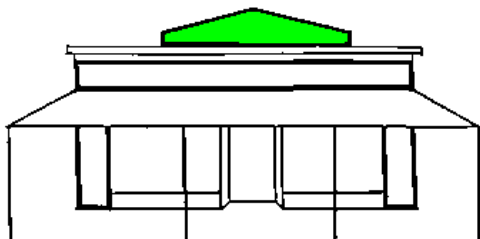
11. Signs above the verandah

No freestanding signs or signage structures shall be attached to the tops of awnings or verandahs, except on Victorian era heritage buildings where there is historic photographic evidence to support such placement; and where design, materials and workmanship are of high standard and consistent with the guidelines.



12. Signs on two storey verandahs

Signs shall not be hung from second storey verandahs or in front of decorative cast iron work at any level (fixed or temporary signs).



13. Signs on shop front windows

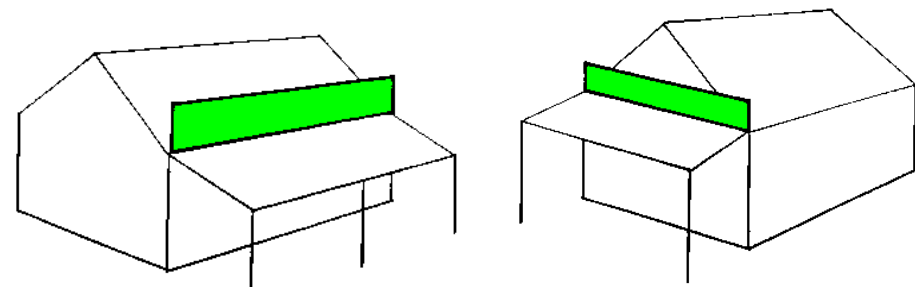
Signs may be painted on the external glazed area of shop front windows provided that no more than 25% of each window is covered. Internal displays located on shop front windows must not exceed 25% of the total window space.

14. Business plates and historical plaques

Business name plates and historical plaques of engraved metal, cast metal, baked enamel, stone, timber or other suitable material may be fixed onto the building adjacent to the front entrance provided they are not internally illuminated and are less than A3 size (30 x 42 cm)

15. Menu boards

Menu boards are treated like business plates and fixed onto a building adjacent to the front entrance or located on the interior of shop front windows. Restrictions as set out in Item 13 apply.



Sign locations



16. Community notices

Temporary community notices such as leaflets and fliers shall be located within the interior of a building or on designated community notice boards.

17. Sale notices

Temporary 'sales' notices shall be assessed as signage on shop front windows and conditions under Item 13 would then apply.

18. Signs on canvas awnings

Signage may be printed on verandah awnings provided that no more than 5% of each awning is covered when extended in full or the sign is a maximum of 200mm high by 1000mm long.

19. Unpainted masonry

Signage shall not be permitted on previously unpainted masonry work or special features of buildings with heritage character unless otherwise allowed in specific precincts based on evidence from historic photographs.



Sign locations

20. Bed and Breakfast / Home Occupancy

Signs within the Heritage Overlay area are to not exceed 0.2 square metres in size and only one per premise.

21. Corporate (Second Party)

No corporate signs will be permitted other than for premises which operate entirely as a franchise for such a corporation.

22. Portable Media

No advertising signs are permitted to be attached to portable media.

23. A Frame Signs

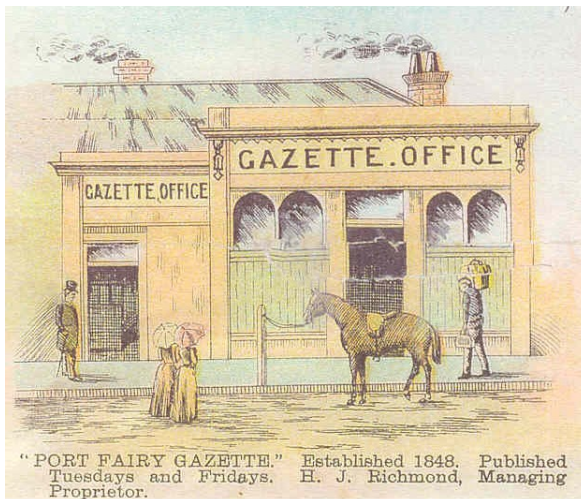
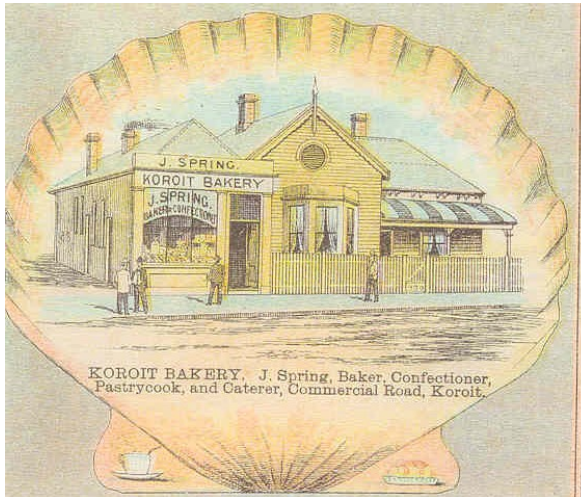
A double faced, free standing sign not exceeding 0.7 square metres on each face advertising the product or service provided at the adjacent premise. Only one such sign is permitted for any business/premise.

24. Blackboard and Wallboard Signs

Signs written on blackboards in chalk, or the use of blackboards or wallboard for the display of promotional signs is not permitted, other than for one small (less than 0.2 square metres) for advertising menu specials.



Design, Content and Lettering



1. Character

The building and its signs should add to the overall image and character of the precinct. It is not necessary to recreate historic character signage on new infill buildings.

2. Existing heritage signs

Where an existing original heritage sign is insitu or is listed as a heritage item under the Moyne Planning Scheme and the new occupant has a different business and seeks a new sign, than the new sign should be subordinate to the original sign, which should be retained.

3. Scale

Every sign should complement the scale and detailing of the building.

4. Variety

No sign need be the same as its neighbours, unique designs are in keeping and are encouraged on new buildings.

5. Contents of signs

At most, a sign should include the street number, the name and nature of the business, service or facility conducted on the premises, a slogan, business hours and trademark. No general advertising logos or additional advertising lettering shall be acceptable without historic photographic evidence.



Design, Content and Lettering

6. Clarity

Signage should be clear, legible well designed for their particular context, located and spaced so that they do not unreasonably conceal existing signage, create visual confusion or clutter, or unreasonably restrict the view to possible future signs on adjoining buildings.

7. Proportions of signage

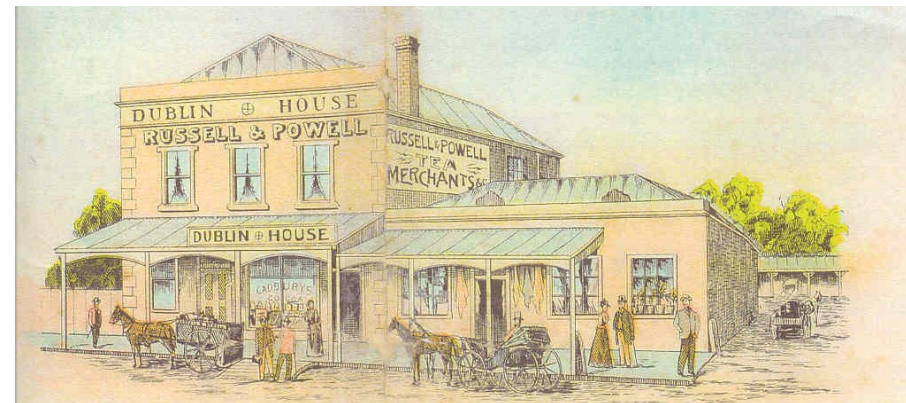
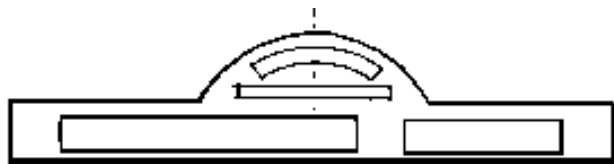
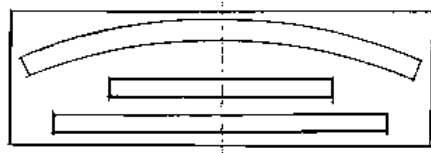
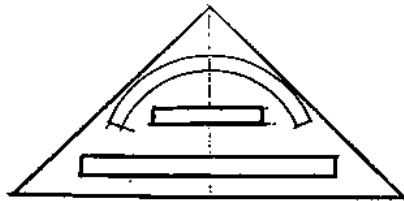
All signs on building facades should approximate the proportions of the façade element or panel within which they are located.

8. Proportion of lettering in relation to signage panels

Each sign should be placed in proportion within a bordered plaque, which may be defined by the architectural features of the building or painted border bands or contrasting coloured background. These may be decorated with stylised scrolling, ribbons, filigree or painted scenes. (see top left)

9. Set out of lettering

Generally, and particularly on buildings with heritage character, margins should be left around the edge of the actual signage panel, not less than 10% of its vertical height, on all edges. (see below left)



Design, Content and Lettering



10. Colours

Colours on signs should be restricted in number and an attempt should be made to relate to the building's colour.

11. Illuminated signs

No luminous, fluorescent intensely lit or excessively bright colours or materials are permitted for permanent signage.

12. Non-permitted illuminated signs

Internally lit signs or logos (intermittently flashing lights or other illuminated signs are not permitted) except for public safety or after hours functions. These latter signs should be carefully located and designed so as not to dominate the street.

13. Colours for heritage signage

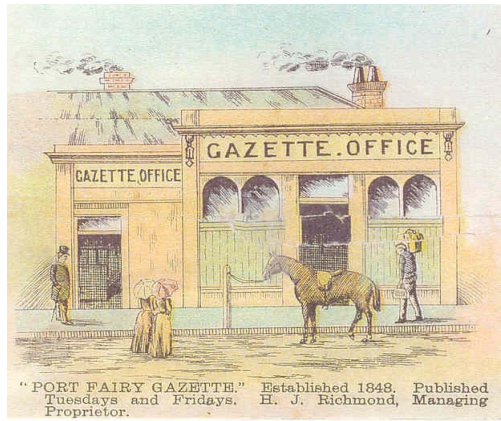
Signage for heritage buildings should be in recognised heritage sympathetic colours and styles. No cut-away stencil-like lettering is permitted on Victorian era heritage buildings other than in the façade render.

14. Decorative lettering

Lettering and graphic style should reflect the character of the business or the building. This may include, outlining, prismaticising, shadowing, blending, highlighting, the use of embossed letters, raised blocked or sunken letters.



Design, Content and Lettering



15. Size of lettering

Lettering size should be clear legible and in proportion to the sign and the building. Signage text should generally be large enough to be easily readable from across the road and may extend up to a height of approximately 200 to 250mm.

16. Lettering types for historic buildings

Fonts for signs on pre-19th century buildings should generally reflect the original lettering type, which should be researched by applicants. This could include Block Capitals, Italics, Fish tail Lettering, curved serif letters Ornamental lettering, old English Serif, Gothic and Egyptian among the most common.

17. Flags and Bunting

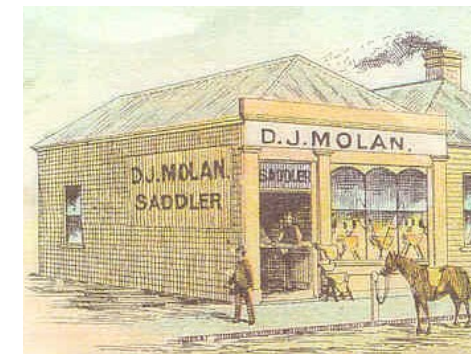
Promotional flags, pennants, continuous tape pennants, streamers, and wind propelled signage is not permitted within the Heritage Overlay and Heritage Commercial area.

18. Corporate logos

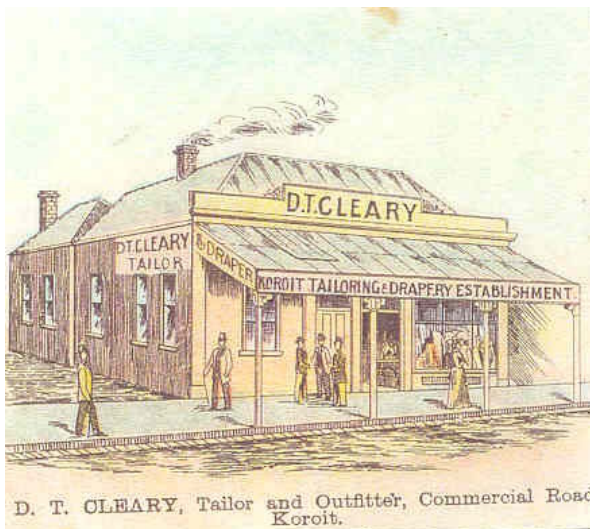
Corporate signs, painting schemes and logos with specific image or colour requirements are to be adapted to suit the individual location and building and location.

19. Redundant Signs and Structures

Signs and fittings that are no longer relevant to the operating business on the premise must be removed.

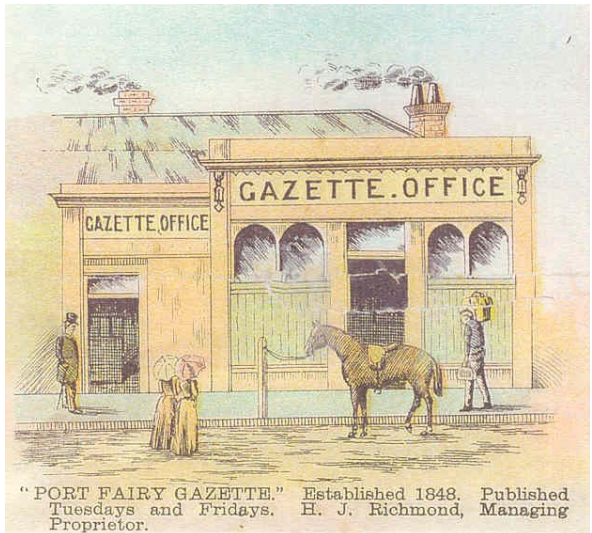
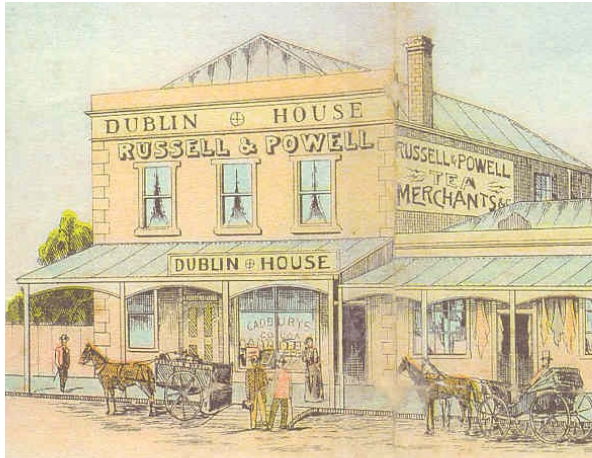


Definitions



- 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.
- Advertisement area** The total area of an advertisement, which must be on one side only. Any amendment of size, text, or colour of a previously approval sign, or usage of a varied medium.
- Animated sign** A sign that can move, contains moving 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, windvanes, or the like.
- Business sign** A sign that provides information about a business or industry, on the land where it is displayed. The information may include the use of land where it is displayed. The information may include the use of the land or building, goods manufactured or offered for sale or hire, services offered, and the name and address of the owner or occupier.
- Direction sign** A sign not exceeding 0.3 square metre that directs vehicles or pedestrians. It does not include a sign that contains commercial information.
- Floodlit sign** A sign illuminated by external lighting provided for that purpose.
- Black and Wallboard sign** Any signage written, pasted or affixed to a blackboard or wall board and displayed on the footpath, affixed to walls, fences or posts for advertising products or services.
- Corporate Sign** Any signage, motif or standardised colour scheme that promotes the sale of a product distributed nationally, the sale of which forms only part of the products offered for sale by the business premise.

Definitions



Existing Sign

Existing refers to a sign with planning approval and does not refer to a sign, flag, bunting, etc for which there is no planning approval

Existing Original Heritage Sign

Any sign or sign writing on facades, walls or under verandahs, that can be shown to be established over

Externally Lit Sign

A sign illuminated by lighting external that is baffled and located to the satisfaction of the responsible authority to prevent any adverse affect on adjoining land & the

High-wall sign

A sign on the wall of a building so that part of it is more than 5 metres above the ground.

Home occupation sign

A sign tat a dwelling that advertises a home occupation carried on in the dwelling, or on the land around the dwelling.

Internally illuminated

A sign illuminated by internal lighting or which contains lights sign or illuminated tubes arranged as an advertisement.

Panel sign

A sign with an advertisement area exceeding 10 square metres.

Pole sign

A sign:

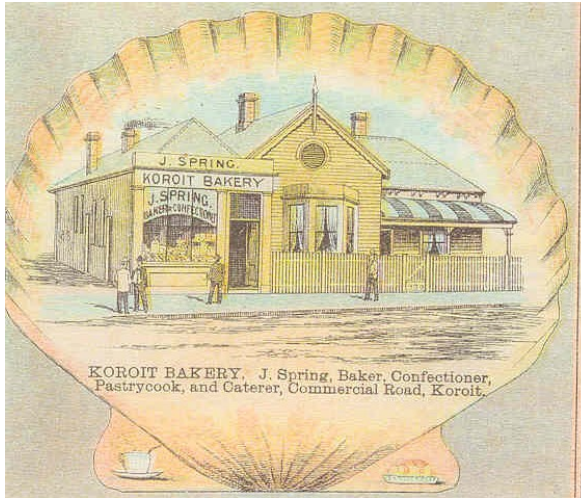
- (a) On a pole or pylon that is not part of a building or another structure;
- (b) that is no more than 7 metres above the ground;
- (c) with an advertisement area not exceeding 6 square metres; and
- (d) that has a clearance under it of at least 2.7 metres.

Promotional sign

A sign on land or a building that advertises:

- (a) goods or services provided, produced, or sold, on the land or in the buildings; or
- (b) an event or competition conducted on the land or in the building.

Definitions



Reflective sign

A sign finished with a material specifically made to reflect external light.

Sign

Any text, symbol, colour combination or shape contained within a border intended to identify a place of business, product or service provided on the premise. The medium of such signage includes textiles and plastic, rigid form plastic, steel, timber or bunting. Temporary signage (that not permanently fixed to a structure) may not be exhibited for more than 30 days.

Sky sign

A sign:

- (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 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.



Historic

In this context, a photograph or image identified as being over 60 years.

Logo

A symbol, design or motif used to identify a particularly product or company.

Portable Media

Tables, Chairs, Umbrellas, Planter Boxes, Windbreaks carrying signs.

Heritage Building

A building registered on the Victorian Heritage Register, and/or listed under the Heritage Overlay of the Moyne Planning Scheme.

Acknowledgements



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