

Alpine Resort Planning Scheme

Commercial Sign Policy 1997

Local Planning Policy

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Introduction

All private and commercial organisations operating in Alpine Resorts use signs to advertise and inform visitors of their goods and services. The erection of most signs is subject to the issue of a planning permit by the responsible authority.

To determine whether a permit is required Clause 52.05 of the Alpine Resort Planning Scheme must be consulted.

The *Alpine Resort Planning Scheme Commercial Sign Policy 1997* provides a guide for designing signs which are commercially viable and aesthetically appropriate to each resort, and in accordance with the responsible authority's policies for signs. This policy applies to all forms of commercial signs ie. signs identifying the name of a business or premises, services provided from business premises or products available for sale or hire, general product promotional or advertising signs, temporary signs and similar.

Proposals for signs that do not comply with the policy will be considered on a case by case basis. The responsibility rests with the proponent to demonstrate that the proposal is not in conflict with the objectives of this policy.

A sign which is prohibited by the planning scheme cannot be considered.

The Objectives for Sign Development in Alpine Resorts

In managing and regulating the provision, construction and development of signage throughout Alpine Resorts, the responsible authority is seeking to achieve the following objectives:

- To enhance the visual quality of the resort - during both the snow and summer seasons - through the provision of attractive and quality signage;
- To ensure that there is not a proliferation of signage throughout the resort which would detract from the quality of the resort;
- To minimise signage outside the main commercial focal points of the resort;
- To minimise the detrimental impact of signs on the amenity of adjacent and nearby properties;
- To ensure that the predominant signage on any premises identifies the business and informs the visitor of the particular services offered on those premises;
- To limit the erection of product advertising signage to levels consistent with an attractive and quality environment in resorts;
- To improve the type and quality of existing signage, and where possible, consolidate existing signage into more appropriate units;
- To ensure that signs are located clear of building snow dump zones and the circulation routes of pedestrians, skiers and vehicles;
- To ensure that signs, remain legible, and are appropriately constructed for the climatic extremes of the alpine environment; and,
- To ensure that all service and business signage provides clear and concise information for resort visitors that is complementary to public information signs in the resort.

In assessing whether or not any proposal for the erection, modification or relocation of signage is consistent with these objectives, the responsible authority will consider the **Decision guidelines** in Clause 52.05 of the Alpine Resort Planning Scheme and following guidelines:

Guidelines

Materials and Construction

All signage should be constructed to the highest possible standard, and maintained at all times in a safe condition, free of any defect.

Signs should be securely fixed to either the ground or building so as to withstand wind, ice and snow build up.

Signs with high quality materials and sign writing can enhance a building while poor quality signs downgrade a site and the quality of the resort as a whole.

A sign should not be constructed or incorporate any material or device which has the effect of intensifying reflective light.

The style and materials of the sign and its surrounds should be compatible with, and enhance the style and character of the related premises.

Colours

While a lively, fun atmosphere is sought to be created in the resort areas, the utilisation of extensive areas of fluorescent or other vivid colours can be in visual conflict with the more muted natural colours of the surrounding village and environment.

Fluorescent colours are also susceptible to ultraviolet damage, resulting in faded high maintenance signs. Such colours should be used on a very limited basis.

The design of signage should consider the amenity and scenic character of the resort. As a principle the colours used in signs should not be obtrusive in the locality and should enhance the visual environment.

Illumination

It is the responsible authority's intent that any illumination of commercial signage should avoid or minimise the detrimental impact on the amenity of adjacent and nearby properties.

The illumination of signs should be by indirect means, either backlit/internally lit, or with a baffled light source on the building.

The use of flashing or oscillating lighting in signs is considered inappropriate.

Size of Signs

The responsible authority seeks to minimise the total number of commercial signs throughout the resorts, and by doing so, enhance the scenic character of the resorts. The consolidation of existing signs into fewer and more appropriate signage units is encouraged. Where proposals involve an addition to existing signage the responsible authority may request some consolidation of the total signage on the premises.

The size of commercial signage and sign information should be responsive to the scale of the building and reflect proximity to resort commercial centres.

The preferred total area of all signs for each commercial operation on a site in the commercial areas of the resort, should be no more than 8.0m².

The planning scheme provisions may allow a greater figure however it is considered that a lower figure of 5.0 sq m is more appropriate in the commercial areas and the total area of all signs for each commercial operation outside of the resort commercial centres should be no more than 3.0m².

The responsible authority may give consideration to total signage for any separate business or service in excess of the desired size if it is demonstrated by the proponent that the proposal:

- is not in conflict with the objectives of this policy; or,
- there is a consolidation of existing signage; or,
- circumstances of the premises scale or location justify an increase: or,
- in the particular circumstances of a proposal a greater amount of advertising is required to adequately advise the public of the nature of the businesses/services on the site.

Location and Siting of Signs

Within the village area freestanding and off-site signage is not encouraged as it detracts from the visual quality of the resort, and may constitute a public hazard in certain circumstances.

Where possible, signage should be positioned on the building, within the building roofline, or on walls below the roof level.

Free Standing Signs within the Site

The responsible authority will give consideration to a free standing sign if it is demonstrated by the proponent that the proposed sign is necessary.

Signs should be located near the building entry or entry pathway, and be in association with other building elements such as ramps and stairs.

The conditions likely to be imposed on such a sign by the responsible authority include:

- The sign should be located not less than 2 metres from the site boundary;
- The maximum height (at the top of the sign) should not exceed 3.5m;
- The maximum panel size of the sign should be no more than 1.2m²; and,
- The sign form and style should be compatible with the building.

The onus will rest with the proponent of a free-standing sign proposal to demonstrate that the proposal is not in conflict with the objectives of this policy.

Free Standing Signs Off Site

The responsible authority will give consideration to off site signage if it is demonstrated by the proponent, by presenting alternatives, that the proposed sign is essential as the only practical alternative to advise the public of services available on the proponent's site.

Off site signs should be located in close proximity to the site, and should aid access to the building.

The conditions likely to be imposed on such a sign by the responsible authority include:

- The maximum height (to the top of the sign) should not exceed 3.5m;
- The maximum panel size of the sign should be no more than 1.2m²; and,
- The sign form and style should be compatible with the building.

The onus will rest with the proponent of an off site sign proposal to demonstrate that the proposal is not in conflict with the objectives of this policy.

Outside the village areas and particularly within the skifields and trail systems commercial signage should be minimised. Subject to the responsible authority's consent, discrete small scale signs on ski lift chairs or protective tower padding may be provided. General promotional or product signs elsewhere in the skifields will be limited to temporary signage associated with particular events.

Temporary Signage

Property sales

A planning permit is not required for the erection of a property sale sign, provided it is:

- A sign with an advertisement area not exceeding 10 square metres publicising the sale or letting of the property on which it is displayed. A permit may be granted for:
 - The advertisement area to exceed 10 square metres if the sign concerns more than 20 lots.
 - The sign to be displayed on land excised from the subdivision and transferred to the municipal council.

Only one sign may be displayed, it must not be an animated sign and it must not be displayed longer than 7 days after the sale date without a permit.

Sandwich Boards

The use of sandwich boards, both on and off site is discouraged as they detract from the visual quality of the resort, and may constitute a public hazard.

No more than one sandwich board per commercial premises should be erected providing:

- The sign refers to matters that are short term in nature and do not warrant the erection of a permanent sign; and,
- The sign message does not duplicate an existing permanent sign.

Sandwich boards are signs and a planning permit is generally required. To determine whether a permit is required the planning scheme must be consulted.

All sandwich board's must be placed within the lease boundary. The responsible authority may, in special circumstances, agree to a location off site.

Particular considerations will be visual and safety issues and the applicant will be required to provide evidence of a current public liability policy indemnifying the responsible authority against any claim for damages attributable to the sign - the cover of such policy must not be less than \$500,000.

The conditions likely to be imposed on such a sign by the responsible authority include:

- The location of the sign shall not unduly obstruct the passage of skiers, pedestrian traffic, motor vehicles or resort operations equipment.
- The sign shall not obstruct the visibility of pedestrians, skiers or drivers of vehicles.
- The sign shall be structurally stable with no sharp protruding edges or shapes that may cause injury to users in the nearby vicinity.
- The sign shall be located within the site boundary at a distance to be specified from the premises.
- If approval is granted to locate the sign outside the boundary, such location shall generally be not more than 2m, from the site boundary but this may be varied accordingly to local circumstances.
- A sign shall not be greater in dimensions than 600mm width, 900mm height from ground to tip of sign, and 600mm depth of sign within the supports.
- The placement of these signs in their approved location shall be restricted to daylight hours when the premises are open for business.

Other conditions as may be appropriate.

Non compliance with the conditions of any approval will result in enforcement action being undertaken by the responsible authority.

Special Event Signs

The planning scheme exempts some special events signs. These being:

- A sign with an advertisement area not exceeding 5 square metres publicising a local educational, cultural, political, religious, social or recreational event not held for commercial purposes. Only one sign may be displayed on the land, it must not be an animated or internally-illuminated sign and it must not be displayed longer than 3 months without a permit.

- A sign publicising a special event on the land or in the building on which it is displayed, provided no more than 8 signs are displayed in a calendar year and the total number of days the signs are displayed does not exceed 28 in that calendar year. The sign must be removed when the event is finished.

The responsible authority will consider permits for temporary signs which do not comply with the above for the purpose of promoting, identifying, or directing a special event, providing:

- They are erected no more than 14 days prior to the event, and removed not more than 7 days after the event;
- The Land Managers consent is obtained prior to any signs being erected; and,
- The sign is not in conflict with the objectives of this policy.

The provisions of *Size of Signs* in this policy do not apply to special event signs.

Construction Signs

A planning permit is not required for construction signs, providing it is:

- A sign with an advertisement area not exceeding 2 square metres concerning construction work on the land. Only one sign may be displayed, it must not be an animated or internally-illuminated sign and it must be removed when the work is completed.

If a planning permit is required a condition may be imposed that all construction signs must be removed prior to the commencement of the declared snow season. The signs permitted must not be in conflict with the objectives of this policy.

The provisions of *Size of Signs* in this policy do not apply to construction signs.

Interim Signage Policies

From time to time as being identified as being necessary, the responsible authority may prepare individual policies for specific forms of signage.

Existing Signage

A sign that was lawfully displayed on the approval date or that was being constructed on that date may be displayed or continue to be displayed and may be repaired and maintained.

A lawfully displayed advertisement may be renewed or replaced. However, a permit is required:

- To renew or replace the advertisement of an animated or internally-illuminated sign.
- If the advertisement area is to be increased.
- If the renewal or replacement would result in a different type of sign.

A sign that is reconstructed must meet the relevant advertising sign requirements.

Any sign erected without necessary planning permits or approval must:

- Be removed; or
- Comply with this policy and
- Comply with the planning scheme provisions.

Time Limits

The Alpine Resort Planning Scheme specifies in Clause 52.05-1 that:

A permit for a major promotion sign must include a condition which states that the permit expires on a specified date. The specified date of expiry must be not less than 10 years or more than 25 years from the date of issue of the permit unless a local policy specifies a different expiry requirement.

A permit for any other sign must include the condition, "This permit expires four years after the date it is issued." This condition may be varied only to specify a period of less than four years.

This policy does not specify any different expiry requirements.

Decision Guidelines

The responsible authority will must consider the decision guidelines at Clauses 52.05 and 65 of the planning scheme and the following local decision guidelines:

- The effect of the sign on the visual quality of the resort having regard to the different conditions prevailing during the winter and summer seasons.
- The need to ensure that signs are located clear of building snow dump areas and the circulation routes of pedestrians skiers and vehicles.

How to make an Application for Signage

An application should be lodged with the responsible authority. Submissions should include appropriately scaled plans, with the following information:

- Full dimensions of the proposed signage, including elevations and section views;
- Location plans;
- Colours and materials;
- Method of fixing/mounting;
- Message;
- Any proposed lighting; and,
- Details of existing signs on or associated with the premises.

The responsible authority is the:

Minister for Planning and Local Government.

Contact:

Department of Infrastructure.

Alpine Planning,

Level 12, Nauru House, 80 Collins Street, Melbourne.

Ph: 9655 6666