



Outdoor Advertising Signage

DESIGN GUIDELINES



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DESIGN GUIDELINES VISION & OBJECTIVES

OUTDOOR ADVERTISING SIGNAGE DESIGN GUIDELINES

The Frankston City Council Outdoor Advertising Signage Design Guidelines provide guidance on the location and types of Outdoor Advertising Signs that can make a significant contribution to the built environment. This document communicates the objectives to be achieved and includes methods to achieve these objectives and provides examples of appropriate types of signs.

The guidelines provide direction based on planning zones and the dominant land uses specific activity, and the specific requirements for each particular location or type of sign, consistent with the requirements of the Frankston Planning Scheme.

A series of design, safety and economic considerations will help to achieve a high quality outcome for each area.

This guidance is particularly relevant in circumstances where a planning permit is required. Clause 52.05 of the Frankston Planning Scheme outlines the circumstances in which a planning permit is required for an outdoor advertising sign. These guidelines provide an indication of where a planning permit is likely to be supported and where it is not.

Objectives for Outdoor Advertising Signs in Frankston City Council

Outdoor Advertising Signs in Frankston must enhance amenity and safety through the use of clear, legible, innovative and appropriately located signs across Frankston City.

Outdoor Advertising Signs in Frankston City should:

- Be **effective** and serve a purpose
- Be **visible** to the targeted customers
- Be **clear and legible**
- Be **safe** and never compromise community safety
- Be **durable** and constructed to withstand the conditions the sign is exposed to for its lifetime
- Enhance or have a neutral impact on the amenity of an area.

This can be achieved by:

- Ensuring signs respond to the neighbourhood character of the area
- Ensuring signs do not dominate the street, sensitive uses or areas adjoining a sensitive use (for example land adjoining a residential area)
- Ensuring illuminated signs are located in appropriate locations
- Discouraging the use of above verandah, sky, floodlit, illuminated and reflective signs
- Ensuring signs are limited to identifying the business or use located at the premises
- Reducing the need for signs by avoiding clutter. This can be achieved by ensuring signs are not duplicated and existing signs communicate messages clearly
- Ensuring that signs do not distract road users or pedestrians by refusing signs resembling traffic signals, block views and are illuminated or oversized
- Locating and securing signs to ensure safety. For example A-frame signs should be located out of the path of pedestrians and should be sufficiently weighted down
- Ensuring signs that have a light source do not distract passing motorists through glare
- Ensuring signs clearly identify and promote the business or use of the premises
- Encouraging signs that are interesting and innovative.

Signs that are discouraged:

- Promotion Signs and Billboards (with the exception of the MAC)
- Major Promotion Signs
- Animated Signs
- V Board Signs.

DESIGN GUIDELINES BY LAND USE

The following design objectives and guidelines apply to specific areas based on land use.

01/RESIDENTIAL AREAS HIGH AMENITY AREAS



The following zones identify residential areas in the Frankston Planning Scheme:

- Neighbourhood Residential Zone (NRZ), General Residential Zone (GRZ), and Residential Growth Zone (RGZ)
- Low Density Residential Zone (LDRZ)
- Mixed Use Zone (MUZ)

Residential areas are characterised by housing and contain ancillary uses such as schools, shops, churches and medical centres. Residential areas are high amenity areas and the impact of advertising signs is considered detrimental to health, qualities of ambience, amenity and visual appearance of residential areas. Intensive advertising is not appropriate in high amenity areas.

DESIGN OBJECTIVE

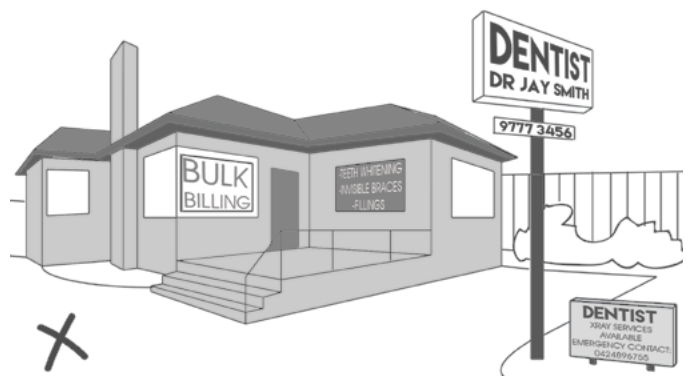
To ensure that signs do not detract from the amenity, visual appearance or safety of residential areas.

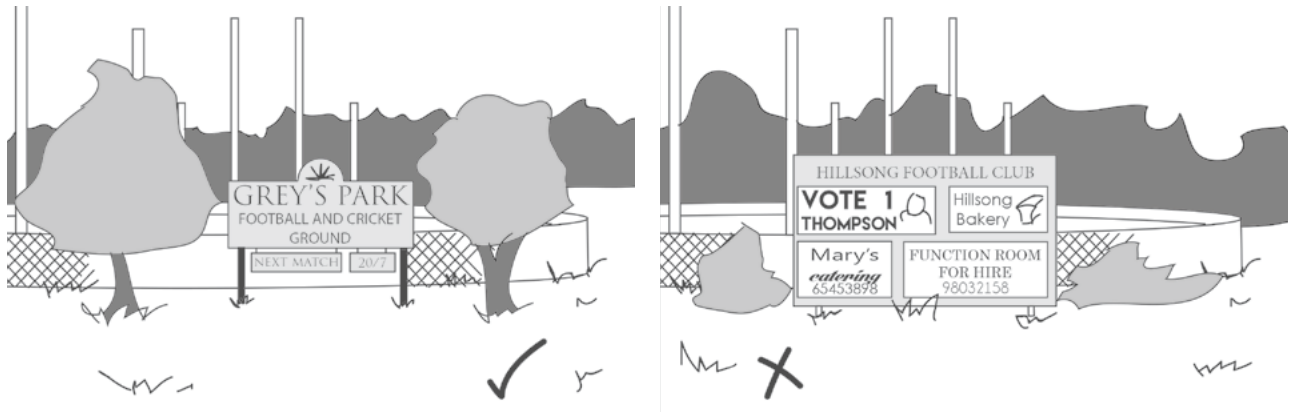
DESIGN GUIDELINES

The following design guidelines apply to high amenity areas.

The Do's

- Signs should respond to the individual neighbourhood character of the area
- Ensure signs do not dominate the street, sensitive uses or area adjoining a sensitive use
- Signs should not be illuminated or intrusive (for example, signs should not have flashing lights)
- Discourage the use of above verandah, sky, floodlit, illuminated and reflective signs
- Ensure signs are limited to identifying the business or use located at the premises.





02 / PARKS & OPEN SPACES

SENSITIVE HIGH AMENITY AREAS



The following zones identify parks & open spaces in the Frankston Planning Scheme:

- Public Park and Recreation Zone (PPRZ)
- Public Conservation and Resource Zone (PCRZ)
- Special Use Zone (SUZ 1 and 3)
- Public Use Zone (PUZ)

These zones can be located inside the Urban Growth Boundary or in the Green Wedges. The following guidelines apply to land located inside the Urban Growth Boundary.

Parks & open spaces are used for leisure, recreation and events. Further, some have special environmental qualities, significant ecological habitat value. They are predominately public spaces. Parks & open spaces are considered to have high amenity as they provide a valuable community resource, preserve natural environments and provide green spaces which contribute to the ambience and visual appearance of a neighbourhood.

As parks and recreational areas are used by local community groups and sporting clubs, any advertising material needs to address the requirements of the Council's current Seasonal Tenancy Manual in addition to addressing the design objectives and principles of these guidelines.

DESIGN OBJECTIVE

To ensure that signage respects the visual appearance, amenity and function of parks and open spaces.

DESIGN GUIDELINES

The following design guidelines apply to parks and open spaces:

- Minimise the use of advertising signs and avoid proliferation
- Ensure signs are limited to what is necessary to identify any buildings or direct people around the park or reserve
- Ensure signs do not dominate the street or detract from the park and/or open space
- Ensure signs clearly identify the park or open space
- Ensure illuminated and floodlit signs are shielded so that glare does not extend beyond the site, allow for the provision of limited sponsorship signs
- Sponsorship advertising signs must not be visible beyond the reserve or park on which they are located. All signs should be located on surfaces that face onto the reserve or park.

03/INDUSTRIAL & LIGHT COMMERCIAL AREAS

LOW LIMITATION AREAS



The following zones identify industrial and commercial industries areas in the Frankston Planning Scheme:

- Industrial Zone (IN1Z)
- Commercial 2 Zone (C2Z)



Industrial and commercial areas include a variety of functions such as manufacturing, warehouses and offices. Due to the nature of uses and businesses operations in these areas it is appropriate to provide signs that advertise a business located within the premises. These areas are considered more suitable for advertising than residential areas, parks and open space areas.

Frankston City has three key industrial areas, one located in the northern portion of the municipality at Carrum Downs, and established industrial areas to the north of the Frankston Metropolitan Activity Centre and in Seaford.

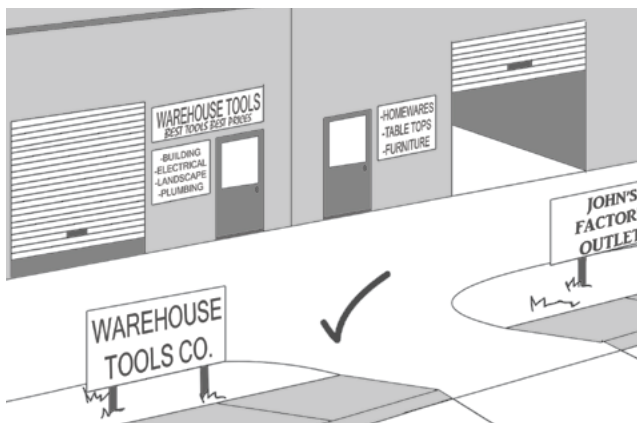
DESIGN OBJECTIVE

To ensure signs identify and promote business without detracting from the advertising capability and amenity of surrounding premises.

DESIGN GUIDELINES

The following design guidelines apply to industrial and commercial areas:

- Ensure signs are simple, clear and fit with the scale and spaces created by architectural elements of the building/premises
- Ensure that signs for a multi-tenanted building are of a consistent shape, size and presentation and are displayed in similar locations.



04/RETAIL AREAS

MINIMUM LIMITATION AREAS (PREFERRED AREA FOR ADVERTISING SIGNS)



The following zone identify core retailing areas in the Frankston Planning Scheme:

- **Commercial 1 Zone (C1Z)**

The Commercial 1 Zone is characterised by retail and commercial uses such as shopping centres, large offices, and bulky good outlets. These areas are considered the most appropriate location for outdoor advertising signs as they provide benefit to the economy with little risk of compromising amenity and safety.

Frankston City's activity centres sit within commercial zones. The Frankston Metropolitan Activity Centre (MAC) and Karingal Major Activity Centre (MAC) are the highest order activity centres. High concentrations of advertising signs exist in these areas where they promote an activated character within the activity centre.



There are also a number of Neighbourhood Activity Centres (NACs). The same objectives applies to NACs however any advertising signage should be reflective of the size of the centre.

DESIGN OBJECTIVE

Encourage signs that promote and identify business without detracting from the advertising capability or amenity of surrounding premises.

DESIGN GUIDELINES

The following design guidelines apply to retail areas:

- Ensure signs are simple, clear and fit into the scale and spaces created by architectural elements of the building/premises
- Ensure that signs of a multi-tenanted building are of a consistent shape, size and presentation and are displayed in similar locations
- Ensure signs contribute to the character of any activity centre (and reflect the scale of the activity centre).



05/RURAL & GREEN WEDGE AREAS SENSITIVE HIGH AMENITY AREAS



The following zones identify rural and Green Wedge areas in the Frankston Planning Scheme:

- Green Wedge Zone (GWZ)
- Rural Conservation Zone (RCZ)
- Farming Zone (FZ)
- *Public Park and Recreation Zone (PPRZ)
- *Special Use Zone (SUZ 1 and 2)
- *Public Conservation and Resource Zone (PCRZ)

**Some PPRZ, SUZ, PCRZ can be located outside the Urban Growth Boundary, where the following guidelines apply.*

Green Wedge areas provide a range of important services for the metropolitan areas of the city. They contain conservation reserves and provide land to protect ecosystems and biodiversity, land for agriculture, open space, major infrastructure assets, tourism and cultural heritage. They are generally high amenity areas.

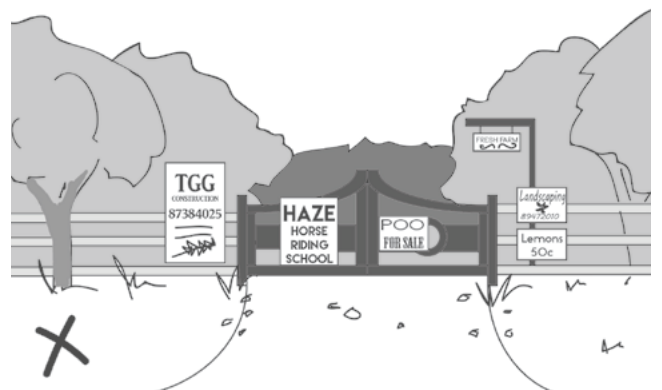
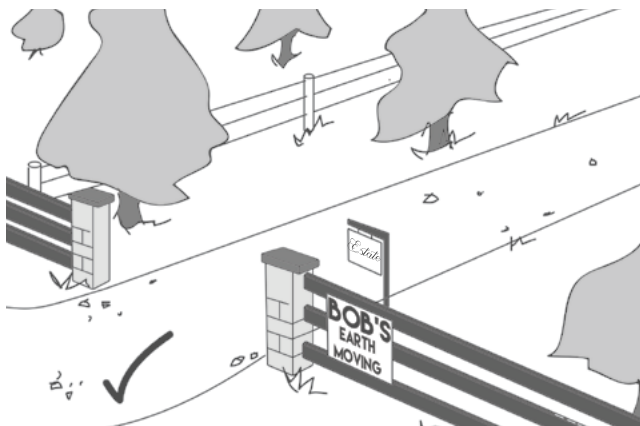
DESIGN OBJECTIVE

Encourage low key advertising signs that identify business and services located in the green wedge on the site of those businesses and services. Specifically to provide appropriate opportunity for agricultural services and tourism operators to advertise their business

DESIGN GUIDELINES

The following design guidelines apply to Green Wedge Areas:

- Minimise the use of advertising signs to avoid proliferation
- Ensure signs are limited to what is necessary to identify any buildings or direct people around any parks or reserves located in the Green Wedge
- Ensure signs do not dominate the street or detract from the amenity of parks and/or open spaces located in the Green Wedge
- Ensure signs clearly identify the park or open space
- Ensure signs clearly and simply identify and promote the business or use of the premises.



06/HERITAGE AREAS

SPECIAL DESIGN CONSIDERATIONS



Heritage areas are considered culturally and/or historically significant and are protected by the Frankston Planning Scheme or other legislation.

These areas may include individual buildings or sites, streetscapes or precincts of cultural, architectural, archaeological historic, and scientific or landscape importance.

These areas are considered sensitive and their integrity could be compromised by further development including advertising signs.

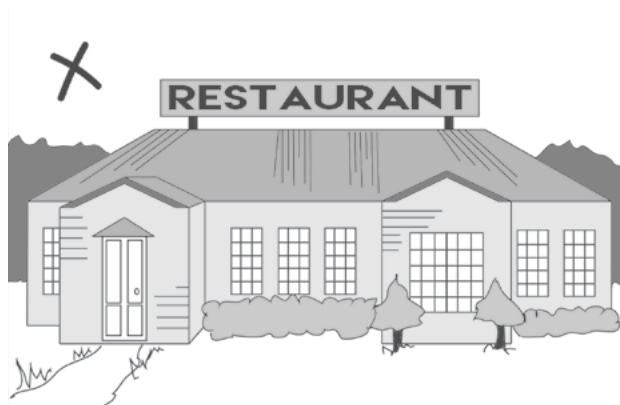
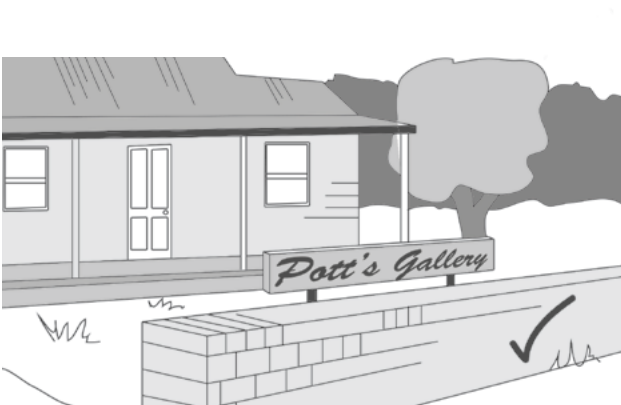
DESIGN OBJECTIVE

To ensure that advertising signs respect values of heritage buildings, places and their environs.

DESIGN GUIDELINES

The following design guidelines apply to parks and open spaces:

- Ensure that signs do not dominate heritage places and are consistent with the character and the values of the building or place
- Locate signs to fit with the scale and spaces created by architectural elements of the heritage building or place
- Ensure signs are limited to what is necessary to identify the business or use of the premises
- Maintain discreet and clear signage
- Respond to neighbourhood character
- Ensure signs clearly and simply identify and promote the business or use of the premises.



07.01/MAJOR ROAD CORRIDORS HIGH AMENITY AREAS



Major road corridors provide opportunities to display advertising signs; however the surrounding land use will determine how suitable advertising signs are in any particular area.

Major road corridors adjacent to commercial and industrial areas are the most suited for outdoor advertising signs.

DESIGN GUIDELINES

The following design guidelines apply to land adjacent to major roadways:

- Signs along major road ways are encouraged
- At locations that interface with land with less restrictive advertising sign planning requirements, such as Commercial Zones and Industrial Zones
- Where illumination or glare will not spill onto the road
- In locations where the sign cannot be seen from outside the road corridor.

MAJOR ROAD CORRIDORS MOST SUITABLE FOR ADVERTISING SIGNS ARE IDENTIFIED IN THE LIST BELOW:

- Thompson Road
- Frankston – Dandenong Road
- Nepean Highway
- Frankston Freeway
- Ballarto Road – Seaford Road
- Cranbourne Road
- Cranbourne-Frankston Road
- Moorooduc Highway
- Dandenong-Hastings Road
- Any other road that is zoned RDZ1

07.02/EASTLINK & PENINSULA LINK HIGH AMENITY AREAS



Major freeways and tollways adjacent to commercial and industrial areas are the most suited for outdoor advertising signs.

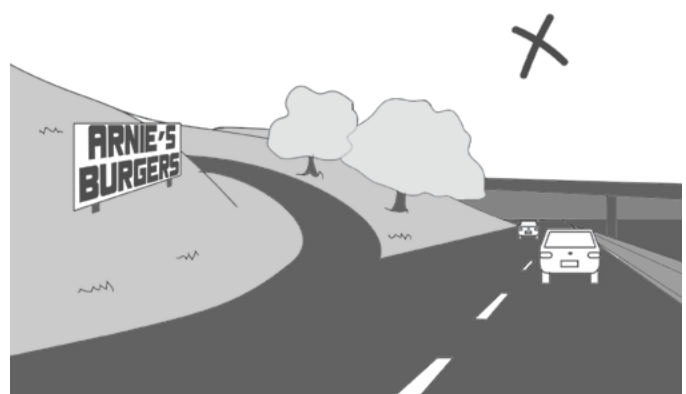
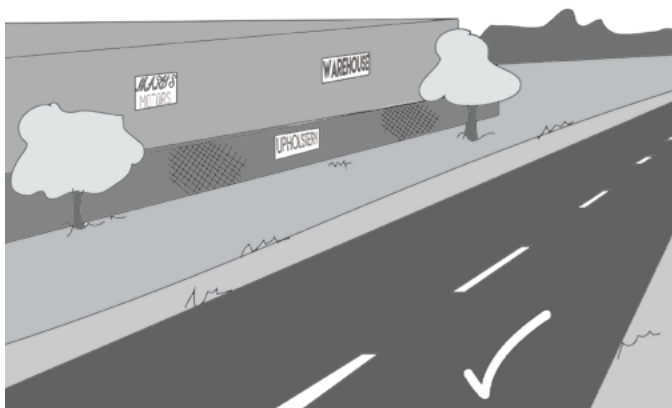
New major roads have been constructed through Frankston City, including Eastlink and Peninsula Link. These provide opportunity for outdoor advertising signs to be located on adjoining land, however while balancing amenity and safety along the freeway corridors, impacts on landscape character, and areas that interface with sensitive land uses (for example the land in the Green Wedge).



DESIGN GUIDELINES

The following design guidelines apply to land adjacent to freeways and tollways:

- Signs along freeways and tollways are encouraged
- Away from on and off ramps, where drivers require extra concentration
- At locations that interface with land with less restrictive advertising sign planning requirements, such as Commercial Zones and Industrial Zones
- Where illumination or glare will not spill onto the road
- To meet the requirements of any guidelines specific to a road corridor (for example the EastLink Advertising Code, where located adjacent to the EastLink road).



07.03/MAJOR & REGIONAL SPORTING RESERVES HIGH AMENITY AREAS



For example St Kilda Football Club, Frankston Park VFL, Frankston Tennis Centre, Frankston Regional Aquatic Centre.

Major and regional sporting reserves attract corporate sponsorship needs. Regardless they should maintain reasonable levels of amenity consistent with other Council reserves as they are located in high amenity areas.

DESIGN OBJECTIVE

To ensure signs identify and promote the sporting reserve, allow for appropriate sponsorship, and respect the amenity and quality of the surrounding locality.

DESIGN GUIDELINES

The following design guidelines apply to Major and Regional Sporting Reserves:

- Ensure signs clearly identify the sporting reserve
- Ensure signs are limited to what is necessary to identify any buildings or direct people around the sporting reserve

- Ensure signs do not dominate the street or detract from the sporting reserve
- Allow for the provision of a limited number sponsorship signs ¹
- Ensure sponsorship advertising signs are not be seen beyond the sporting reserve on which they are placed
- All signs must face the playing area and must not exceed the size of or overhang the building or structure on which they are placed
- Ensure signs providing game and cost details are placed at spectator entry points to the sporting reserve
- Signs identifying the name of a sporting club that uses the sporting reserve should be limited to include the club name, club logo and club contact.

¹ Refer to the Seasonal Tenancy Manual for guidance about the appropriate number of sponsorship signs.



DESIGN GUIDELINES BY SIGN TYPE

DESIGN GUIDELINES FOR SPECIFIC TYPES OF SIGNS



The following includes simple principles for specific sign types. These principles will assist in determining where particular types of signs are appropriate and any restrictions applying to them.

ABOVE VERANDAH LEVEL:

- Keep above verandah signage to a minimum
- Avoid free standing signs (for example sandwich board signs)
- Limit fixed signs
- Discourage signs above verandahs
- Avoid obscuring architectural features.

VERANDAH LEVEL:

- Ensure signs do not dominate the streetscape, by avoiding excessive signage
- Integrate signage into the architectural features of the building
- Create an identity and achieve harmonious signage across the neighbourhood activity centre
- Maintain a consistent profile across the core commercial area.

BELOW VERANDAH LEVEL:

- Achieve consistent profile across the neighbourhood activity centre including height, size and location
- Avoid illuminating under verandah signage in neighbourhood activity centres
- Avoid low hanging signs that may cause hazards.

SHOP FRONTAGE/WINDOWS:

- Provide for passive surveillance opportunities by treating windows with transparent materials
- Avoid cluttering windows with excessive advertising material.

ON THE STREET:

- Signs should be set back from the kerb, street furniture, bins, and bike racks
- Avoid a continuous barrier of signs that are affixed to kerbside furniture (for example market umbrellas, and furniture screens)
- Promote the primary business in advertising material. Avoid signage on these items (including footpath furniture) that promote products and services unrelated to the business.

For further information on the [Frankston City Council Outdoor Advertising Signage Design Guidelines](#) please contact Council's [Town Planning department](#).

