

18.02-3L

C226wsea

Signs adjacent to the Metropolitan Ring Road and Freeways

Policy application

This policy applies to all applications for signs that are directly visible from the Metropolitan Ring Road and Freeways.

Objectives

To enhance the visual amenity of the road corridor and in adjacent residential areas.

Strategies

Encourage the siting of signs that:

- Consider the presence of and plan for the retention of existing vegetation.
- Are not visible from surrounding residential areas.

Encourage the design of signs that are:

- Displayed on the building.
- Painted on the building rather than standalone panel signs.
- Not flashing or intermittent signs that detract from the visual amenity of the road corridor.

Encourage major promotion signs or sky signs to be located in industrial zones where it can be demonstrated that the signs have been sited to minimise impacts on viewing corridors and/or major views.

Policy document

Consider as relevant:

- *Landscape Analysis - Signage Strategy Background Report Northern Ring Road* (City of Whittlesea, 1999)