



CARDINIA

ADVERTISING SIGNS GUIDELINES

Prepared: June 2009

1. Introduction

The purpose of these guidelines are to define acceptable standards for the display of advertising signs and other forms of advertisement within the Shire of Cardinia relating to residential, commercial and industrial development, as well as community and recreational activities and sporting reserves.

The guidelines in are intended to supplement the controls in the Cardinia Planning Scheme and to assist Council in the exercising of its discretion on permit applications. They are intended to provide guidance to persons or business seeking to display advertising signs.

The Cardinia Planning Scheme specifies those signs which require a planning permit, the planning scheme provisions are attached as an appendix to this document. This policy should be read in conjunction with the Planning Scheme provisions, by setting out the parameters which Council, in exercising its discretion, will assess planning permit applications.

2. Objectives

- To provide a reasonable and equitable level of identification to businesses and community facilities with the Cardinia Shire.
- To provide a level of certainty to applicants regarding the requirements for advertising signage within Cardinia Shire.
- To ensure that signage compliments, rather than dominates or intrudes upon, the character and visual amenity of an area, the buildings on which they are displayed, and the general environment.
- To discourage the proliferation of signage to the detriment of existing signage.
- To ensure that signage does not impact on the safety and security of premises and public areas.
- To ensure that signage on Council owned or managed land, complements the Council Plan.

3. Decision Guidelines

Before deciding on an application to display a sign, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The character of the area including:
 - The sensitivity of the area in terms of the natural environment, heritage values, waterways and open space, rural landscape or residential character.
 - The compatibility of the proposed sign with the existing or desired future character of the area in which it is proposed to be located.

- The cumulative impact of signs on the character of an area or route, including the need to avoid visual disorder or clutter of signs.
- The consistency with any identifiable outdoor advertising theme in the area.
- Impacts on views and vistas:
 - The potential to obscure or compromise important views from the public realm.
 - The potential to dominate the skyline.
 - The potential to impact on the quality of significant public views.
 - The potential to impede views to existing signs.
- The relationship to the streetscape, setting or landscape:
 - The proportion, scale and form of the proposed sign relative to the streetscape, setting or landscape.
 - The position of the sign, including the extent to which it protrudes above existing buildings or landscape and natural elements.
 - The ability to screen unsightly built or other elements.
 - The ability to reduce the number of signs by rationalising or simplifying signs.
 - The ability to include landscaping to reduce the visual impact of parts of the sign structure.
- The relationship to the site and building:
 - The scale and form of the sign relative to the scale, proportion and any other significant characteristics of the host site and host building.
 - The extent to which the sign displays innovation relative to the host site and host building.
 - The extent to which the sign requires the removal of vegetation or includes new landscaping.
- The impact of structures associated with the sign:
 - The extent to which associated structures integrate with the sign.
 - The potential of associated structures to impact any important or significant features of the building, site, streetscape, setting or landscape, views and vistas or area.
- The impact of any illumination:
 - The impact of glare and illumination on the safety of pedestrians and vehicles.
 - The impact of illumination on the amenity of nearby residents and the amenity of the area.
 - The potential to control illumination temporally or in terms of intensity.
- The impact of any logo box associated with the sign:
 - The extent to which the logo box forms an integral part of the sign through its position, lighting and any structures used to attach the logo box to the sign.
 - The suitability of the size of the logo box in relation to its identification purpose and the size of the sign.
- The need for identification and the opportunities for adequate identification on the site or locality.
- The impact on road safety. A sign is a safety hazard if the sign:
 - Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.
 - Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.

- Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.
- Is at a location where particular concentration is required, such as a high pedestrian volume intersection.
- Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.
- Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.
- Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.
- Is within 100 metres of a rural railway crossing.
- Has insufficient clearance from vehicles on the carriageway.
- Could mislead drivers or be mistaken as an instruction to drivers.

4. Existing Signs

As detailed at Clause 52.05-5 of the Cardinia Planning Scheme, an existing 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.

5. Signs Not Requiring a Permit

5.1 Community Groups and Sporting Clubs

Of particular interest by Community Groups and Sporting Groups the following signs do not require a planning permit as detailed at Clause 52.05-4 of the Cardinia Planning Scheme.

Prior the display of these sign consent must however be obtained from the relevant land owner (being a private property owner, Vic Roads, or Cardinia Shire Council or its delegated Committee of Management).

- A sign on a showground, on a motor racing track or on a major sports and recreation facility, provided the advertisement cannot be seen from nearby land.
- A sign with an advertisement area not exceeding 1 square metre to each premise that provides information about a place of worship. It must not be an animated or internally illuminated sign.
- A sign inside a building that cannot generally be seen outside.

- 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 14 days after the event is held or 3 months, whichever is sooner. A sign publicising a local political event may include information about a candidate for an election.
- 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.

5.2 Other signs not requiring a permit`

As detailed at Clause 52.05-4 of the Cardinia Planning Scheme a permit is not required to display the following signs:

- A sign identifying the functions or property of a government department, public authority or municipal council, but not a promotion sign displayed at the direction of any of these bodies.
- A sign controlling traffic on a public road, railway, tramway, water or in the air, provided it is displayed at the direction of a government department, public authority or municipal council.
- A sign at a hospital that gives direction to emergency facilities.
- A sign in a road reserve which gives direction or guidance about a tourist attraction, service or facility of interest to road users. The sign must be displayed to the satisfaction of the road authority. (Approval must be obtained from Vic Roads prior to the display of such signs)
- A sign required by statute or regulation, provided it is strictly in accordance with the requirement.
- A sign at a railway station for the information of people using the station.
- A sign on a showground, on a motor racing track or on a major sports and recreation facility, provided the advertisement cannot be seen from nearby land.
- A sign with an advertisement area not exceeding 1 square metre to each premise that provides information about a place of worship. It must not be an animated or internally illuminated sign.
- A sign inside a building that cannot generally be seen outside.

- 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.
- 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 14 days after the event is held or 3 months, whichever is sooner. A sign publicising a local political event may include information about a candidate for an election.
- 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.
- A sign with an advertisement area not exceeding 2 square metres publicising the sale of goods or livestock on the land or in the building on which it is displayed, provided the land or building is not normally used for that purpose. Only one sign may be displayed, 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 with an advertisement area not exceeding 10 square metres publicising the sale or letting of the property on which it is displayed. 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. 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.
 - The sign to be displayed longer than 7 days after the sale date.
- No permit is required to fly the Australian flag or to display the flag on a building, painted or otherwise represented, provided it is correctly dimensioned and coloured in accordance with the Flags Act 1953.

6 Business and Commercial Areas

Objectives

- To allow adequate and effective signs appropriate to each premises.
- To provide for the orderly display of signs and to avoid proliferation and clutter of signage.
- To ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road.
- To ensure an equitable and consistent approach to the provision of advertising signage.

Guidelines - Major Freestanding Retail Areas

Eg; Heritage Springs Shopping Centres

- Signage associated with major freestanding retail commercial centres should generally only promote the centre itself and or identify the major tenants.
- Signs are to be located on buildings, awnings, or within the building structure.
- Where multiple businesses occupy a premise, a single sign should be displayed. Directory boards are encouraged which provided proportional advertising to each tenant.
- Signs should be integrated with the style and character of the building and surrounds.
- The size of the signs is to be consistent with the scale and character of the building and its surrounds.
- Signage colours and graphics are not to detract from the amenity of the area.
- Signage on the premises must not obscure the view of signs on adjoining premises when viewed from a middle to near distance perspective.
- Where buildings have a zero front setback, signs should be limited to a single awning and/or verandah signs.
- Parapet wall signage should not cover the whole wall.
- Signage on windows should be limited, and not obscure viewing through the windows.

- Under verandah signage is supported by Council. Above verandah signage and sky signs are generally not supported unless the built form only allows for this form of signage.

Guidelines - Strip Shopping Centres

Eg: Main Street Pakenham
Kilvington Drive Emerald

Signage that may be appropriate on a commercial premise include:

The following signs are preferred:

- Under verandah sign per premises
 - One (1) sign per premise
- Verandah fascia sign
 - Fixed directly onto the verandah fascia. This is seen as a better option to above verandah signage.
- Parapet Wall sign
 - Fixed directly to the parapet wall
 - Should identify the company name/logo or nature of the business only
 - Should not cover the entire parapet wall or any architectural/design features of the building.
 - Maximum of 8m².
- Other Business Signs
 - Signs identifying services, hours of operation etc should be limited in number, and located below verandah level.

Rural Town Centres

Consideration must be given to the rural characteristics of the town and any heritage significance of the area or the site within which the signage is to be located.

Signage should be designed to conserve the heritage or rural character of the area,.

For heritage sites, the external colours and lettering styles should reflect the historic period of the area.

Consideration must be given to any objectives contained with relevant Township Strategies regarding signage and urban design.

7. Industrial Areas

Industrial areas vary greatly in architectural style, scale of building, location of site and landscaping.

Within the industrial zoned land, a planning permit is not required for a Business Identification Sign and Pole Sign with a total advertisement area of all signs to each premise to not exceed 8m².

Additional signage or signs which fall under another interpretation require a planning permit.

Objectives

- To allow adequate and effective signs appropriate to each premise.
- To provide for the orderly display of signs and to avoid proliferation and clutter of signage.
- To ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road.
- To ensure an equitable and consistent approach to the provision of advertising signage.

General Guidelines

- For small industrial buildings a maximum of 8m² of signage is encouraged. For larger industrial sites consideration will be given to a pole sign at the front of the premises and larger business signage. One or two larger signs may be displayed per industrial premise.
- Signs should be located on buildings, awnings, or within built elements.
- The size of the signs is to be consistent with the scale and character of the building and its surrounds.
- Signage colours and graphics are not to detract from the amenity of the area.
- Signs are to be of a high quality design and standard.
- Signs above verandahs and roofs as well as sky signs are not allowed.
- Where multiple tenants exist on a site attempts should be made to co-ordinate one main pole/panel sign to identify the various businesses located with the site.

- Flashing lights and signs, and bunting of various forms are discouraged.
- Industrial estates and precincts may be identified at the entrance to the estate by one or two signs identifying the name of the industrial estate and the occupants of the estate. The signs must be located on a lot and not within a reserve including the road reserve.
- A-frame signs and other temporary signs are not permitted within industrial areas.
- Where business' are located on a site which is remote from passing traffic, directional signage or multiple tenant boards are not supported on nearby road reserves.
- Promotional, directional or business signage is not supported on Council or Vic Roads land or reserves.
- A sign displaying the name of an estate may be supported on Council or Vic Roads land subject to design standards approved by Council. Council will support the display of signage identify the name location of an industrial area on a road reserve, provided the sign does not identify any individual business. Appropriate indemnity insurance will need to be taken out before any such signage can be displayed.

Signage that may be appropriate on a standard freestanding industrial building would include:

- Fascia /Wall Sign
 - Fixed directly onto the building fascia, or wall face.
 - One fascias sign/wall sign per road abuttal.
 - Should identify company name/logo and nature of business.
- Pole Sign
 - One pole sign per premises. Maximum height 7m.
 - Should identify company name/logo or nature of business only.
- Where no pole sign is proposed a low profile identification sign, may be located within the landscape setback.

The following types of signs will not be supported:

- Animated Sign
- Bunting Sign
- Reflective Sign
- Panel Sign

8. Residential Areas

Residential areas predominantly contain a variety of dwelling types and designs. Residential areas expect a high level of amenity, privacy, solar access, low noise levels and no visual intrusion from advertising signs or bright lights.

Objectives

To ensure that signage does not detract from the residential amenity of the area.

To ensure that signage is compatible with the character of the surrounding residential area.

Guidelines

- Signage associated with non residential uses should be of a scale and design that is in keeping with the character of the surrounding residential area.
- The size and type of signs should clearly identify the business operating from the site, without detracting from the character or amenity of the area.
- Illuminated or floodlit signs are discouraged. Consideration must be given to the impact of light spillage on the surrounding area.
- For small non residential developments (such as medical centres and childcare centres) the following signs are encouraged.
 - One low profile sign located in the front landscape setback.; or
 - One pole sign with a maximum of 3m² of signage area and a maximum height of 3m..
 - Low level directional signage to identify access and parking areas.
- For large freestanding non residential developments with exposure to main roads, (eg: restaurants takeaway food premises the following signs are considered satisfactory.
 - Fascia/Parapet /Wall signs.
 - One per elevation, visible from the road.
 - Should identify business name and logo.
 - Should be compatible with the size and scale of the building.
 - Pole Sign
 - Maximum height of 7 m
 - One sign per site.
 - Where multiple tenants exist, they should be located on one business identification sign.

8.1 Home Occupations.

For a home occupation that complies with Clause 52. 11 of the Cardinia Planning Scheme, a planning permit is not required to display a Home Occupation sign up to a maximum of 0.25m².

9. Sporting and Community Groups on Council owned or Managed Land.

Public reserves addressed by this policy include passive and active recreation reserves.

The character of these areas may vary greatly. Active reserves may include sporting facilities, and associated pavilions and outbuildings. Passive recreation reserves may include areas of natural land form, and vegetation.

Objectives

- To provide consistent guidelines for clubs and organisations seeking to display advertising signage on council owned and/or managed land.
- To provide an appropriate level of sponsorship signage for sporting and community groups.
- To provide consistent messages to community regarding being active and eating well.

Guidelines

- A single reserve identification sign shall be erected at the entry to the reserve which identifies the name of the reserve and the activities on that reserve. No advertising or sponsorship details shall be permitted on this sign.
- Promotional signage will not be supported on external front fencing facing an external road.
- Promotional signage may be displayed on the fencing abutting any internal road or driveway.
- A sign identifying each of the tenant clubs of a reserve may be displayed along the frontage of the site. The sign may display its name, activity, contact details and game times. The sign may have a maximum signage area of 4m². A maximum of 20% of the total area of the sign may be used for sponsor recognition. Where multiple groups/associations occupy a reserve, the use of a single sign to identify the groups should be encouraged.

- One major sponsorship board with a maximum area of 18m², may be provided facing outwards of the site to allow for the identification of 2-3 major sponsors of the reserve club.
- Clubs may erect promotional signage on any fence delineating the boundary of the ground/court. They must not exceed the height of the fence (except for tennis court fencing, whereby the signage must be erected such that it does not exceed a maximum of 2.0m above ground level).
- Signage advertising tobacco products, alcohol, gaming and adult bookshops and or brothels is not permitted.
- All signage must be safely and securely erected such that it is not leaning on any fixed structures, or that there are protruding nails.
- Written consent or a planning permit if required must be received from Cardinia Shire Council and the Committee of Management prior to the erection of the any signage.
- Signage for registration events may be displayed on the perimeter of the reserve for no more that 4 weeks before the event and removed within 2 weeks of the event.

10. Community Events

Community groups may be described as of a cultural, social, recreational, religious or political nature. To enable community groups to promote their activities such as a special event or festival, festival the following types of signage will be supported by Council.

Guidelines

- The sign must promote an upcoming community event that is to be held in Cardinia Shire or must strongly benefit an organisation located within the Cardinia Shire.
- Only one sign may be displayed on the land with an advertisement area not exceeding 5m². The sign not be an animated or internally-illuminated sign.
- Signs must be of a good quality and shall be no greater than 1.8m high.
- Any sponsorship component must not exceed 20% of the total area of the sign.
- Each sign shall not be displayed earlier than 2 weeks before the event and shall be removed within 2 working days of the event.
- Prior the display of these sign consent must be obtained from the relevant land owner (being a private property owner, or Vic Roads, or Cardinia Shire Council or its delegated Committee of Management).

- Subject to the receipt of written approval from Council's Local Laws department, Council may permit the display of a temporary sign on a road reserve or council land.
 - The sign must be located in an appropriate location as determined by Council, having regard to traffic considerations and avoiding the proliferation of signage.
 - No signage shall be permitted on the median of a divided road.
- Signage located on a declared main road, also requires the written approval of Vic Roads.

11. Real Estate Signage

The placement or display of any signs relating to the sale of real estate must be in accordance with clause 52.05-3 of the Cardinia Planning Scheme and Local Law No.10.

Guidelines

- A flag not exceeding two (2) square metres may be displayed on the property for sale only on the day in which the property is either open for inspection by the public, or it is to be sold by public auction.

The flag must not obstruct the movement or safe operation of pedestrian or vehicular traffic along a road or intersection

Any flag must be removed immediately upon completion of the public auction or the public inspection.

- Moveable advertising signs relating to the sale of the property being offered for sale or public inspection may only be displayed on the day(s), when the property is open for inspection or on the day of the auction.
- To display moveable advertising signs of real estate, the following requirements must be met
 - One sign may be placed outside the property offered for sale or inspection, and one sign may be displayed at a nearby intersection directing people to the property. The signs:
 - Must be placed as close to the property boundary as practicable.
 - Must be removed immediately following the public inspection or when the auction ceases.
 - Must not incorporate flags or buntings.
 - May be placed on a reservation where a service road exists.
 - Must be no greater than 1.2m high and 0.8m wide.

Land Sales in New Subdivisions

- In accordance with the requirements of the Cardinia Planning Scheme – clause 52.05-3, a planning permit is not required for an advertising sign with an advertisement area not exceeding 10m², which publicises the sale or letting of land on which it is displayed.

A permit may be granted for:

- The advertisement to exceed 10m² if the sign concerns more than 20 vacant 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 seven (7) days after the sale without a planning permit.
- Business identification signs may be displayed on new land subdivision. One sign per 200 lots per estate may be permitted with a maximum of three signs permitted to be displayed per estate.
 - For estates greater than 200lots that are not located on a main road, one pointer sign with a maximum area of 2m² may be displayed within proximity to the site, to provide directions to the estate.
 - Trailer signs or any form of moveable signage will not be supported on the land being subdivided or any other land including road reserves. .

12. Promotional Signage

Promotional signage (including signage on trailers) which does not relate to product, goods or services offered for sale on the land) will not be supported by Council.

Council will not support the display or parking of moveable signage, including trailer signage on any land, including Vic Roads or Council road reserves.

13. Tourist Signage

Tourist Signage must comply with the “*Tourist Signing Guidelines - Guidelines for Tourist and Services Signing on Roads in Victoria*”. A copy of this policy can be obtained from Vic Roads, Tourism Victoria or viewed at the Council Offices.

Applications for Tourist signage must be made to Cardinia Shire Council on the approved application form (Appendix *), prior to submission of the application to Vic Roads for final approval.

An application for tourist signage must clearly explain how the proposal meets the eligibility criteria as outlined in Section 6 of the *Guidelines for Tourist and Services Signing on Roads in Victoria*, and that the proposed signage is integrated with and supports the tourist traffic network.

14. APPLICATION REQUIREMENTS

An application to display an advertising sign must be accompanied by the following information, as appropriate:

- A site context report, using a site plan, photographs or other methods to accurately describe:
 - The location of the proposed sign on the site or building and distance from property boundaries.
 - The location and size of existing signage on the site including details of any signs to be retained or removed.
 - The location and form of existing signage on abutting properties and in the locality.
 - The location of closest traffic control signs.
 - Identification of any view lines or vistas that could be affected by the proposed sign.
- The dimensions, height above ground level and extent of projection of the proposed sign.
- The height, width, depth of the total sign structure including method of support and any associated structures such as safety devices and service platforms.
- Details of associated on-site works.
- Details of any form of illumination including details of baffles and the times at which the sign would be illuminated.
- The colour, lettering style and materials of the proposed sign.
- The size of the display (total advertising area including all sides of a multi-sided sign).
- The location of any corporate logo box and proportion of display area occupied by such a logo box.
- For animated or electronic signs, a report addressing the decision guidelines at Clause 52.05-3 relating to road safety.
- Any landscaping details.
- For any sign over 18 square metres in area:
 - A description of the existing character of the area including built form and landscapes.
 - The location of any other signs over 18 square metres, or scrolling, electronic or animated signs within 200 metres of the site.
 - Any existing identifiable advertising theme in the area.
 - Photo montages or a streetscape perspective of the proposed sign.
 - Level of illumination including:

- lux levels for any sign on or within 60 metres of a Road Zone, residential zone, public use zone or Business 5 zone;
- the dwell and change time for any non-static images.
- The relationship to any significant or prominent views and vistas.

15. 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. If the advertisement does not rotate or move, the area is one side only.

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 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.

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.

Electronic Sign

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

Floodlit sign

A sign illuminated by external lighting provided for that purpose.

High-wall sign

A sign on the wall of a building so that part of it is more than 10 metres above the ground.

Home occupation sign

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

Internally illuminated sign

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

Major promotion sign

A sign which is 18 square metres or greater that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.

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.

Promotion sign

A sign of less than 18 square metres that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.

Reflective sign

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

Sign

An advertisement and any structure built specifically to support it.

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; or
- c) fixed to a structure (not a building) so that part of it is more than 7 metres above the ground.

General Definitions

Advertisement

Any word, letter, image, device or representation or combination used for the purpose of advertising, announcement or display.

Advertising Sign

An advertisement and any structure built specifically to support it. Includes above-veranda sign, animated sign, bed and breakfast sign bunting sign, business identification sign, floodlit sign, high-wall sign, home occupation sign, internally illuminated sign, major promotion sign, panel sign, pole sign, promotion sign, reflective sign and sky sign (as defined by the Cardinia Shire Council Planning Scheme). This also includes commercial signage mounted on vehicles and/or trailers.

Community Events

An event of recreational, cultural, social or political nature, which is a not profit event or where the majority of event proceeds are returned directly to the community.

Moveable Advertising Sign

Any moveable board, notice, structure, banner or similar device used for the purposes of notifying of a sale, soliciting sales or notifying people of the presence of an adjacent property where goods and services may be obtained. Includes A-Frame signs.

Temporary Community Event and Information Sign

Temporary sign erected in an approved location to promote a community event or information relating to a community group, and from which the majority of the proceeds are returned to the community.

Tourist Attraction

A commercial or non-commercial attraction or establishment or an attraction that is actively managed by a government agency or committee of management.

Tourist Route

A tourist route incorporates special interest visitor trails developed in conjunction with representative organisations, to link tourist facilities of related interest, attraction or theme.

Trailer Signage

A trailer displaying a sign or advertising material, and parked in the one location