

ADVERTISED PLAN



2. Written assessment of the signage proposal against all relevant aspects of Clause 15.01-1L-02 Signs including strategies and policy for illuminated signs.

The following provides a response to each of the relevant strategies and policy guidelines at Clause 15.01-1L-02:

Strategies - General	Response
Discourage the display of animated signs, sky signs, panel signs, major promotion signs, pole signs, bunting signs, inflatable and blimp signs, high wall signs, and V-board signs to reduce visual clutter.	While one of the signs is a high wall sign (south-west elevation), the signs are appropriately located relative to the host building and are not animated or sited in a location that protrudes above the building parapet. For these reasons the inclusion of a high wall sign is considered appropriate.
Facilitate signs that result in an overall improved presentation of a building or site.	The proposed signs will allow for the clear identification of the building as part of the Mentone Grammar School campus.
Discourage signs that dominate the building to which it is fixed or the property on which it is sited.	The proposed signs have been carefully placed such that they are clearly visible, with clear space surrounding. The sign sizes are relative to the host location and do not dominate the relevant façade on which they sit.
Discourage the display of above-verandah V-board signs.	N/A
Encourage signs that complement existing architectural forms, integrate with the architecture or are placed on blank wall surfaces.	The proposed signs are placed on blank sections of the façade.
Encourage wall or fascia signs to be directly applied to the building and where projection occurs it should be minimal and vertically orientated (i.e. the height of the sign being greater than the width).	The proposed signs are affixed directly to the host building and are designs such that supporting structures are not a dominant feature.
Encourage signs to be orientated either vertically or horizontally unless it can be demonstrated that an alternative orientation is appropriate due to the design of the sign or the area to which it is to be displayed.	The proposed signs are oriented horizontally which aligns with the format of the school logo.
Encourage signs to be sited within the overall building facade, rather than siting above the building line, protruding from the building into the skyline or extending beyond any edge of its host building.	The proposed signs do not extend beyond the building parapet or the edge of the building.

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Limit the display of above-verandah and upper level façade signage.	N/A
Reduce visual clutter through the display of fewer, more effective signs and where possible, encouraging new signs to be consolidated with existing signs.	<p>The proposed signs are limited to one on the Warrigal Road frontage and two on the Naples Road frontage.</p> <p>The two signs oriented towards Naples Road perform different functions, with the car park sign enabling identification of the building from street level and the high wall sign enabling identification from further along Naples Road.</p>
Policy Guidelines - General	Response
Avoiding large supporting frameworks for signs.	The proposed signs are designed such that the supporting structures are concealed as much as possible.
Avoiding the location of signs to face residential uses or the entrance to residential streets, unless the host building or site is in a residential area and the sign is on the frontage of the site.	<p>The Warrigal Road sign is the only proposed sign that fronts a residential property.</p> <p>The host building is in a residential area and is on the frontage of the site.</p>
Limiting permanent signs on display windows to cover no more than 25 per cent of the display window.	N/A
Incorporating measures to conceal any external lighting, electrical cables, conduits, supporting structures and other equipment associated with the signage, which detracts from the appearance of a building.	Services and supporting structures have been designed to minimise visibility and integrate with the host building as much as possible.
Supporting signs on walls that do not cover the architectural features or detailing of a building and are sized in proportion with parapets, panels, windows and wall areas.	The proposed signs do not conceal architectural features of the building and are proportionate to the walls on which they are located.
Designing high-wall signs to have a minimal projection and a vertical orientation.	<p>The proposed high wall sign is appropriately located and sized to identify the host building as part of the school campus without dominating the structure.</p> <p>A vertical orientation is not possible given the format of the school logo.</p>
Ensuring signs are not duplicated.	While the sign message is duplicated it is a necessary part of cohesively identifying the school campus.

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Sharing sign space between multiple occupancies of a building.	N/A
Strategies – Residential Areas	Response
Limit signs to identify premises as necessary and discourage signs from facing directly towards adjoining residences.	The proposed signs are necessary to provide for the identification of the school building. The only sign that faces a residential property is along Warrigal Road which is a higher order road and is in a location where the previous school building was also identified by signage.
Policy Guidelines – Residential Areas	Response
Consider as relevant:	
Limiting signs to one per frontage.	While more than one sign is proposed to Naples Road, the interface is not residential as another school campus is located on the opposite side of the street.
Including landscaping to minimise the impact of signage.	The proposed building includes an approved landscape design which is complementary to the proposed signage.
Orientating freestanding signs to be parallel to the street or frontage.	N/A
Encouraging signs of a small, respectful scale, located to be clearly visible.	The proposed signs are appropriately dimensioned relative to the scale of the building. It is important to note that the Naples Road signs face St Bede's College which is not a residential interface.

3. Confirmation of the hours that proposed signs are to be illuminated.

The proposed signs are to be illuminated from sunset to 11:30pm each day.

4. Detail of any strategies to limit glare associated with proposed illuminated signs.

The sign design and materials selected will minimise potential for glare associated with the illuminated signs. These signs are to be backlit with a frosted acrylic housing which diffuses the illumination. The front of the signs is constructed from aluminium so the light will not be directly projected outwards.

5. Clarification as to whether only the school crest is illuminated or whether the whole of each proposed sign (including wording) is illuminated. Please ensure this information is reflected on plans.

The proposed signs include illumination of both the school name and crest. This information is now included on each of the elevations.

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