

melbourne city council advertising signage review



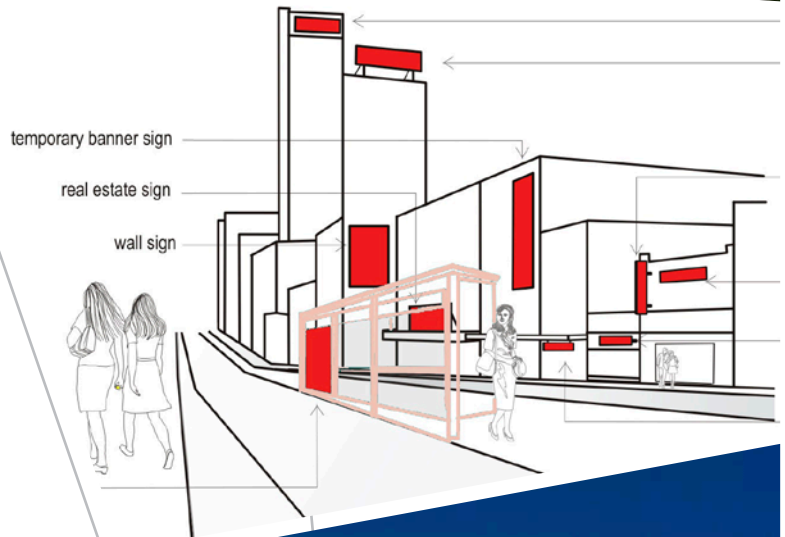
client:
City of Melbourne

project team:
hansen partnership

project description:

The City of Melbourne has experienced a substantial increase in applications for promotion and major promotion signage, including tram and bus shelter signs located throughout the City. This increase in advertising signs is, in some cases, changing the appearance and character of the municipality in a negative manner.

The recommendations of the signage review draw upon the city structure, and features of well integrated signage and highlight the dangers of poorly integrated signage in local and international examples. This review identifies those locations in the municipality that are appropriate for promotion signage and provides guidance on how particular sign types can be better integrated into the built form. Revisions to Clause 22.07 are the ultimate output of this review. They are designed to avoid the negative impacts of promotion and major promotion signage. These revisions will mean, overtime, that the quality of the built form and pedestrian environment that increasingly drive positive impressions of the municipality.



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