

2.9 MODERATE COMMERCIAL ADVERTISING IN THE CITY



Signs are a fact of life in the city. Signage that contributes to the vibrancy of the public environment and the city's identity is highly valued. However people should be able to enjoy their city without being bombarded with commercials, excessive promotional material and gimmicks. It is acknowledged that branding and marketing have brought some degree of vitality to the city's streetscapes and support the commercial sector and local economies. However it must not be employed in a way that opportunistically 'appropriates' the city, or at the expense of a visually cohesive urban environment.

- Review regulatory frameworks for reducing aggressive advertising and 'visual noise' including, but not limited to:
 - prevent physical intrusions into public space, eg. display of goods on footpaths, or bus/tram shelter advertising that blocks an undue proportion of the footpath width
 - prevent salesmen from using microphones and/or obstructing the walking rhythm on the footpath
 - avoid loud music spilling from shops into public spaces.



- Harness advertising media in a way that allows vitality and vibrancy to be maintained but aggressive intrusions prevented.
- Reduce over-extensive advertisements, large-scale commercials mounted on buildings, rolling advertising boards and flashing signs, the cumulative effect of which adds confusion to the streetscape.
- In line with overseas cities, introduce protocols for reducing the impact of moving commercials on trams to preserve their important role as part of Melbourne's cultural identity.
- Reduce the extent of commercial advertising on tram and bus shelters.
- Ensure that commercial and shop signage is scaled to fit the pedestrian environment into which it is placed.



This page: Current examples of commercial advertising proliferating throughout the city on trams and buses, public transport shelters and draped on building facades.