

Advertising Signage

Application Checklist

This document can be submitted with your application as a summary of documents submitted for approval.

No.	Mandatory documents to be submitted with your application	√
1	An Application Form completed and signed	
2	A full copy of Title for the land, including the map showing current owners, title plan and any registered covenants, restrictions or Section 173 Agreements	
3	The prescribe application fee	

No.	Supporting documents to be submitted with your application	√
4	<p>3 copies of plans drawn at a scale of 1:100 or 1:200 showing as appropriate:</p> <ul style="list-style-type: none"> The exact location of all existing signage on the land The exact location of all proposed signage on the land Photos of existing conditions of proposed signage area Exact dimensions of the proposed signage, including the height, width and depth of the signage Front, side and rear elevation of the signage (or location on a building if applicable) including exact height dimensions and the distance above natural ground level Extent of the projection of the signage, clearance above the footpath and or laneway surface and distance to the face of the kerb Plans depicting the proposed colours and building materials Details of the illumination, floodlighting and animation (if applicable) 	
5	<p>A written submission considering the following as appropriate:</p> <ul style="list-style-type: none"> The effect of the sign on the amenity of the area, built environment or landscape The advertising pattern and theme in the area and the number of signs of the same type The effect of the sign on existing signs The size and likely impact of the sign having regard to the size of the premises on which it is to be displayed and the scale of surrounding buildings The effect of the sign on the safety, warning and security of premises and public areas The effect of the sign on the appearance and efficiency of a road, railway, waterway or other public way, having particular regard to the sign's colour, brightness and location The views of the Roads Corporation if the sign is an animated, floodlit, internally illuminated, panel, reflective or sky sign to be displayed within 60 metres of, or to project over, a freeway, state highway, metropolitan bridge or other road declared under the Transport Act 1983. <p>Note: Specific requirements exists for signage in Heritage Overlays.</p>	

What is an advertising sign?

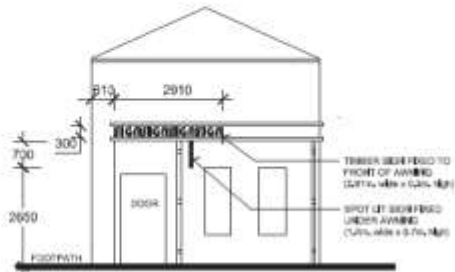
An advertising sign is anything on public display that tells you the name of a business, includes a company logo, or gives you information about a business. It can include a sign on a pole for a petrol station, the painted name of a business on a building, or a sign that is lit up at night. Usually sign controls in residential and rural areas are more restrictive than sign controls in business or industrial areas.

Example elevation and floor plans

PROPOSED ELEVATION (SIGN)

scale 1:100

CORNER SHOP (FRONT): NORTH ELEVATION



Proposed Elevation Plan

A *Proposed Elevation Plan* is a clear drawing that shows the height and location of the proposed advertising sign and other structures on the site.

TIMBER SIGN



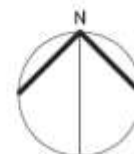
SPOT LIT SIGN



PROPOSED FLOOR PLAN (SIGN)



LOCATION OF PROPOSED SIGN
FIXED TO FRONT OF SHOP
(2.91m. wide x 0.3m. high)



Proposed Floor Plan

A *Proposed Floor Plan* is a clear drawing that shows the location of the proposed advertising sign and other structures on the site.

Considerations

Council aims to regulate the display of signs and associated structures to ensure compatibility with the amenity and visual appearance of an area, and to avoid visual clutter and loss of amenity.

In assessing an application for advertising signage, Council will take into consideration the appropriateness of the proposal to the significance, design, style, and location of the property and surrounding properties.

Other decision guidelines of the Swan Hill Planning Scheme for signage planning permit applications include (but are not limited to):

- The character of the area
- The sensitivity of the area in terms of 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 need to minimise signage on the site.

For further detail see **clause 52.05** of the Swan Hill Planning Scheme

Pre-application Meetings

Pre-application meetings are recommended as a part of the application process. Council officers can provide specific advice to applicants on whether the proposal is generally consistent with the Swan Hill Planning Scheme.

Council officers will also aim to assist applicants to become fully aware of the expected standard and extent of documentation they are required to provide with their application to reduce or avoid the need for Council to request further information.

To arrange an appointment for a pre-application meeting with a Planning Officer please contact the Statutory Planning Unit directly on (03) 5036 2352.