



GREATER
SHEPPARTON

Advertising Signage

Checklist

The Greater Shepparton Planning Scheme has a number of policies, provisions & exemptions controlling advertising signage within the municipality, a number of signs requiring a planning permit.

Clause 52.05 of the Greater Shepparton Planning Scheme outlines the provisions relating to advertising signs. These provisions are consistent across the State and specify four different categories of advertising signs:

- Category 1 – applies to business areas,
- Category 2 – applies to office and industrial,
- Category 3 – applies to high amenity areas, and
- Category 4 – applies to sensitive areas.

Each category identifies signs that do not require a planning permit; those that do require a permit; and those that are prohibited.

There are also provisions within Clause 52.05 that outline certain signs that are exempt from requiring a planning permit and outline the requirements relating to the renewal and replacement of existing signs.

The decision guidelines set out within Clause 52.05 are considered by the Council when assessing an application for advertising signage. Along with the decision guidelines, Clause 21.04-7 of the Planning Scheme sets out the Advertising Signage Policy. The objectives and directions contained within the policy are also used to guide the discretionary decision making process.

Clause 21.04-7 and Clause 52.05 of the Greater Shepparton Planning Scheme can be viewed at www.dse.vic.gov.au/planningschemes/greatershepparton/home.html.

Due to the complexity of the controls relating to advertising signage within the Greater Shepparton Planning Scheme, it is requested that you discuss your proposal and confirm with a Planning Officer if a planning permit is required before you display any advertising signage. An appointment can be made to meet with a planning officer by contacting the Council on (03) 5832 9700 or book online at www.greatershepparton.com.au/bookings/.

Delays in obtaining a permit can occur when the information supplied by the applicant is unclear or incomplete. Please read and follow the checklist found on the back of this document to ensure that the correct information is lodged with your application.

Please ensure you include clear and accurate plans which are fully dimensioned and drawn to scale. If your project is complicated, you may need professional assistance to draw up your plans.

A checklist of specific requirements can be found on the reverse side of this sheet.

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ADVERTISING SIGN CHECKLIST

For all Planning Applications the following Must be provided:

- A completed and signed 'Application for Planning Permit Form'
- A Full Current Copy of Title (Must be printed within the last two months)
- The prescribed fee (contact the Planning Department on 03 5832 9730 for fees)

An application to display an advertising sign must be accompanied by the following information and plans:

- 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.

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- 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.

Applications should be accompanied by three copies of plans drawn to scale and fully dimensioned which include a north point. At least one set of the plans should be coloured to indicate the extent and colour of the new signage proposed.

Please note that this checklist is for standard information required for lodgement. Additional information may be required by the assessing planning officer after lodgement.

For further assistance in the preparation of your application, please call the Planning and Development Department on (03) 5832 9730.