

# Advertising Signs

## Commercial planning guide and checklist



This guide describes what information you need to provide Council when applying for a planning permit to construct and display an advertising sign.

Council requires certain information in order to properly assess your application against the planning controls contained in the Yarra Planning Scheme. To ensure that your application can be processed quickly and efficiently, it is important that all the relevant information is included – this guide will help you do this.

### How to apply for a planning permit

To apply for a permit to construct and display an advertising sign, simply follow these four steps:

- 1. Complete an *Application for Planning Permit* form.** These are available at our Statutory Planning counter or on Council's website ([www.yarracity.vic.gov.au/planning](http://www.yarracity.vic.gov.au/planning)).
- 2. Refer to the *Fee Schedule*** to determine what fee you need to pay to lodge your application. The *Fee Schedule* is also available at our Statutory Planning counter or on Council's website ([www.yarracity.vic.gov.au/planning](http://www.yarracity.vic.gov.au/planning)).  
  
**Please note:** The fee can only be paid by cheque or money order and must be made payable to the 'City of Yarra'.
- 3. Prepare your application,** making sure to include all the information described in this guide, such as plans and a written submission.

### 4. Lodge your completed application by:

#### > Post

Statutory Planning Branch  
PO Box 168  
Richmond VIC 3121

or

#### > In Person

Statutory Planning counter  
Richmond Town Hall  
333 Bridge Road  
Richmond VIC

### What information should be included with your application?

#### Certificate of Title – 1 copy

You will need to provide an up-to-date *Certificate of Title* with your application.

A *Certificate of Title* is a formal legal record about a particular piece of land. It contains basic information about the land including current ownership (see example overleaf).

The copy of the *Certificate of Title* must be clear, legible, complete and obtained within the last three (3) months.

If the land is covered by a *Restrictive Covenant* or Section 173 Agreement, a copy will also need to be provided. This will be registered on the *Certificate of Title*.

### Checklist

- Completed Application Form
- Fee (either cheque or money order)
- Certificate of Title (1 copy, obtained or produced within the last 3 months)
- Photographs
- Proposed Elevation Plan (3 copies)
- Proposed Floor Plan (3 copies)
- Written submission against relevant local policy (1 copy)
- Colours, materials, finishes and other specifications

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Department of Sustainability and Environment

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**REGISTER SEARCH STATEMENT** Land Victoria  
 Security no : 124021987552Q Volume 09329 Folio 980  
 Produced 30/05/2007 11:54 am

**LAND DESCRIPTION**  
 Lot 1 on Title Plan 170315J (formerly known as part of Portion 19 Parish of Jika Jika).  
**PARENT TITLES :**  
 Volume 01587 Folio 319 Volume 02558 Folio 473  
 Created by instrument H454933 22/03/1979

**REGISTERED PROPRIETOR**  
 Estate Fee Simple  
 Sole Proprietor  
 THE MAYOR COUNCILLORS AND CITIZENS OF THE CITY OF RICHMOND  
 H454933 22/03/1979

**ENCUMBRANCES, CAVEATS AND NOTICES**  
 Any encumbrances created by Section 98 Transfer of Land Act 1958 or Section 74 Subdivision Act 1988 and any other encumbrances shown or entered on the plan set out under DIAGRAM LOCATION below.

**DIAGRAM LOCATION**  
 SEE TP170315J FOR FURTHER DETAILS AND BOUNDARIES

**ACTIVITY IN THE LAST 125 DAYS**  
 NIL

STATEMENT END

Home	Account: 306300		Authority Fee (GST exclusive): <b>\$8.24</b> Service Fee (GST exclusive): <b>\$0.00</b> GST Payable: <b>\$0.00</b> <b>Total: \$8.24</b>	30/05/2007 11:54AM
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### Certificate of Title (above)

A *Certificate of Title* is a formal legal record about a particular piece of land. It contains basic information about the land including current ownership.

A *Restrictive Covenant* is a private agreement between land owners which may restrict the way land may be used and developed.

If you do not have a copy of the *Certificate of Title*, you can obtain a copy:

#### > In Person

Land Information Centre  
 Level 10, 570 Bourke Street  
 Melbourne  
 Telephone 8636 2456

or

#### > Order online

[www.land.vic.gov.au](http://www.land.vic.gov.au)

#### Photographs

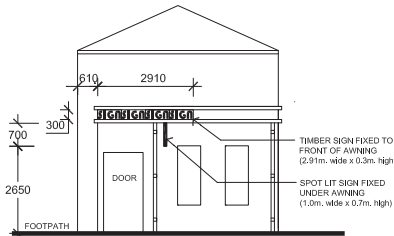
Photographs help Council to understand the existing conditions of the land and the surrounding area.

Please provide at least one photograph that shows where you would like to put the advertising sign. It is also

## PROPOSED ELEVATION (SIGN)

scale 1:100

CORNER SHOP (FRONT): NORTH ELEVATION



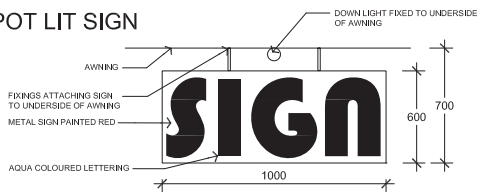
### Proposed Elevation Plan

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



helpful to provide some context to the application by including photographs of the area surrounding the proposed location of the sign.

#### Proposed Elevation Plan - 3 copies

You need to submit with your application three (3) copies of the *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. It is drawn as if looking from the front or side to show the height.

The plan must be drawn to scale and clearly show:

- > The position and size of any existing sign/s

- > The position of the proposed sign/s;
- > The width, length and depth of the proposed sign/s
- > The width and length of the text / lettering / images
- > The height of the sign/s above the footpath or natural ground level
- > Any structure to support the sign/s
- > The colour, materials and finish of the sign/s
- > Whether the sign is to be illuminated internally or externally
- > If the sign is to project over the footpath, the horizontal distance of the sign from the kerb
- > Orientation (e.g. north elevation)
- > Any other relevant details (see example above).

#### Proposed Floor Plan - 3 copies

You need to submit with your application three (3) copies of the *Proposed Floor Plan*.

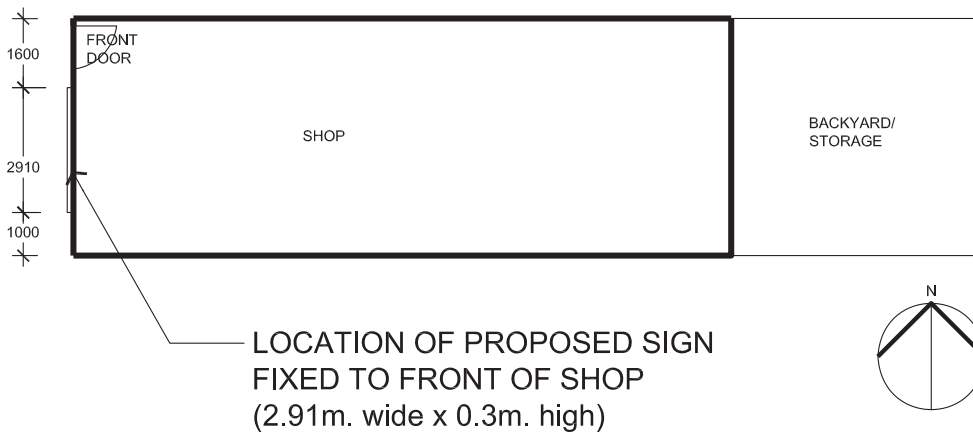
A *Proposed Floor Plan* is a clear drawing that shows the location of the proposed advertising sign and other structures on the site. It is drawn as if looking down from above the site.

The plan must be drawn to scale, and clearly show:

- > Where the sign will be located
- > The length of the proposed advertising sign
- > The land's orientation to north (see example overleaf).

**Note: Plans are usually drawn up by an architect or draftsman, however you may feel comfortable to prepare the plan yourself.**

## 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.

### Written assessment against relevant local policy – 1 copy

Depending on the size and scale of your works, you need to submit with your application a written assessment against the relevant local planning policy:

- > If your property is in a heritage overlay – an assessment against Yarra’s Development Guidelines for Heritage Places policy (Clause 22.02) is required.
- > If your property is not in a heritage overlay – an assessment against Yarra’s Built Form and Design policy (Clause 22.10) is required.

These policies are part of the Yarra Planning Scheme and are available at [www.dpcd.vic.gov.au/planningschemes](http://www.dpcd.vic.gov.au/planningschemes) (select Yarra from the drop down menu), in person at the Richmond Town Hall (333 Bridge Road, Richmond) or by calling Access Yarra on 9205 5555.

### Colours, materials, finishes and other specifications

Please provide details of the colours, materials, finishes and other specifications

of the proposed advertising sign. This information can be included on the *Proposed Elevation Plan* in the form of notations or can simply be written on a separate sheet.

You are encouraged to include samples and product brochures if appropriate.

### Other permits/regulations you may need to consider

If you obtain a permit from Council to construct and display an advertising sign, before you commence, you may also need to consider:

- > Building permit – depending on the size of your signage and how it is to be installed
- > Road/footpath occupancy permit – if you need to block the road/footpath in order to install the sign
- > Footpath Trading License – if you wish to display your advertising sign on the footpath (for example an a-frame sign).

For more information, please contact Council on 9205 5555.

### Further information

If you need more information about applying for a planning permit you can:

#### Visit our website

> [www.yarracity.vic.gov.au/planning](http://www.yarracity.vic.gov.au/planning)

#### Telephone

> 9205 5555 (between 8.30am and 5.00pm, Monday to Friday)

#### Visit the Statutory Planning counter

> Richmond Town Hall  
333 Bridge Road, Richmond  
Monday to Friday  
8.30am to 5.00pm and  
Tuesday 8.30am to 6.00pm

#### Obtain a fact sheet

> Available from Council’s website or at the Statutory Planning counter. There are fact sheets covering a range of planning issues, such as understanding planning, the planning permit application process, lodging an application, objecting to an application, and useful checklists for different types of applications.