Helping you understand your planning needs

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).

2. **Determine the applicable fee.**

   To determine what fee you need to pay to lodge your application, please view the fee schedule at our Statutory Planning counter, or contact Statutory Planning on 9205 5373.

   Please note: The fee can be paid by credit card, cheque or money order (made payable to ‘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

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.

For more information call 9205 5555 or visit www.yarracity.vic.gov.au
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 9, 570 Bourke Street
Melbourne
Telephone 8636 2831

or

> Order online
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
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 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 draftsperson, however you may feel comfortable to prepare the plan yourself.
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.

> An assessment against Yarra’s Advertising Signs policy (Clause 22.04) is required.

These policies are part of the Yarra Planning Scheme and are available at 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 Statutory Planning on 9205 5373.

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).

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.