

Advertising Signs

Planning guide and checklist



Find out how to prepare a planning permit application to display an advertising sign.

If you would like to put up a sign/s on your land you may need a planning permit. There are many different types of signs used within the City of Kingston for a variety of purposes. The most common types of advertising signage found in the City of Kingston, and their definitions, include:

Sign	Definition – Clause 73 of the Kingston Planning Scheme
Above Verandah	A sign above a verandah or, if no verandah, that is more than 3.7m above pavement level, and which projects more than 0.3m outside the site.
Business Identification	A sign that provides business identification information about a business or industry on the land where it is displayed. The information may include the name of the business or building, the street number of the business premises, the nature of the business, a business logo or other business identification information.
Electronic	A sign that can be updated electronically. It includes screens broadcasting still or moving images.
Floodlit	A sign illuminated by external lighting provided for that purpose.
Internally Illuminated	A sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as an advertisement.
Major Promotion	A sign which is 18m ² or greater that promotes goods, services, an event or any other matter, whether or not provided, undertaken, sold or for hire on the land or in the building on which the sign is located.
Pole	<ul style="list-style-type: none">▶ A sign which is on a pole or pylon that is not part of a building or another structure;▶ That is no more than 7m above the ground;▶ With an advertisement area not exceeding 6m²; and▶ That has a clearance under it of at least 2.7m.
Promotion	A sign of less than 18m ² that promotes goods, services, an event or any other matter, whether or not provided, undertaken, sold or for hire on the land or in the building on which the sign is located.

Other types of advertising signage can be found in Clause 73 of the Kingston Planning Scheme <http://planningschemes.dpcd.vic.gov.au/schemes/kingston>

The Kingston Planning Scheme sets out the different permit requirements for each type of sign (Clause 52.05). These requirements are in place so that signage complements (rather than dominates) the natural and built environment while helping with directions and identifying businesses in Kingston. If a sign is more than one type, it must comply with the more restrictive requirements.

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

Signs on Public Land

If you are proposing to put up a sign on public land, for example a sportsground which is owned by Council, you need to get permission from the land owner first before you lodge a planning permit application. Please talk to Council's Property Department to seek permission (consent). This is a different process from the planning permit application process.

How to obtain a Planning Permit

A planning permit application to display an advertising sign is assessed in accordance with the Planning and Environment Act 1987 and the Kingston Planning Scheme. There are two ways you can submit a planning permit application:

VicSmart

VicSmart is a streamlined process for straightforward planning permit applications. It sets specific information requirements, assessment processes and decision guidelines so these types of applications can be processed quickly.

Your application may qualify for the VicSmart process if you are seeking to display an advertising sign in an Industrial 1,2 or 3, or a Commercial 1 or 2 Zone where:

- ▶ the sign is not within 30m of land (not a road) which is in a Residential Zone.
- ▶ the sign is not a pole sign, a sky sign, a reflective sign, internally illuminated, floodlit, electronic or animated.
- ▶ the total display size of the sign does not exceed 10m².

If you are unsure whether your application qualifies, please discuss with the Planning Team.

Information about the VicSmart process and how to prepare your application is available from Council's Planning Team or by visiting Kingston.vic.gov.au/planning/VicSmart. A range of guides, checklists and forms are available.

Regular Planning Permit Process

If you do not qualify for VicSmart, your application will follow the standard planning assessment process, which may include referral to internal and external authorities and advertising to adjoining properties.

Information about how to prepare your application is provided further in this guide.

What does your Planning Permit need to include?

☑ Certificate of Title

A Certificate of Title is the formal legal record of a piece of land. It contains basic information such as current ownership details and a 'plan of subdivision' - a plan of the property that may also shows adjoining properties and roads.

Please provide an up-to-date Certificate of Title and plan of subdivision with your application. The Certificate of Title must be clear, legible, complete and issued within the last three (3) months.

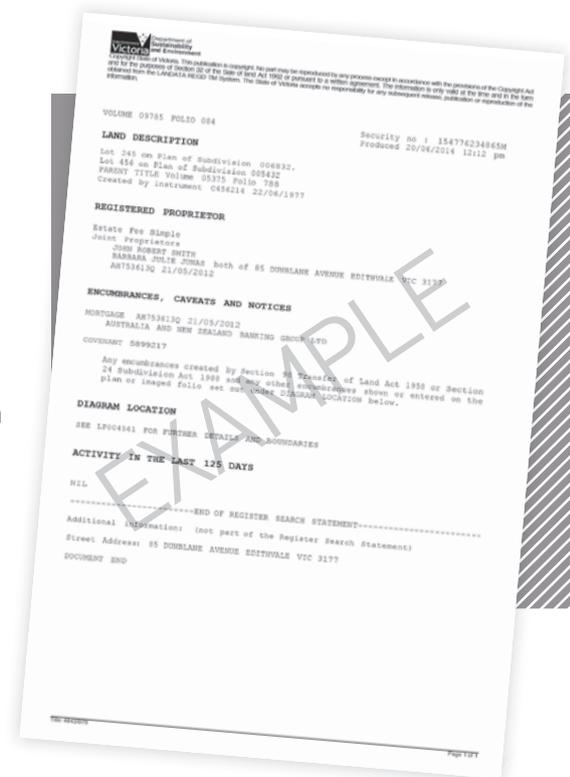
If the land is covered by a Restrictive Covenant or Section 173 Agreement, a copy will also need to be provided. This will be registered on the Certificate of Title (see example).

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

A Section 173 Agreement is a legal contract between a land owner and the Council which may restrict the way land may be used and/or developed, or require the land owner to undertake specific works.

If you need an up-to-date copy of the Certificate of Title, you can purchase a copy from:

- ▶ Landata landata.vic.gov.au
- ▶ Council
Electronic
Complete the request form available on our website kingston.vic.gov.au/planning
and email to planningapplications@kingston.vic.gov.au
In Person
Planning Enquiry Counter
Level 1, 1230 Nepean Hwy
Cheltenham
Operating hours
8:30am–5:00pm (Mon–Fri)
Telephone: (03) 9581 4131



✓ Written Submission

A Written Submission helps Council get a good understanding of your proposal and is an opportunity for you to explain the merits of your application.

Please provide a Written Submission explaining your proposal in detail and why you believe your proposal is appropriate for the area.

Provide as much information as possible, however as a minimum the submission should address the list of items below:

- ▶ Current and proposed use of the land
- ▶ Adjoining land uses and existing signage
- ▶ Type, size and location of existing and proposed sign/s including the distance from property boundaries
- ▶ How the proposal meets the requirements of Local Policies in the Kingston Planning Scheme (Clause 22.15 and 52.05, see below).

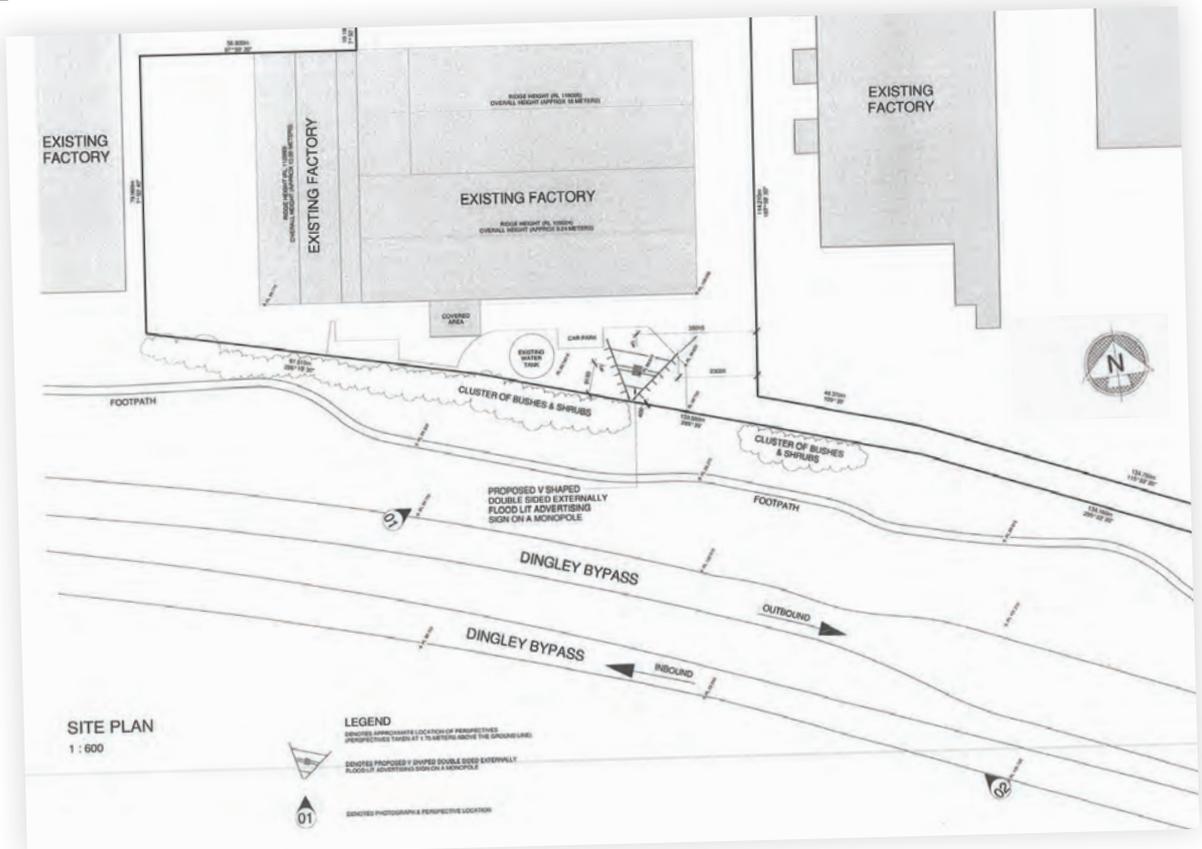
Written Assessment against Local Policy

The two Policies relevant to advertising signage in the Kingston Planning Scheme include:

- ▶ Kingston's Outdoor Advertising Signage Policy (Clause 22.15)
- ▶ The State-wide provision relating to advertising signage (Clause 52.05)

Council will assess an application for advertising signage against these Policies. Each Policy contains objectives and strategies against which you should explain how your application complies. Your written statement should also provide justification if the objectives and strategies are not met.

✓ Proposed Site Context Plan



A Proposed Site Context Plan is a clear drawing that shows the subject site and bordering properties, including the location of any buildings. It is drawn as if looking down from above.

Please submit a Proposed Site Context Plan with your application.

The Proposed Site Context Plan must be drawn to a scale of 1:100 or 1:200 and clearly show:

- ▶ The location and dimensions of existing signage on the site, nominating whether it will be retained, changed or removed
- ▶ The location of proposed signage
- ▶ The location of closest traffic control signs/ lights
- ▶ The location of signage on abutting properties

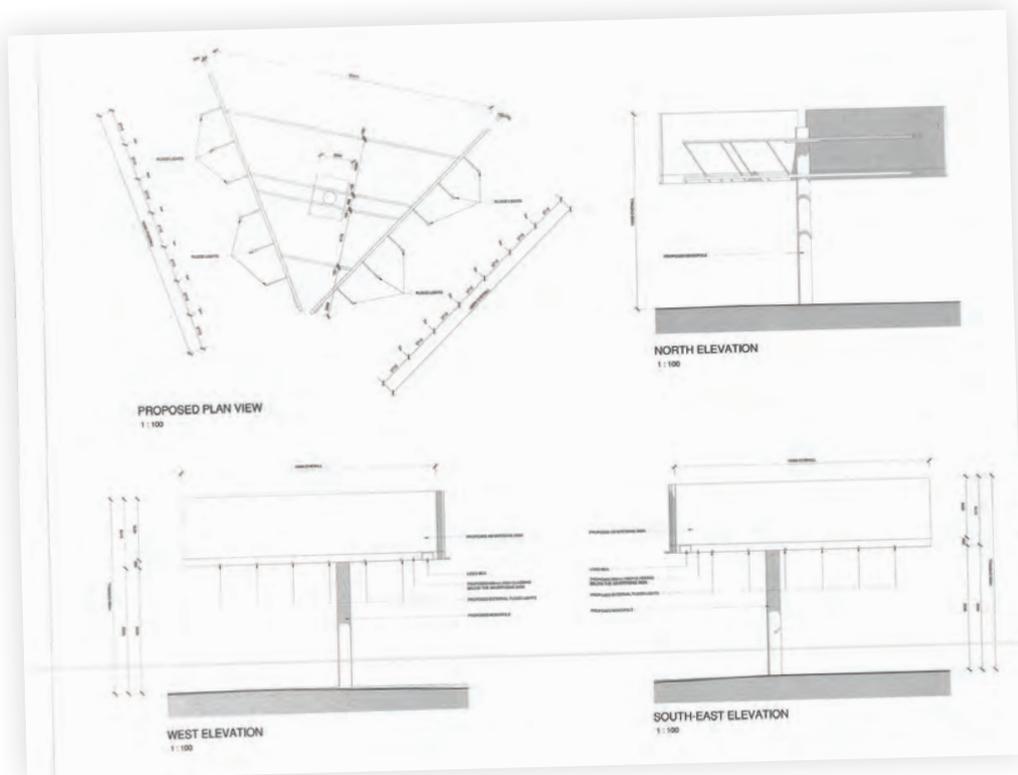


Plans are usually drawn up by an architect or draftsman, however you may feel comfortable to prepare the plan yourself which must be drawn to scale.

Proposed Elevation Plan

A Proposed Elevation Plan is a clear drawing that shows the height and location of the proposed signage, other structures on the site and how it will fit into the streetscape. It is drawn as if looking from the front or side to show the height.

Please submit a Proposed Elevation Plan with your application.



The Proposed Elevation Plan must be drawn to a scale of 1:100 and show:

- ▶ The dimensions of the proposed signage, its height above ground level and extent of projection
- ▶ 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 any form of illumination including information about baffles and the times at which the sign would be illuminated (if applicable)
- ▶ 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 the total display area it occupies
- ▶ Any landscaping details
- ▶ The height above the footpath or natural ground level
- ▶ The horizontal distance of the sign from the kerb (if the sign is to project over the footpath)
- ▶ The land's orientation to the north

Colours, materials, finishes and other specifications

Please provide details of the colours, materials, finishes and other specifications of the proposed advertising sign/s.

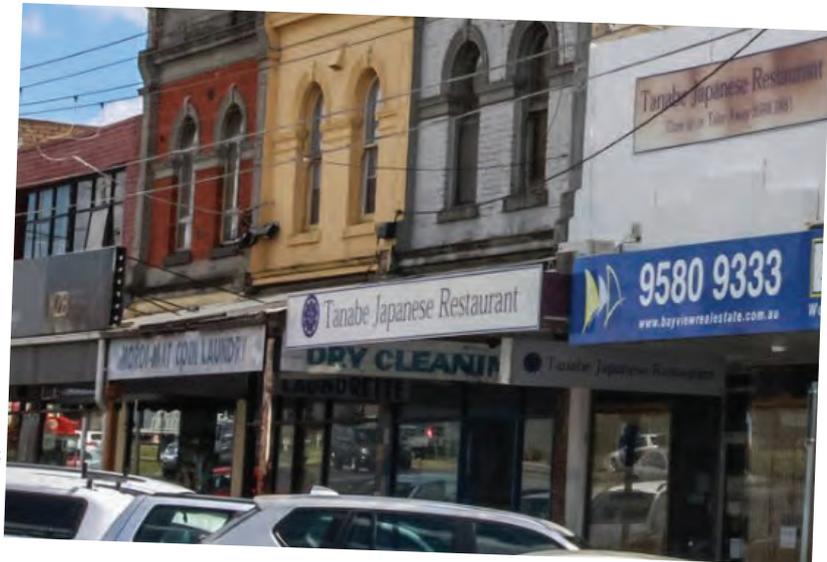
This information can be included on the Proposed Elevation Plan in the form of notations or can simply be written on a separate sheet. You are encouraged to include samples and product brochures if appropriate

Digital Photographs

Photographs help Council get a better understanding of your land/building and other signage in the surrounding area.

Please provide at least one photograph that shows where you would like to put the advertising sign/s.

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



To help us process your application efficiently please provide a copy of all plans and reports in electronic format, via CD, USB drive or by email to planningapplications@kingston.vic.gov.au (please include the address in the subject line).





Other permits/regulations you may need to consider

If you obtain a permit from Council's Planning Department to display an advertising sign, before you commence, you may also need to consider:

- ▶ **Building Permit** – depending on the size and location of your signage and how it is to be installed you may need a building permit. A building permit gives permission for how the signage is constructed. More details can be found in the 'Building' section of our website.
- ▶ **Hoarding Permit** - required if you need to block the road or footpath in order to install the signage. More information can be found in the 'Roads and Traffic Management' section of our website.
- ▶ **Footpath Activities Permit** – required if you wish to display your advertising sign on the footpath (for example an a-frame sign). More information can be found in the 'Local Laws' section of our website.

Further Information

A range of information is available on our website and a suite of other guides and checklists that may be useful. For further assistance, please contact our Planning Team:

 **Online:** kingston.vic.gov.au/planning

 **In person:** Planning Enquiry Counter
Level 1, 1230 Nepean Hwy
Cheltenham
Operating hours:
8:30am–5:00pm (Mon–Fri)

 **Telephone:** (03) 9581 4131

 **Email:** info@kingston.vic.gov.au

 **Translation service:**  131 450

To apply via hard copy to Council simply follow these five steps:

1. Discuss your proposal with Council. Get initial feedback on your proposal, ensure you are aware of all planning requirements and include all necessary information in your application through a pre-application meeting.
2. Prepare your application. Follow this guide to make sure you include all the information required, such as plans and a written submission, including electronic versions so that your application can be processed efficiently. Refer to the checklist provided.
3. Complete an 'Application for Planning Permit' Form. These are available at our Planning Enquiry Counter or on Council's website kingston.vic.gov.au/planning
4. Determine the fee that applies. Fees vary depending on the type of application and need to be paid when your completed application is lodged. Refer to the fee schedule available at the Planning Enquiry Counter, on our website kingston.vic.gov.au/planning, or by contacting us on (03) 9581 4131.
5. Lodge your completed application. Submit your completed application, including the 'Application for a Planning Permit' form and the checklist included in this guide, and pay the required fee. You can do so via:

Mail: City Development, City of Kingston
PO Box 1000
Mentone VIC 3194

In Person: Planning Enquiry Counter
Level 1, 1230 Nepean Hwy,
Cheltenham VIC 3192

Checklist

One of the best ways you can help speed up the planning permit process is to make sure that your application includes all the information required. This checklist outlines everything you need to include with your application. Please complete it and submit with your application.

- | | |
|--|--|
| <input type="checkbox"/> Completed Application Form | <input type="checkbox"/> Proposed Elevation Plan |
| <input type="checkbox"/> Fee (credit card, cheque or money order) | <input type="checkbox"/> Colours, materials, finishes and other specifications |
| <input type="checkbox"/> Certificate of Title (issued within the last 3 months) | <input type="checkbox"/> Photographs (digital copy) |
| <input type="checkbox"/> Written consent from the land manager, if the sign is proposed on public land | <input type="checkbox"/> An electronic version of all plans and documents |
| <input type="checkbox"/> Written submission including an assessment against Clause 22.15 and 52.05 | <input type="checkbox"/> One full set of plans printed in A1 |
| <input type="checkbox"/> Proposed Site Context Plan | |