

## Advertising signage

### Why we need controls on advertising signage

Council needs to regulate advertising signs and associated structures to avoid negative visual impact, to ensure there are no potential safety issues, and to ensure consistency and fairness for people who wish to erect signage.

### Permits for signage required under our planning scheme

Under our planning scheme there are four different categories of advertising signs:

- Category 1 – Commercial areas
- Category 2 – Office and industrial areas
- Category 3 – High amenity areas
- Category 4 – Sensitive areas

The zoning of your property determines which category will apply.

Each category is divided into:

- Section 1 - Permit not required
- Section 2 - Permit required
- Section 3 - Prohibited

Details are available from Clause 52.05 of the Murrindindi Planning Scheme which is available on <http://planningschemes.dpcd.vic.gov.au/schemes/murrindindi> or from the Planning Unit on (03) 5772 0317.

If you are thinking of putting up any signage please contact us to check whether you need a planning permit to do this.

### Other factors which may influence the level of control on your signs

If there are different controls required by the category specified in the zone and another control affecting the land (such as the Heritage Overlay), then the more stringent controls will apply.

## Exemptions

Some signs, such as traffic signs, and 'For sale' signs located on the land for sale, do not require a planning permit. Size restrictions may apply.

## The need to apply for a permit

We know the controls relating to advertising signage in the Murrindindi Planning Scheme are complex so it is important that you understand what is required of you before you erect and display advertising signage.

Please check with us on (03) 5772 0317 or [planning@murrindindi.vic.gov.au](mailto:planning@murrindindi.vic.gov.au) so that you avoid the substantial penalties that may apply if your advertising signs are erected illegally.

## Decision guidelines for permit approval

The following guidelines will be used to decide whether a permit is to be approved so please try to address these in your application:

- Character of the area
- Impacts of the signage on views and vistas
- Relationship to the streetscape, setting or landscape
- Relationship to the site and building on which signs will be erected
- Impact of structures associated with the sign
- Construction, design and quality of signs
- Impact of any illumination onto adjoining land or roadways
- Need for identification
- Impact on road safety

## Referral to VicRoads

An application to display an animated or electronic sign within 60 metres of a freeway or arterial road declared under the *Road Management Act 2004* must be referred to the Road Corporation (VicRoads). Council must comply with the VicRoads decision when considering the planning application.

*This advice sheet is to be used as a general guide only. Council has made all reasonable effort to ensure the information provided in this is true and accurate. However, we recommend that you seek professional advice before acting or making decisions on the basis of this information. For any questions or clarification, please contact Council's Planning Unit on (03) 5772 0317.*