

93.09

19/09/2014
VC114

ADVERTISING SIGN

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Information requirements

An application must be accompanied by the following information, as appropriate:

- A copy of title for the subject land and a copy of any registered restrictive covenant.
- 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 adjoining 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 and depth of the total sign structure including the method of support and any associated structures such as safety devices and service platforms.
- The colour, lettering style and materials of the proposed sign.
- The size of the proposed display (total advertising area including all sides of a multi-sided sign).

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Decision guidelines

In assessing an application the responsible authority must consider as appropriate:

- Whether the proposal is consistent with any relevant local advertising policy set out in the scheme.
- Whether the proposal will impact the character of the area including:
 - Natural environment, heritage, waterway, open space and rural landscape values.
 - The desired future character of the area.
 - The cumulative impact of signs on the character of an area.
 - The need to avoid visual disorder or clutter of signs.
- Whether the proposal will impact views and vistas including:
 - Important views from the public realm.
 - Significant public views.
 - Views to existing signs.

- Whether the proportion, scale and form of the proposed sign relates to the site, building, streetscape, setting or landscape including:
 - The position of the proposed sign, including if it protrudes above existing buildings or landscape and natural elements.
 - Screening of unsightly elements.
 - The number, scale and location of existing signs.
 - The ability to rationalise or simplify the number of signs.
 - The ability to include landscaping to reduce the visual impact of the proposed sign structure.
 - The extent to which the proposed sign requires the removal of vegetation.
- Whether the proposed sign is consistent with any outdoor advertising theme.
- Whether there is a need for identification and the opportunities for adequate identification on the site or locality.
- Whether the proposed sign will adversely impact road safety.