

Outdoor advertising signage



If you have a business in Hobsons Bay, people need to know where you are and what you are selling. However, too many signs can be distracting, create clutter and take away from the attractiveness of where we all live and work. The Hobsons Bay Planning Scheme helps protect these areas, whilst allowing a reasonable amount of signage so you can successfully run your business.

This fact sheet provides information on when and how to apply for a planning permit to erect and display outdoor advertising signage.

Do I need a permit to put up a sign?

A planning permit may be required to erect a sign for your business, however this depends on the type and amount of signage, the zoning of the land and any planning overlays that may affect your site. If you are planning on erecting signage on your property, you should contact one of Council's planners on 9932 1000 or email

townplanning@hobsonsbay.vic.gov.au.

The planner will need you to supply the following information to determine if a permit is required:

- address
- what information is going to be displayed on the sign
- the location of the sign
- the dimensioned size of the sign

- if the sign is to be internally illuminated or animated (an animated sign is one that can move, contains moving or scrolling parts, changes its message, flashes, or has a moving or flashing border)

What do I need to think about when displaying a sign?

When thinking about erecting a sign to advertise your business, you should consider the following so as to obtain a favourable decision from Council:

- reduce clutter by having fewer signs with legible clear messages
- signs should not project outside the building (such as "V Signs" above a verandah)
- signs should face away from residential areas
- for signs in heritage areas, the sign should respect the period and style of the building, and not dominate the architectural forms

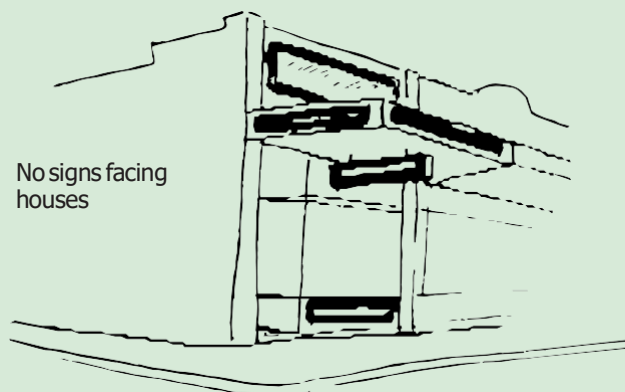
The Outdoor Advertising Signage Policy located at Clause 22.11 of the Hobsons Bay Planning Scheme provides more detail on what is appropriate when erecting signs.

Can I put up signs on other sites within the municipality?

In almost all cases, signs must be placed on the same site of where the business is operating. There are however opportunities to advertise community events on sites around the municipality, further information can be found at the Council's Community Signboard Policy located on Council's website.

Do I need a permit to put up a footpath advertising sign (A Boards)?

Footpath Advertising Signs (A Boards) can be allowed subject to a permit from Council's Local Laws Team. The Footpath Trading Code of Practice which can be found on Council's website outlines the requirements for the erection and display of Footpath Advertising signs.



Opportunities for signs flush with walls and fascia and under verandah

Application Checklist:

Applications for signage may be eligible for the VicSmart application process. VicSmart is a streamlined assessment process for straightforward planning permit applications. These types of applications require separate information, please check [Council's Website](#) to see if your application is eligible and what is required.

If you would like to find out more or speak to one of Council's planners, please call 9932 1000 or email townplanning@hobsonsby.vic.gov.au

Applications should be lodged through Council's [Greenlight Portal](#), and be accompanied by an electronic copy of the following information:

- application fee: identified as either a Class 2, or Class 10 - 15 on Council's [Schedule of Fees](#) depending on the estimated cost of works and the type of use the sign(s) is associated with
- a recent full copy of title (less than 90 days old) and details of any restrictive covenant (a full copy of title can be obtained from the Land Channel Website, www.landata.vic.gov.au or Land Victoria ph. 8636 2010)
- a description of the sign(s) and its purpose
- three copies of a plan drawn to an appropriate scale, showing the location of the proposed sign on the premises and the distance from property boundaries
- three copies of an elevation or a streetscape perspective, showing the location of the proposed sign(s) from a standing person's view
- details of the proposed sign(s) including the dimensions, colour, content and lettering style of the proposed sign(s)
- the location and size of any existing signage on the site, including details of the signs that are proposed to be removed or retained as part of the proposal
- where relevant, the structure of the sign and the method of support
- where relevant, details of the proposed type of illumination (internal or external) or animation in or of the sign(s), including lighting spread
- photographs showing the existing conditions at the site and the extent of signage within the immediate area
- Please note that applications not lodged through the Greenlight Portal must also be accompanied by a fully completed Application for Planning Permit form.

Further information may be required once an initial assessment of the application has occurred.



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LANGUAGE LINE

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