

# Fact sheet: Business signage in Indigo Shire

Usually you need a planning permit to display an advertising sign.

## What is an advertising sign?

Simply put, it is an advertisement and any structure built specifically to support it. There are different categories of signage defined in the *Indigo Planning Scheme* such as:

- *Bunting signs* – includes bunting, streamers, flags, wind vanes, or the like;
- *Business identification signs* – 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;
- *Direction signs* – a sign not exceeding 0.3 square metre that directs vehicles or pedestrians. It does not include a sign that contains commercial information; and/or
- *Bed and Breakfast sign* – a sign at a dwelling that advertises bed and breakfast accommodation in the dwelling.

Planning schemes require that if a sign can be interpreted in more than one way, the most restrictive requirement must be met.

Signage controls are further split into different categories and the zones specify which category of control applies in different areas. For example, sign controls in residential and rural areas are more restrictive (in terms of type, quantity and size of signs permissible), than sign controls in business or industrial areas.

Most commercial areas in Indigo Shire are also covered by the provisions of the heritage overlay. This can place additional requirements on the placement, proportion and style of signage permitted.

## Signage in heritage precincts

In a heritage overlay area you are required to obtain a planning permit to externally alter a building in any way, construct or display a sign, externally paint a building or, externally paint an unpainted surface.

The historic streetscapes in Indigo Shire's townships are unique and highly valued by residents and visitors alike. The Indigo Shire includes townships and landscapes that are recognised nationally for their cultural heritage significance. The townships have a high degree of historical authenticity as well as being places of great aesthetic appeal. Each township has its own identifiable characteristics and relationship to the historical development of the region.

One of the most remarkable aspects of the Shire is the high degree of integrity retained in built form and in particular the intactness of the commercial centres. In recognition of these remarkable assets the Indigo Shire Council has worked at developing a readily identifiable brand for promotion of the Shire that relies on the preservation of its unique historical character and aesthetic traditions.

The use of appropriate colours and signage helps to restore and maintain the character of original period buildings into the future, as well as ensuring new development is sympathetic to heritage buildings.

Historically, colour and signage placements and combinations were designed to enhance and highlight the features of the particular architectural style. While the use of a traditional or heritage colour scheme can greatly improve the appearance of the building, unless it is the main goal, exact replication of the original colours is not usually necessary, and it is here where scope is found to modify corporate branding to suit the character of the area and the building on which it is displayed.

Advertising signage in heritage precincts is subject to local policy in the *Indigo Planning Scheme* at Clause 22.03-10. Indigo Shire Council's *Business Signage Guidelines* provides guidance on the planning scheme policy and acceptable signage in heritage precincts.

Clause 22.03-10 is to be read in conjunction with Clause 52.05 of the *Indigo Planning Scheme* and is designed to complement the heritage controls in this Clause. These controls provide extra protection for the Shire's unique heritage and urban character. Clause 52.05 sets out relevant application requirements and decision guidelines for signage.

### **Considerations**

Council aims to regulate the display of signs and associated structures to ensure compatibility with the amenity and visual appearance of an area, and to avoid visual clutter and loss of amenity. In assessing an application for advertising signage, Council will take into consideration the appropriateness of the proposal to the significance, design, style, and location of the property and surrounding properties.

Matters that an application must address, and Council must take into account include:

- The character of the area and the consistency with any identifiable outdoor advertising theme in the area.
- Impacts on views and vistas;
- The proportion, scale, form and position of the proposed sign relative to the streetscape, setting and building to allow the architectural details of the building to dominate;
- The ability to reduce the number of signs by rationalising or simplifying signs to the minimum number necessary to adequately identify premises;
- The impact of any illumination and not allowing the use of neon signs, and other internally illuminated signs, flashing signs and fluorescent and iridescent paints;
- The impact of any logo associated with the sign including the extent to which the logo forms an integral part of the sign through its position and the suitability of the size of the logo in relation to its identification purpose and the size of the sign as well as the need for identification; and
- The impact on road safety.

It is policy that:

- Advertising signage is only to be erected on the property where the advertised activity is to take place;
- Lettering on signs on heritage buildings and in heritage areas is to be in upper case and use colours from the heritage range;
- Signage is not to project beyond the property boundary; and
- If new or additional signs are proposed for an existing use or development, consideration will be given to rationalising all signs on the property.

### **Application requirements**

The following information should accompany a planning permit application for advertising signage:

- Completed planning permit application form;
- Relevant fee;
- Copy of Certificate of Title; and
- 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 abutting properties and in the locality.
  - The dimensions and height above ground level of the proposed sign.
  - Details of associated on-site works including method of support.
  - Details of any form of illumination including details of baffles and the times at which the sign would be illuminated.
  - 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).

If the site fronts a Category 1 Road (VicRoads managed road), a sign over the road formation or over land within 600 millimetres of the road formation requires a permit under the provisions of the road zone as well as consent from VicRoads. Council is required to refer these applications to VicRoads for comment unless an application is also accompanied by a statement in writing from VicRoads that it does not object to the granting of the permit for the proposal.

### **Real estate signs**

Normally a real estate sign advertising the sale or letting of the property on which a sign is displayed does not need a Planning Permit; however, the must be removed within seven (7) days after property is sold or let.

Contact Indigo Shire's Planning Team for more information on 1300 365 003 or email [info@indigoshire.vic.gov.au](mailto:info@indigoshire.vic.gov.au).