



TOWN OF VINCENT

SIGN STRATEGY PRO FORMA

COMMERCIAL AND RESIDENTIAL PROPERTIES

As per the Town’s Policy No. 3.5.2 relating to Signs and Advertising, a Sign Strategy is to be submitted with Development Applications in the following instances:

- Signage advertising services or products other than those available on the lot;
- Pylon signage with a width exceeding 300 millimetres;
- Wall signage exceeding ten (10) percent in area in total on any one wall (excluding projecting signs); and
- Applications for variation of standards for proposals involving three (3) or more signs that do not comply with the standards of the Town.

A Sign Strategy is required in the above instances to assist the Council in exercising its discretion in relation to signage applications, to ensure:

- a reasonable and equitable level of identification to businesses and community facilities within the Town of Vincent is provided;
- signage compliments the character and visual amenity of an area, the buildings on which they are displayed, and the general environment; and
- there is no proliferation of signage to the detriment of existing signage.

1.0 Personal and Site Details

1.1 Personal Details:

Applicant Name:

Address:

Suburb: Postcode:

Tel (H) (WK) (Mob)

E-Mail:

Planning Application Number:

1.2 Site Details:

Address:

Suburb: Postcode:

Approved land use (e.g. house, office, shop):

Context of immediate surrounds (residential or commercial):

Is the property heritage listed? (tick appropriate box) Yes No

2.0 Existing Signage

2.1 Photographs:

Photographs, showing all of the building/sites existing signage, is to be included.

Have photographs been attached to this Pro Forma? Yes No

To your knowledge, have these signs been approved? Yes No

3.0 Proposed Signage (including re-badging of existing signage)

3.1 Table:

Please insert details of the proposed signage in the following table. This table is to correspond with the plans and elevations as stipulated by section 3.2 below:

Signage No.	Sign Type	Message (Sign Content)	Height and Width (mm)	Area (m2)	Method of Illumination

3.2 Diagrams:

As per the Planning Application Checklist relating to signage, a site plan and elevations showing the proposed location of signage are to be provided, inclusive of the following:

- Dimensions of proposed signage (width, depth and area in square metres)
- Height from natural ground level to underside of all signage

- Percentage of sign area in relation to the wall or building façade where proposed

As per the requirements in the Planning Application Checklist, have diagrams been attached to this Pro Forma? Yes No

4.0 Rationale for Proposed Signage relating to Specific Assessment Criteria

Please provide written justification in relation to the below specific assessment criteria, to demonstrate that consideration has been given to the impact of the signage on the amenity of the adjacent property and surrounding area.

- The proposed signage respects the amenity of the area;
- The proposed signage does not compete with existing signage within the site;
- The size and impact of the proposed signage responds to the size of the premises on which the signage is to be displayed and the scale of the surrounding buildings;
- The proposed signage does not negatively impact on the appearance and efficiency of a road or other public way in terms of colour, brightness and location;
- The pattern and theme of the proposed signage matches that of existing signage in the area;
- The proposed signage responds to any objects of scenic, historic, architectural, scientific or cultural interest; and
- The proposed signage does not dominate the streetscape.

Applicant's Name: _____ Signature: _____ Date: _____

Note:

If the Sign Strategy is approved by the Town, the signage approved as part of the strategy may be renewed or replaced with no additional planning approval, (only a Sign Licence). However, planning approval will be required if:

- the advertisement area is to be increased;
- the renewal or replacement would result in a different type of sign; and
- the sign is to be erected in a different location.