

Signs



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To regulate the development of land for signs and associated structures and ensure that they are compatible with the amenity and visual appearance of the area.

In some locations within the Shire of Campaspe a Planning Permit is required for signs. To determine if you require a planning permit for signage you will first need to find which zone applies to the land and if there are any overlays affecting the site.

Each zone will specify which category of signage controls apply to the land. The categories are listed at [Clause 52.05](#) and will advise what types of sign require permits, what signs are prohibited and what signs do not require planning permits.

Clause 52.05 of the Campaspe Planning Scheme provides the general controls about advertising signs across Victoria, detailing some of the basic requirements including when a planning permit is required for signs.

The purpose of Clause 52.05 is to:

- To regulate the display of signs
- To provide signs that are compatible with existing character
- To reduce visual clutter and disorder
- To ensure that no loss of amenity is caused.

Clause 52.05 also defines exactly what you need to provide in order to make an application for signage. This has been replicated on the next page.

[Clause 73.02](#) (Outdoor Advertising Terms) should be used to determine what type of sign is being proposed.

Sign requirements and how they are assessed can also be outlined in other overlays, such as Design and Development Overlay (DDO) and Heritage (HO).

Signs in Heritage Areas

Before installing any signage, you should determine if your property is affected by a Heritage Overlay.

Signage can enhance and complement heritage buildings. Inappropriate signage can diminish the aesthetic significance of a heritage place and reduce the integrity of the historic character of a heritage precinct.

The [Business Signage Guidelines for Historic Areas](#) is particularly important for these applications as they provide guidance on appropriate design and location of signs in heritage overlays.

The Guidelines outline preferred locations for signs, signwriting techniques, corporate logos, fonts, use of capitals, not having illumination and preferred colours.

The Guidelines should be used in conjunction with [Clause 22.02](#) Heritage Policy and [Clause 22.03](#) Port of Echuca Heritage Policy of the Campaspe Planning Scheme.



