



# Application for Advertising Signs

Essendon Airport  
Essendon Fields House  
Level 2, 7 English Street  
Essendon Fields, VIC, 3041  
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The use of land and the construction of buildings and works at Essendon Airport (including Essendon Fields) is subject to regulatory controls by the Federal Government under the Airports Act 1996 and the Airports (Building Control) Regulations 1996. An Airport Building Controller (ABC) is appointed by the Commonwealth Government to ensure that activities at Essendon Airport meet the relevant building and engineering standards. The ABC must be notified about any and all construction activities and formal approval given by way of a Building or Works Permit before works commence. This includes the construction and display of new and changes to existing advertising signs.

For an application for an advertising sign to be successful at Essendon Airport, it must be consistent with the Essendon Airport Master Plan. In addition to a land use permit from the ABC, a separate Planning Consent from the Airport Operator (Essendon Airport Pty Ltd) may also be required regarding display of the advertising sign.

This application form will be used to assist Essendon Airport Pty Ltd (EAPL) in assessing the Planning Consent Application for land use.

Planning consent is required for all signs with the exception of Construction Work Signs (less than 2 square metres) and display of the Australian Flag (flag poles must not affect airport operations).

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## Applicant Details

Company

Address

Unit No.

Street No.

Street Name

Suburb / Locality

Postcode

Contact person

Contact phone

Contact email

Application Date

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## Lessee

Name

Address

Unit No.

Street No.

Street Name

Suburb / Locality

Postcode

Contact

## Site Location

### Address

Street No.

Street Name

### Precinct Location

**i** Refer to the land use plan in the Essendon Airport Land Use Plan

- English Street
- Beaufort North
- Wirraway North
- Aviation 1
- Hart
- Bulla
- Airfield

### Zone

**i** Business Zones apply to land side precincts and Special Use Zones to the Airfield and Aviation precincts.

- Business Zone 2
- Business Zone 3
- Special Use Zone 1
- Special Use Zone 2

**i** Refer to the land use plan in the Essendon Airport Land Use Plan (EALUP).

## Proposed Advertising Sign

### Proposed signs

Provide a brief summary of the signs proposed, including:

- Size
- Height (including any structural elements)
- Material
- Location
- Illumination
- Type of sign (as per Clause 73 Outdoor Advertising Signs in EALUP)

### Major Promotion Sign

Is the proposed sign 18 square metres or greater in size.

**i** Refer to Clause 52.05-5 and Clause 73 of the EALUP.

- Yes
- No

### Application Fee

**i** Refer to schedule of fees

## Existing Conditions

Describe how the land is currently used and developed including any existing signage (note whether signage will be retained or removed).

(e.g. vacant, warehouse, office building, existing business identification sign)


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## Assessment of Proposal

Provide details of the proposed sign. Reference should be made to the provisions of Clause 52.05 of the Essendon Airport Land Use Plan (EALUP) including the decision guidelines.

### Consistency with the Essendon Airport Land Use Plan

Is the proposal consistent with the Essendon Airport Planning Policy Framework, including the purpose of the Advertising Sign policy at Clause 52.05.

 Refer to Essendon Airport Land Use Plan (EALUP).

### Aviation

Describe any impact the proposed sign will have on aviation activities at the airport.

The display of signs is to minimise impacts on aviation including flight paths, windshear, light spill, glare, surface reflection and noise interference.

(e.g. will the sign's height require excessive noise or lighting).

### Need for the sign

Briefly detail the reasons for the sign and its role in identification.

### Effect of the sign on amenity of the area

Describe how the sign will impact on the amenity of the area.

Does it create visual clutter?

### Effect of the sign on existing signs

Describe existing signs in the area and how the proposed sign impacts on other signs in the area.

### Integration with built form

Describe how the sign is compatible with the scale of the site and surrounding buildings.

(e.g. is the sign significantly taller than the associated building).

### Effect of the sign on the built environment or landscape (including any objects of interest).

Describe how the sign impacts on significant buildings or areas.

(e.g. does the sign detract from existing heritage features).

### Illumination

Will the sign be illuminated in any way (internally or floodlit)?

Provide details of proposed illumination.

### Interface with Adjoining Zones

Describe how the proposal minimises impacts on land within the airport in adjoining zones or outside the airport. Detail how the proposal interacts or interfaces with the adjoining zones.

### Traffic and Safety impacts

Describe how the sign might impact upon safety in the area including impacts on pedestrian view lines and security.

Detail any potential impacts of the sign on the movement of vehicles in the area.

Include details on the impact of the sign's brightness or colour on the appearance and efficiency of nearby roads.


(e.g. will the sign's colour be mistaken for a traffic direction, will the sign's illumination create glare or excessive light spill).

**i** EAPL requires a traffic engineer's assessment to accompany applications for a Major Promotion Sign. The assessment must address the effect of the sign on road safety as required to be considered at Clause 52.05-5 of the Land Use Plan.

## Services

Confirm what infrastructure will be required to service the sign.

(e.g. will power be required for illumination).

 Refer to existing trunk services plan in the EAMP.

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## Application Plans

The application should include the following plans of the site and areas to be used:

- Existing Site Plan
- Proposed site plan showing sign location
- Proposed signage plans showing elevations, illumination, message and sign details.

All plans must be to scale with appropriate orientation details.

Plans should show:

- The boundary and dimensions of the site including adjoining roads and lots.
- Relevant natural ground levels.
- Relationship the site has with existing buildings and other structures on adjoining land at the airport including distance between buildings. Details on the height and form of adjoining buildings.
- The layout of existing buildings and works including existing signs.
- Details of the propose signs.
- All driveway, carpark and loading areas.
- All external storage, infrastructure and water treatment areas.
- Areas not required for immediate use.

List plans provided in support of the application

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## Application Checklist

Included the following:

- Application Fee
  - Completed Application Form
  - Existing Site Plan
  - Proposed Sign Layout Plan
  - Proposed Sign Detail Plan