

Real Estate Signage Guidelines

Clause 52.05-10 of the Frankston Planning Scheme provides that a permit is not required to display a sign with an advertising area not exceeding 10 square metres publicising the sale or letting of the property on which it is displayed.

A Real Estate Advertising Sign can be displayed without a Planning Permit if the following conditions are met:

- The sign must not exceed 10 square metres in advertisement area.
- The sign must be erected on the land to which it relates (the property for sale or lease).
- Only one (1) real estate advertising sign can be displayed on the land
- The sign must not be animated (i.e. a sign must not move, contains moving parts, changes its message, flashes or has a moving or flashing border).
- The sign must not be displayed longer than seven (7) days after the date of sale or letting of the property.

Council's General Local Law 2016 No. 8 - Part 2 Clause 2.1(k) states that without a permit, a person must not on a road or in a municipal place:

- Erect, affix or place any advertising sign on a road or in a municipal place without the consent of Council or an Authorised Officer.

The provisions of General Local Law No. 8 allow an Authorised Officer of Council to:

- Seize and impound any sign in contravention of this Local Law; and
- An impounded sign will be surrendered to its owner, or to a person acting on behalf of its owner on payment of any fee determined by Council or payment of any costs to Council of impounding, keeping and releasing of the sign.

Failure to comply with the above signage requirements will result in Infringement Notices being issued to any offending person/company who erects and displays any unauthorised signage including:

- Multiple signs displayed, either by a single agent or more than one agent, on the property that is offered for sale or lease.
- A sign that is not displayed on the property that is for sale or lease but is displayed on any other private or Council land including road reservations (nature strips).
- A sign that exceeds 10 square metres in advertisement area.
- A sign left on a property longer than seven (7) days after the date of sale or let.
- An animated sign (A sign that contains moving parts, changes its message, flashes or has a moving or flashing border).
- Pointer signs which generally only identify a Real Estate Agent and indicate by arrow a property for sale (generally located on street corners).
- Open for inspection signs or appraisal signs placed on Council land including road reservations (nature strips).