

Clear Form

Office Use Only

Application No.:

Date Lodged: / /

Application for a Planning Permit

If you need help to complete this form, read MORE INFORMATION at the end of this form.

Any material submitted with this application, including plans and personal information, will be made available for public viewing, including electronically, and copies may be made for interested parties for the purpose of enabling consideration and review as part of a planning process under the *Planning and Environment Act 1987*. If you have any questions, please contact Council's planning department.

Questions marked with an asterisk (*) must be completed.

If the space provided on the form is insufficient, attach a separate sheet

Click for further information.

**CITY OF MARIBYRNONG
ADVERTISED PLAN**

The Land

Address of the land. Complete the Street Address and one of the Formal Land Descriptions.

Street Address *

Unit No.:

St. No.: 168

St. Name: Victoria Street

Suburb/Locality: Seddon

Postcode: 3011

Formal Land Description *

Complete either A or B.

This information can be found on the certificate of title.

If this application relates to more than one address, attach a separate sheet setting out any additional property details.

A

Lot No.: 1

☐ Lodged Plan

☒ Title Plan

☐ Plan of Subdivision

No.: 394220V

OR

B

Crown Allotment No.:

Section No.:

Parish/Township Name:

The Proposal

You must give full details of your proposal and attach the information required to assess the application. Insufficient or unclear information will delay your application

For what use, development or other matter do you require a permit? *

Building and Works for Promotional Signage

Provide additional information about the proposal, including: plans and elevations; any information required by the planning scheme, requested by Council or outlined in a Council planning permit checklist; and if required, a description of the likely effect of the proposal.

Cost \$400

You may be required to verify this estimate. Insert '0' if no development is proposed.

If the application is for land within **metropolitan Melbourne** (as defined in section 3 of the *Planning and Environment Act 1987*) and the estimated cost of the development exceeds \$1.093 million (adjusted annually by CPI) the Metropolitan Planning Levy **must** be paid to the State Revenue Office and a current levy certificate **must** be submitted with the application. Visit www.sro.vic.gov.au for information.

Estimated cost of any development for which the permit is required *

Existing Conditions

Describe how the land is used and developed now *

For example, vacant, three dwellings, medical centre with two practitioners, licensed restaurant with 80 seats, grazing.

Shop

 Provide a plan of the existing conditions. Photos are also helpful.

Title Information

Encumbrances on title *

Does the proposal breach, in any way, an encumbrance on title such as a restrictive covenant, section 173 agreement or other obligation such as an easement or building envelope?

- ☐ Yes (If 'yes' contact Council for advice on how to proceed before continuing with this application.)
- ☐ No
- ☒ Not applicable (no such encumbrance applies).

 Provide a full, current copy of the title for each individual parcel of land forming the subject site. The title includes: the covering 'register search statement', the title diagram and the associated title documents, known as 'instruments', for example, restrictive covenants.

Applicant and Owner Details

Provide details of the applicant and the owner of the land.

Applicant *

The person who wants the permit.

Please provide at least one contact phone number *

Where the preferred contact person for the application is different from the applicant, provide the details of that person.

Owner *

The person or organisation who owns the land

Where the owner is different from the applicant, provide the details of that person or organisation.

Name:

Title:

First Name:

Surname:

Organisation (if applicable): Shout Out Loud

Postal Address:

If it is a P.O. Box, enter the details here:

Unit No.:

St. No.: 226

St. Name: Normanby Ave,

Suburb/Locality: Thornbury

State: VIC

Postcode: 3071

Contact information for applicant OR contact person below

Business phone:

Email: urbanplanningmediation@hotmail.com

Mobile phone: 0433773751

Fax:

Contact person's details*

Same as applicant ☐

Name:

Title: Mr

First Name: Tony

Surname: Wang

Organisation (if applicable): UPM

Postal Address:

If it is a P.O. Box, enter the details here:

Unit No.:

St. No.: 19

St. Name: Riverview Road

Suburb/Locality: Balwyn North

State: Vic

Postcode: 3104

Name:

Same as applicant ☐

Title:

First Name:

Surname:

Organisation (if applicable): STELLA & TONY PTY LTD

Postal Address:

If it is a P.O. Box, enter the details here:

Unit No.:

St. No.: 2

St. Name: RALPH ST

Suburb/Locality: RESERVOIR

State: VIC

Postcode: 3073

Owner's Signature (Optional):

Date:

day / month / year

Declaration

This form must be signed by the applicant *

 Remember it is against the law to provide false or misleading information, which could result in a heavy fine and cancellation of the permit.

I declare that I am the applicant; and that all the information in this application is true and correct; and the owner (if not myself) has been notified of the permit application.

Signature:



Date: 12/06/2026

day / month / year

Need help with the Application?

General information about the planning process is available at planning.vic.gov.au

Contact Council's planning department to discuss the specific requirements for his application and obtain a planning permit checklist. Insufficient or unclear information may delay your application

Has there been a pre-application meeting with a council planning officer

☒ No

☐ Yes

If 'Yes', with whom?:

Date:

day / month / year

Checklist

Have you:

☐

Filled in the form completely?

☐

Paid or included the application fee?



Most applications require a fee to be paid. Contact Council to determine the appropriate fee.



Provided all necessary supporting information and documents?

☐

A full, current copy of title information for each individual parcel of land forming the subject site.

☐

A plan of existing conditions.

☐

Plans showing the layout and details of the proposal.

☐

Any information required by the planning scheme, requested by council or outlined in a council planning permit checklist.

☐

If required, a description of the likely effect of the proposal (for example, traffic, noise, environmental impacts)

☐

If applicable, a current Metropolitan Planning Levy certificate (a levy certificate expires 90 days after the day on which it is issued by the State Revenue Office and then cannot be used). Failure to comply means the application is void

☐

Completed the relevant council planning permit checklist?

☐

Signed the declaration?

Lodgement

Lodge the completed and signed form, the fee and all documents with:

Maribyrnong City Council

PO Box 58

Footscray VIC 3011

Cnr Napier & Hyde Streets

Footscray VIC 3011

Contact information:

Phone: (03) 9688 0200

Email: email@maribyrnong.vic.gov.au

DX: 81112

Deliver application in person, by post or by electronic lodgement.

MORE INFORMATION

The Land

Planning permits relate to the use and development of the land. It is important that accurate, clear and concise details of the land are provided with the application.

How is land identified

Land is commonly identified by a street address, but sometimes this alone does not provide an accurate identification of the relevant parcel of land relating to an application. Make sure you also provide the formal land description - the lot and plan number or the crown, section and parish/township details (as applicable) for the subject site. This information is shown on the title.

See **Example 1**.

The Proposal

Why is it important to describe the proposal correctly?

The application requires a description of what you want to do with the land. You must describe how the land will be used or developed as a result of the proposal. It is important that you understand the reasons why you need a permit in order to suitably describe the proposal. By providing an accurate description of the proposal, you will avoid unnecessary delays associated with amending the description at a later date.

 Planning schemes use specific definitions for different types of use and development. Contact the Council planning office at an early stage in preparing your application to ensure that you use the appropriate terminology and provide the required details.

How do planning schemes affect proposals?

A planning scheme sets out policies and requirements for the use, development and protection of land. There is a planning scheme for every municipality in Victoria. Development of land includes the construction of a building, carrying out works, subdividing land or buildings and displaying signs.

Proposals must comply with the planning scheme provisions in accordance with Clause 61.05 of the planning scheme. Provisions may relate to the State Planning Policy Framework, the Local Planning Policy Framework, zones, overlays, particular and general provisions. You can access the planning scheme by either contacting Council's planning department or by visiting Planning Schemes Online at planning-schemes.delwp.vic.gov.au

 You can obtain a planning certificate to establish planning scheme details about your property. A planning certificate identifies the zones and overlays that apply to the land, but it does not identify all of the provisions of the planning scheme that may be relevant to your application. Planning certificates for land in metropolitan areas and most rural areas can be obtained by visiting www.landata.vic.gov.au Contact your local Council to obtain a planning certificate in Central Goulburn, Corangamite, Macedon Ranges and Greater Geelong. You can also use the free Planning Property Report to obtain the same information.

See **Example 2**.

Estimated cost of development

In most instances an application fee will be required. This fee must be paid when you lodge the application. The fee is set down by government regulations.

To help Council calculate the application fee, you must provide an accurate cost estimate of the proposed development. This cost does not include the costs of development that you could undertake without a permit or that are separate from the permit process. Development costs should be calculated at a normal industry rate for the type of construction you propose.

Council may ask you to justify your cost estimates. Costs are required solely to allow Council to calculate the permit application fee. Fees are exempt from GST.

 Costs for different types of development can be obtained from specialist publications such as Cordell Housing: Building Cost Guide or Rawlinsons: Australian Construction Handbook.

 Contact the Council to determine the appropriate fee. Go to planning.vic.gov.au to view a summary of fees in the Planning and Environment (Fees) Regulations.

Metropolitan Planning Levy refer Division 5A of Part 4 of the *Planning and Environment Act 1987* (the Act). A planning permit application under section 47 or 96A of the Act for a development of land in metropolitan Melbourne as defined in section 3 of the Act may be a leviable application. If the cost of the development exceeds the threshold of \$1 million (adjusted annually by consumer price index) a levy certificate must be obtained from the State Revenue Office after payment of the levy. A valid levy certificate must be submitted to the responsible planning authority (usually council) with a leviable planning permit application. Refer to the State Revenue Office website at www.sro.vic.gov.au for more information. A leviable application submitted without a levy certificate is void.

Existing Conditions

How should land be described?

You need to describe, in general terms, the way the land is used now, including the activities, buildings, structures and works that exist (e.g. single dwelling, 24 dwellings in a three-storey building, medical centre with three practitioners and 8 car parking spaces, vacant building, vacant land, grazing land, bush block).

Please attach to your application a plan of the existing conditions of the land. Check with the local Council for the quantity, scale and level of detail required. It is also helpful to include photographs of the existing conditions.

See **Example 3**.

Title Information

What is an encumbrance?

An 'encumbrance' is a formal obligation on the land, with the most common type being a 'mortgage'. Other common examples of encumbrances include:

- **Restrictive Covenants:** A 'restrictive covenant' is a written agreement between owners of land restricting the use or development of the land for the benefit of others, (eg. a limit of one dwelling or limits on types of building materials to be used).
- **Section 173 Agreements:** A 'section 173 agreement' is a contract between an owner of the land and the Council which sets out limitations on the use or development of the land.
- **Easements:** An 'easement' gives rights to other parties to use the land or provide for services or access on, under or above the surface of the land.
- **Building Envelopes:** A 'building envelope' defines the development boundaries for the land.

Aside from mortgages, the above encumbrances can potentially limit or even prevent certain types of proposals.

What documents should I check to find encumbrances

Encumbrances are identified on the title (register search statement) under the header 'encumbrances, caveats and notices'. The actual details of an encumbrance are usually provided in a separate document (instrument) associated with the title. Sometimes encumbrances are also marked on the title diagram or plan, such as easements or building envelopes.

What about caveats and notices?

A 'caveat' is a record of a claim from a party to an interest in the land. Caveats are not normally relevant to planning applications as they typically relate to a purchaser, mortgagee or chargee claim, but can sometimes include claims to a covenant or easement on the land. These types of caveats may affect your proposal.

Other less common types of obligations may also be specified on title in the form of 'notices'. These may have an effect on your proposal, such as a notice that the building on the land is listed on the Heritage Register.

What happens if the proposal contravenes an encumbrance on title?

Encumbrances may affect or limit your proposal or prevent it from proceeding. Section 61(4) of the *Planning and Environment Act 1987* for example, prevents a Council from granting a permit if it would result in a breach of a registered restrictive covenant. If the proposal contravenes any encumbrance, contact the Council for advice on how to proceed.

You may be able to modify your proposal to respond to the issue. If not, separate procedures exist to change or remove the various types of encumbrances from the title. The procedures are generally quite involved and if the encumbrance relates to more than the subject property, the process will include notice to the affected party.

⚠ You should seek advice from an appropriately qualified person, such as a solicitor, if you need to interpret the effect of an encumbrance or if you seek to amend or remove an encumbrance.

Why is title information required?

Title information confirms the location and dimensions of the land specified in the planning application and any obligations affecting what can be done on or with the land.

As well as describing the land, a full copy of the title will include a diagram or plan of the land and will identify any encumbrances, caveats and notices.

What is a 'full' copy of the title?

The title information accompanying your application must include a 'register search statement' and the title diagram, which together make up the title.

In addition, any relevant associated title documents, known as 'instruments', must also be provided to make up a full copy of the title.

Check the title to see if any of the types of encumbrances, such as a restrictive covenant, section 173 agreement, easement or building envelope, are listed. If so, you must submit a copy of the document (instrument) describing that encumbrance. Mortgages do not need to be provided with planning applications.

⚠ Some titles have not yet been converted by Land Registry into an electronic register search statement format. In these earlier types of titles, the diagram and encumbrances are often detailed on the actual title, rather than in separate plans or instruments.

Why is 'current' title information required?

It is important that you attach a current copy of the title for each individual parcel of land forming the subject site. 'Current' title information accurately provides all relevant and up-to-date information.

Some councils require that title information must have been searched within a specified time frame. Contact the Council for advice on their requirements.

⚠ Copies of title documents can be obtained from Land Registry: Level 10, 570 Bourke Street, Melbourne; 03 8636 2010; www.landata.vic.gov.au – go direct to "titles & property certificates"

Applicant and Owner Details

This section provides information about the permit applicant, the owner of the land and the person who should be contacted about any matters concerning the permit application.

The applicant is the person or organisation that wants the permit. The applicant can, but need not, be the contact person.

In order to avoid any confusion, the Council will communicate only with the person who is also responsible for providing further details. The contact may be a professional adviser (e.g. architect or planner) engaged to prepare or manage the application. To ensure prompt communications, contact details should be given.

Check with Council how they prefer to communicate with you about the application. If an email address is provided this may be the preferred method of communication between council and the applicant/contact.

The owner of the land is the person or organisation who owns the land at the time the application is made. Where a parcel of land has been sold and an application made prior to settlement, the owner's details should be identified as those of the vendor. The owner can, but need not, be the contact or the applicant.

See **Example 4**.

Declaration

The declaration should be signed by the person who takes responsibility for the accuracy of all the information that is provided. This declaration is a signed statement that the information included with the application is true and correct at the time of lodgement.

The declaration can be signed by the applicant or owner. If the owner is not the applicant, the owner must either sign the application form or must be notified of the application which is acknowledged in the declaration

⚠ Obtaining or attempting to obtain a permit by wilfully making or causing any false representation or declaration, either orally or in writing, is an offence under the *Planning and Environment Act 1987* and could result in a fine and/or cancellation of the permit

Need help with the Application?

If you have attended a pre-application meeting with a Council planner, fill in the name of the planner and the date, so that the person can be consulted about the application once it has been lodged.

Checklist

What additional information should you provide to support the proposal?

You should provide sufficient supporting material with the application to describe the proposal in enough detail for the Council to make a decision. It is important that copies of all plans and information submitted with the application are legible.

There may be specific application requirements set out in the planning scheme for the use or development you propose. The application should demonstrate how these have been addressed or met.

The checklist is to help ensure that you have:

- provided all the required information on the form
- included payment of the application fee
- attached all necessary supporting information and documents
- completed the relevant Council planning permit checklist
- signed the declaration on the last page of the application form

⚠ The more complete the information you provide with your permit application, the sooner Council will be able to make a decision.

Lodgement

The application must be lodged with the Council responsible for the planning scheme in which the land affected by the application is located. In some cases the Minister for Planning or another body is the responsible authority instead of Council. Ask the Council if in doubt.

Check with Council how they prefer to have the application lodged. For example, they may have an online lodgement system, prefer email or want an electronic and hard copy. Check also how many copies of plans and the size of plans that may be required.

Contact details are listed in the lodgement section on the last page of the form.

⚠ Approval from other authorities: In addition to obtaining a planning permit, approvals or exemptions may be required from other authorities or Council departments. Depending on the nature of your proposal, these may include food or health registrations, building permits or approvals from water and other service authorities.

EXAMPLES

Example 1

The Land

Address of the land. Complete the Street Address and one of the Formal Land Descriptions.

Street Address *

Unit No.:

St. No.:

St. Name:

Suburb/Locality:

Postcode:

Formal Land Description *
Complete either A or B.

This information can be found on the certificate of title.

If this application relates to more than one address, attach a separate sheet setting out any additional property details.

A ☐ Lodged Plan ☐ Title Plan ☒ Plan of Subdivision

OR

B

Example 2

For what use, development or other matter do you require a permit? *

Construction of two, double-storey dwellings and construction of two new crossovers.

Provide additional information about the proposal, including: plans and elevations; any information required by the planning scheme, requested by Council or outlined in a Council planning permit checklist; and if required, a description of the likely effect of the proposal.

Example 3

Existing Conditions

Describe how the land is used and developed now *

For example, vacant, three dwellings, medical centre with two practitioners, licensed restaurant with 80 seats, grazing.

Single dwelling.

Provide a plan of the existing conditions. Photos are also helpful.

Example 4

Applicant and Owner Details

Provide details of the applicant and the owner of the land.

Applicant *

The person who wants the permit.

Please provide at least one contact phone number *

Where the preferred contact person for the application is different from the applicant, provide the details of that person.

Owner *

The person or organisation who owns the land

Where the owner is different from the applicant, provide the details of that person or organisation.

Name:

Title:

First Name:

Surname:

Organisation (if applicable):

Postal Address:

Unit No.:

St. No.:

St. Name:

Suburb/Locality:

State:

Postcode:

Contact information for applicant OR contact person below

Business phone:

Email:

Mobile phone:

Fax:

Contact person's details* ☐ Same as applicant

Name:

Title:

First Name:

Surname:

Organisation (if applicable):

Postal Address:

Unit No.:

St. No.:

St. Name:

Suburb/Locality:

State:

Postcode:

☒ Same as applicant

Name:

Title:

First Name:

Surname:

Organisation (if applicable):

Postal Address:

Unit No.:

St. No.:

St. Name:

Suburb/Locality:

State:

Postcode:

Owner's Signature (Optional):

Date:

day / month / year

Application for a Planning Permit | Metropolitan Council

Addendum

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The Victorian Government acknowledges the Traditional Owners of Victoria and pays respects to their ongoing connection to their Country, History and Culture. The Victorian Government extends this respect to their Elders, past, present and emerging.

REGISTER SEARCH STATEMENT (Title Search) Transfer of Land Act 1958

VOLUME 03552 FOLIO 298

Security no : 124134636115A

Produced 14/05/2026 08:46 AM

LAND DESCRIPTION

Lot 1 on Title Plan 394220V (formerly known as part of Crown Allotment E Section 14 Parish of Cut-paw-paw).
PARENT TITLE Volume 01583 Folio 428
Created by instrument 0667422 13/11/1911

REGISTERED PROPRIETOR

Estate Fee Simple

Sole Proprietor

STELLA & TONY PTY LTD of 2 RALPH ST RESERVOIR 3073

T742040G 26/06/1995

ENCUMBRANCES, CAVEATS AND NOTICES

Any encumbrances created by Section 98 Transfer of Land Act 1958 or Section 24 Subdivision Act 1988 and any other encumbrances shown or entered on the plan set out under DIAGRAM LOCATION below.

DIAGRAM LOCATION

SEE TP394220V FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

-----END OF REGISTER SEARCH STATEMENT-----

Additional information: (not part of the Register Search Statement)

Street Address: 168 VICTORIA STREET SEDDON VIC 3011

DOCUMENT END

Delivered from the LANDATA® System by InfoTrack Pty Ltd.

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TITLE PLAN		EDITION 1	TP 394220V									
Location of Land Parish: CUT-PAW-PAW Township: Section: 14 Crown Allotment: E (PT) Crown Portion: Last Plan Reference: Derived From: VOL 3552 FOL 298 Depth Limitation: NIL		Notations ANY REFERENCE TO MAP IN THE TEXT MEANS THE DIAGRAM SHOWN ON THIS TITLE PLAN										
Description of Land / Easement Information All that piece of Land, delineated and coloured red on the map in the margin, being part of Crown allotment E Section Fourteen parish of Cut Paw Paw county of Bourke Together with a right of carriage way over the roads shewn on Plan of Subdivision No. 193 lodged in the Office of Titles ENCUMBRANCES REFERRED TO. Special railway condition contained in grant to Walter Craig and Charles Williams		THIS PLAN HAS BEEN PREPARED FOR THE LAND REGISTRY, LAND VICTORIA, FOR TITLE DIAGRAM PURPOSES AS PART OF THE LAND TITLES AUTOMATION PROJECT COMPILED: 10/04/2000 VERIFIED: AK										
		COLOUR CODE R=RED 										
<table><tr><th colspan="3">TABLE OF PARCEL IDENTIFIERS</th></tr><tr><td colspan="3">WARNING: Where multiple parcels are referred to or shown on this Title Plan this does not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962</td></tr><tr><td colspan="3">PARCEL 1 = CA E (PT)</td></tr></table>				TABLE OF PARCEL IDENTIFIERS			WARNING: Where multiple parcels are referred to or shown on this Title Plan this does not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962			PARCEL 1 = CA E (PT)		
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WARNING: Where multiple parcels are referred to or shown on this Title Plan this does not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962												
PARCEL 1 = CA E (PT)												
LENGTHS ARE IN FEET & INCHES		Metres = 0.3048 x Feet Metres = 0.201168 x Links	Sheet 1 of 1 sheets									

11/06/2026

Statutory Planning
City of Maribyrnong
PO Box 58
West Footscray VIC 3012

**Urban
Planning
Mediation**

19 Riverview Road
Balwyn North VIC 3104
Telephone 03 9859 6136
Facsimile 03 9859 2348
Mobile 0433 773 751

Attn Statutory Planning,

**168 VICTORIA STREET, SEDDON 3011
APPLICATION FOR PROMOTIONAL SIGNAGE**

This planning submission has been prepared by Urban Planning Mediation to accompany a permit application to the City of Maribyrnong for promotional signage at 168 Victoria Street, Seddon.

PLANNING SUBMISSION

1. The subject site is predominately located within a Commercial 1 Zone (C1Z). The site is also affected by a Development Contributions Overlay and a Built Form Overlay.
2. The proposal seeks permission to erect 2x advertising signage boards with timber frame and backing board along the southern facade of the existing building, as shown on the accompanying plans.
3. This application is also related to an enforcement investigation and therefore seeking retrospective planning permission.
4. The following permit trigger/s are relevant to the proposal.
 - Clause 34.01-4 Building and Works
 - Clause 52.05 Signs
5. The site is formally described Lot 1 on Title Plan 394220V and is within the City of Maribyrnong.
6. The subject site is located on the corner of Victoria Street and Glenhill Street.
7. Currently the building is used as a shop with onsite parking available at the rear.
8. The site is of a rectangular shape with a total approx. frontage of 7m to Victoria Street and 21m to Glenhill Street.

COMPANY BACKGROUND

9. 'Rock Posters is a major supplier of tailored promotion prints and distribution solutions within Australia. The company has worked extensively within many local Councils including the City of Yarra, City of Stonnington and City of Melbourne. Within the City of Yarra, the company has undertaken numerous projects to improve the overall urban character by
 - Cleaning and removal of graffiti at the cost of the company.
 - Removal of existing unorganized and expired promotional material/posters.
 - Installation of frames to provide uniform and organized areas for A1 sized posters to be affixed to clean building facades.
 - Routine maintenance of poster areas to ensure that the framed areas and walls are free from graffiti and damage.

PROPOSAL

10. The application seeks to erect 2 advertising boards which are labelled Signage A and Signage B on the development plans. The boards will feature timber frames around the outside edge of the poster area consisting of 65mm x 20mm pine wood. The frame and posters will be on top of a 10mm backing board and therefore the advertising board component will be a total thickness of 30mm.

As there are existing pipes along the side façade, the advertising boards require packing of 80mm and 100mm to create a flat surface. Therefore, the total protrusion of the 'building and works' out from the façade of the building will be 80mm for Sign A and 130mm for Sign B. The proposed posters, which are affixed within each of the poster frames:

- Are individually approx. A1 size
- Are not individually illuminated or reflective.
- Will contain advertising material, which are varied in content and changed on a regular basis by contractors.
- Each sheets can have individual advertising content or be placed/arranged together to form a larger overall advertising image.

No lights or illumination of the signage/boards are proposed.

PLANNING PROVISIONS

11. The following planning policies are relevant to the proposal.

Clause 15.01-1L-01

Objectives

To encourage signs that make a positive contribution to their host building and the surrounding area.

Strategies

Encourage signs that:

- *Are consistent with the character of the area.*
- *Respect the amenity of the area.*
- *Are proportioned and designed to complement the host building and site.*
- *Preserve active frontages.*

Discourage signs that are:

- *Perpendicular to a structure or building above the first floor.*
- *Reflective.*
- *Erected on the roof of a building.*
- *Erected on vacant or derelict buildings.*

12. The proposed signage shall be erected on a commercial building with no direct line of sight from nearby residential dwellings further to the west. The signage has been sited to be as close to Victoria Street as practicable and will have a substantial setback from the western edge of the property boundary, where it abuts the laneway and residential properties beyond.

The building itself has no heritage significance and therefore will not negatively impact on the building's architectural value or character.

13. The low-profile nature of the frame will blend in due to the high volume of signage and

colorful graffiti/artwork that currently exist within the wider precinct. Overall, it is considered that the proposed signage will make a positive contribution to the area by:

- Providing framing that allows a clear organized area and space for promotional posters and thereby limiting visual clutter.
- The proposed promotional board does not detract from the architectural significance of the building. It is submitted that the proposal increases street activation compared to the existing blank wall.
- The proposed signs will have a reasonable buffer from residential dwellings and therefore will have negligible amenity impacts.

14. The land is under the Commercial 1 Zone (C1Z). **Clause 34.01-9** states that Sign requirements under Clause 52.05 apply to the zone and this Zone is in Category 1.

The main relevant purpose of the C1Z include:

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.*

It is considered that the proposed works are generally consistent with the purpose of the Commercial 1 Zone, as it maintains the mix-used character of the area. The advertising boards themselves are at pedestrian height and therefore increase the stimulating environment of the existing commercial streetscape.

15. **Clause 43.06 Built Form Overlay** is also applicable to the proposal, however these provisions generally relate to new built form and development. As the 'building and works' is only for signage, the main relevant guidelines would be in relation to streetscape activation. It is acknowledged that high extent of glazing is sought for new developments under this policy. It is noted that the proposal does not seek to obstruct any windows and due to the temporary nature of the advertising boards, would not prejudice any future development or need to increase the level of glazing to the side façade. It is also submitted that having advertising signage would create more street activation compared to a blank brick wall.

16. The decision guidelines of **Clause 52.05** include the following relevant considerations.

All signs

- *The character of the area including:*
 - *The sensitivity of the area in terms of the natural environment, heritage values, waterways and open space, rural landscape or residential character.*
 - *The compatibility of the proposed sign with the existing or desired future character of the area in which it is proposed to be located.*
 - *The cumulative impact of signs on the character of an area or route, including the need to avoid visual disorder or clutter of signs.*
 - *The consistency with any identifiable outdoor advertising theme in the area.*

The proposed signs are not within close proximity to any residential dwellings.

It is not uncommon within the area to have a high level of signage, particularly along ground level facades of buildings in the commercial area. Therefore, the proposal is considered to be consistent with the existing character.

- *Impacts on views and vistas:*
 - *The potential to obscure or compromise important views from the public realm.*
 - *The potential to dominate the skyline.*
 - *The potential to impact on the quality of significant public views.*

- *The potential to impede views to existing signs.*

The proposed location and scale of the signs are respectful of the local environment and character of the area. The signs are at street level and are only visible to pedestrians and vehicular traffic that travel past and/or are within close proximity to the subject site.

- *The relationship to the streetscape, setting or landscape:*
 - *The proportion, scale and form of the proposed sign relative to the streetscape, setting or landscape.*
 - *The position of the sign, including the extent to which it protrudes above existing buildings or landscape and natural elements.*
 - *The ability to screen unsightly built or other elements.*
 - *The ability to reduce the number of signs by rationalising or simplifying signs.*
 - *The ability to include landscaping to reduce the visual impact of parts of the sign structure.*

As outlined previously, the scale and proportion of the signs in relation to the streetscape and side façade of the existing building is appropriate and will not detrimentally impact on the streetscape character. Overall, only a small portion of the buildings side façade will be covered by the proposed signage.

- *The relationship to the site and building:*
 - *The scale and form of the sign relative to the scale, proportion and any other significant characteristics of the host site and host building.*
 - *The extent to which the sign displays innovation relative to the host site and host building.*
 - *The extent to which the sign requires the removal of vegetation or includes new landscaping.*

The amount of signage proposed is relatively low compared to the total side façade area of the current building. The location of these promotional signs along the side facade of the building and near intersections is practical and enhances the commercial character of the area.

- *The impact on road safety. A sign is a safety hazard if the sign:*
 - *Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.*
 - *Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background that may reduce the clarity or effectiveness of a traffic control device.*
 - *Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.*
 - *Is at a location where particular concentration is required, such as a high pedestrian volume intersection.*
 - *Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.*
 - *Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.*
 - *Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.*
 - *Is within 100 metres of a rural railway crossing.*

- *Has insufficient clearance from vehicles on the carriageway.*
- *Could mislead drivers or be mistaken as an instruction to drivers.*

The proposed signage that is installed generally flush against the side wall of the existing building will not obstruct drivers view.

17. Overall, it is considered that the proposal strikes a reasonable balance between supporting the economic viability of local businesses, whilst still minimising impact on surrounding residents.
18. It is respectfully requested that the proposal is supported by Council and that a planning permit is issued for this application.