



Application for Planning Permit

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 concerns, please contact Council's planning department on 5624 2411.

The personal information requested on this form is being collected to enable council to consider the application. Council will use this information for this purpose or one directly related and may disclose this information as required by law in accordance with the *Privacy and Data Protection Act 2014*. The applicant may apply to council for access and/or amendment of the information by contacting council's freedom of information/privacy officer on 5624 2411

Section 1: The Land

Unit Number Street Number Street Name

Town Postcode

Formal Land Description

Complete either Section A or B

Section A

Lot Number Type of Plan Lodged plan Title Plan Plan of Subdivision Number

Section B

Crown Allotment Number Section Number Parish/Township Name

Section 2: Applicant and Owner Details

Applicant

The person who wants the permit.

Title First Name Last Name

Organisation (if Applicable)

Email

Postal Address

Unit Number Street or Post Box Number

Street Name Town Postcode

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Contact Person's Details

Please provide details of the preferred contact person if this is different from the applicant.

Same as applicant

Title First Name Last Name

Organisation (if applicable)

Postal Address

Unit Number Street or Post Box Number

Street Name Town Postcode

Contact Information

Best Contact Phone Number E-mail

Fax Number

Owner

The person or organisation who owns the land.

Same as applicant

Title First Name Last Name

Organisation (if applicable)

Postal Address

Unit Number Street or Post Box Number

Street Name Town Postcode

I declare that I am the owner of the above stated property; and that the details above are true and correct.

Signature:

Section 3: Estimated Cost of development for which the permit is required:

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Section 4: 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?

DEVELOPMENT:

- Advertising Signage
- Agricultural Outbuildings
- Buildings and Works and Reduction in Carparking
- Commercial or Industrial Buildings and Works
- Extension / Alteration to Dwelling
- Development of 2 or more dwellings Qty:
- Mixed Use Development and Reduction of Carparking
- Residential Outbuildings
- Single Dwelling
- Telecommunications

USE:

- Buildings and Works and Change of Use
- Change of Use
- Change of Use and Single Dwelling
- Home Based Business
- Liquor Licence

SUBDIVISION

- Boundary Realignment or Variation of Restriction
- 2 Lot Subdivision
- 3 or more Lot Subdivison Qty:
- 100 or more Lot Subdivision Qty:

OTHER:

- Native Vegetation Removal or Lopping
- Subdivision and Removal of Vegetation and Alteration of access RDZ1 Qty:
- Non Native Vegetation Removal or Lopping (ESO4)

FURTHER DETAILS (optional):

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Section 5: Existing Conditions:

Describe how the land is used and developed now

Double storey commercial tenancy

Provide a plan of Existing Conditions. Photos are helpful

Section 6: Pre-Application Meeting

Has there been a Pre-Application meeting with a Council Planning Officer?

No

Yes

If Yes with Whom?

Date of this meeting

Section 7: Title Information TITLE MUST NOT BE OLDER THAN 60 DAYS

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).

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Section 8: Declaration

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:



Section 9: Checklist

Have you:

- Filled in the form completely
- Paid or included the application fee
- Provided a full, current copy of the title information for each individual parcel of land, forming the subject site
- Provided a plan of the existing conditions
- Provided plans showing the layout and details of the proposal
- Provided any information required by the planning scheme, requested by Council
- Provided a description of the likely effect of the proposal (if required)
- Completed the relevant Council planning permit checklist
- Completed the declaration in Section 7
- Provided a contact phone number and e-mail address

Section 10: Lodgement

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

By Email:

planning@bawbawshire.vic.gov.au

By Post:

Planning Department
Baw Baw Shire Council
PO Box 304
Warragul, VIC, 3820

In Person:

Customer Service Centre
90 Smith Street Warragul
33 Young Street Drouin
Contact information:
Telephone: 5624 2411
Fax: 5622 2287

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

Page 1 of 1

VOLUME 06911 FOLIO 135

Security no : 124080073980T
Produced 04/11/2019 04:04 PM

LAND DESCRIPTION

Lots 1 and 2 on Title Plan 256881V (formerly known as Lot 1 on Plan of Subdivision 001618, part of Lot 2 on Plan of Subdivision 001618).
PARENT TITLE Volume 03040 Folio 821
Created by instrument 2023292 27/08/1946

REGISTERED PROPRIETOR

Estate Fee Simple
Joint Proprietors
RUSSELL IAN FOLLETT
MANDY LOUISE FOLLETT both of 295 KENNYS ROAD NYORA VIC 3987
AC390144F 08/10/2003

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AE797210J 19/12/2006
RABOBANK AUSTRALIA LTD

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 TP256881V FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

DOCUMENT END

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Document Type	Plan
Document Identification	TP256881V
Number of Pages (excluding this cover sheet)	1
Document Assembled	04/11/2019 08:48

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TITLE PLAN	EDITION 1	TP 256881V
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Location of Land

Parish: DROUIN EAST
 Township: WARRAGUL
 Section: 4
 Crown Allotment: 1(PT)
 Crown Portion:

Last Plan Reference: LP1618
 Derived From: VOL 6911 FOL 135
 Depth Limitation: NIL

Notations

ANY REFERENCE TO MAP IN THE TEXT MEANS THE DIAGRAM SHOWN ON THIS TITLE PLAN

Description of Land / Easement Information

THIS PLAN HAS BEEN PREPARED FOR THE LAND REGISTRY, LAND VICTORIA, FOR TITLE DIAGRAM PURPOSES AS PART OF THE LAND TITLES AUTOMATION PROJECT

COMPILED: 04/01/2000
 VERIFIED: BC

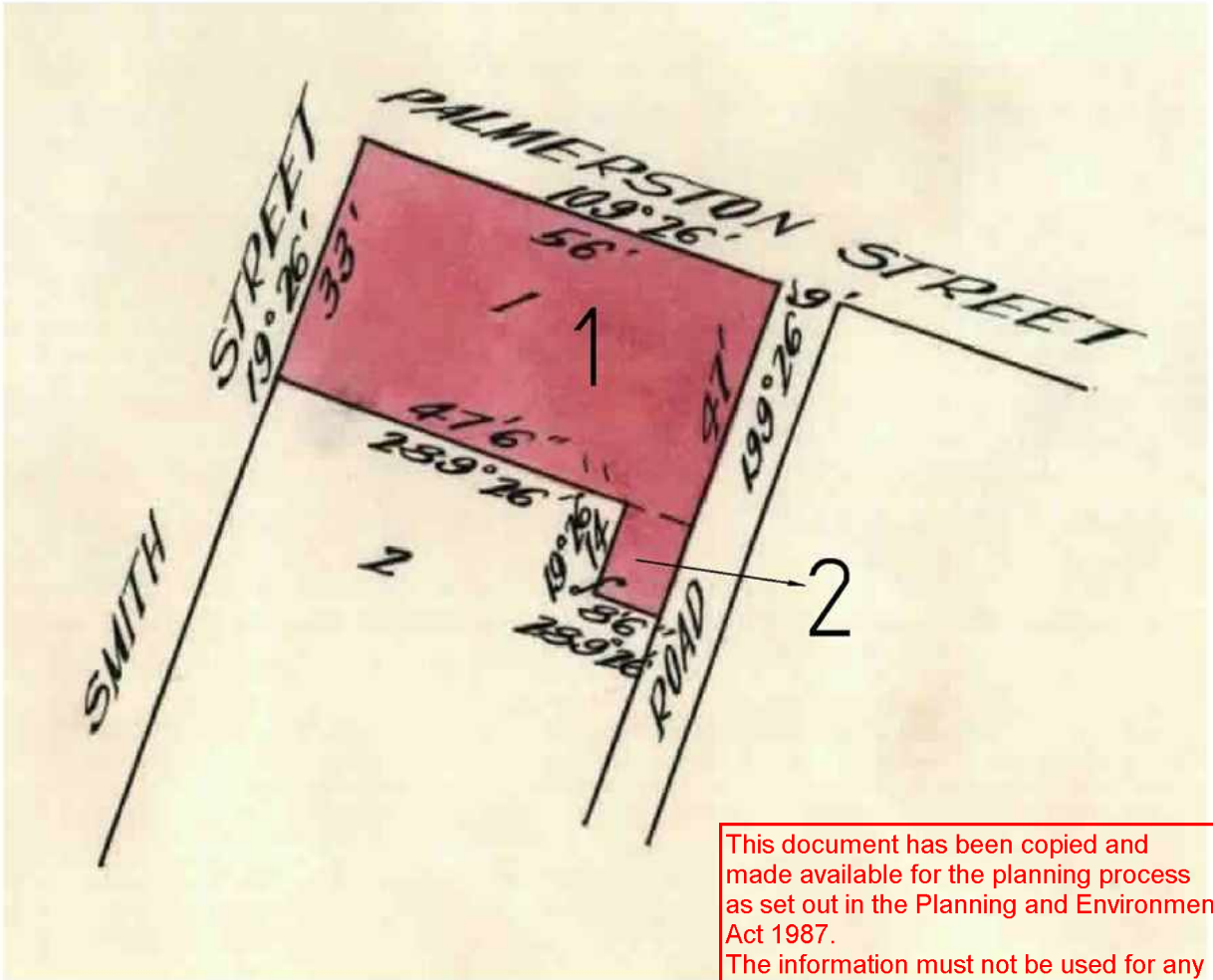


TABLE OF PARCEL IDENTIFIERS	
WARNING: Where multiple parcels are referred to or shown on this Title Plan, this does not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962.	
PARCEL 1 =	LOT 1 ON LP1618
PARCEL 2 =	LOT 2 (PT) ON LP1618

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WARRAGUL - PROPOSED SINGLE SIDED, NON-ILLUMINATED, MAJOR PROMOTION SIGN

64 SMITH STREET,
WARRAGUL, VIC 3820

TOWN PLANNING DRAWINGS

- A01 COVER PAGE
- A02 SITE PLAN
- A03 FLOOR PLAN & ELEVATIONS
- A04 PERSPECTIVE VIEWS



PHOTO 01



PHOTO 02

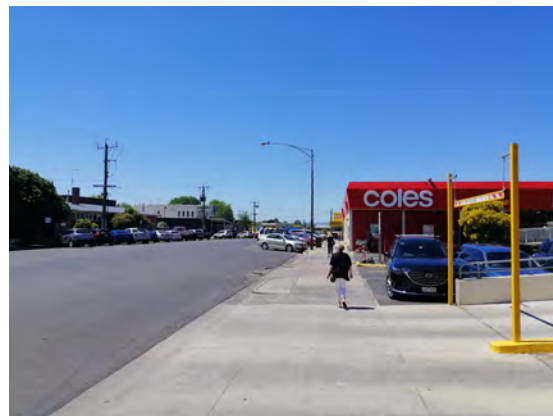
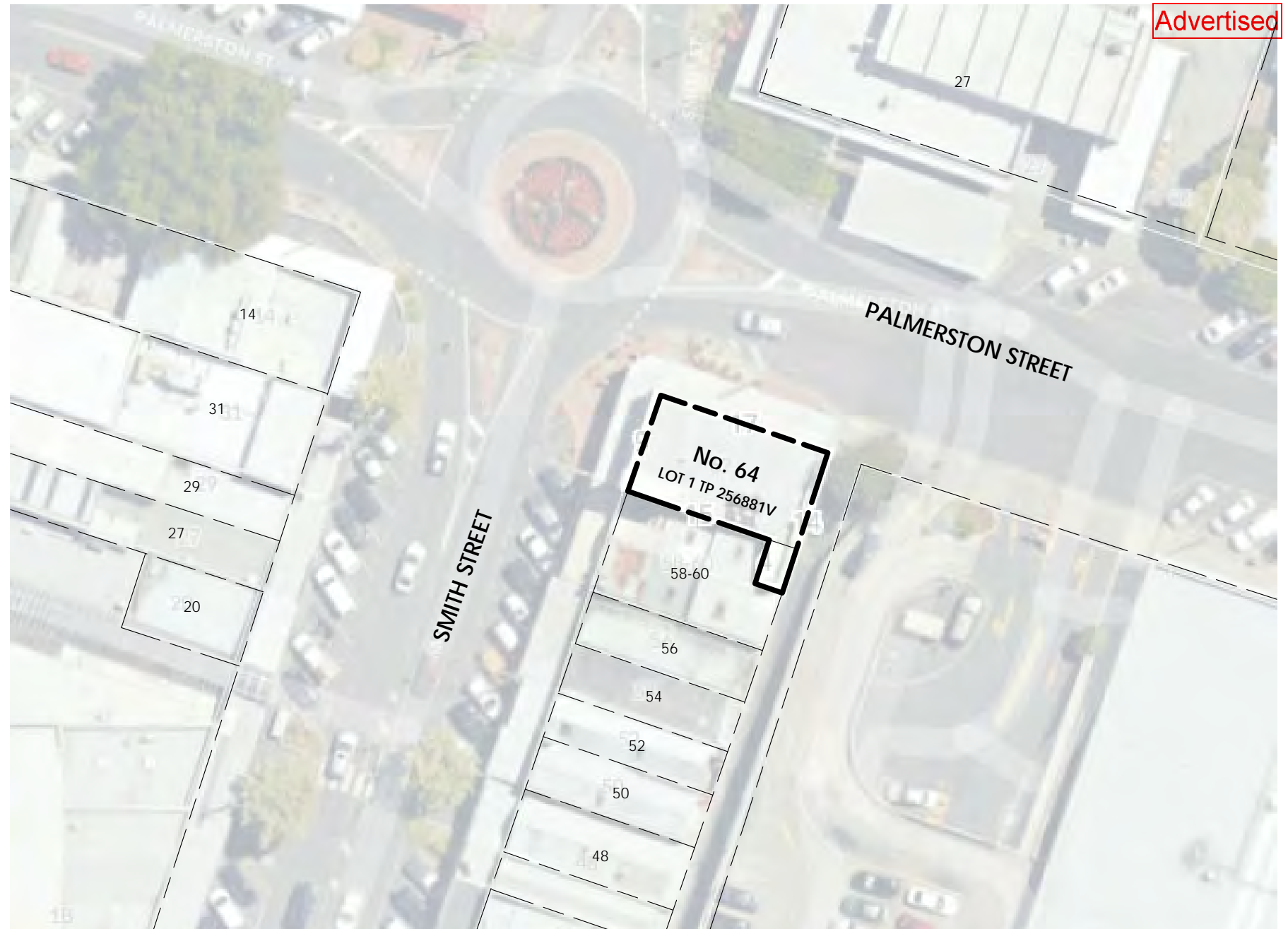


PHOTO 03



PHOTO 04



Advertised

KEY PLAN
SCALE 1 : 500

PHOTO LEGEND	
NO.	DESCRIPTION
01	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE PROMOTION SIGN.
02	PHOTOGRAPHIC VIEW NORTH FROM THE PROPOSED LOCATION OF THE MAJOR PROMOTION SIGN.
03	PHOTOGRAPHIC VIEW EAST FROM THE PROPOSED LOCATION OF THE MAJOR PROMOTION SIGN.
04	PHOTOGRAPHIC VIEW FROM THE EAST TO THE PROPOSED LOCATION OF THE MAJOR PROMOTION SIGN INCLUDING THE SURROUNDING CONTEXT WEST OF THE SITE.

ISSUE/AMMENDMENTS SCHEDULE

01 04.11.2019
TOWN PLANNING ISSUE

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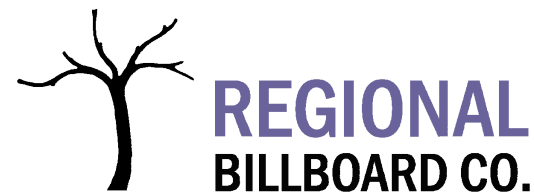
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PROJECT
WARRAGUL - PROPOSED SINGLE SIDED,
NON-ILLUMINATED, MAJOR PROMOTION SIGN
ADDRESS
64 SMITH STREET,
WARRAGUL, VIC 3820

NORTH POINT



DATE
04.11.2019

PROJECT NO.
19-016

DRAWING NO.
A01

PAGE SIZE
A3

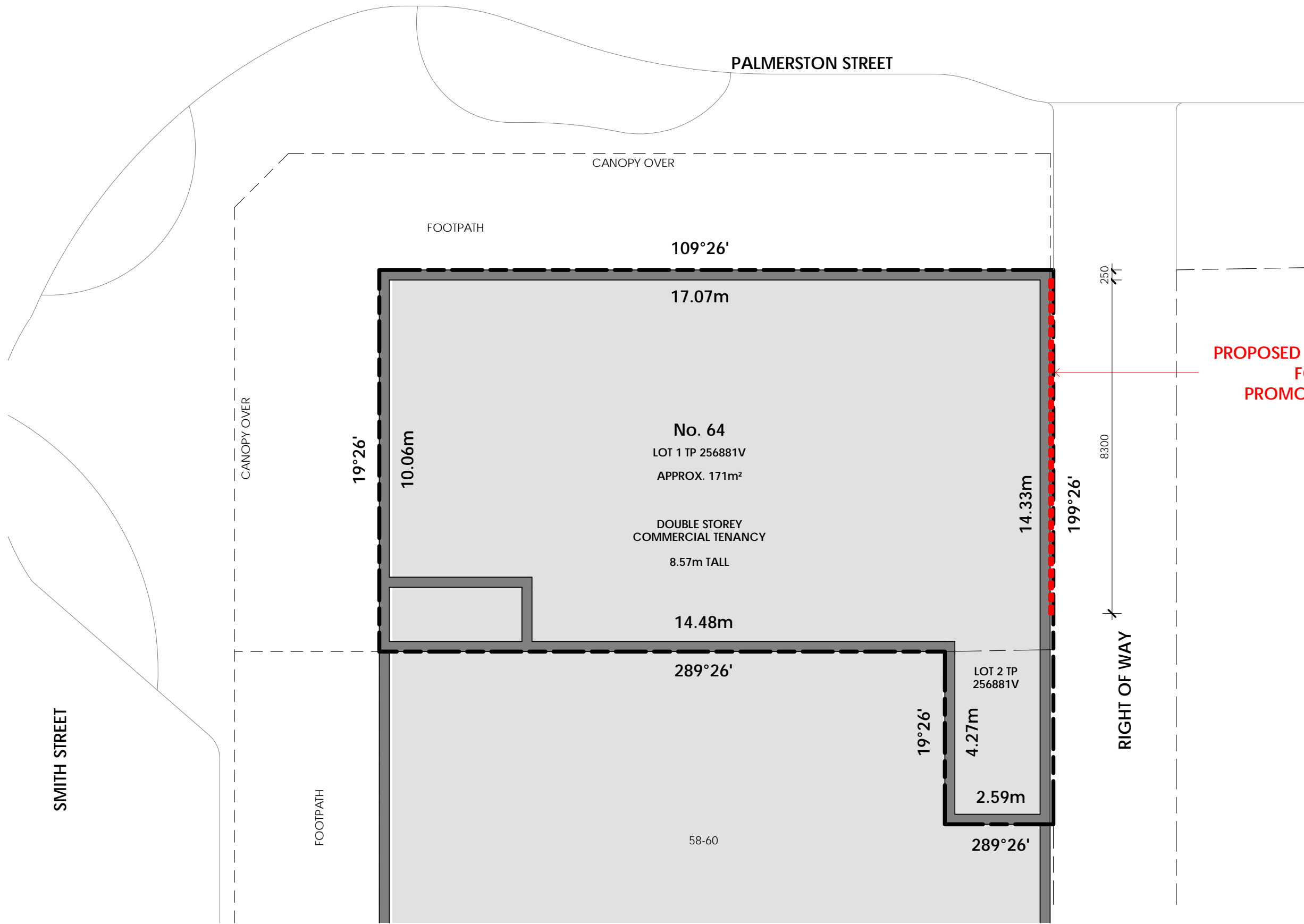
DRAWN BY
JC

ISSUE NO.
01

REGIONAL BILLBOARD CO.

A 62 John Street, ELTHAM VIC 3095

E james@regionalbillboardco.com.au



PROPOSED LOCATION FOR MAJOR PROMOTION SIGN

ISSUE/AMMENDMENTS SCHEDULE

01 04.11.2019
TOWN PLANNING ISSUE

LEGEND

- PROPERTY BOUNDARY
- EXISTING BUILDINGS ONSITE

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SITE PLAN
SCALE 1 : 100



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ADDRESS
64 SMITH STREET,
WARRAGUL, VIC 3820

NORTH POINT



DATE
04.11.2019

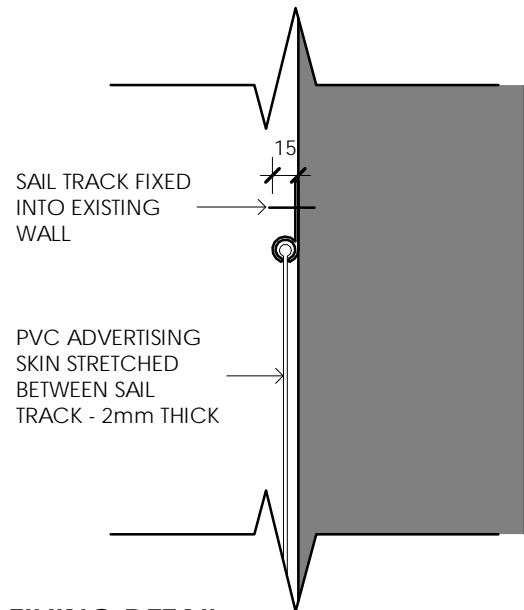
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19-016

DRAWING NO.
A02

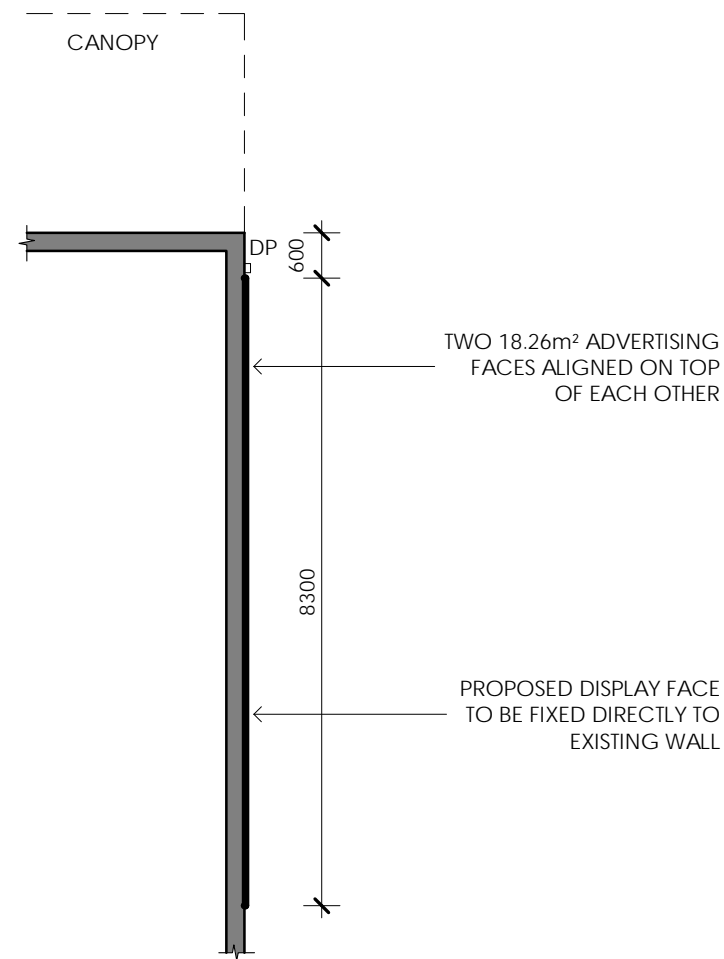
PAGE SIZE
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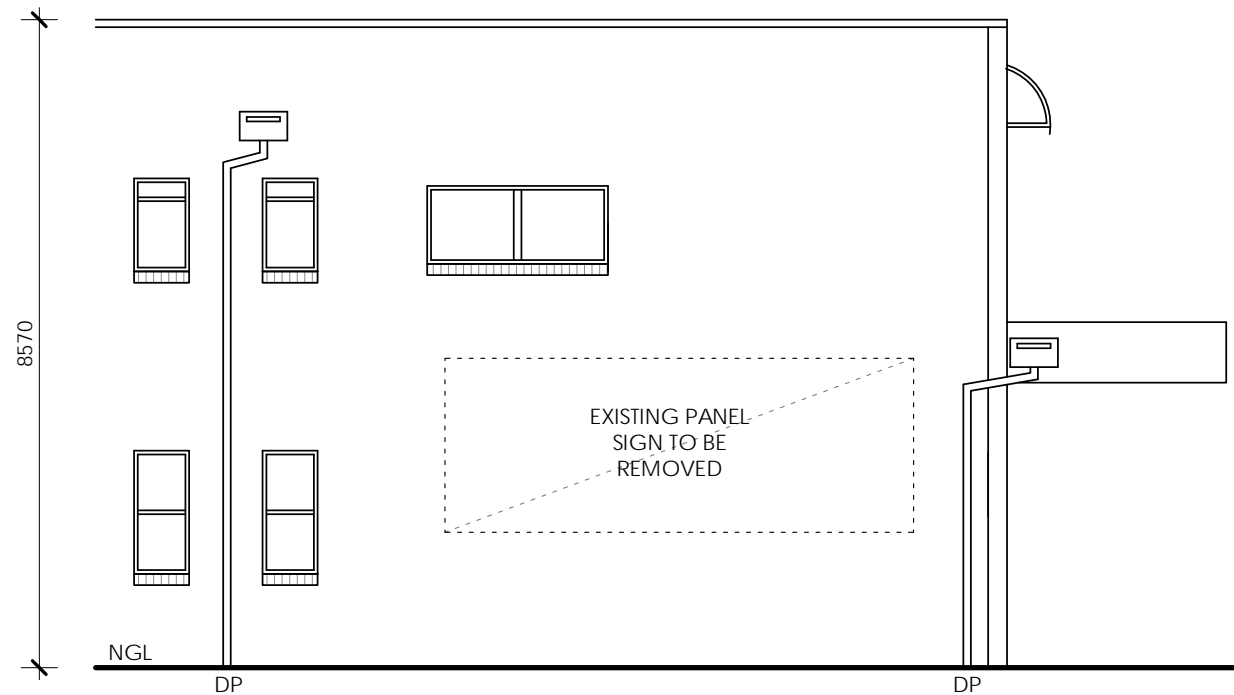
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01



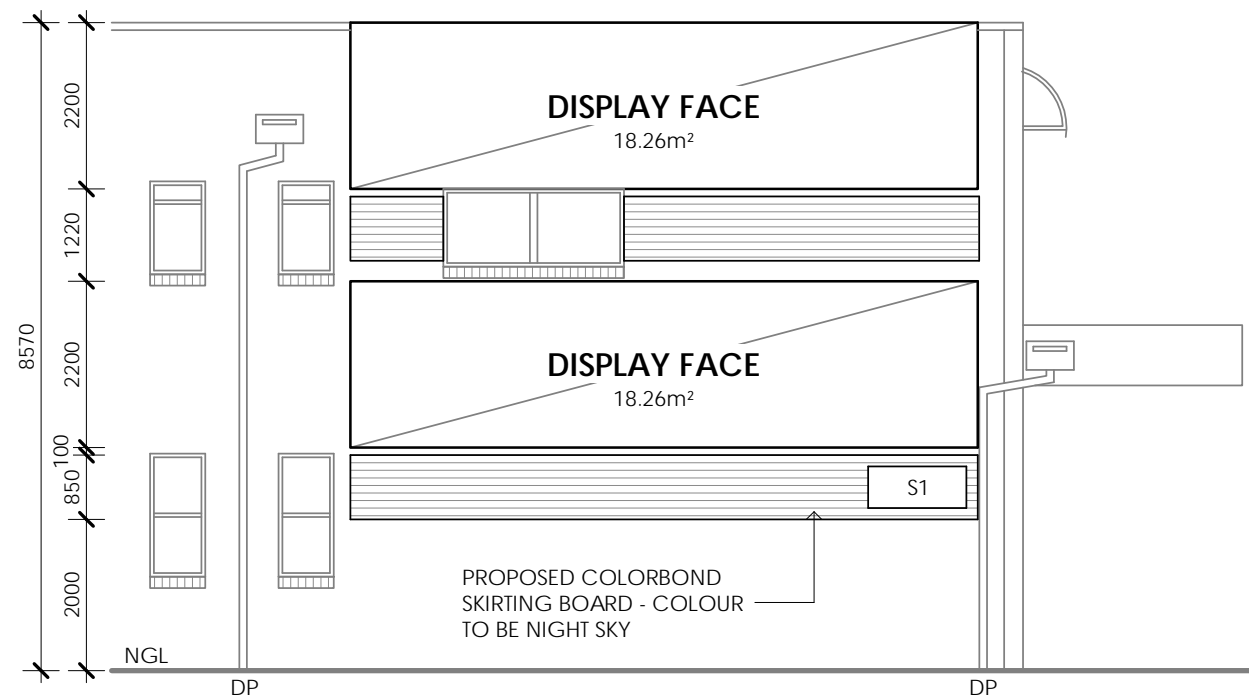
FIXING DETAIL
SCALE 1 : 5



FLOOR PLAN
SCALE 1 : 100



EXISTING EAST ELEVATION
SCALE 1 : 100



PROPOSED EAST ELEVATION
SCALE 1 : 100

MATERIALS BOARD

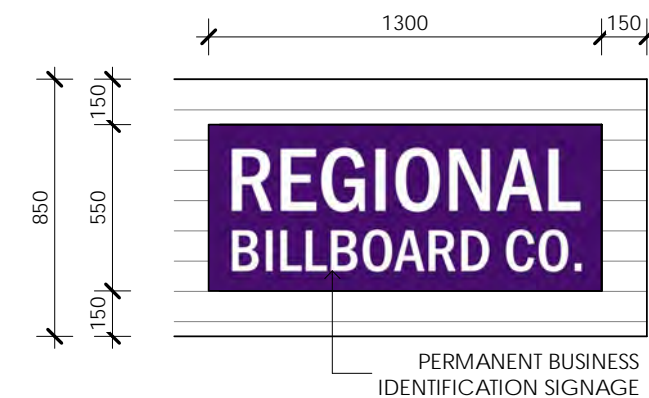


BLACK PAINT
PROPOSED BLACK PAINT FINISH TO ALL FEATURES AND TRIMS

Advised



SKIRTING BOARD
PROPOSED COLORBOND SKIRTING BOARD WITH NIGHT SKY FINISH



S1 - SIGNAGE DETAIL
SCALE 1 : 25

LEGEND

DP DOWNPIPE

NGL NATURAL GROUND LINE

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PROJECT
WARRAGUL - PROPOSED SINGLE SIDED, NON-ILLUMINATED, MAJOR PROMOTION SIGN
ADDRESS
64 SMITH STREET,
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NORTH POINT



DATE
04.11.2019

PROJECT NO.
19-016

DRAWING NO.
A03

PAGE SIZE
A3

DRAWN BY
JC

ISSUE NO.
01



PERSPECTIVE VIEW REFERENCE
SCALE 1 : 500



EXISTING PERSPECTIVE VIEW #01 - EASTBOUND TRAFFIC



PROPOSED PERSPECTIVE VIEW #01 - EASTBOUND TRAFFIC

ISSUE/AMMENDMENTS SCHEDULE

01	04.11.2019	TOWN PLANNING ISSUE
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GENERAL NOTES

PROPOSED PERSPECTIVE VIEW IS AN ARTISTS IMPRESSION OF THE PROPOSAL ONLY. SIZE AND SCALE ARE REFERENCED ON THE FLOOR PLANS AND ELEVATIONS.

THE PROPOSAL SEEKS THE APPROVAL OF THE ERECTION AND DISPLAY OF TWO SINGLE SIDED, NON-ILLUMINATED, MAJOR PROMOTION SIGN

ALL DRAWINGS TO BE READ IN CONJUNCTION WITH THE SUPPLIED TOWN PLANNING REPORT

REFER TO THE TOWN PLANNING REPORT FOR THE WRITTEN STATEMENT REGARDING THE METHODOLOGY DURING THE PREPARATION OF PERSPECTIVE VIEWS

LEGEND

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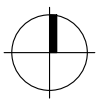
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PROJECT
WARRAGUL - PROPOSED SINGLE SIDED, NON-ILLUMINATED, MAJOR PROMOTION SIGN
ADDRESS
64 SMITH STREET,
WARRAGUL, VIC 3820

NORTH POINT



DATE 04.11.2019	DRAWING NO. A04	DRAWN BY JC
PROJECT NO. 19-016	PAGE SIZE A3	ISSUE NO. 01



PLANNING PERMIT APPLICATION

PROJECT Proposed Single Sided, Non-Illuminated, Major Promotion Sign

LOCATION 64 Smith Street, Warragul VIC 3820

DATE November 12, 2019

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2. INTRODUCTION

2.1. Overview of Regional Billboard Co

Regional Billboard Co Pty Ltd (“RBC”) is a family run business that develops, owns and operates outdoor advertising billboards throughout Victoria – primarily in regional areas. The company was founded by James & Luke Course – who have extensive experience in Outdoor Advertising, Town Planning and Managing Projects. The business was founded to ensure that local and regional businesses have access to Outdoor Advertising to grow their businesses.

2.2. Outdoor Advertising Industry

While traditional forms of media (radio, television, print) have been in decline for the past decade, Outdoor has been flourishing and has been used by a huge number of businesses to grow. Total out of home industry revenue in Australia has grown for the past 8 consecutive years, with over 6% growth from 2016-2017 (source:OMA).

2.3. Advertising Content

At RBC we pride ourselves on helping local businesses grow using outdoor advertising. Companies within a small radius to our advertising signs will always take preference over large nationwide advertising campaigns. Typically at least 50% of the advertising content is for businesses located within a 5km radius of the sign. Road safety messages from the TAC are also very common across regional billboards.

We currently have sites throughout regional Victoria, local businesses within a 5km radius of these sites currently have a 81% share of the advertising content. This record proves how strongly we value our promise to local businesses and the economic development of regional communities. The remaining 19% has been booked by TAC with road safety messages.

Advertising content is governed by the Australian Advertising Standards Bureau – which has a code of ethics in addition to industry specific controls for sensitive industries such as alcohol. The code of ethics is strictly obeyed and does not allow for religious, racist, sexually explicit or offensive advertising content.

2.4. Community Benefits

Our billboards help grow local businesses as well as attract visitors to the town. Advertisements often prompt travellers to stop in that town which puts money in the local economy when motorists may have not otherwise stopped. In addition to the immense benefits for advertiser’s RBC provides value to it’s landlords from which it leases property. Our landlords receive fixed rent payments each year throughout our lease term which can provide stability and increase their property value.

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3. SITE SELECTION

When seeking a site in an area there are numerous factors that are considered. RBC seeks to work within the planning policies and frameworks within the council and avoids sites that have planning overlays which discourage major promotion signs. Properties in commercial and industrial areas along major highways and arterial roads are typically what RBC looks for.

Properties owned by local property owners and small businesses are prioritised over large national investors. When choosing the exact location on the property we seek an area that is currently unused and will not impact the day-to-day use of the property. It is also important to ensure the location where the sign will be located does not inhibit any development or future plans for the property. This collaboration is important to us as having a positive relationship with our property owners is something we pride ourselves on.

During the site selection process, RBC focuses on areas outside the realm of residentially utilised and zoned properties. Ensuring there is always an extended visual and spatial barrier between the proposal and any potentially effected residential properties. The major focus is to identify areas with a built form character where the size and scale of the proposed sign will be justified by the surrounding context of the proposed site.

4. SITE DESCRIPTION & EXISTING CONDITIONS

4.1. Site Description

The Subject Site is a commercially zoned property with a use that fits within that zoning. The property is owned by local residents Russell & Mandy Follett. The property includes two titles – Lots 1 & 2 on TP556881V. Both lots share the same ownership and the built form extends over both lots. The proposed major promotion sign will be solely located on Lot 1, however for the purposes of this report both lots will be discussed as being the Subject Site.

The primary built form on the site is double storey and covers the entire site. The ground floor is occupied by the Warragul Telstra store and first floor is utilised as office space. The building is approximately 8.57m in height and primarily cream in colour. It is a brick veneer construction. This is similar in size, scale and character to other properties on this commercial “CBD”.

The property is rectangular in shape with a frontage to Smith Street of 10m and depth of 17m. The total size of the site is approximately 171m². The built form covers the entire site, with active street frontage to both Smith and Palmerston Street. These elevations have a large representation of glazing, which is typical of the civic centre setting.

The scale of this building fits in well with the character of the area, with scattered double storey premises along Smith St of similar height and scale.

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The site has large representation of existing signage – The shopfront windows and surrounding canopy are covered with corporate colours. Business identification signage projects out onto both Smith and Palmerston Street. The colour and vibrancy are removed from the eastern elevation, which presents visually as the rear of the property. There is one panel sign to this elevation, which is to be removed as part of the proposed works.

The topography of the site is almost entirely flat with an even gradient across the entire property within the boundaries. This topography is consistent with adjacent properties.

The proposed Major Promotion sign will target traffic travelling west on Palmerston St. The sign will be visible to cars after they exit the Mason Street roundabout. However, it only becomes completely visible when cars are approximately 70m from the sign.

A copy of the sites certificate of title and associated title plan are attached as part of this town planning submission.



Figure 1 – Aerial Photograph of Subject Site

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4.2. Surrounding Context



Figure 2 – Aerial Photograph of Surrounding Area

The locality characteristics are:

- To the northern boundary lies Palmerston Street. On the opposite side of Palmerston Street lies 66 Smith Street, which is occupied by multiple commercial tenancies.
- The eastern boundary abuts Centrepont Arcade, the primary interface between the properties is a multi-level carparking complex.
- To the southern boundary lies 58 Main Street. A single storey commercial surf store.
- The western boundary abuts Main Street. On the opposite side of Main Street lies 33 Main St & 31 Main St. Both are commercial properties.

The subject site is centrally located in the key commercial precinct for Warragul. This is clear in zoning, use & character and is identified as such in several local policies. All properties are zoned commercial and have been comprehensively developed. Single and double story retail stores are common, while colour and vibrancy are provided from existing signage and painted shopfronts. The area has clearly been designed to be pedestrian friendly, with Smith & Victoria Street having high foot traffic volumes.

The central business district contains several historically significant buildings – which is recognised by Heritage Overlays. These properties condense around intersections and corridors at different corners of the town centre. The block surrounding the subject site is absent of such overlays which has driven the development and commercial nature of the area. This was also a key driver of selecting this site.

The proposed Major Promotion Signs will also be viewed from the section of Palmerston Street south of Smith Street. This rhythm of development along this stretch adjusts to larger tenancies including Coles, Liquorland, Chemist Discount, Newmason Medical Centre and a Police Station.

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As one would expect in a retail dominated area – signage is very common. This signage is the key source of colour and vitality in this precinct. This signage comes in many forms and sizes – with a mixture of medium-large scale business identification and promotion signage. These signs are a mixture of wall mounted, awning fascia and under awning signs. Images of typical signage are shown in Appendix 5.

The rear blank brick wall on which the proposal is located is currently out of character with its surrounding context. Other buildings in the area have a large representation of glazing and signage to create interest in their facades. This theme is consistent with other properties along Palmerston Street, which have active frontages drawing pedestrians into their commercial uses.

There are two additional promotion and major promotion signs in Warragul. The next closest is a promotion sign at 146 Queen Street, a wall mounted sign of a similar scale to the proposed signs. There is also a major promotion sign at 53 Alfred Street – which is a freestanding 12.66m x 3.35m sign.

The appropriate zoning and the robust commercial/retail context were key factors in choosing this site for this development. The absence of any heritage issues in the immediate context was also an important factor.

5. PROPOSED DEVELOPMENT

5.1. Description of Proposed Development

The proposal seeks approval for the erection and display of two single sided, non-illuminated, major promotion signs to the property at 64 Smith Street including the display of third-party advertising within the proposed advertising area specified on the attached town planning documentation.

The proposed major promotion sign (as detailed in the attached town planning package) proposes two 18.26m² display faces viewed westbound traffic along Palmerston Street.

In addition to this display face, there will be a permanent 0.72m² business identification sign on the skirting board below the bottom display face. The proposed sign will not have any form of illumination.

5.2. Design Response

The proposal is carefully sited and designed, to ensure that:

- It is wholly located within the existing building envelope. Designed to be prominent for the 70m stretch of Palmerston Street that it is wholly visible. It also sits passively as a non-illuminated, smaller format major promotion sign (18m² per display face) Ensuring that the proposed signs will never have dominance over the Streetscape Environment
- The location of the sign allows local advertisers to reach a key audience with their message. The key audience will not be used for any other purpose.
- The proposed display face is to be fixed flush with the existing brick wall. This ensures that there is no viewshed to other areas within the public realm.

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- The site was carefully selected due to its location within the main commercial precinct of Warragul and outside the realm of any areas for special considerations. This ensures the effects on the surrounding properties is minimal.
- The major promotion sign is located in a manner which compliments its context, and purposely sited to ensure the visibility to the subject site and abutting properties is not unreasonably affected.

All surrounding properties have a consideration for the vibrant and colourful commercial precinct. Almost all properties are designed for signage to be visible and prominent to passing traffic. This is reinforced by the frequency of signage in the area – a clear theme which can be viewed in Appendix 5.

6. STATUTORY PLANNING CONTROLS

6.1. Zoning

The subject site is situated within the Commercial – Zone 1, therefore the following items are relevant to the proposal outlined in this application:

- Promotional signs are encouraged in commercial and industrial locations in a manner which complements or enhances the character of the area. To which the subject site is strongly commercial in its existing character.
- Advertising sign requirements are at Clause 52.05. This zone is in Category 1 (minimum limitation).

Refer to Appendix 4 for a detailed response to the provisions and requirements set out in Clause 52.05.

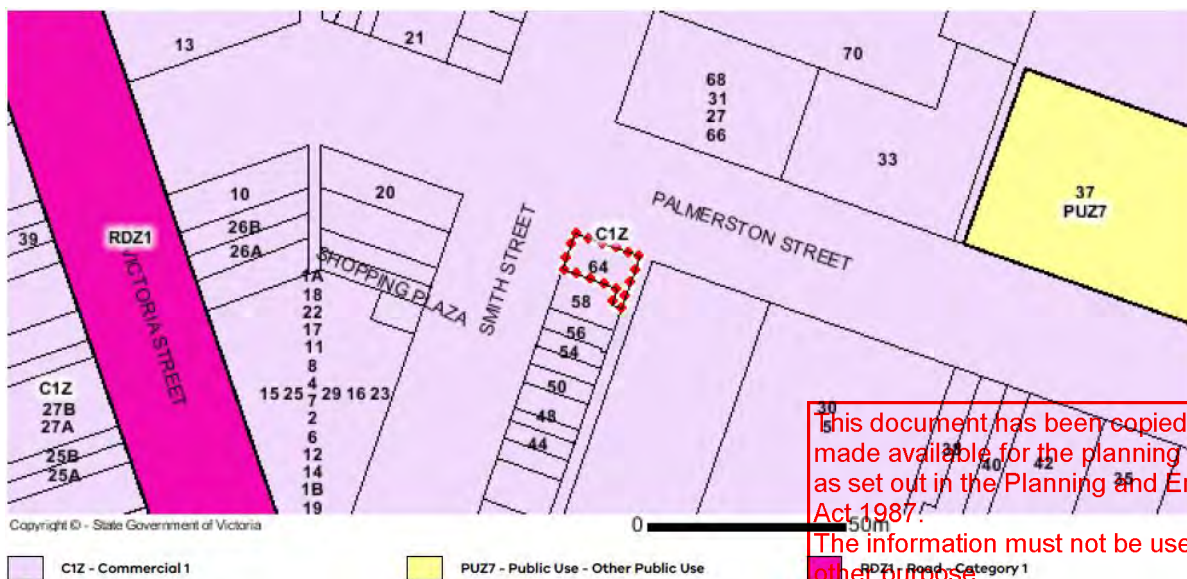


Figure 3 – Zone Controls of the Site & Surrounds

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6.2. Overlays

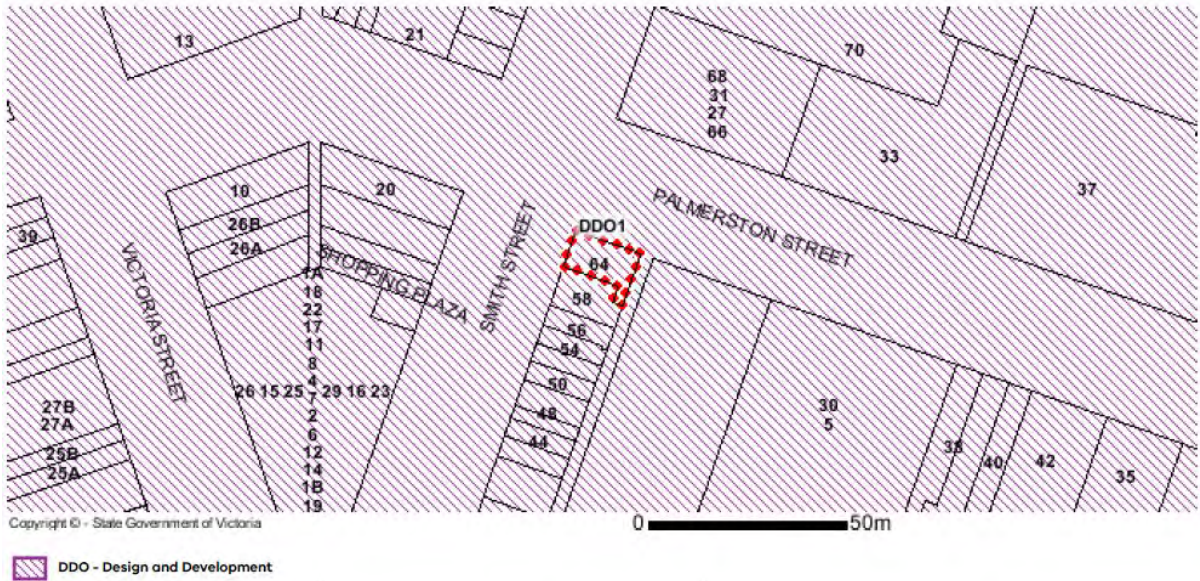


Figure 4 – Design and Development Overlay

There is a design and development overlay which covers the entire Warragul “CBD”. The subject site is located within DD01 – 4 Retail Precinct. Clause 62.02 operates to exempt signage applications from the requirements of Schedule 1 to Clause 43.02. However, we address the provisions of the design and development overlay on page 10 of this report.

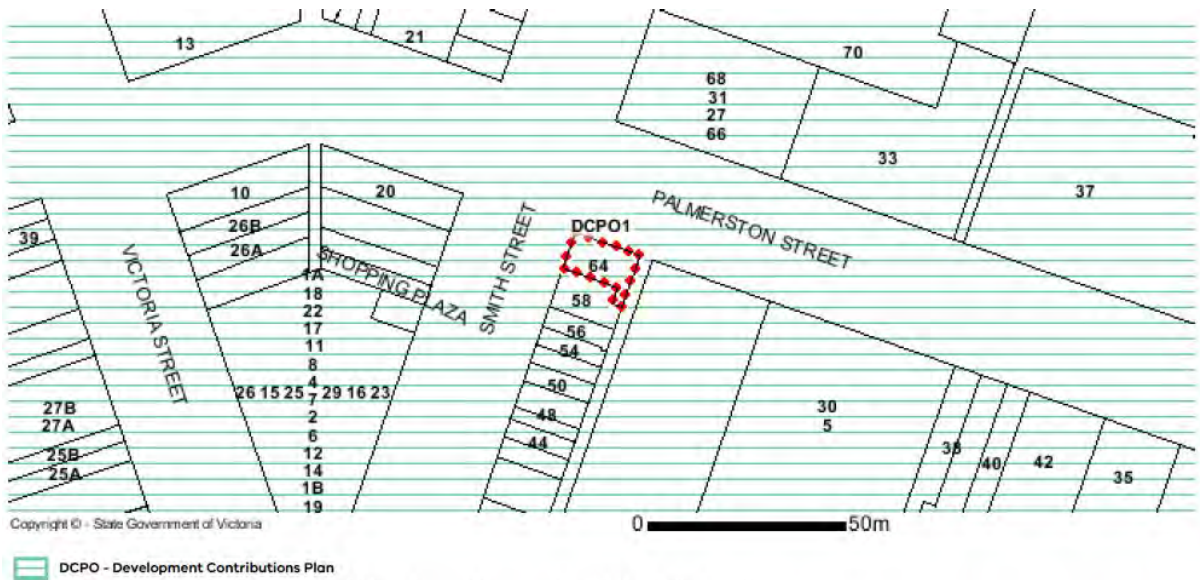


Figure 5 – Development Contribution Plan

A DCPO (Development Contributions Plan) covers the subject site. This overlay does not identify requirements for developments of this nature and for that reason does not factor into a decision for this planning application.

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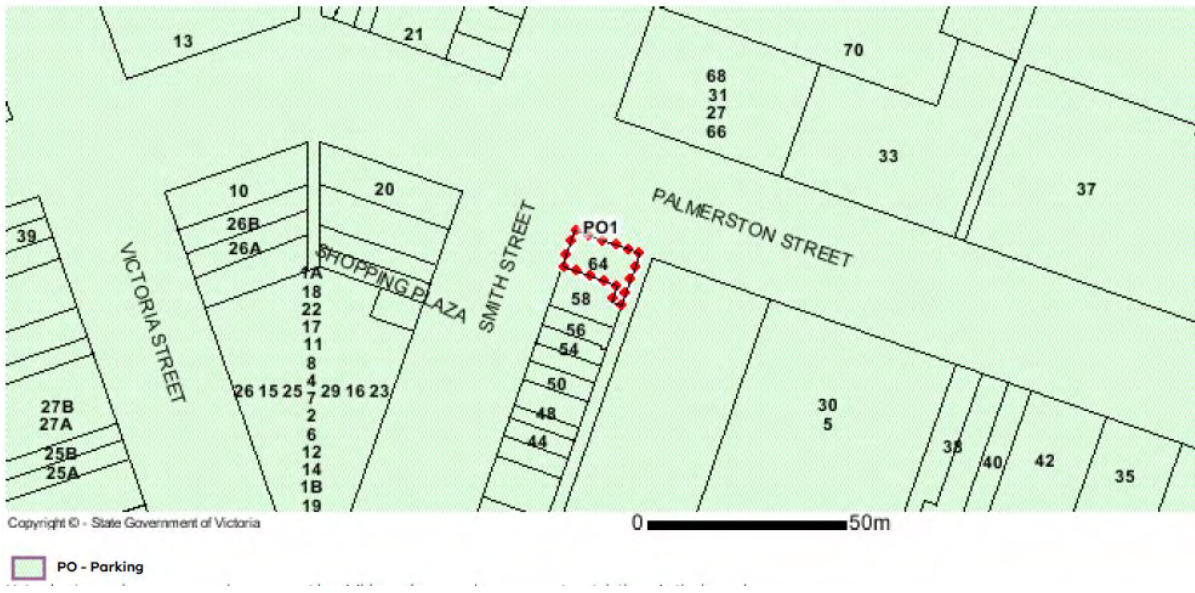


Figure 6 – Parking Overlay

The parking overlay (PO) covers the subject property and identifies the parking objectives to be achieved by the area encompassed by the overlay. The objectives of the overlay are reflective of larger scale developments, and the proposal is deemed not require special consideration to this overlay.

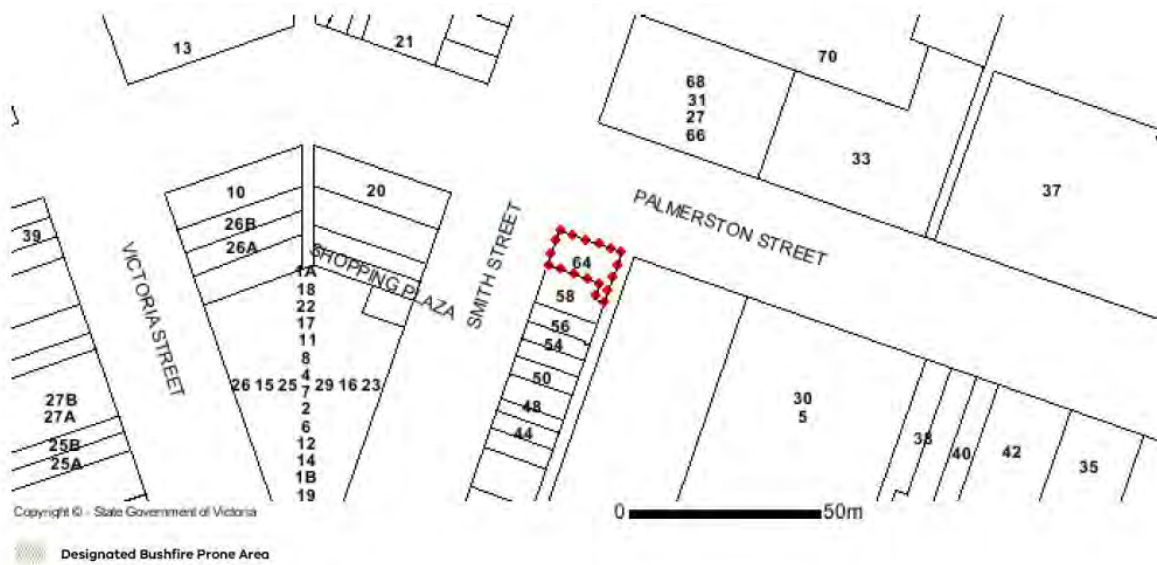


Figure 7 – Designated Bushfire Prone Area Map

The subject site is not within a Designated Bushfire Prone Area and therefore no special bushfire construction requirements apply.

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DD01 – Background Documents (Table 1)

Signage

Design Requirements

- Signage should be of a size and height that is complementary to the built form of the building and surrounding landscape, and does not detract from public view lines.
- Sign structures and panels to be within parapet silhouette and architectural features so as not to visually dominate the building.
- Signs should be limited in number and incorporate limited detail other than is necessary to identify the building name and key tenants

Outcomes to be achieved

- Signage is integrated into the design of the building facade, surrounding streetscape and landscape setting.

The proposal meets the main design requirements and outcomes detailed, for the following reasons:

- The proposals size and scale sit proportionately within the existing built form on the subject site. The existing wall is blank without architectural features or expression.
- We acknowledge that the proposed sign will advertise a range of goods and services outside the building name or key tenants. However, we believe the outcome to be of net community benefit. For the following reasons;
- The proposal adds colour and vitality to an otherwise unremarkable blank wall in the Warragul CBD.
- It provides a new form of advertising to local businesses, who will be able to effectively target the local audience.
- It creates ongoing installations, which provides recursive income to a local sign maker.

DD01 – 4 Retail Precinct

Design Requirements

- Ensure development maintains retail focus of the precinct and addresses all street frontages.

Outcomes to be achieved

- Development retains public views towards and within the town centre and ensures a connection between the private and public spaces.
- Active retail frontages in the core retail areas and complementary uses located at upper levels or side streets.

The proposal does not compromise any important view lines or vistas, as it is wholly located within the existing built form. It is considered to activate a utilitarian wedge within a colour filled commercial precinct. Adequately addressing the Palmerston Street/Carpark frontage. A treatment which previously wasn't required before the ramp redevelopment which saw the removal of a street tree.

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7. LOCAL PLANNING POLICIES

Clause 21.03 – Settlement

21.03-1 Vision

To develop a network of integrated, sustainable and resilient communities where people will want to live, work and play, while providing for compatible growth and development.

21.03-2 Settlement Overview

[Warragul is identified as the largest Regional Centre in Baw Baw Shire.]

21.03-3 Directions for Growth

Objective 2

Encourage employment and consolidate industry

Strategies

2.1 Build on the geographic advantages and transport infrastructure of the Shire as a key processing and distribution hub servicing the metropolitan and Gippsland regions.

2.7 Ensure sufficient commercial land is provided to allow towns to play an appropriate retail role as their population increases, providing employment and reducing escape expenditure.

While this is clearly a high-level policy, the sections quoted above provide support to this planning application. The proposed major promotion signs will provide an advertising medium for local businesses, and is in a suitable location which fits within the Baw Baw Planning Scheme. Outdoor advertising is the fastest growing traditional media segment and currently local Baw Baw Shire businesses do not have access to this form of advertising. The only existing major promotion sign (referenced in this report) within Warragul is used exclusively by national advertisers. The proposed signs (with a much smaller size) will be used by primarily by local businesses.

The Settlement Overview shows that Warragul is the major regional centre within Baw Baw Shire. While this is no surprise, Warragul would be arguably the biggest town in Regional VIC without outdoor advertising available to local businesses. Large regional centres also typically have robust commercial areas which are suitable for major promotion signs – as is the case here.

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Clause 21.04-3 – Main Towns – Warragul

Warragul
Warragul is a regional centre providing residential, commercial, health, education, cultural and industrial activities.

Commercial

- *Take into account the principles of the Warragul Town Centre Urban Design Framework and Station Precinct Masterplan, April 2010 when assessing development within the Warragul town centre.*
- *Consolidate retail and other commercial uses within the existing town centre. However, longer term considerations should include some retail components in activity nodes in the north and south growth areas to meet convenience shopping needs of residents.*

Warragul's status as a major regional centre has already been discussed in terms of its relevance to this application. The *Warragul Town Centre Urban Design Framework and Station Precinct Masterplan* will be discussed later in this section.

The location of the Subject Site (within the existing town centre) was chosen with this policy in mind. It is located within the most robust commercial area of the town centre, a location which satisfies local policies and clause 52.05.

21.07 – Economic Activity

21.07-1 Vision
To provide leadership and to facilitate a well connected, inter-active economic environment in which to do business.

21.07-2 Overview
The role of the tertiary sector, agricultural service industries and manufacturing in providing employment means the role of the towns is critical to the economy of the Shire.

Objective 1
To establish and maintain a strong, dynamic economy and employment base by building on the comparative advantages in primary industry, timber, transport, tourism, education, manufacturing, service industry and commerce.

Strategies

1.1 *Encourage investment and establish value added industry both within the Shire and in the region, particularly those which relate to the agricultural base and the natural resources.*

1.2 *Develop a co-operative and co-ordinated approach to economic development with other municipalities and Gippsland regional development agencies and community development services.*

1.5 *Reinforce local retail and business services to meet local and regional needs.*

1.7 *Ensure land supply is managed to facilitate resilient primary, secondary and tertiary industries in the Shire, supported by relevant and current planning scheme policy.*

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Access to outdoor advertising for local business is an important aspect of a well-functioning local economy. RBC has two billboards in the neighbouring Latrobe City Council – which have been used almost exclusively by local businesses including TR FM, Traralgon Optus Store, Traralgon Zambrero, Keith Williams Real Estate, Morwell McDonalds and Traralgon BBQ's Galore. We have had a large number of enquiries from businesses within Baw Baw Shire asking for sites in Warragul.

RBC understands that retail leakage is a big issue for Baw Baw Shire – with too many dollars being spent in Cardinia Shire or Latrobe City rather than within Baw Baw. These major promotion signs will enable local businesses to reach an important local audience to encourage them to spend locally.

With reference to Strategy 1.7, education is one of our largest advertiser segments. Many tertiary providers use outdoor advertising to boost recruitment.

Warragul Town Centre Masterplan 2011

Figure 1 – Warragul Town Centre Urban Design Framework Plan

The two maps shown in this figure show the Subject Site to be within an area designated for "Key Retail/Commercial". It should also be noted that the proposed signs would interface with the area referred to as "William Square Precinct".

The retail character referenced in this report is reinforced in this masterplan. There are no future plans within this report which would be at odds with the proposed major promotion signs. They will not be located near any sensitive areas with heritage considerations or near a key gateway site.

RBC has also reviewed the *Warragul Town Centre Urban Design Framework and Station Precinct Masterplan 2010*. There did not appear to be any content specific to advertising signs that should impact on this application.

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8. CONCLUSION

In conclusion, we submit that:

- The proposal seeks the approval for the development of two single sided, externally illuminated, major promotion signs on the property at 64 Palmerston Street, Warragul.
- The proposal is clearly supported by local policies as the site is located in what has been identified as the key retail area of Warragul. Sitting within a utilitarian wedge of a thriving commercial precinct. It also avoids any key areas in the public realm or any residential areas.
- The proposal employs a high level of consideration to the provisions and policies set out about advertising signage in clause 52.05.
- The proposal is consistent with the built form on the subject site and surrounding properties. The design has carefully considered to sit concealed within the existing built form on the subject site.

Overall, we conclude that the proposed development is consistent with the relevant state and local planning policies. The development also addresses the strategic directions and policy objectives of the Baw Baw Shire Council.

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9. APPENDIX 1 – COPY OF TITLE



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

Page 1 of 1

VOLUME 06911 FOLIO 135

Security no : 124080073980T
Produced 04/11/2019 04:04 PM

LAND DESCRIPTION

Lots 1 and 2 on Title Plan 256881V (formerly known as Lot 1 on Plan of Subdivision 001618, part of Lot 2 on Plan of Subdivision 001618).
PARENT TITLE Volume 03040 Folio 821
Created by instrument 2023292 27/08/1946

REGISTERED PROPRIETOR

Estate Fee Simple
Joint Proprietors
RUSSELL IAN FOLLETT
MANDY LOUISE FOLLETT both of 295 KENNYS ROAD NYORA VIC 3987
AC390144F 08/10/2003

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AE797210J 19/12/2006
RABOBANK AUSTRALIA LTD

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 TP256881V FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

DOCUMENT END

Title 6911/135

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10. APPENDIX 2 – COPY OF PLAN

TITLE PLAN		EDITION 1	TP 256881V								
Location of Land Parish: DROUIN EAST Township: WARRAGUL Section: 4 Crown Allotment: 1(PT) Crown Portion: Last Plan Reference: LP1616 Derived From: VOL 6911 FOL 135 Depth Limitation: NIL		Notations ANY REFERENCE TO MAP IN THE TEXT MEANS THE DIAGRAM SHOWN ON THIS TITLE PLAN									
Description of Land / Easement Information		THIS PLAN HAS BEEN PREPARED FOR THE LAND REGISTRY, LAND VICTORIA, FOR TITLE DIAGRAM PURPOSES AS PART OF THE LAND TITLES AUTOMATION PROJECT COMPILED: 04/01/2000 VERIFIED: BC									
<table border="1"> <thead> <tr> <th colspan="2">TABLE OF PARCEL IDENTIFIERS</th> </tr> </thead> <tbody> <tr> <td colspan="2">WARNING: Where multiple parcels are referred to or shown on this Title Plan they do not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962.</td> </tr> <tr> <td>PARCEL 1</td> <td>LOT 1 ON LP1616</td> </tr> <tr> <td>PARCEL 2</td> <td>LOT 2 (PT) ON LP1616</td> </tr> </tbody> </table>				TABLE OF PARCEL IDENTIFIERS		WARNING: Where multiple parcels are referred to or shown on this Title Plan they do not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962.		PARCEL 1	LOT 1 ON LP1616	PARCEL 2	LOT 2 (PT) ON LP1616
TABLE OF PARCEL IDENTIFIERS											
WARNING: Where multiple parcels are referred to or shown on this Title Plan they do not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962.											
PARCEL 1	LOT 1 ON LP1616										
PARCEL 2	LOT 2 (PT) ON LP1616										
LENGTHS ARE IN FEET & INCHES Metres = 0.3048 x Feet Metres = 0.201166 x Links		Sheet 1 of 1 sheets									

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11. APPENDIX 3 – PERSPECTIVE VIEWS WRITTEN STATEMENT

- Prepared By:** James Course
Qualification: Advanced Diploma of Building Design (Architectural)
Including: BUIL5922 – Undertake site survey and analysis to inform design process
- Software:** Adobe Photoshop Creative Cloud
Informed by: Site features and measurements plan prepared in Autodesk Revit 2018
- Methodology:** Relevant data obtained from site measure up performed by James Course in conjunction with topographical maps from various online sources: services.land.vic.gov.au/maps & <https://www.google.com.au/maps>
- Perspective View 01:** Camera: Huawei Mate 9
Type: Digital
Lens Size: 27mm
Angle: Landscape – Parallel to ground
Date: 30/10/2019
Time: 12:08pm
Height Above Ground: 1600mm
Modified elements: Nil
Assumptions: Height and Length are relative to the documented site features plan; however definitive accuracy cannot be guaranteed.

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12. APPENDIX 4 – CLAUSE 52.05

The relevant requirements for advertising signage are set out in Clause 52.05, which outlines that the following items must be addressed:

Site Context Report

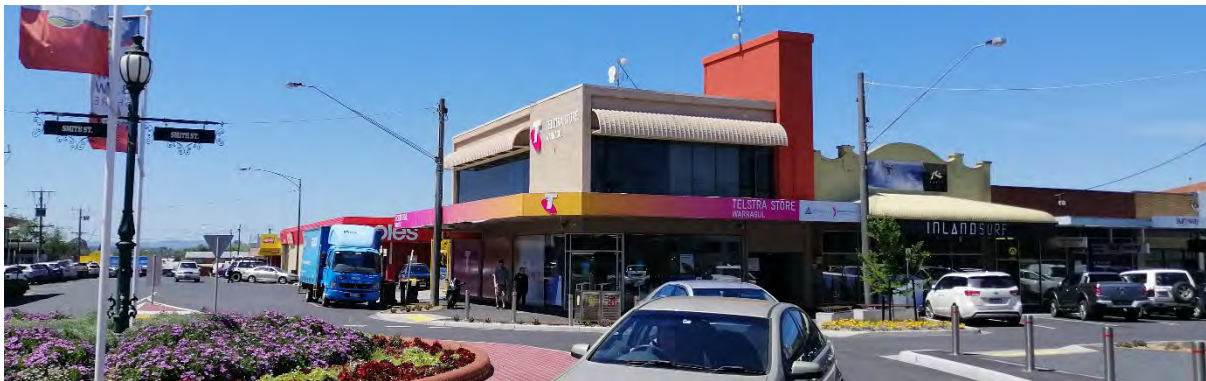
Included on page A01 & A02 of the town planning documentation.

Location for Proposed Sign

Included on page A02 of the town planning documentation.

Location and Size of Existing Signage on the Site

The subject site a number of existing business identification signs. Including a wall mounted sign on Level 1 (3m²), three canopy signs (1m² each) and two larger window mounted sign which is (4m² each):



There is also an existing business identification sign in the location of the proposed major promotion sign. This will be removed as part of this proposal but is shown below:



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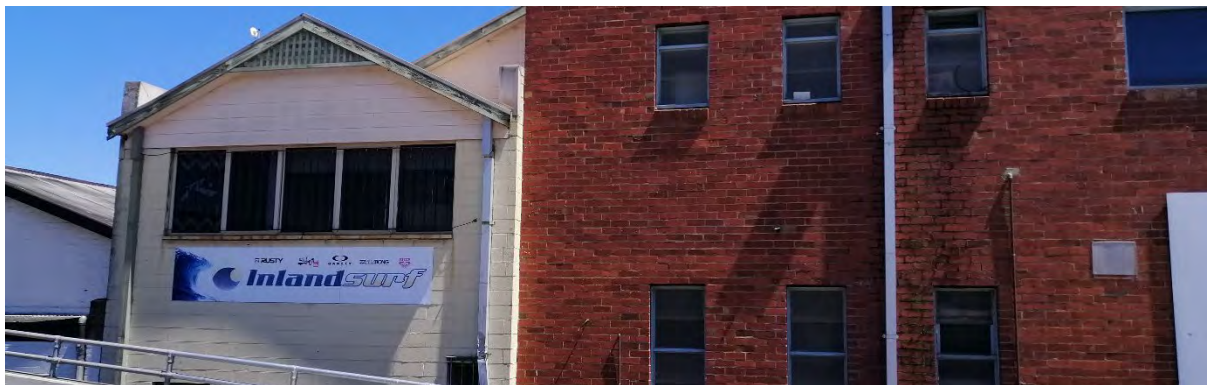
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Location and Form of Existing Signage on Abutting Properties

The neighbouring property at 58-60 Main Street projects signage out to its primary frontage on Main Street. Shown Below:



But also has a small wall mounted sign on the back wall of the site. Shown Below:



There is also an abundance of signage on the property at 30 Palmerston Street:



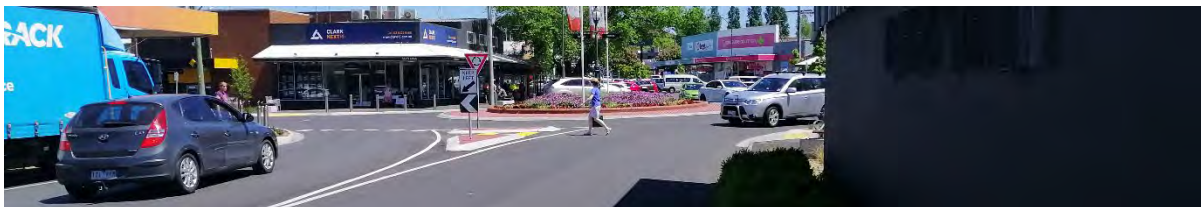
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The Location of Closest Traffic Control Signs

The closest traffic control sign is measured to be approximately 20m away from the proposed major promotion sign. The proposal is considered to have no effect over the visibility to this sign. This sign is showed in the below photo:



View Lines or Vistas Which May Be Affected by the Proposed Sign:

There are no important views or vistas impacted by the proposed sign.

Dimensions, Height Above Ground Level and Extent of Projection of the Proposed Sign

Included on page A03 of the town planning documentation.

Height, Width & Depth of the Total Sign Structure Including Method of Support and any Associated Structures Such as Safety Devices and Service Platforms

Included on page A03 of the town planning documentation.

Details of Associated On-Site Works

The display face and skirting board will be directly fixed onto the existing brick wall.

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Details of any Form of Illumination Including Details of Baffles and the Times at Which the Sign Would be Illuminated

The proposed sign is not going to be illuminated.

The Colour, Lettering Style and Materials of the Proposed Sign

Included on page A03 of the town planning documentation.

The Size of the Display (Total Advertising Area Including all Sides of a Multi-Sided Sign)

Included on page A03 of the town planning documentation. Also referenced in section 5.1 of this report.

The Location of any Corporate Logo Box and Proportion of Display Area Occupied by such a Logo Box

Included on page A03 of the town planning documentation.

Any Landscaping Details

No additional landscaping details.

A Description of the Existing Character of the Area Including Built Form and Landscapes

Refer to section 4 of this report.

The Location of any Other Signs Over 18 Square Metres, or Scrolling, Electronic or Animated Signs Within 200 Metres of the Site

There are no signs over 18m² within 200m of the subject site. The closest promotional sign is at 146 Queen Street, a wall mounted sign of a similar scale to the proposed signs. There is also a major promotion sign at 53 Alfred Street – which is a freestanding 12.66m x 3.35m sign. Refer to appendix 5 for photos of these examples.

Any Existing Identifiable Advertising Theme in the Area

As shown above and in Appendix 5, the majority of properties throughout the Warragul commercial precinct display signage. There is a mixture of wall-mounted, window stickers and canopy signs.

Photo Montages or a Streetscape Perspective of the Proposed Sign

Included on page A04 of the town planning documentation.

Level of Illumination

The proposed sign will not be illuminated.

The Relationship to any Significant or Prominent Views and Vistas

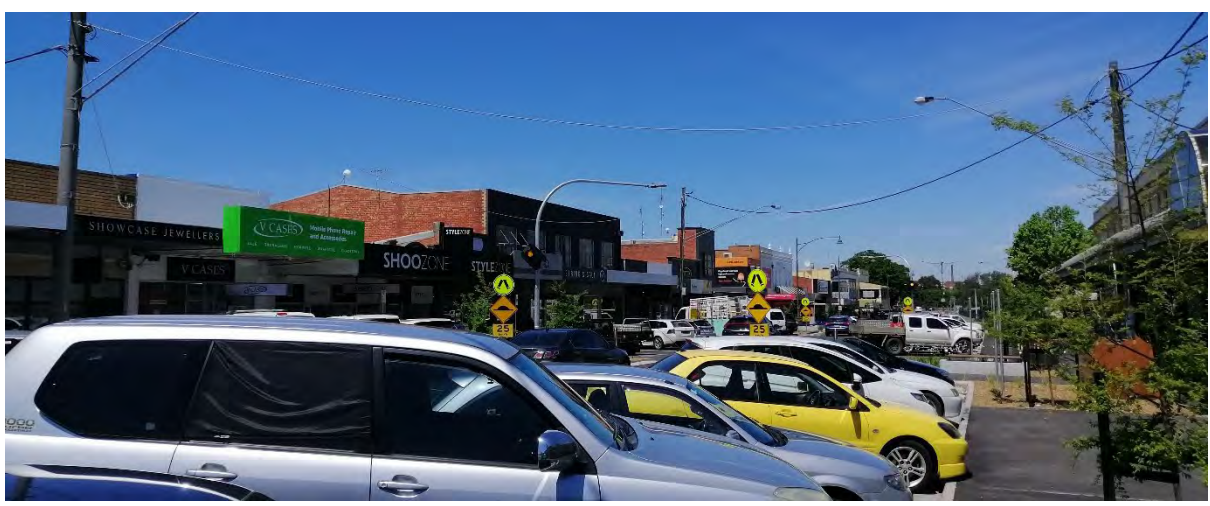
As identified above, the proposal is deemed as having no effect on any important views or vistas.

In summary, the proposal is representative of the guidelines set out in clause 52.05. The proposal is characteristic to the scale of the surrounding context of built form. The impacts on any important or significant views are negligible.

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13. APPENDIX 5 – SURROUNDING SIGNAGE & BUILT FORM



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14. APPENDIX 7 – VICROADS TEN POINT CHECKLIST

No.	Item	Comment/Response
01	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed sign is sited within the existing built form on the subject site. Therefore, the existing lines of site for traffic entering Palmertson Street from the carpark will not be effected.
02	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	All nearby traffic control devices will not be affected by the proposed sign.
03	Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.	The advertising faces have strict guidelines regarding the design and coloration of advertising. The sign will not be reflective, animated or flashing and the sign is not illuminated.
04	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The location is deemed to have no special consideration.
05	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.	The advertising face is reviewed under strict guidelines to ensure no traffic control symbolism exists.
06	Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.	As with other advertising billboards, it is considered that the proposal would not require a detailed study.
07	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.	It is understood that the proposed sign would not have any traffic control symbolism or directional advice to drivers.
08	Is within 100 metres of a rural railway crossing.	The proposal is not within 100m of a rural railway crossing.
09	Has insufficient clearance from vehicles on the carriageway.	The proposal will not effect the current clearance conditions on the subject site.
10	Could mislead drivers or be mistaken as an instruction to drivers.	As is outlined above, strict guidelines are adhered to in order to ensure advertising faces do provide instructions to drivers.

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December 19, 2019

Livia Baranyay
Baw Baw Shire Council
PO Box 304
Warragul, VIC 3820

Dear Livia,

RE: PLA0261/19 – Advertising Signage – Major Promotion Sign – 64 Smith St, Warragul VIC 3820

In response to the to the submitted RFI dated 12/12/2019. Please find the below responses:

Required Information

1. The site plan amended to show:

- a) **The location of existing signage over 18 square meters within 200 meters of the site;**
- b) **View lines of the proposed signage**

Refer to the attached issue 02 of the town planning documentation. An additional site plan has been provided on page A05. The closest sign over 18m² is measured as the combined area of the Centrepoint (15m²) and Coles sign (7.5m²). Both signs are independently measured at under 18m².



2. Amended Elevations showing:

- a) **The height of all signs above natural ground level;**
- b) **Text and images on each sign;**
- c) **Notations indicating the type of each sign;**
- d) **Details to any form of illumination.**

Refer to the attached issue 02 of the town planning documentation. The content of both major promotion signs is changeable depending on the advertiser. All permanent signage has been identified and notated. The sign will not be illuminated in any form.

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REGIONAL BILLBOARD CO. (Pty Ltd)

A: 62 John St, Eltham VIC 3095

E: james@regionalbillboardco.com.au

M: 0400 096 182

ABN: 44 623 929 215

3. A written response and supporting documentation addressing application requirements outlined in Clause 52.05-6, in particular attention to the requirements for 'signs with a display area of 18 square metres or more' and the decision guidelines outlined in Clause 52.05-8.

The major promotion sign meets the locational principles of Clause 52.05-6 for the following reasons:

- It is located in a commercial location in a manner which complements the broader commercial signage themes. It also enhances its direct context by introducing colour and vitality to an otherwise unremarkable rear brick wall.
- It is outside the realm of forest or tourism roads, scenic routes, landscaped sections of freeways, open space reserves or corridors around waterways.
- The proposal will not form a dominant visual element from residential areas, heritage areas or obstruct significant view lines. The site has a substantial spatial and visual barrier to any areas which require special consideration.
- The proposal is located in an area with a strong built form character. It is sized and scaled to complement the building it sits on. It will be visible without prominence in the streetscape, due to its size compared with surrounding buildings.

4. A written response and/or mapping illustrating the relationship to any significant and prominent views or vistas.

As has been previously identified, the proposal is outside the realm of prominent views or vistas. Smith Street forms the main civic center and thus requires consideration. However, the proposal is sited to be concealed from views along Smith St. The sign bears connection to a utilitarian area which includes a large scale carpark structure, large scale shopping complex and blank rear walls, areas which the sign is always viewed in conjunction with.

Initial Concerns

1. A written response addressing an identifiable advertising theme, detailing how the proposed signage aligns with the character of the area.

Smith street forms the main civic corridor, however the commercial character and advertising theme encapsulates a greater area. The proposal sits centrally to a vibrant commercial precinct. Surrounding buildings include substantial signage to all elevations. The signs and windows form the main articulation in building facades. These themes are largely devoid from the context which the proposal is viewed within. The proposed signage introduces colour, vibrancy and articulation to a shear brick wall. The area coverage of the proposed sign is comparable to other facades in the broader commercial precinct (represented in appendix 5 of the town planning report).

2. Clarification on whether a third sign is being proposed? Or whether the business identification sign will be positioned within the two promotional signs.

As is clarified in issue 02 of the town planning documentation, there are two 18.26m² major promotion signs and one permanent business identification sign (Documented as S1 on the proposed east elevation).

Should you have any queries in relation to the above matter, please do not hesitate to contact me on 0400 096 182.

Yours sincerely,



James Course
Regional Billboard Co.

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