



Application for a Planning Permit

Lodgement Date: **10 October 2021**
Application Number: **PLA0303/21**
Lodgement Method: **Online**
Original Permit Number: **Not Applicable**

- ◆ Original Permit Number only relates to Amendment Applications
- ◆ All information in this form was submitted by the Applicant at the time of Lodgement.

The Land

Property Address* **30 Queen Street WARRAGUL VIC 3820**
Land Legal Description* **V 10944 F 500 Lot 2 PS 538422X Warragul Township Drouin East Parish**
Other Related Property
Other Related Land

The Proposal

Category* **Signs**
Proposal* **Development of electronic promotion sign and associated works.**
Estimated Cost* **\$95000.00**

Application Information

Pre-Application Meeting* **No**
Existing Land Use* **Office**
Encumbrances on Title* **No**

Applicant and Owner Details

Applicant Details*

Surname/Company: **Gawk**
First Name:
Postal Address: **Invalid Address**
Mobile Phone: **0400 096 182** Home Phone:
Work Phone: Email Address: **james@gawk.com.au**

Agent/Contact Details

Surname/Company: **Gawk**
First Name:
Postal Address: **62 John Street ELTHAM
VIC 3095**
Mobile Phone: **0400 096 182** Home Phone:
Work Phone: Email Address: **james@gawk.com.au**

Owner Details*

Surname/Company: **Bishop Ventures Pty Ltd** First Name:

Attachment Details

Title - 30 Queen St Warragul (DOC-21-167838)
20211006_Warragul_TPP (DOC-21-167840)
20211010_Warragul_TPR_sml (DOC-21-167841)

Applicant Declaration

I understand and declare that:

- I am the Applicant;
- all information provided within this application is true and correct; and
- the property/land owner (if not myself) has been notified of the application.

*I agree to the declaration terms**

Yes

The personal information requested on this form is being collected to enable council to consider the permit application. Council will use this information for this purpose or one closely related and may disclose this information to third parties for the purpose of their consideration and review of the application.

These third parties generally include, but are not limited to:

Transport Infrastructure Agencies such as VicRoads and VLine

Energy/Utilities Providers

Catchment Management Authorities and Water Corporations

The specific referral bodies will be dependent on factors such as the proposed activities and the location of the applicable property. Applicants are encouraged to familiarise themselves with potential referral bodies. 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 of the application as part of a planning process specified in the Planning and Environment Act 1987.

All information collected and held by Council is managed in accordance with Councils Privacy Policy which is available on our website. If you choose not to supply the requested information it may impair the ability of Council to consider your application or prevent Council from communicating with you in relation to your application.

If you have any concerns or require access to the information held by Council, please contact us on 5624 2411.

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

Page 1 of 1

VOLUME 10944 FOLIO 500

Security no : 124092710342S
Produced 27/09/2021 04:21 PM

LAND DESCRIPTION

Lot 2 on Plan of Subdivision 538422X.
PARENT TITLE Volume 01249 Folio 611
Created by instrument PS538422X 26/05/2006

REGISTERED PROPRIETOR

Estate Fee Simple
Sole Proprietor
BISHOP VENTURES PTY LTD of 10 MERINO COURT TRARALGON VIC 3844
AN925974N 13/06/2017

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AN925975L 13/06/2017
MEDFIN AUSTRALIA PTY 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 PS538422X 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: 30 QUEEN STREET WARRAGUL VIC 3820

DOCUMENT END

WARRAGUL - PROPOSED SINGLE SIDED, ELECTRONIC PROMOTION SIGN & ASSOCIATED WORKS

30 QUEEN ST,
WARRAGUL VIC 3820

TOWN PLANNING DRAWINGS

- A01 COVER PAGE
- A02 SITE PLAN
- A03 FLOOR PLAN & SECTION
- A04 EXISTING & PROPOSED ELEVATIONS
- A05 PERSPECTIVE VIEWS



PHOTO 01



PHOTO 02



PHOTO 03

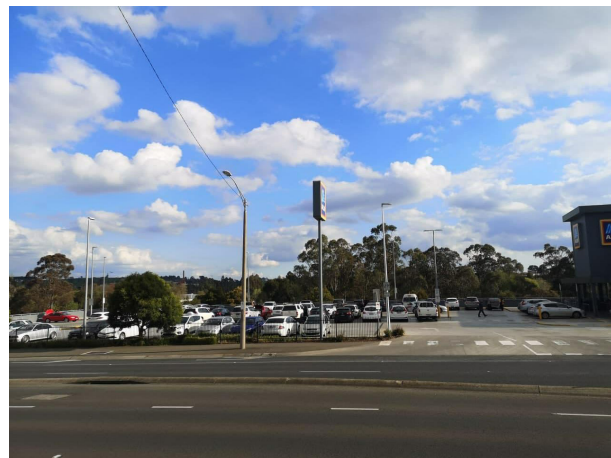


PHOTO 04



KEY PLAN
SCALE 1 : 750

PHOTO LEGEND	
NO.	DESCRIPTION
01	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE SIGN.
02	PHOTOGRAPHIC VIEW NORTH FROM THE PROPOSED LOCATION OF THE SIGN.
03	PHOTOGRAPHIC VIEW EAST FROM THE PROPOSED LOCATION OF THE SIGN.
04	PHOTOGRAPHIC VIEW OF THE WEST PROPERTY FROM THE QUEEN ST.

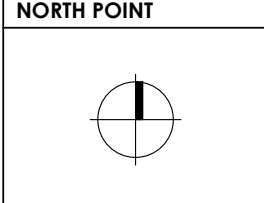
ISSUE/AMMENDMENTS SCHEDULE

- 01 10.10.2021
TOWN PLANNING ISSUE
- 02 18.10.2021
RFI - RESPONSE

TOWN PLANNING
NOT FOR CONSTRUCTION

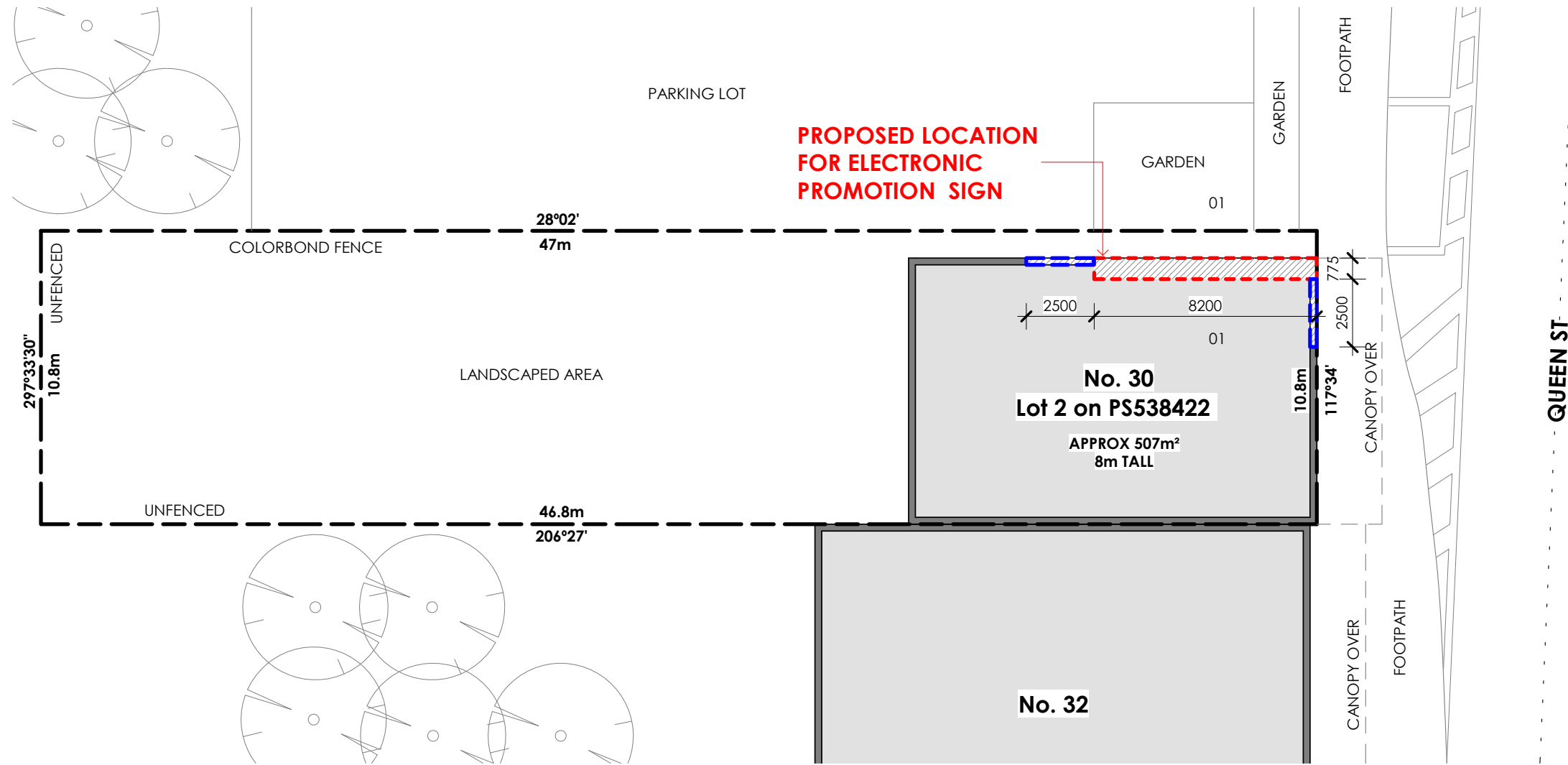


PROJECT
WARRAGUL - PROPOSED SINGLE SIDED, ELECTRONIC PROMOTION SIGN & ASSOCIATED WORKS
ADDRESS
30 QUEEN ST, WARRAGUL VIC 3820







DATE 18.10.2021	DRAWING NO. A01	DRAWN BY AP
PROJECT NO. 21-026	PAGE SIZE A3	ISSUE NO. 02

GAWK OUTDOOR
A 62 John Street, Eltham VIC 3095
E james@gawk.com.au
M 0400 096 182



SITE PLAN
SCALE 1 : 200

LEGEND

-  PROPERTY BOUNDARY
-  EXISTING BUILDINGS ONSITE
-  PROMOTION SIGN - FOOTPRINT FOR PROPOSED WORKS
-  WALL EXTENSION - FOOTPRINT FOR PROPOSED WORKS

ISSUE/AMMENDMENTS SCHEDULE

- 01 10.10.2021**
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TOWN PLANNING
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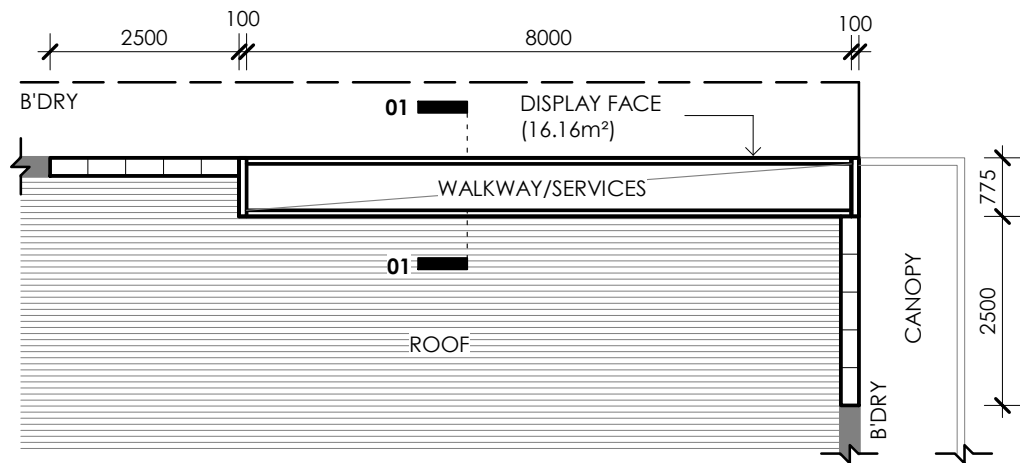
PROJECT
WARRAGUL - PROPOSED SINGLE SIDED, ELECTRONIC PROMOTION SIGN & ASSOCIATED WORKS
ADDRESS
30 QUEEN ST, WARRAGUL VIC 3820

NORTH POINT



DATE 18.10.2021	DRAWING NO. A02	DRAWN BY AP
PROJECT NO. 21-026	PAGE SIZE A3	ISSUE NO. 02

GAWK OUTDOOR
A 62 John Street, Eltham VIC 3095
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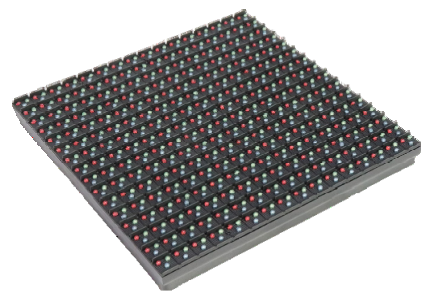


FLOOR PLAN
SCALE 1 : 100

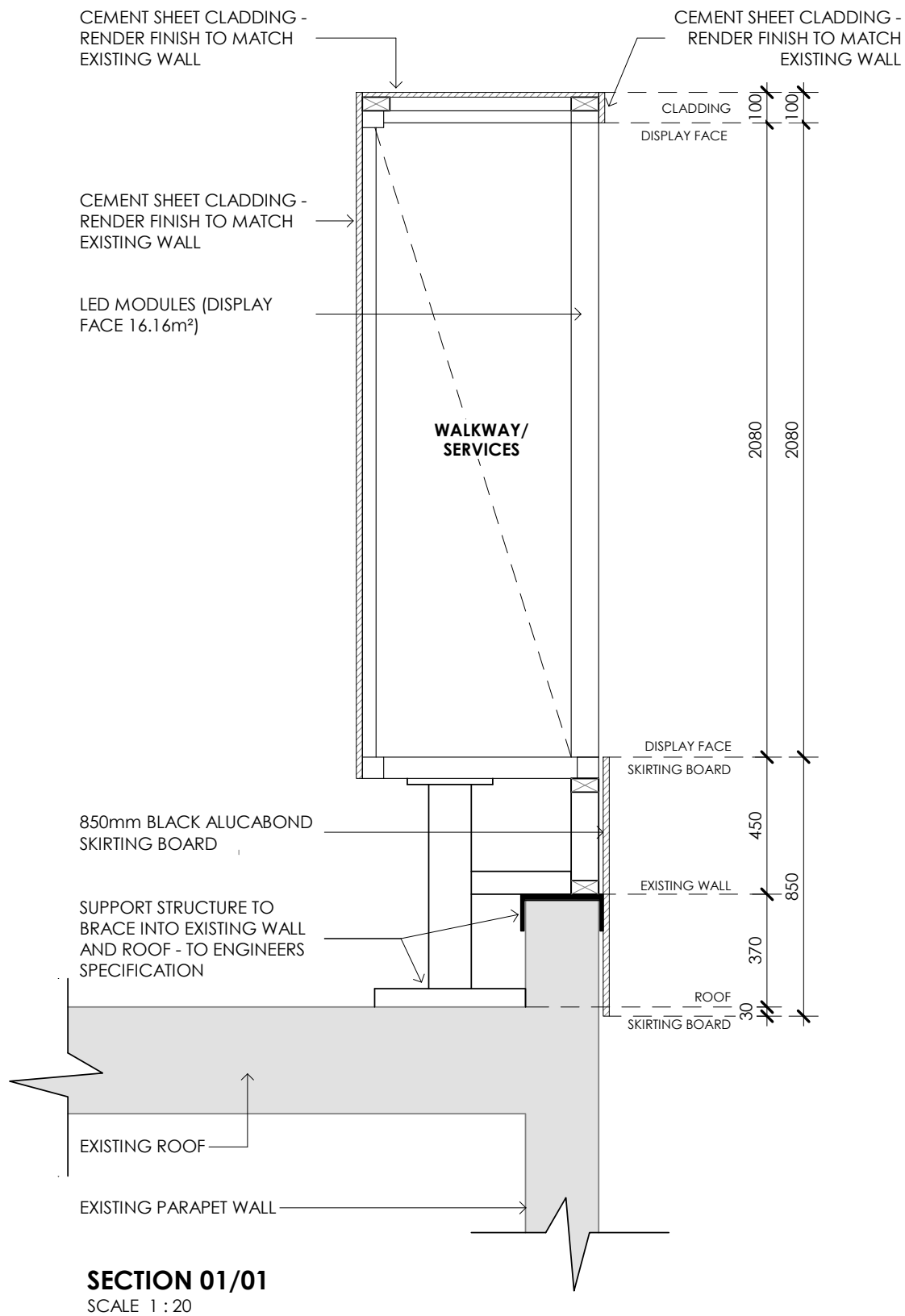
MATERIALS BOARD



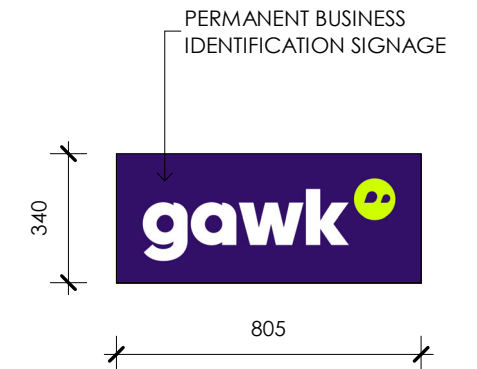
SKIRTING BOARD & SURROUNDS
PROPOSED ALUCABOND SKIRTING
BOARD WITH BLACK FINISH



LED SCREEN DISPLAY



SECTION 01/01
SCALE 1 : 20



S1 - SIGNAGE DETAIL
SCALE 1 : 20

ISSUE/AMMENDMENTS SCHEDULE

- 01 10.10.2021**
TOWN PLANNING ISSUE
- 02 18.10.2021**
RFI - RESPONSE

LEGEND

- C1 PROPOSED COLUMN - POWDERCOAT BLACK FINISH
- NGL NATURAL GROUND LINE
- S1 PERMANENT SIGN 1 - REFER TO DETAIL
- AC AIR CONDITIONER

TOWN PLANNING
NOT FOR CONSTRUCTION



PROJECT
WARRAGUL - PROPOSED SINGLE SIDED, ELECTRONIC
PROMOTION SIGN & ASSOCIATED WORKS
ADDRESS
30 QUEEN ST, WARRAGUL VIC 3820

NORTH POINT



DATE
18.10.2021

PROJECT NO.
21-026

DRAWING NO.
A03

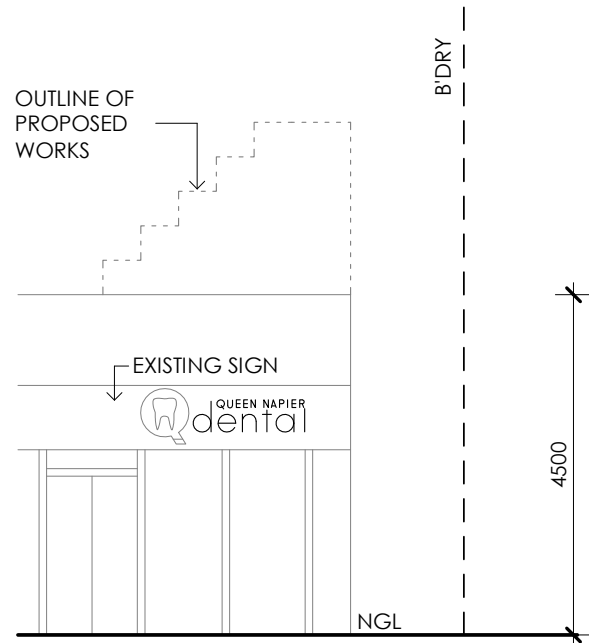
PAGE SIZE
A3

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AP

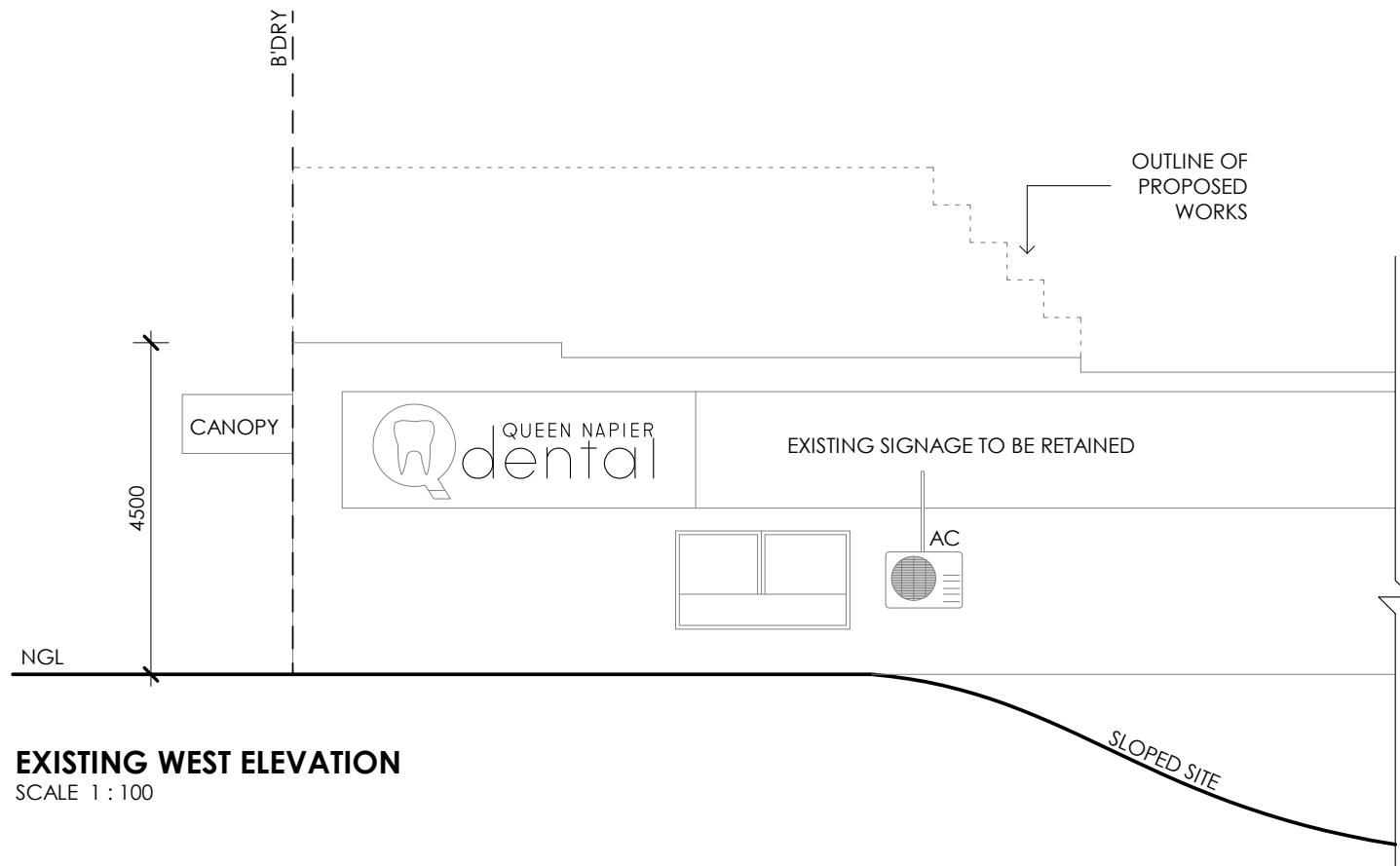
ISSUE NO.
02

GAWK OUTDOOR

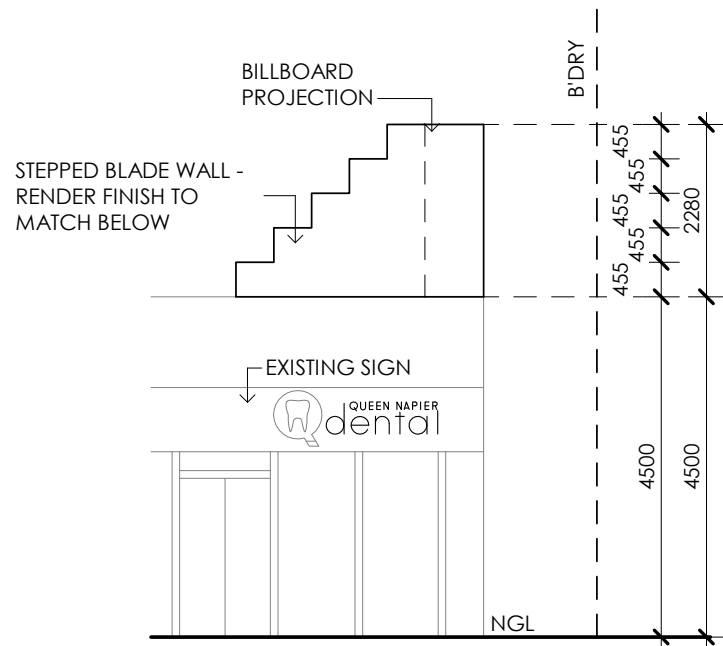
A 62 John Street, Eltham VIC 3095
E james@gawk.com.au
M 0400 096 182



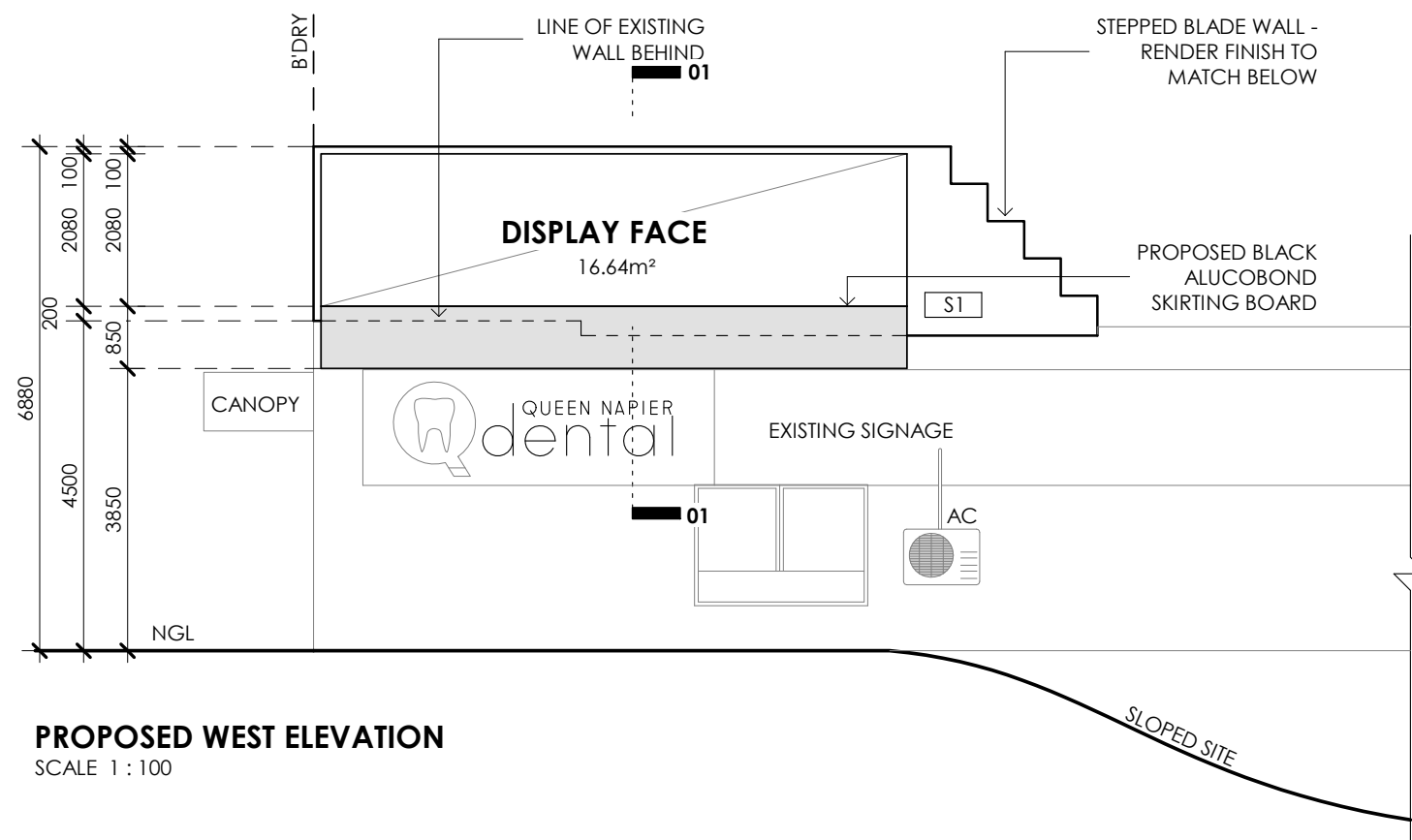
EXISTING NORTH ELEVATION
SCALE 1 : 100



EXISTING WEST ELEVATION
SCALE 1 : 100



PROPOSED NORTH ELEVATION
SCALE 1 : 100



PROPOSED WEST ELEVATION
SCALE 1 : 100

ISSUE/AMMENDMENTS SCHEDULE

- 01 10.10.2021
TOWN PLANNING ISSUE
- 02 18.10.2021
RFI - RESPONSE

TOWN PLANNING
NOT FOR CONSTRUCTION



PROJECT
WARRAGUL - PROPOSED SINGLE SIDED, ELECTRONIC
PROMOTION SIGN & ASSOCIATED WORKS
ADDRESS
30 QUEEN ST, WARRAGUL VIC 3820

NORTH POINT

DATE 18.10.2021	DRAWING NO. A04	DRAWN BY AP
PROJECT NO. 21-026	PAGE SIZE A3	ISSUE NO. 02

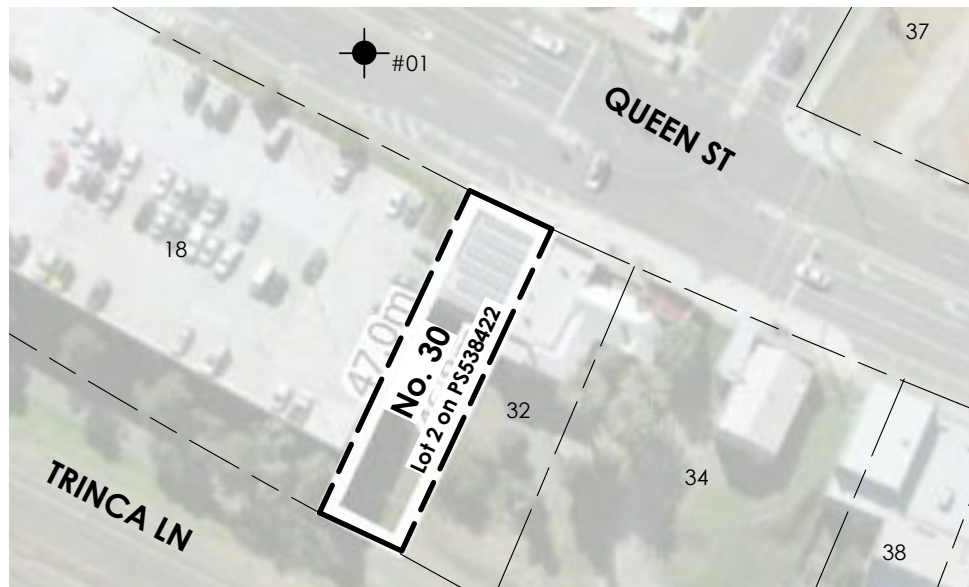
GAWK OUTDOOR
A 62 John Street, Eltham VIC 3095
E james@gawk.com.au
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EXISTING PERSPECTIVE VIEW #01 - EASTBOUND TRAFFIC



PROPOSED PERSPECTIVE VIEW #01 - EASTBOUND TRAFFIC



PERSPECTIVE VIEW REFERENCE
SCALE 1 : 1000

GENERAL NOTES

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

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

ISSUE/AMMENDMENTS SCHEDULE

- 01 10.10.2021
TOWN PLANNING ISSUE
- 02 18.10.2021
RFI - RESPONSE

LEGEND

#00 PERSPECTIVE VIEW - LOCATION IN WHICH PHOTOGRAPHIC VIEWS WERE TAKEN

TOWN PLANNING
NOT FOR CONSTRUCTION



PROJECT
WARRAGUL - PROPOSED SINGLE SIDED, ELECTRONIC PROMOTION SIGN & ASSOCIATED WORKS
ADDRESS
30 QUEEN ST, WARRAGUL VIC 3820

NORTH POINT



DATE 18.10.2021	DRAWING NO. A05	DRAWN BY AP
PROJECT NO. 21-026	PAGE SIZE A3	ISSUE NO. 02

GAWK OUTDOOR
A 62 John Street, Eltham VIC 3095
E james@gawk.com.au
M 0400 096 182



PLANNING PERMIT APPLICATION

PROJECT Proposed Electronic Promotion Sign

LOCATION 30 Queen St, Warragul VIC 3820

DATE October 10, 2021

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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.

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 our 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. Additionally, wherever possible we use local contractors for construction and ongoing installation of billboard skins.

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 consistent with that zoning. The Subject Site is owned by Bishop Ventures Pty Ltd, a subsidiary wholly owned by the occupiers of the property (Queen Napier Dentak).

The entire property is covered by the built form and grassy terrain. This built form is a dental clinic called Queen Napier Dental constructed from concrete, glass, steel and sheet metal. The shop is approximately 8m in height, however from queen street this artificial total height is 3.5m. A canopy extends over the footpath at a height of roughly 2.5m above the footpath. The area beneath the canopy is almost entirely glass and designed to be visible by pedestrians. Most of the building is painted white and grey – which includes the wall above the canopy. This wall is where the proposed sign will be located.

The scale of this building fits in well with the character of the area, with most other properties along Queen St of similar height and scale. The subject site currently has a small amount of signage, although less than other shops in the robust commercial area.

The site has some existing signage – which is all business identification signage mounted to the canopy and wall, and behind the windows. The signage is smaller in scale than most surrounding properties.

There is vehicle access to this property through the car park at 18 Queen St. Street parking is also available and access to the shop comes from the pedestrian footpath on Queen St.

The site is rectangular in shape – with a total size of 448m². This makes it one of the smaller sized lots in this commercial precinct.

The site slopes down to the south substantially with the train line approx. 6-8m lower than Queen Street. This topography is consistent with adjacent properties, with a large amount of undulation in the broader CBD area.

The proposed Electronic Promotion Sign will primarily be viewed by eastbound on Queen St.

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



Figure 1 – Aerial Photograph of Subject Site

4.2. Surrounding Context



Figure 2 – Aerial Photograph of Surrounding Area

The locality characteristics are:

- To the south lies Trinca Lane.
- To the north lies Queen St. On the opposite side of Queen St is Royal Kebabs 88.
- To the east lies 32 Queen St. This is a commercially zoned property occupied by Alberto's Pizza.
- To the west lies 18 Queen St. This is a commercially zoned property occupied by Aldi.

The stretch of Queen St (in which the Subject Site is located) forms part of the Warragul CBD. This is clear in zoning, use & character and is identified as such in several local policies. Surrounding properties are zoned commercial and have been comprehensively developed. The area has clearly been designed to be a commercial area and many retail stores in Warragul are located here. Surrounding national retailers include Aldi, KFC and Shell – amongst a scattering of smaller local retailers.

Some portions of the Warragul Town Centre are historically significant – which is recognised by Heritage Overlays. These are centralise around the Station Precinct and Corner of Smith St/Queen St. Presumably the absence of many overlays in the area surrounding the subject site has driven the development and strong commercial flavour of the area. This was also a key driver of selecting this site.

As one would expect in a commercial/retail area dominated by commercial and retail properties there is some signage. This signage comes in a few forms and sizes – with a mixture of small-medium-large scale business identification and promotion signage. These signs are a mixture of wall mounted, freestanding and pole signage. Images of typical signage are shown in Appendix 5.

There are other examples of major promotion signs in Warragul. Our site at 64 Smith Street (One 18m² sign and one 8m² sign) and the oOh! Media site at 53 Alfred Street (a double sided 42m² 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 an electronic promotion sign on the property at 30 Queen St, Warragul including the display of third-party advertising within the proposed advertising area specified on the attached town planning documentation.

The proposed electronic promotion sign (as detailed in the attached town planning package) proposes one 16.16m² display face. The sign will be viewed by eastbound traffic on Queen St.

In addition to this display face, there will be a permanent 0.27m² 'gawk' promotion sign on the skirting board to the left of the display face. Refer to the town planning documentation for further details.

5.2. Design Response

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

- It has a clear connection to the built form character along Queen St. It will add further colour and vitality to this commercial hub. We acknowledge the sign will have prominence in the location, however the backdrop of robust built forms provide an environment which can accommodate this form of development.
- It will always be viewed with a background of commercial buildings. The sign's location (mounted to the existing wall) ensures it seamlessly fits into the built form on the subject site, and fits in with the character of the streetscape.
- The location of the sign allows local advertisers to reach a key audience of local and visitor traffic in Warragul. This is a valuable audience for local advertisers which can have very positive impacts on the local economy. Signs of this size are typically too small for national advertisers and used by local businesses.

- We have a track record of displaying local advertisers, with out other site (on Smith St) having the following businesses on it:
 - Windmere
 - First National Real Estate – Warragul
 - St Pauls – Warragul
 - Virtue Homes

We would expect around 70% of all the content to come from businesses located within Baw Baw Shire. This is based on the current occupancy of our sign in Traralgon, which is similar in size and price.

- The height of the proposed sign has been carefully designed to be no bigger than other signs in the area. The proposal is designed to be viewed as part of the building, similar to the adjoining aldi signage.
- The site was carefully selected due to its location within a key commercial and retail precinct in Warragul. This ensures the effects on the surrounding properties is minimal. There are no residentially zoned properties that will be affected at all.
- The sign will never be visible to traffic at the same time as other large format promotion signage on Queen St. This mitigates any issues surrounding visual clutter.
- The size and height of the electronic promotion sign was designed to ensure it is visible to traffic, without compromising any views or impacting on the visual amenity of this area in Warragul.

All surrounding properties have a consideration for the robust commercial and retail precinct. Almost all properties are designed to be visible and prominent for 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 1 Zone; 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. The character of this particular area is commercial and utilitarian in nature.
- Advertising sign requirements are at Clause 52.05. This zone is in Category 1 (minimum limitations).

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

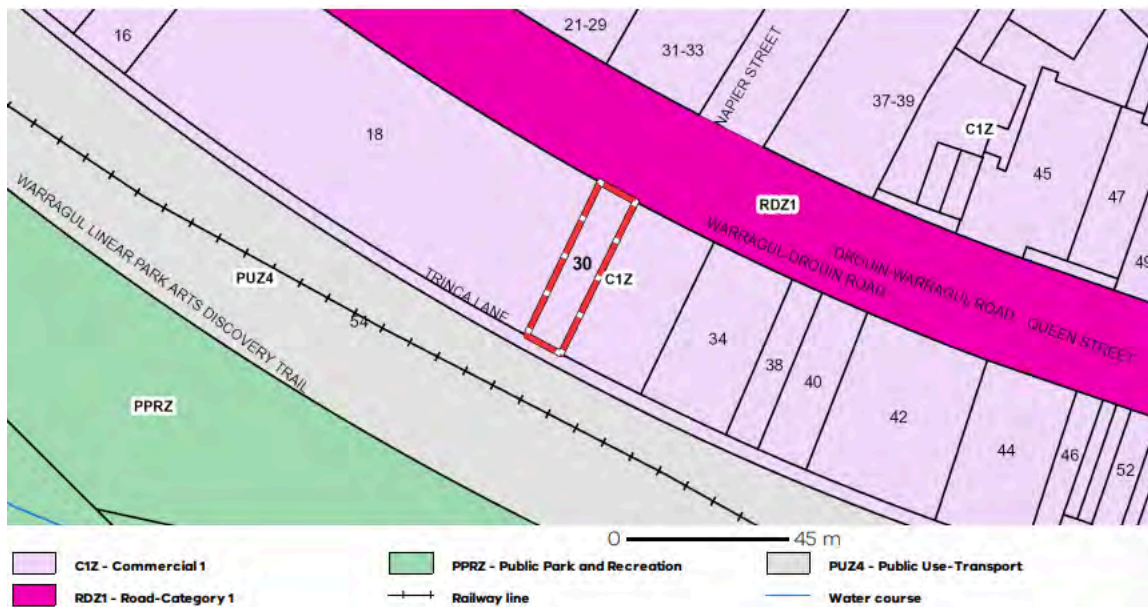


Figure 3 – Zone Controls of the Site & Surrounds

6.2. Overlays

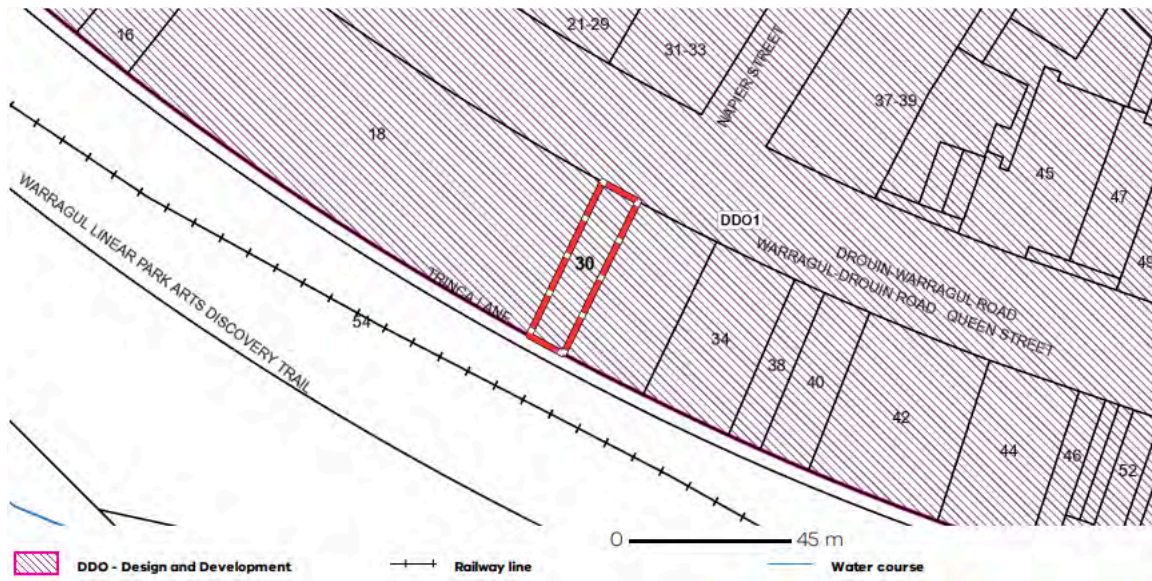
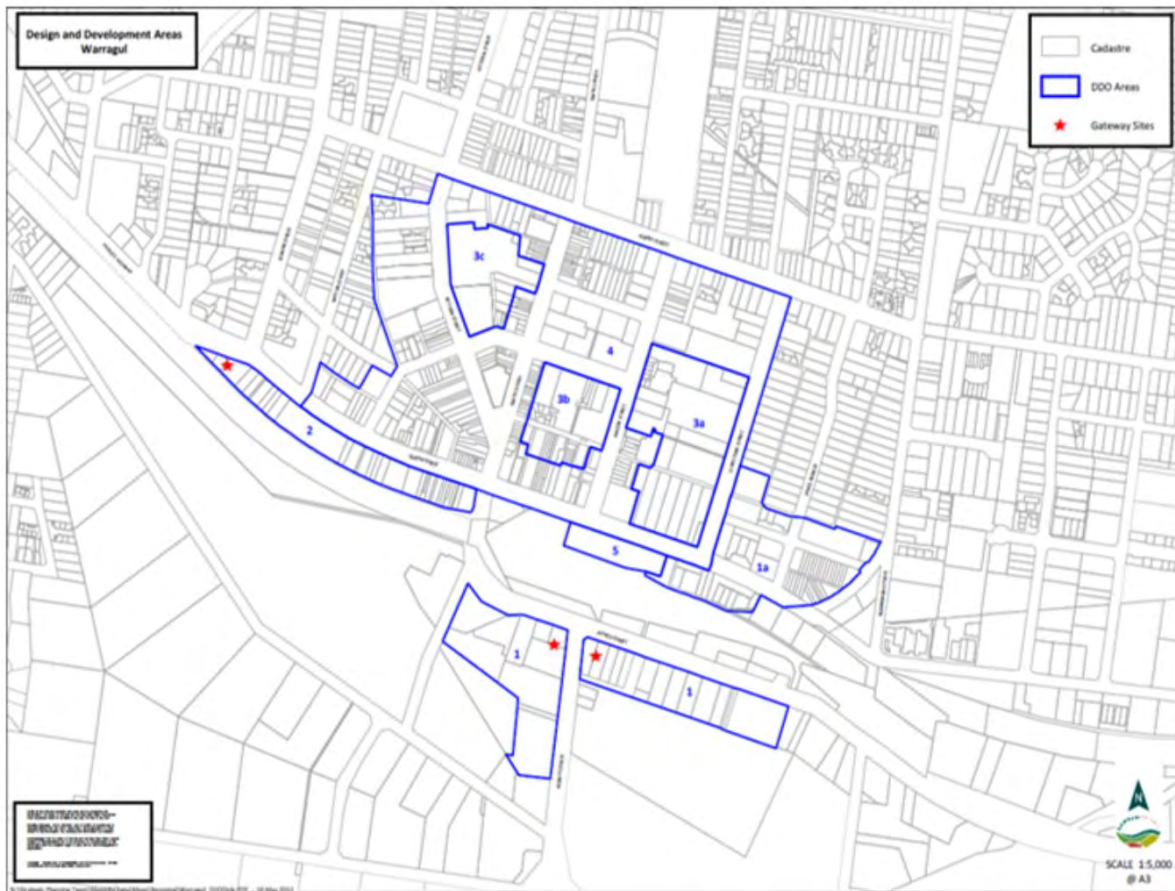


Figure 4 – Design Development Overlay

Design Development Overlay

Plan 4 - Precincts



DD01 – 2 Trinca Lane Precinct

Building Height

Building height to be generally limited to three storeys (11m) – not including gateway site).

It is evident from the DDO, that substantial development is expected in the area. The subject site is nestled in centrally to precinct 2 – Tricia Lane. There are stricter controls over gateway locations under the schedule, contrary to the lower limitations of the subject site. The forecasted three storey height has already been utilised by the adjoining KFC and Aldi developments. Over time, the character of the area will only become more robust due to the built form character.

The proposal employs consideration for the DDO, given it is a positive form of commercial development in an otherwise underutilised portion of the lot. It doesn't impact the opportunity to further develop the subject site, given it's location in line with the wall. There are other larger developments in the area, which mean the signs siting and scale don't dominate its surrounds.

General Design Requirements - Signage

The design and development overlay sets the advertising signs category as 1 (minimum limitations), so robust signage development is to be expected. Key policies from the DDO are below:

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.

Signs should be consolidated in mixed use and commercial developments to avoid the visual clutter of signage and displays.

The proposed sign was designed to have a blade wall acting as a frame to the display face. The outcome will be a sign that is fully integrated with the existing building on the site. Given there is no architectural articulation along the façade, the sign will add colour and interest to this the otherwise utilitarian elevation.

The only point of contention would be the consolidation of signage on the site. This is something we would be negotiable on, in removing the existing signage from the western façade. Our assessment is that the differentiation of formats (digital vs static) and orientation (long & thin vs rectangular) provides enough of a contrast to avoid clutter. The definition of clutter is "Crowded confusion, confused mass. 2 v.t. litter, crowd untidily". We would argue that clutter can't be achieved through two different forms of signs in the streetscape, given the legibility of

each sign will be retained. The site is aided by limited examples of other signs within 50m of the site.

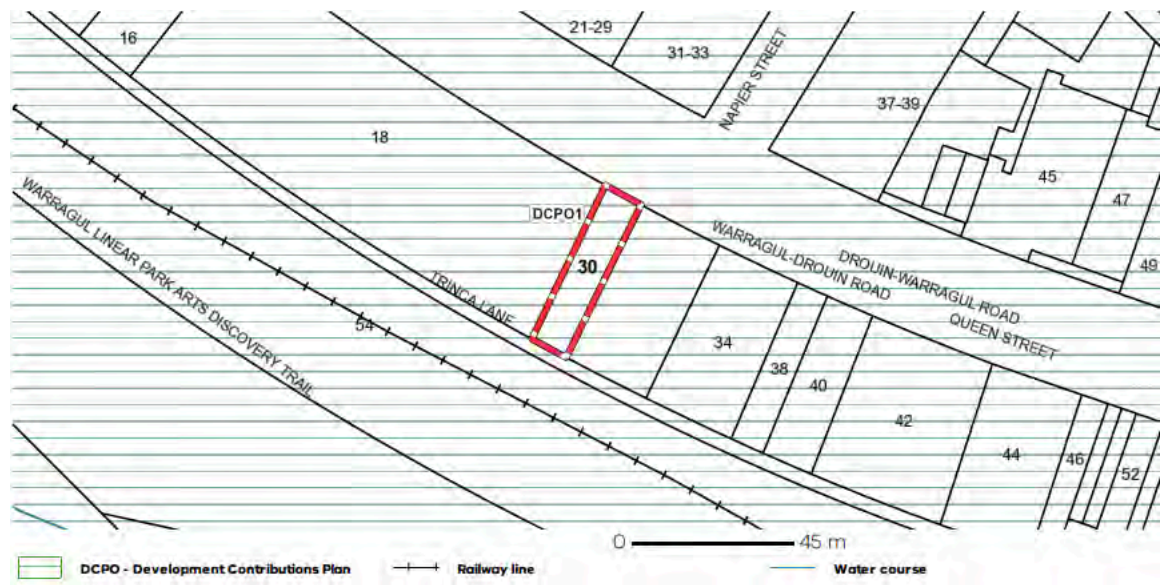


Figure 5 – Development Contributions Plan Overlay

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.



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 to not require special consideration to this overlay



Figure 8 – Designated Bushfire Prone Area Map

The subject site is not in an area which has been identified as bushfire prone.

7. LOCAL PLANNING POLICIES

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.

Clause 21.03 – Settlement

While this is clearly a high-level policy, the sections quoted above provide support to this planning application. The proposed promotion sign 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 we have proven a track record of having localised content. As we have previously identified, we expect 70% of all content to be local businesses based on the track record from our Traralgon site.

The Settlement Overview shows that Warragul is the major regional centre within Baw Baw Shire. We have chosen the subject site due to its location in the most robust area of Warragul (which has a high vehicle traffic). Warragul is one of the largest towns in regional Victoria without a digital billboard, which is the key reason for this application.

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.*

Clause 21.04-3 – Main Towns – Warragul

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.

21.07-1 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.

21.07 – Economic Activity

Access to outdoor advertising for local business is an important aspect of a well-functioning local economy. We have a track record of having local content on our existing site, and have additional demand looking for this type of advertising.

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. This has been shown in St Pauls use of our existing site on Smith Street.

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”.

Warragul Town Centre Masterplan 2011

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.

8. CONCLUSION

In conclusion, we submit that:

- The proposal seeks the approval for the development of an illuminated major promotion sign on the property at 30 Queen St, Warragul.
- The Subject Site is the most suitable for the proposed sign in all of Warragul. It is located in a key commercial/retail hub in Warragul, and away from the historically significant areas.
- The proposal is clearly supported by local policies in the Baw Baw Planning Scheme – whether evaluating the location or design of the sign.
- The proposed sign will primarily be used to advertise local businesses. This can have very positive impacts on the local economy.
- The design and location of the proposed sign ensures there are no impacts to any residential properties or sensitive 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 the height of nearby buildings and has ensured no important views or vistas will be impacted.

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 Baw Baw Shire Council.

9. APPENDIX 1 – COPY OF TITLE



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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

Page 1 of 1

VOLUME 10944 FOLIO 500

Security no : 124092710342S
Produced 27/09/2021 04:21 PM

LAND DESCRIPTION

Lot 2 on Plan of Subdivision 538422X.
PARENT TITLE Volume 01249 Folio 611
Created by instrument PS538422X 26/05/2006

REGISTERED PROPRIETOR

Estate Fee Simple
Sole Proprietor
BISHOP VENTURES PTY LTD of 10 MERINO COURT TRARALGON VIC 3844
AN925974N 13/06/2017

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AN925975L 13/06/2017
MEDFIN AUSTRALIA PTY 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 PS538422X FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

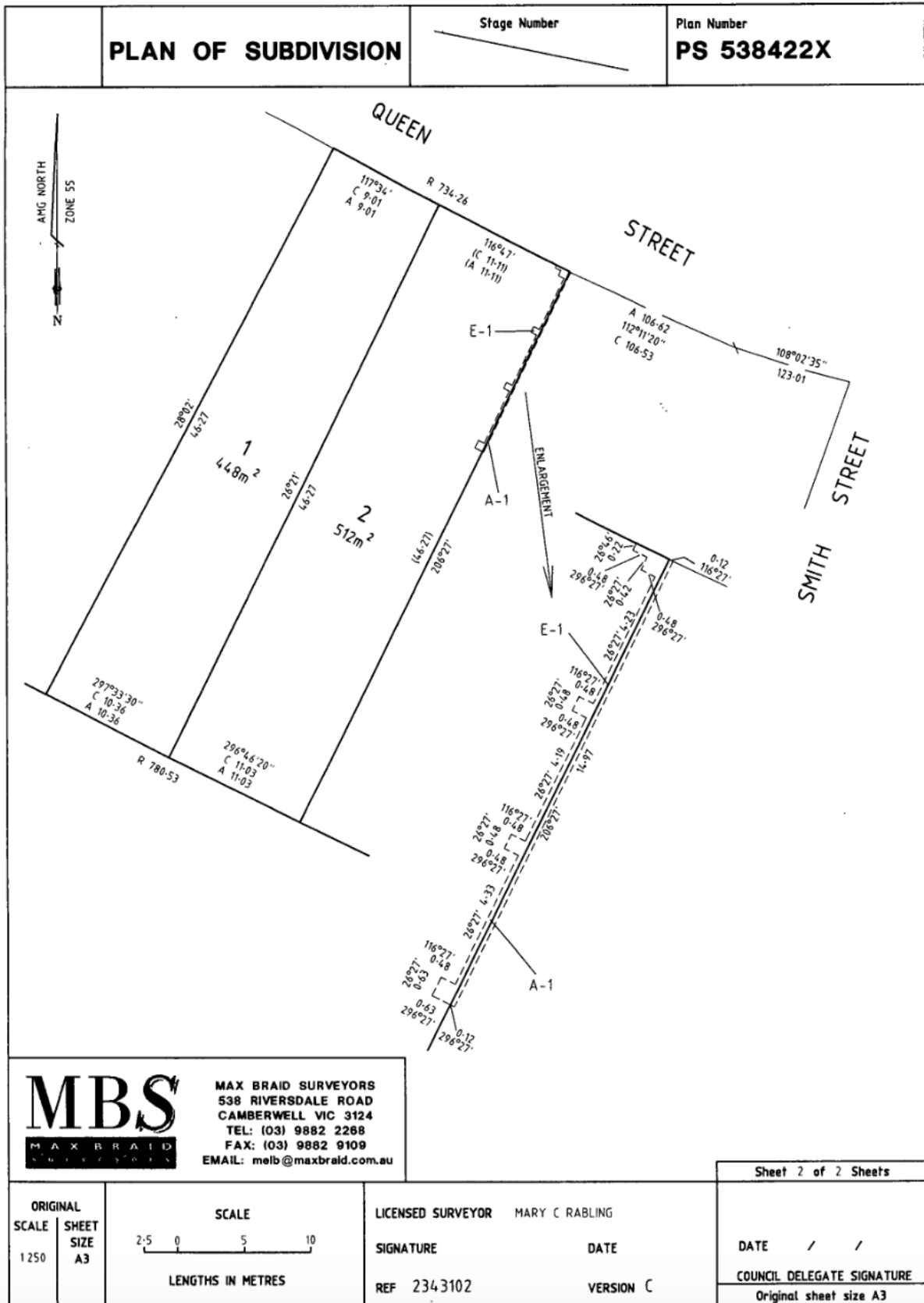
-----END OF REGISTER SEARCH STATEMENT-----

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

Street Address: 30 QUEEN STREET WARRAGUL VIC 3820

DOCUMENT END

10.APPENDIX 2 – COPY OF PLAN



11. APPENDIX 3 – PERSPECTIVE VIEWS WRITTEN STATEMENT

Prepared By:	James Course
Qualification:	Advanced Diploma of Building Design (Architectural) <i>Including: BUIL5922 – Undertake site survey and analysis to inform design process</i>
Software:	Adobe Photoshop Creative Cloud <i>Informed by: Site features and measurements plan prepared in Autodesk Revit 2018</i>
Methodology:	Relevant data obtained from site measure up performed by James Course in conjunction with topographical maps from various online sources: <i>services.land.vic.gov.au/maps & https://www.google.com.au/maps</i>
Perspective View 01:	Camera: CLT-L29 Type: Digital Lens Size: 5.58mm Angle: Landscape – Parallel to ground Date: 16/09/2021 Time: 03:58 pm 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.

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

All existing signage is for business identification purposes. It is all mounted to the canopy/awning, and behind the glass windows on the ground floor. The total signage area is roughly 10m². All existing signage is shown below:



Location and Form of Existing Signage on Abutting Properties

The directly abutting properties at 18 Queen St & 32 Queen St both have small-medium scale business identification signage mounted to the awning and wall, and freestanding signage. Both are shown below:



The Location of Closest Traffic Control Signs

The closest traffic control sign is a give way sign 20m away. This is shown below:



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

There are no important views or vistas impacted by the proposed sign which is mounted to the wall.

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

Installation of steel structure in line with engineer's specifications, steel erection via crane (no onsite welding, all bolted together), installation of cladding/display face fixed on to steel structure.

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

The proposed sign is to be electronic, refer to appendix 6 for further information on the lighting. It would be switched off from Midnight to 4am.

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 or any electronic/animated signs.

Any Existing Identifiable Advertising Theme in the Area

As shown above and in Appendix 5, the majority of properties along this stretch of Queen St have small to medium sized business identification signage. 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 small-medium-large scale business identification and promotion signage. These signs are a mixture of wall mounted, freestanding, awning fascia and under awning signs. Images of typical signage are shown in Appendix 5.

Photo Montages or a Streetscape Perspective of the Proposed Sign

Included on page A04 of the town planning documentation.

Level of Illumination

Please refer to appendix 6 for further information on the lighting.

The Relationship to any Significant or Prominent Views and Vistas

As identified above, the proposal is deemed as having no effect on any significant 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.

13. APPENDIX 5 – SURROUNDING SIGNAGE & BUILT FORM







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 mounted to a wall so has no impact on any line of sight.
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.	The sign will not obstruct any views, and standard conditions for electronic signs will ensure it has no impact on the effectiveness of nearby traffic control devices.
03	Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.	The electronic screen adjusts brightness depending on the time of day to ensure there are no brightness issues.
04	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	Our assessment is there are no features nearby which may require particular concentration.
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.	Not considered to be an issue.
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 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.

15. APPENDIX 6 – BRIGHTNESS

Luminance Level

The sign will be installed with a two way brightness sensor, which is programmed with the following settings:

LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Dimming Level to achieve compliance	Max Permissible Luminance (cd/m2)
Full Sun on face of Signage	100 %	No Limit
Day Time Luminance (typical sunny day)	85.7%	6000
Morning and Evening Twilight and Overcast Weather	10 %	700
Night Time	5%	350

The dimming % is based on a maximum calibrated screen brightness of 7000 cd/m2. The above adjustments have been calculated to comply with the maximum allowable veiling luminance of 0.25 cd/m2.

Maintenance & Display Issues

We have several systems in place to help mitigate any potential issues, as well as rectification measures in place. As follows:

- Operating System: Is set up with remote access, which can be shot off via our online portal.
- Switchboard: It set up (through a different system), where we can turn the power supply on/off to the whole billboard at any stage.
- Screen: The individual LED panels have background sensors which report any malfunctions or content issues.
- Camera: We also install a camera, which is a secondary failsafe. This is reviewed against scheduled content to ensure it aligns.

These measures ensure we catch any potential issues early, and can rectify them through a few different solutions.