

2 September 2022

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Murrundindi Shire Council
PO Box 138,
Alexandra VIC 3714

Attention: Murrundindi Shire Council

Dear Sir/Madam,

**Planning Permit Application
Replacement Signage
10 Murchison Street, Marysville VIC 3779**

1 INTRODUCTION

This Planning Report is submitted to the Murrundindi Shire Council (Council) in support of a Planning Permit Application at 10 Murchison Street, Marysville VIC 3779 (the site), for replacement signage at the existing service station on site.

A planning permit is required under clauses:

- 34.01-4 (C1Z) for buildings and works; and
- 52.05-11 for internally illuminated business identification signage and promotion signage.

This Planning Report has been prepared by SLR Consulting Australia Pty Ltd (SLR) on behalf of Ampol Australia Petroleum Pty Ltd. It describes the site, its environs, the proposed works and provides an assessment of the proposal in terms of the matters for consideration under Section 60 of the Planning and Environment Act 1987 (P&E Act 1987). It should be read in conjunction with the supporting information and Architectural Plans.

2 THE SITE AND SURROUNDS

The site is located on Murchison Street, in the suburb of Marysville within the Murrundindi Local Government Area (LGA). The site is generally referred to as 10 Murchison Street, Marysville VIC 3779 and legally defined as Lot 1, Lot 2, Lot 3 and TP841414 and Lot 1 TP942464.

The site currently supports a service station. Ingress and egress to the site is provided via two separate driveways via Coora Road. The proposed works do not involve any changes to the existing access or site configuration.

Surrounding land uses are predominately commercial in nature, particularly to the north, east and west of the site. Located south of the site is a Public Conservation and Resource Zone, containing 'Marysville Reflective Garden.' industrial adjacent to the site to the north, south and east. Residential land uses are located west of the site.

Refer to **Figure 1** for the site location and **Figure 2** for the cadastral plan.

Figure 1 Site Aerial (Source: VicPlan)



Figure 2 Cadastral Plan (Source: VicPlan)



Refer to **Photo 1** below to depict the site and its immediate surroundings.

Photo 1 View of the Site from Murchison Street



3 DESCRIPTION OF PROPOSED WORKS

3.1 ELEMENTS OF THE PROPOSED DEVELOPMENT

The proposed development is for replacement illuminated signage at the existing Caltex service station to reflect the Ampol rebranding. The proposed replacement signage reflects the rebranding of Caltex service stations to Ampol service stations Australia wide. The proposal includes the following signage works:

- + 1 x Illuminated Main ID Pylon Sign;
- + 1 x Non-illuminated Price Board Sign;

A planning permit is required under clauses:

- + 34.01-4 (C1Z) for buildings and works; and
- + 52.05-11 for internally illuminated business identification signage and promotion signage.

It is noted that the works will include demolition that is exempt from a planning permit under clause 62.05 of the planning scheme. The demolition works will be undertaken in accordance with a building permit issued under the Building Act by a Building Surveyor. These works will include removal of existing signage and other minor structures.

No changes to the internal figuration or built form of the existing convenience store building are proposed. The proposal will not impact operational factors such as deliveries and waste management, operational hours and staffing. Additionally, the proposal will not alter existing access to the site.

Refer to the proposed development plans included at **Appendix A** for specific details of the proposed works.

Operational Hours and Staff

No changes are proposed to the existing operational hours and staff numbers at the site as a result of this application.

Deliveries and Servicing

No changes are proposed to the existing delivery arrangement for both fuel deliveries or for goods for the convenient store portion. There are also no changes proposed to the vehicle crossover locations.

Waste Management

There are no proposed changes to the site's ongoing waste management arrangements. The site will continue to operate using the existing waste management procedures.

3.2 Vehicular Access and Parking

There are no proposed changes to the overall traffic movements from Murchison Street. The works will not increase traffic or car parking requirements on the site.

3.3 Landscaping

Existing landscaping at the site is limited to the shrubs located along the boundary of the site. The proposed replacement signage is not proposed to affect this landscaping. However, any landscaping impacted upon during the works will be reinstated upon completion.

3.4 Demolition

As previously noted, demolition is proposed in accordance with a building permit issued under the Building Act.

3.5 Construction Management

Matters relating to construction will be addressed with the registered building practitioner following approval of the Planning Permit and prior to a Building Permit being obtained.

4 PLANNING CONTROLS

4.1 Clause 65 Decision Guidelines

Before deciding on an application or approval of a plan, the responsible authority must consider, as appropriate:

- The matters set out in Section 60 of the Act.
- The Municipal Planning Strategy and the Planning Policy Framework.
- The purpose of the zone, overlay or other provision.
- Any matter required to be considered in the zone, overlay or other provision.
- The orderly planning of the area.
- The effect on the amenity of the area.
- The proximity of the land to any public land.
- Factors likely to cause or contribute to land degradation, salinity or reduce water quality.
- Whether the proposed development is designed to maintain or improve the quality of stormwater within and exiting the site.
- The extent and character of native vegetation and the likelihood of its destruction.
- Whether native vegetation is to be or can be protected, planted or allowed to regenerate.
- The degree of flood, erosion or fire hazard associated with the location of the land and the use, development or management of the land to minimise any such hazard.
- The adequacy of loading and unloading facilities and any associated amenity, traffic flow and road safety impacts.

This Planning Report provides a comprehensive assessment of the relevant considerations outlined in Clause 65. In accordance with this assessment, the proposed works are considered acceptable and compliant with Clause 65.

4.2 Zoning

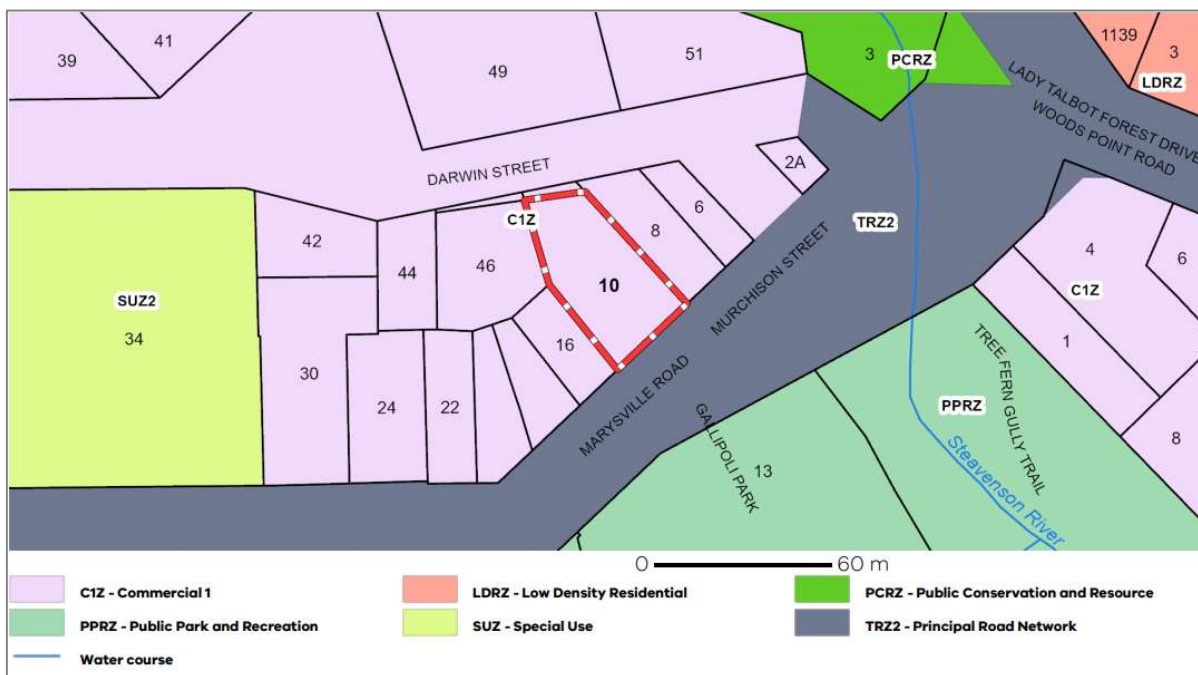
The site is shown in the Murrumbidgee Planning Scheme map as being within a Commercial 1 Zone (C1Z). Refer to **Figure 3**.

Clause 34.01 of the planning Scheme refers to the Commercial 1 Zone stating the purpose of the zone is:

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.*
- *To provide for residential uses at densities complementary to the role and scale of the commercial centre.*

The proposed development provides alterations and additions to an existing service station land use to be operated by Ampol. The proposed signage replacement pose minimal environmental impact to the surrounding area; and does not affect the safety and amenity of adjacent properties.

Figure 3 Zoning Map Extract (Source: DELWP)



4.3 Use

In accordance with Clause 73.03 Land Use Terms of the Planning Scheme, a Service Station is defined as: Land used to sell motor vehicle fuel from bowsers, and lubricants. It may include the:

- selling of motor vehicle accessories or parts;*
- selling of food, drinks and other convenience goods;*
- hiring of trailers;*
- servicing or washing of motor vehicles; and*
- installing of motor vehicle accessories or parts*

The use is existing on site and therefore will continue to operate under existing use rights.

4.4 Buildings and Works

Demolition

In accordance with 62.05 Demolition, a permit is not required for the demolition or removal of a building or works unless a permit is specifically required for demolition or removal.

The site is not affected by any overlays or other provisions triggering the requirement for a permit to demolish, therefore a Planning Permit for demolition is not required. A Building Permit will be obtained prior to any demolition being carried out.

Buildings and Works

Clause 34.01-4 states that a planning permit is required to construct a building, or to construct or carry out works.

In accordance with Clause 34.01-6 an application to construct a building or construct or carry out works will be assessed in accordance with the following controls:

Table 1 Clause 34.01-6 Application Requirements

Application Requirements	Comments/ Location in PR
A plan drawn to scale which shows: <ul style="list-style-type: none"> – The boundaries and dimensions of the site. – Adjoining roads. – The location, height and purpose of buildings and works on adjoining land. – Relevant ground levels. – The layout of existing and proposed buildings and works. – All driveway, car parking and loading areas. – Proposed landscape areas. – All external storage and waste treatment areas. – Areas not required for immediate use 	Architectural Plans have been prepared by Urbis Pty Ltd and are provided at Appendix A of this report.
Elevation drawings to scale showing the colour and materials of all buildings and works.	Elevation drawings are provided within the Architectural Plans at Appendix A of this report.
Construction details of all drainage works, driveways, vehicle parking and loading areas.	Relevant construction details are provided within the Architectural Plans in Appendix A of this report.
A landscape layout which includes the description of vegetation to be planted, the surfaces to be constructed, site works specification and method of preparing, draining, watering and maintaining the landscape area	N/A, no changes to existing landscaping at the site are proposed.

4.5 Policy Frameworks

4.5.1 State Planning Policy Framework

The following State Planning Policy Frameworks (VPPs) apply to the proposed development:

Clause 13.05 Noise

The objective of the noise framework is to assist in the control of noise effects on sensitive land.

The proposal will not alter the existing use on site, nor result in works that will generate additional noise. As such the proposed works are not expected to result in adverse noise impacts.

Clause 13.06 Air Quality

The objective of the air quality management framework is to assist the protection and improvement of air quality.

As noted above, the proposed works will not alter the existing use on site as such it is not expected that the proposal will have a significant impact on surrounding properties from any potential odours associated with activities undertaken on the site.

Clause 13.07 Amenity and Safety

The objective of the amenity framework is to safeguard community amenity, human health and safety while facilitating appropriate commercial, industrial or other uses with potential off-site effects.

The proposed alterations and additions pose minimal environmental impact to the surrounding area and does not affect the safety and amenity of adjacent properties.

Clause 15.01-5S Neighbourhood Character

The objective of this clause is to recognise and protect cultural identity, neighbourhood character and sense of place.

The proposed works are consistent in keeping with the existing use on site, adjoining development and neighbourhood character.

4.6 Overlays

Bushfire Management Overlay (BMO)

The BMO does not trigger a planning permit for signage and the overlay is considered irrelevant to the assessment of the application.

Vegetation protection Overlay (VPO)

The site is located in Schedule 1 of the VPO. The VPO does not trigger a planning permit for signage and the overlay is considered irrelevant to the assessment of the application.

Design and Development Overlay (DDO)

The site is located in Schedule 2 of the DDO. The DDO does not trigger a planning permit for signage and the overlay is considered irrelevant to the assessment of the application.

Heritage Overlay (HO)

The site is located adjacent to HO71, 'Oak Avenue – Murchison Street (between Lyell Street and river), Marysville'. The proposed illuminated signage will not impact the heritage character of the area. The proposal will not impact any significant heritage item, nor will it impact the significance of the adjacent heritage place.

The proposal will not create adverse effects upon the natural or cultural significance of the place and surrounding area, nor the built form as the works are relatively the same as the existing. Furthermore, as the proposed works are relatively similar to the existing, it is not expected that there will be obtrusive upgrades to detract from the character and appearance of the heritage precinct. The existing building and proposed works colouring, scale and position is consistent with the commercial nature of the surrounding uses.

4.7 Particular Provisions

The following outlines and responds to the purpose of each of the Particular Provisions that apply to the proposed development.

4.7.1 Clause 52.05 Signs

Purpose:

- *To regulate the development of land for signs and associated structures.*
- *To ensure signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character.*
- *To ensure signs do not contribute to excessive visual clutter or visual disorder.*
- *To ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road.*

Response:

The proposed signage consists of replacement business identification signage of a more contemporary nature. It is considered to be compatible with the amenity and visual appearance of the area. No visual clutter or visual disorder will be caused by the proposed signage and the proposed signs will not cause a loss of amenity or adversely affect the natural or built environment. The signs will not cause hazards to motorists or pedestrians on Murchison Street.

A compliance table which assesses the proposal against the relevant decision guidelines is provided in **Appendix B** of the planning report.

5 CONCLUSION

The proposed new and replacement signage at the Service Station, located at 10 Murchison Street, Marysville VIC 3779, will continue to provide valued services for nearby residents and passing motorists.

The proposed development incorporates high-quality, replacement signage for transition from a Caltex to an Ampol operation. The signage is considered appropriate for the use of the site and in the context of surrounding development and minimises potential impacts on neighbouring properties. Overall, the signage will provide clear identification of the site.

This Planning Report has assessed the potential impacts arising from the proposed works on surrounding premises. The proposed works are considered to be minor in nature, comprising minimal social and environmental impact on the site and surrounding areas. Through the proposal's merits and absence of any significant adverse environmental impacts, the planning permit application is considered to be in the public interest. Furthermore, the building occupants will employ strict management procedures for the premises to ensure that the site remains a safe, efficient and pleasant environment to work and visit.

Given the scope of the works and the absence of any significant adverse environmental impacts, this Planning Permit Application is considered to be in the public's interest and worthy of Council's support.

Yours sincerely,



GRACE MOSES
Project Consultant - Planning

APPENDIX A – ARCHITECTURAL PLANS

APPENDIX B – COMPLIANCE TABLE

Table 2 Particular Provisions – 52.05 Advertising Signs

Control	Requirement	Comment	Compliance
52.05-11 Category 1 – Commercial Areas	<p>Section 1 - Permit not required</p> <p>Bed and breakfast sign, Business identification sign, Home based business sign, Promotion sign:</p> <p>The total advertisement area of all signs to each premises must not exceed 8 m².</p> <p>Internally illuminated sign:</p> <p>The total advertisement area to each premises must not exceed 1.5sqm.</p> <p>No part of the sign may be above a verandah or, if no verandah, more than 3.7m above pavement level.</p> <p>The sign must be more than 30m from a residential zone or pedestrian or traffic lights.</p>	N/A	N/A
	<p>Section 2 - Permit required</p> <p>Any sign not in Section 1</p>	<p>The proposed signage includes internal illumination, business identification and promotion signage that exceeds the Section 1 criteria. Therefore it falls under Section 2 and a permit is required.</p> <p>Details of the signs are provided in the plans attached at Appendix A</p>	Y
	<p>Section 3 – Prohibited</p> <p>Nil</p>	N/A	N/A
Decision guidelines	<p>The character of the area including:</p> <ul style="list-style-type: none"> – The sensitivity of the area in terms of the natural environment, heritage values, waterways and open space, rural landscape or residential character – The compatibility of the proposed sign with the existing or desired future character of the area in which it is proposed to be located. – The cumulative impact of signs on the character of an area or route, including the need to avoid visual disorder or clutter of signs 	<p>The site is located within a commercial zone.. Illumination will be consistent with existing signage on site. The promotion signage is considered to be minimal and comparable to other equivalent service station sites. As such, the proposed signs will not impact the sensitivity of the area.</p> <p>The proposed signage only contains replacement signage and is therefore considered compatible with the local area.</p> <p>The proposed signage is replacement signage. It is not considered that the proposed signage adds visual clutter, and it is considered that the cumulative impact of all signage does not negatively impact the visual amenity of the area.</p>	<p>Y</p> <p>Y</p> <p>Y</p>

Control	Requirement	Comment	Compliance
	<ul style="list-style-type: none"> - The consistency with any identifiable outdoor advertising theme in the area. 	N/A, there is no identified advertising theme within the area.	N/A
	Impacts on views and vistas: <ul style="list-style-type: none"> - The potential to obscure or compromise important views from the public realm. - The potential to dominate the skyline. - The potential to impact on the quality of significant public views. - The potential to impede views to existing signs 	The proposed signage will not obstruct any important views and will therefore not result in any negative impacts on views or vistas. The proposed signage will not impede any views to existing signs.	Y
	The relationship to the streetscape, setting or landscape: <ul style="list-style-type: none"> - The proportion, scale and form of the proposed sign relative to the streetscape, setting or landscape. - The position of the sign, including the extent to which it protrudes above existing buildings or landscape and natural elements. - The ability to screen unsightly built or other elements. - The ability to reduce the number of signs by rationalising or simplifying signs. - The ability to include landscaping to reduce the visual impact of parts of the sign structure. 	The proportion and scale of the proposed signage is considered acceptable relative to the streetscape. The proposed signage will not protrude above existing buildings on adjoining land. It is considered that the signage is integrated with the buildings and landscape. N/A The signs do not increase the number of signs at the site as the proposal is for replacement signage only. The existing site and operation is constrained, such that it is not viable to provide additional landscaping to reduce the visual impact of the sign structure without compromising safety, efficiency and service offering on the site.	Y Y N/A Y N/A
	The relationship to the site and building: <ul style="list-style-type: none"> - The scale and form of the sign relative to the scale, proportion and any other significant characteristics of the host site and host building. - The extent to which the sign displays innovation relative to the host site and host building. 	The proposed signage is of a scale and proportion appropriate to the built form and site on which it is located. The proposed signage is an example of modern technology being implemented into everyday use.	Y Y

Control	Requirement	Comment	Compliance
	<ul style="list-style-type: none"> The extent to which the sign requires the removal of vegetation or includes new landscaping. 	N/A	N/A
	<p>The impact of structures associated with the sign:</p> <ul style="list-style-type: none"> The extent to which associated structures integrate with the sign. The potential of associated structures to impact any important or significant features of the building, site, streetscape, setting or landscape, views and vistas or area. 	All structures for proposed signage will be integrated with the design or appropriately screened as to not create unsightliness.	Y
	<p>The impact of any illumination:</p> <ul style="list-style-type: none"> The impact of glare and illumination on the safety of pedestrians and vehicles. The impact of illumination on the amenity of nearby residents and the amenity of the area. The potential to control illumination temporally or in terms of intensity. 	The signage will be appropriately illuminated at a level that will not result in excessive glare or impact the safety of passing pedestrians and vehicles. The signage is setback from the roadway (other than the replacement pylon sign) and will not impact the amenity of the site. The illumination of signage can be adjusted if necessary.	Y
	<p>The impact of any logo box associated with the sign:</p> <ul style="list-style-type: none"> The extent to which the logo box forms an integral part of the sign through its position, lighting and any structures used to attach the logo box to the sign. The suitability of the size of the logo box in relation to its identification purpose and the size of the sign. The need for identification and the opportunities for adequate identification on the site or locality. 	N/A	N/A
	<p>The impact on road safety. A sign is a safety hazard if the sign:</p> <ul style="list-style-type: none"> Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property. Obstructs a driver's view of a traffic control device or is likely to create a confusing or dominating background 	<p>The signage is located appropriately within the site and will not obstruct driver's line of sight. Consequently, it is unlikely to impact on road safety and will not contain images that will dazzle or distract drivers.</p> <p>The specifications of the sign are conducive with its selected location and not likely to be mistaken for traffic signals</p>	<p>Y</p> <p>Y</p>

Control	Requirement	Comment	Compliance
	which might reduce the clarity or effectiveness of a traffic control device.	or confuse drivers on the surrounding roads.	
	- Could dazzle or distract driver's due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.	The replacement signage is of similar size and design to previous signage on site. As discussed above, illumination levels will remain consistent with previous illumination on site. The signage is not likely to dazzle or distract drivers.	Y
	- Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The site is not located at a high pedestrian volume intersection.	Y
	- 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 signage is not likely to be mistaken for traffic control devices.	Y
	- Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.	The replacement signage will not require close study from moving vehicles.	Y
	- 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.	The signage will not invite drivers to turn.	Y
	- Is within 100 metres of a rural railway crossing.	N/A	N/A
	- Has insufficient clearance from vehicles on the carriageway.	N/A	N/A
	- Could mislead drivers or be mistaken as an instruction to drivers.	The signage will not mislead drivers.	Y