

LOT 1, HOPKINS HIGHWAY, MORTLAKE

Town Planning Report

Prepared for
OUTLOOK PROPERTY SERVICES
2 August 2024

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Project Code P0053298
Report Number Rep02 – Elders

SUBMISSION DOCUMENTS

This report is to be read in conjunction with:

- Application Form
- Certificate of Title
- Architectural plans, prepared by Lawrence Associates, dated 1 August 2024
- Landscape plan, prepared by Studio 26, dated June 2024
- Transport impact assessment, prepared by One Mile Grid, dated 12 July 2024

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EXECUTIVE SUMMARY

Urbis has been engaged by Outlook Property Services to prepare a town planning report in support of a planning permit application to use and develop land for a rural store and trade supplies premises at Lot 1, Hopkins Highway, Mortlake (the subject site).

MOYNE PLANNING SCHEME

The site is affected by the following planning controls and requires the following permissions:

CONTROLS/PROVISIONS	PERMISSIONS
Clause 35.07-1 Farming Zone	▪ Use of the land as a rural store and for trade supplies.
Clause 35.07-4 Farming Zone	▪ Construct a building or to construct or carry out works for a use in Section 2.
Clause 52.05-14 Signs	▪ To construct and display business identification signs.
Clause 52.29-4 Land Adjacent to the Principal Road Network	▪ Create or alter access to road in a Transport Zone 2

Table 1 – Applicable Controls and Permissions

ASSESSMENT SUMMARY

This report describes the subject site and surrounding context. It further details the proposed use and works, and provides a detailed assessment against the relevant planning controls and policies of the Moyne Planning Scheme.

Overall, this report demonstrates that the proposal is an acceptable and appropriate outcome for the site for the following reasons:

- ✓ The proposal is consistent with the statutory and strategic frameworks of the Moyne Planning Scheme.
- ✓ The use of the land as a rural store and trade supplies premises is consistent with the purpose of the Farming Zone, and with strategic policy for the site.
- ✓ The proposed built form is respectful of the site's physical context, including the rural character of the area.
- ✓ The proposed signage is compatible with the proposed building and surrounding area, and will not result in unreasonable visual clutter or amenity impacts.
- ✓ Carparking, traffic and waste will be appropriately managed on site.

1. SITE CONTEXT

1.1. SUBJECT SITE

Key details of the site are as follows:

CATEGORY	DESCRIPTION
Existing Conditions	Vacant agricultural site previously used for grazing.
Location	West of Mortlake township (approx. 1.4km west of town centre).
Area	Overall site area: 8.3 hectares (approx.) Elders site area: 1.46 hectares (approx.)
Frontages	Frontage to Hopkins Highway (service road).
Title	Lot 1 TP960462 No restrictions apply to the title.
Vehicle Access	None
Vegetation	Scattered trees located outside of the Elders site area

Table 2 – Details of Subject Site

1.2. IMMEDIATE SURROUNDS

- A** To the north is Lot 1, TP960443, agricultural land used for grazing. Further north are other agricultural sites. The Hamilton Highway is the main arterial route to the north-west of Mortlake, and is located further north of the site.
- B** To the east is Hopkins Highway, a state road providing a single lane of vehicle traffic in each direction. A gravel service road runs along the western side of the road reserve. Established trees are located between the service road and the main carriageway.

Further east is agricultural land and the Mortlake township itself. A dwelling is located in the south-west corner of the property at 4660 Hopkins Highway, immediately east of the site.

- C** To the south is agricultural land. Hopkins Highway, as previously described, is also located to the south of the site.
- D** To the west are several industrial properties, accessed from Shadwell Drive.

Further west are various agricultural properties, the Western Victorian Livestock Exchange (WVLX), and the Mortlake Racecourse.

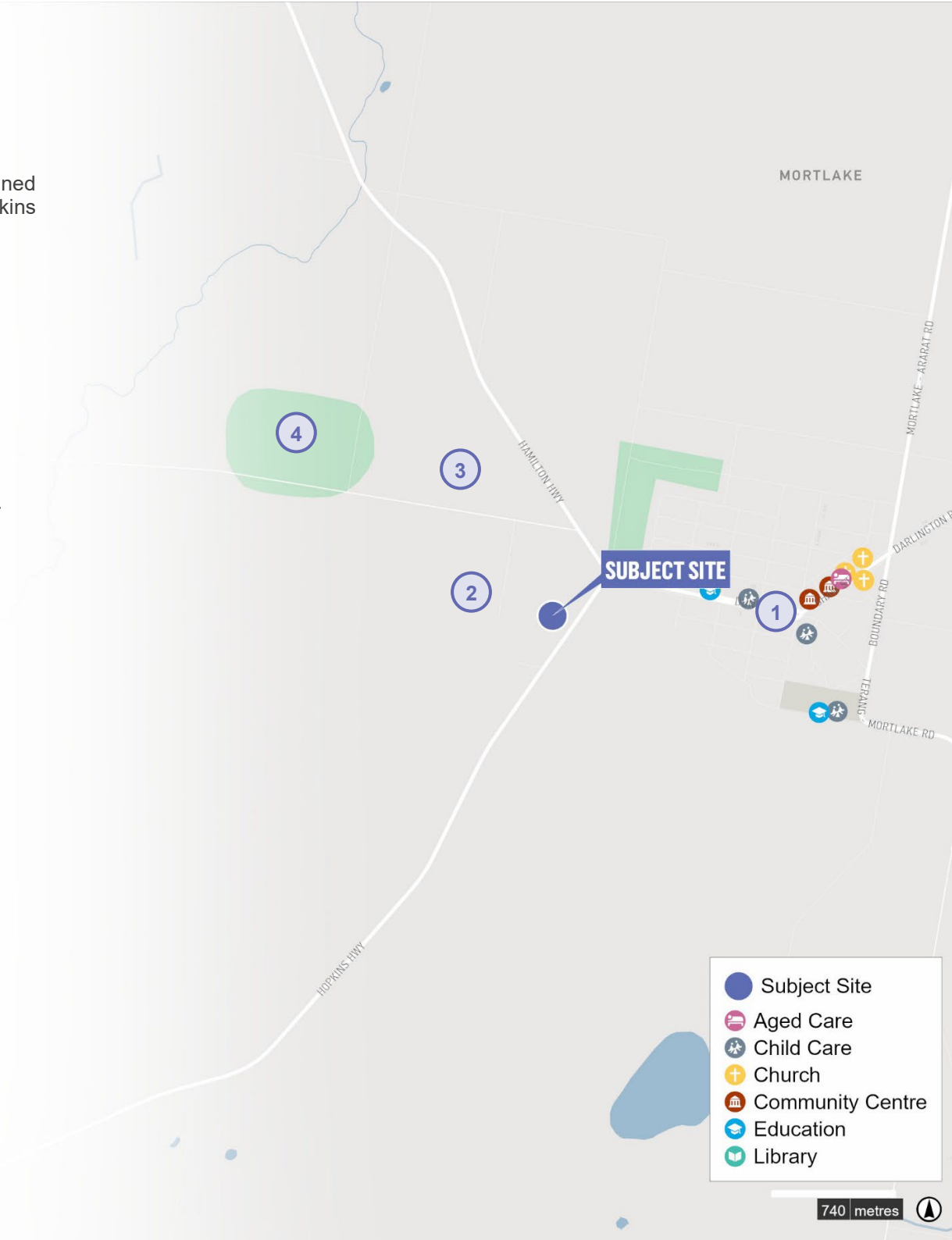


1.3. SURROUNDING CONTEXT

The subject site is located on former agricultural land. However, it is contained within a small triangular area, between the Hamilton Highway and the Hopkins Highway, and abuts an industrial area to the west.

Specifically, features of the local area include:

- 1 The Mortlake township itself, located to the east of the site, with the nearest dwelling approximately 330 metres away
- 2 The Mortlake industrial estate, immediately west of the site
- 3 The Western Victorian Livestock Exchange (WVLX), located 1200 metres north-west of the site (approx.)
- 4 The Mortlake racecourse, located approximately 1500 metres north-west of the site



2. PROPOSAL

2.1. OVERVIEW OF PROPOSAL

It is proposed to construct a single storey rural store and trade supplies building, to be operated as an Elders farm supplies store.

Key details of the proposal are as follows.

ELEMENT	PROPOSAL
Rural store component	Floor area of 613sqm
Trade supplies component	Floor area of 331sqm
Car parking spaces	18 car spaces
Maximum building height	9.197 metres
Building setbacks	13.53m – Hopkins Highway
Operating hours	08:30 – 17:30
Staff numbers	Up to 12 total
Hardstand area	2,895.7 sqm

Table 3 – Details of Proposal

2.2. SIGNAGE

The proposed signage is outlined in the below table. Both signs are to be illuminated through an inconspicuous LED halo located behind the lettering.

	TYPE	DIMENSIONS	AREA
Sign 1	Floodlit business identification	3m x 0.86m	1.142sqm (x2)
Sign 2	Floodlit business identification	1.5m x 0.43m	0.286sqm (x2)
TOTAL			2.57sqm



3. MOYNE PLANNING SCHEME

A detailed overview of the relevant planning controls and policies is provided in [Appendix A](#). A summary of the key controls and policies is provided below.

3.1. FARMING ZONE

The subject site is located within the Farming Zone (FZ).

The purpose of the Farming Zone is:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To provide for the use of land for agriculture.
- To encourage the retention of productive agricultural land.
- To ensure that non-agricultural uses, including dwellings, do not adversely affect the use of land for agriculture.
- To encourage the retention of employment and population to support rural communities.
- To encourage use and development of land based on comprehensive and sustainable land management practices and infrastructure provision.
- To provide for the use and development of land for the specific purposes identified in a schedule to this zone.

Pursuant to Clause 35.07-1, a planning permit is required to use land for a rural store, as the use is not in conjunction with agriculture, and the gross floor area exceeds 100sqm. A planning permit is also required to use land for the purpose of trade supplies.

Pursuant to Clause 35.07-4, a planning permit is required to construct a building or construct or carry out works associated with a use in Section 2 of Clause 35.07-1, and to construct a building located within 50 metres of a road within the Transport Zone 2.

The Hopkins Highway is within the Transport Zone 2.



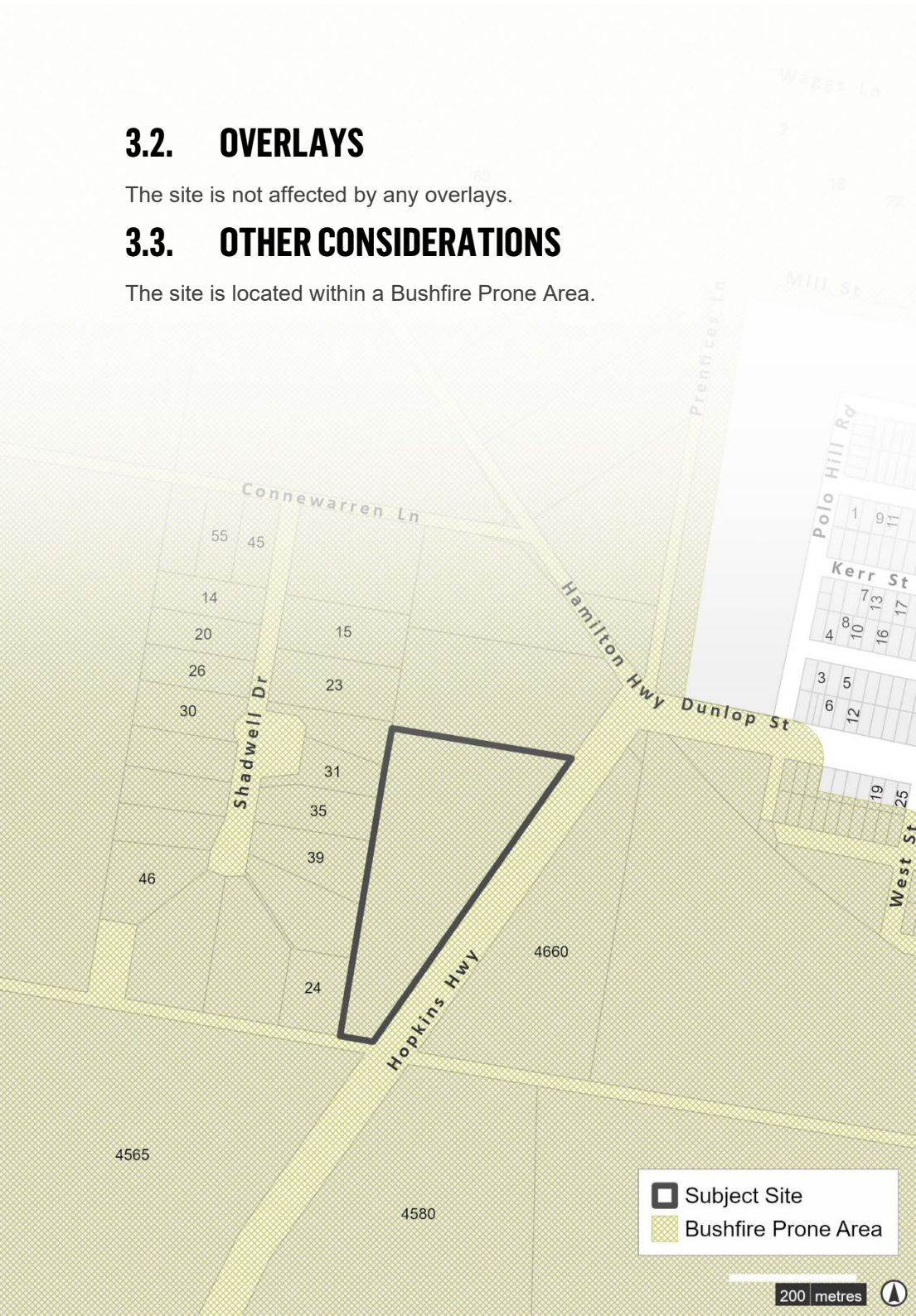
Subject Site	Industrial 1 (IN1Z)	Principal Road Network (TRZ2)
Planning Zones	Public Park & Recreation (PPRZ)	
Farming (FZ)	Rural Living 1 (RLZ1)	
General Residential 1 (GRZ1)		

3.2. OVERLAYS

The site is not affected by any overlays.

3.3. OTHER CONSIDERATIONS

The site is located within a Bushfire Prone Area.



3.4. GENERAL AND PARTICULAR PROVISIONS

The following general and particular provisions are related to the proposal:

- **Clause 52.05 'Signs'** stipulates requirements relating to signage. A planning permit is required to display a business identification sign.
- **Clause 52.06 'Car Parking'** specifies car parking requirements for various uses.
- **Clause 52.29 'Land Adjacent to the Principal Road Network'** states that a planning permit is required to create or alter access to a road in a Transport Zone 2.
- **Clause 65 'Decision Guidelines'** outlines the matters a responsible authority must consider in determining an application or plan.
- **Clause 66.02-5 'Special water supply catchment area'** states that use and development within a special water supply catchment area must be referred to the relevant water supply authority (Glenelg Hopkins CMA).
- **Clause 66.03 'Referral of permit applications under other state standard provisions'** requires referral of applications under Clause 52.29-4 to the Head, Transport for Victoria.

3.5. MUNICIPAL PLANNING STRATEGY AND PLANNING POLICY FRAMEWORK

The following clauses of the Municipal Planning Strategy (MPS) are relevant to the proposal:

- **Clause 02.03-1 'Settlement'**
- **Clause 02.03-4 'Natural resource management'**
- **Clause 02.03-5 'Built environment and heritage'**
- **Clause 02.03-7 'Economic development'**
- **Clause 02.04 'Strategic framework plan'**

The following clauses of the PPF are relevant to the proposal:

- **Clause 11 ‘Settlement’**
- **Clause 11.01-1S ‘Settlement’**
- **Clause 11.01-1R ‘Settlement – Great South Coast’**
- **Clause 11.01-1L-04 ‘Settlement – Mortlake’**
- **Clause 11.03-6S ‘Regional and local places’**
- **Clause 13.07-1S ‘Land use compatibility’**
- **Clause 14 ‘Natural resource management’**
- **Clause 14.01-1S ‘Protection of agricultural land’**
- **Clause 14.01-1L ‘Agricultural production’**
- **Clause 14.01-2S ‘Sustainable agricultural land use’**
- **Clause 15 ‘Built environment and heritage’**
- **Clause 15.01-1S ‘Urban design’**
- **Clause 15.01-1L ‘Industrial development’**
- **Clause 15.01-2S ‘Building design’**
- **Clause 17 ‘Economic development’**
- **Clause 17.01-1S ‘Diversified economy’**
- **Clause 17.01-1R ‘Diversified economy – Great South Coast’**
- **Clause 17.02-1S ‘Business’**

Broadly speaking, these Clauses aim to

- Facilitate the sustainable growth and development of Victoria and deliver choice and opportunity for all Victorians through a network of settlements (Clause 11.01-1S). Specifically, settlements should be planned having regard to their local characteristics (11.03-6S), including through providing appropriately located supplies of commercial land across a region. Mortlake is to be promoted as an agribusiness and service centre for the surrounding region (Clause 02.03-1) and is recognised as a district town

with moderate growth capacity and a moderate employment base. Development and investment in small towns facing economic challenges is to be supported, with Mortlake to be a focus point for local industry, communities and services (Clause 11.01-1R).

- Major development within Moyne should be located close to high priority road routes (Clause 11.01-1L-01). While the site is not within the defined township boundary, Clause 11.01-1L-04 encourages services within Mortlake which support the Western Victoria Livestock Exchange (WVLX). The framework plan also indicates proximity to industrial uses to the west. Development should respect rural land surrounding the township, and the natural landscape.
- Ensure that land uses are compatible with adjoining and nearby land uses (Clause 13.07-1L).
- Encourage the protection and sustainable management of agricultural land and acknowledge the economic importance of agricultural production (Clause 14, Clause 14.01-1S, Clause 14.01-1L). Clause 14.01-2S seeks to encourage sustainable agricultural land use, including rural industry and farm-related retailing.
- Create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity (Clause 15.01-1S). Industrial development is encouraged to provide a high standard of urban design, quality materials and finishes, and landscape areas to improve amenity and appearance (Clause 15.01-1L). Design of buildings should contribute positively to their local context (Clause 15.01-2S).
- Strengthen and diversify the economy, by supporting growth in a range of sectors (Clause 17.01-1S). In the Great South Coast, agriculture, rural production and associated economic development opportunities, including rural industry and rural sales should be supported (Clause 17.01-1R). Development that meets the community’s needs for commercial services is encouraged (Clause 17.02-1S).

4. ASSESSMENT

The following sections of this report provide an assessment of the proposal against the relevant statutory and strategic provisions of the Planning Scheme having regard to the site's physical context.

This assessment focuses on the appropriateness of the following key matters:

1. Does the proposal respond appropriately to the Moyne Planning Scheme?
2. Is the use appropriate within the Farming Zone?
3. Does the built form, site layout and design respond appropriately to its context?
4. Is the proposed signage appropriate?
5. Does the proposal provide appropriate carparking and suitably manage its traffic impacts?
6. Does the proposal appropriately manage its waste generation?
7. Does the proposal suitably manage any potential adverse amenity impacts?

Each of these matters is dealt with in turn below.



RESPONSE TO PLANNING POLICY

The proposal responds appropriately to the requirements of the Municipal Planning Strategy and the Planning Policy Framework within the Moyne Planning Scheme, as outlined below:

- The proposed rural store and trade supplies premises provides an important service which supports primary production within the Moyne Shire. It contributes to Mortlake's role as an agribusiness centre (Clause 02.03-1) and provides a support service to the Western Victorian Livestock Exchange, through the provision of agricultural supplies proximate to the WVLX (Clause 11.01-1L-04).
- The use will contribute to the economic vibrancy of the Moyne Shire and Mortlake in particular, supporting agricultural uses through provision of a rural sales use (Clause 17.01-1S, Clause 17.01-1R, Clause 11.01-1R).
- The development is appropriately located, having regard to its context (Clause 11.01-1S), providing a necessary service to the local community. The proposal will contribute to the functionality of the local area and provide a high quality design response (Clause 15.01-1S, Clause 15.01-2S), including through use of quality materials, finishes and landscaping (Clause 15.01-1L). A detailed discussion of the proposal's built form is provided below.
- The proposed use of land is compatible with the surrounding area (Clause 13.07-1S). The development will not negatively impact the state's agricultural productivity, and will support agricultural use within the wider region (Clause 14.01-1S, Clause 14.01-1L, Clause 14.01-2S). This is discussed in detail in the following section of the report.
- The site is part of a confined area of Farming Zoned land which is annexed from more substantial sized lots in the same zone. This, coupled with being adjacent to an industrial zone, would not lend the site to being productive traditional agricultural land of any scale and therefore does not compromise primary production.

CLASSIFICATION AND APPROPRIATENESS OF USE

Clause 73.03 sets out definitions for various land uses within the Moyne Planning Scheme. The proposal is most appropriately classified as a rural store, and as a trade supplies premises.

A rural store is defined as:

Land used to store unprocessed agricultural produce, or products used in agriculture.

Trade supplies is defined as:

Land used to sell by both retail and wholesale, or to hire, materials, tools, equipment, machinery or other goods for use in:

...

g) primary production; or

...

The proposed Elders premises will provide storage for a wide range of products for use in agriculture (within the rural store component), and sell and hire various materials, equipment, machinery and other goods for use in primary production. As such, the proposal is appropriately classified as both a Rural store and a Trade supplies premises.

These land uses are eminently suitable for the proposed site. The site is located on the outskirts of Mortlake, which planning policy identifies as an agribusiness centre. It is also proximate to the Western Victorian Livestock Exchange (WVLX), located approximately 1200 metres north-west of the site. Planning policy specifically encourages land uses which support the WVLX. The proposal will provide ancillary services to visitors to the WVLX and contribute more broadly to the economic vitality of Mortlake and Moyne Shire more generally through the provision of an essential rural sales use, supporting the primary agricultural industry of the Shire. This will also respond to the purpose of the Farming Zone, which seeks 'to encourage the retention of employment and population to support rural communities' through

direct employment and providing services which support agricultural production.

The subject site is not suitable for intensive farming, as it is highly constrained between the Mortlake industrial precinct to the west, and the Hopkins Highway to the east. As such, using the site for this purpose will not remove productive agricultural land from the region's land reserves, and will support the agricultural use of other land in the region, in line with both the purpose and decision guidelines of the zone, and planning policy at Clause 14 and Clause 02.03-4. The proposed use is compatible with surrounding uses consistent with Clause 13.07-1S, as the site is separated from any nearby sensitive uses, adjoins a major road, and abuts industrial land to the west.

The proposal will operate from 08.30 to 17.30 (Monday to Friday), 08.30 to 12.30 (Saturday) and close on Sunday, ensuring no activity outside standard business hours and therefore no impact on the surrounding area.

As outlined above, the proposed use of the land is suitable for the site as it responds appropriately to the purpose of the Farming Zone, planning policy, and the site's physical context.



The proposed building is a single storey warehouse and showroom, and is low in profile, designed to sit comfortably within the rural environment, reaching a maximum height of 9.197m. While the building is located within the 50 metre setback from the Transport Zone 2, and as such a planning permit is required, its siting will not adversely affect the natural environment. Due to its location between the Hopkins Highway and the Mortlake industrial precinct to the west, industrial and commercial buildings will form the backdrop to any views from the Hopkins Highway. A quality commercial development on the subject site will sit comfortably within this context. The proposed setbacks are consistent with the requirements of Clause 15.01-1L, which, while not strictly applicable as the proposal is not an industrial development, provide useful guidance:

- The buildings will not occupy more than 50 per cent of the site.
- The buildings are set back from the Hopkins Highway by more than 10 metres.
- Vehicle loading and unloading can be appropriately accommodated within the site.
- Signage, discussed below, is limited to those sufficient for the purpose of identifying the business and the services offered.

The development adopts a contemporary commercial design, incorporating high quality materials and finishes.

The proposed built form is a well-resolved response to the site, its physical context, and the Farming Zone. The building is not located in an area of visual sensitivity, on flat terrain, and leaves the majority of the overall site undeveloped. An well resolved landscape response is proposed between the hardstand area and the roadway, which will appropriately soften the built form when viewed from the public realm and ensure consistency with the existing rural character (Clause 15.01-1L). The proposed landscaping will support the amenity, attractiveness and safety of the public realm (consistent with Clause 15.01-1S).

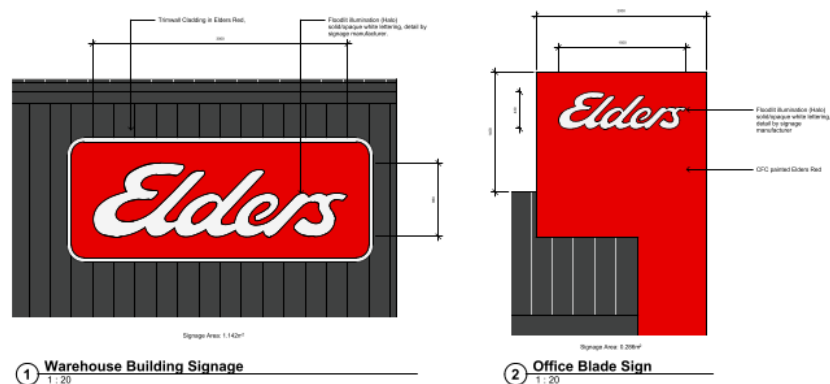
SIGNAGE

Clause 52.05 sets out requirements for the display of signage. Pursuant to Clause 35.07-7, the Farming Zone is within Category 4 – Sensitive Areas. Pursuant to Clause 52.05-14, a planning permit is required to display a floodlit business identification sign. The proposed lighting will be achieved through a subtle backlight, creating a halo effect behind the lettering.

The proposed signage is as follows:

- Sign 1: Floodlit business identification sign, 3m X 0.86m, with area of 1.142sqm (x2)
- Sign 2: Floodlit business identification sign, 1.5m X 0.43m, with area of 0.286sqm (x2)
- The total area does not exceed 3 square metres.

Figure 1 Proposed signage



Source: Lawrence Associates

Clause 52.05 also provides decision guidelines to guide assessment of signage. The proposed signs are assessed against the decision guidelines in detail in Appendix B. The assessment confirms that the proposed signage is suitable having regard to the site and its context, as it will not adversely affect the character of the area, impact on any significant views or vistas, or affect safety of road users. The signage is appropriately located within the site, is

integrated with the proposed building, and will not have any adverse impacts as a result of its illumination.

TRAFFIC, CARPARKING AND LOADING

The proposed development will appropriately manage traffic, car parking, and loading, as outlined below.

The proposal includes a total provision of 18 car parking spaces (including 1 accessible space) on site, which equates to a shortfall of nine spaces as required under Clause 52.06. The Car Parking Demand Assessment prepared by One Mile Grid outlines that a provision of 18 car parking spaces exceeds the expected peak parking demand generated by the site (14 spaces), and is therefore considered appropriate.

Vehicle access is proposed from a fully directional access point from Hopkins Highway, and a 12 metre wide two-way internal roadway. The roadway will be shared with a proposed service station, subject of a separate permit application, and will be delivered prior to the construction of the proposed development. Two access points to the east and west of the site will assist with safe vehicle access, with double gates proposed for security at each point.

The car parking layout and access points have been designed generally in accordance with the requirements of the Planning Scheme and are considered appropriate. It is noted that bicycle parking is not a requirement for the proposed development.

The proposed development provides a 2-into-1 drive-through lane for loading and unloading goods via the internal roadway. A roller shutter door is proposed to the eastern and western sides of the building, assisting with customer loading activities. Loading vehicles will generally circulate between the two access points in a clockwise direction. A bypass lane is also provided to allow vehicles to circulate past the drive through lanes.

Traffic generation for the proposed development is considered generally low, equating to approximately one movement every three minutes during peak periods. The proposed development will have a negligible impact to Hopkins Highway or the surrounding road network. The proposed intersection at Hopkins Highway and the site is expected to operate under excellent conditions at AM and PM peak hours, with minimal queues and delays experienced by motorists.

WASTE MANAGEMENT

The proposed development has considered and will appropriately manage the collection of waste on site.

The proposal provides a significant area for loading and unloading along the road accessway, where delivery and waste collection services will be accommodated. Therefore, the provision for loading and waste arrangements on site are considered appropriate.

 **AMENITY IMPACTS**

The proposed development will appropriately mitigate its potential amenity impacts, as outlined below.

Overshadowing

The proposed development is low in profile, reaching a maximum height of 9.197 metres. This, combined with substantial setbacks from all boundaries, ensures that there will be no overshadowing properties to any adjoining properties. Additionally, the site has no sensitive interfaces.

Overlooking

Similarly, the proposal's siting and design ensures no overlooking will result to any neighbouring properties.

Visual Impact

The proposed development has been designed to minimise visual impact to the public realm and to neighbouring properties. The building is set back from all boundaries, is low in profile and well-articulated, and will be effectively landscaped to screen the proposal from the public realm. The only direct interfaces are with agricultural land to the north and industrial land to the west.

Noise

The proposal will not result in any unreasonable noise impacts. Noise from the premises will be limited to the noise from deliveries and the operation of light machinery on site, moving products within the facility. Operations will be confined to the hours of 08.30-17.30, ensuring that no noise is created overnight. The building and all hardstand areas will be substantially separated from the nearest dwelling, located south-east of the site, ensuring that noise impacts are of no consequence.

Light spill

As the proposal will not operate overnight, there will be no light spill to adjoining properties or the public realm.

5. CONCLUSION

The above assessment has demonstrated that the proposal represents an acceptable response to the site and its context, as summarised below:

- ✔ The proposal is consistent with the statutory and strategic frameworks of the Moyne Planning Scheme.
- ✔ The use of the land as a rural store and trade supplies premises is consistent with the purpose of the Farming Zone, and with strategy policy for the site.
- ✔ The proposed built form is respectful of the site's physical context, including the rural character of the area.
- ✔ The proposed signage is compatible with the proposed building and surrounding area, and will not result in unreasonable visual clutter.
- ✔ Carparking, traffic and waste will be appropriately managed on site.

For these reasons, the proposal is worthy of support.



6. DISCLAIMER

This report is dated 2 August 2024 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Ltd (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, Outlook Property Services (**Instructing Party**) for the purpose of Application for a Planning Permit (**Purpose**) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

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This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith

and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

APPENDIX A

CLAUSE 52.05 (SIGNS) ASSESSMENT

DECISION GUIDELINE

The character of the area including:

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

Impacts on views and vistas:

- The potential to obscure or compromise important views from the public realm.
- The potential to dominate the skyline.
- The potential to impact on the quality of significant public views.
- The potential to impede views to existing signs.

The relationship to the streetscape, setting or landscape:

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

The relationship to the site and building:

- The scale and form of the sign relative to the scale, proportion and any other significant characteristics of the host site and host building.
- The extent to which the sign displays innovation relative to the host site and host building.

ASSESSMENT

Complies

The proposed signage will not adversely impact the character of the area and area appropriate in the rural context. The signs have been designed to be integrated with the overall proposal, which has been sensitively located within the landscape. There will be no cumulative signage impact, as there is no existing signage in the area. The signage proposed has been limited to the minimum required to effectively identify the business.

There is no identifiable outdoor advertising theme in the area, as there are no existing signs.

Complies

The proposed signage will not have any impact on views and vistas. The signage is integrated with the building, and is of a small scale, consistent with the requirements of the Farming Zone. The building is low in profile, and the signage will not protrude above the height of the warehouse. The signage will not impede views to any existing signage.

Complies

The proposed signage is integrated with the building, which will be located appropriately within the landscape setting. The overall development occupies a small portion of the site, and will be effectively landscaped to minimise impact on the context. The signage will not protrude above any natural elements of the site.

Signage has been reduced and rationalised to the minimum necessary to effectively identify the Elders premises.

Complies

The signage is integrated with the form of the building, with the main signage located on the façades of the warehouse component, and secondary signage located on a signage board above the customer-facing portion of the building.

DECISION GUIDELINE**ASSESSMENT**

- The extent to which the sign requires the removal of vegetation or includes new landscaping.

The impact of structures associated with the sign:

- 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.

**Complies**

The proposed mounting structure is integrated with the proposed sign and will not have any impact to important or significant features in the area.

The impact of any illumination:

- 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.

**Complies**

The proposed illumination will not result in any glare to pedestrians or vehicles, and will have no impact on amenity. The signage is not internally illuminated. Illumination will be achieved through subtle backlighting/floodlighting at the rear of the lettering, which will be relatively inconspicuous.

The impact of any logo box associated with the sign:

- 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.

**Not applicable**

No logo-box is proposed.

The need for identification and the opportunities for adequate identification on the site or locality.

**Complies**

It is appropriate for a premises of this nature to provide business identification signage. The signage is suitably designed to be relatively discrete, but to ensure that those passing the site on the highway can effectively identify the premises, and those seeking to access the services offered can appropriately locate the building.

The impact on road safety. A sign is a safety hazard if the sign:

- Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.

**Complies**

The proposed signage will not pose a hazard to road safety. The size and location will avoid any impacts on road users. Additionally, the building is set back substantially from the lot boundary, and the

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

ASSESSMENT

carriageway is located even further east within the road reserve. The signage is distant from any intersection and will not require close study.

