ATTACHMENT A

ORDINARY MEETING
OF COUNCIL

AGENDA
OPEN MEETING
18 MARCH 2019

Item 7.3
Supporting Documents

D/A 144/2018 106 Goldie Street Wynyard

WARATAH WYNYARD

PLANNING PERMIT APPLICATION
APPLICATION FOR PLANNING APPROVAL UNDER SECTION 51, LAND USE PLANNING & APPROVALS ACT 1993

Development Application < 80m^2	$300 – Minimum Fee + advertising fee
Development Applications > 80m^2	$300 + $1.50/m^2 + advertising fee
Level 2 Activity	$2,180+ advertising fee by quote
SUBDIVISION	$390 + $60/lot+ advertising fee
Advertising fee will be reimbursed if no advertising is required	
For information on other fees Ph: 6443 8316	

OFFICE USE ONLY
App. No.
PID
Log In No.
Receipt No.
Receipt Date:
Fee $

Is a hard copy of planning permit and endorsed documents required? **(A 10% discount applies for all permits issued in electronic format only)** Yes ..... No ✓

1. Development Address 106-110 GOLDIE STREET WYNYARD

2. Full Name of Applicant(s) PETER CAMPBELL OF WOOLWORTHS LTD

3. Postal Address of Applicants(s) 522 WELLINGTON ROAD MULGRAVE, VIC, 3170

   Email Address c/- kwpbs@bigpond.net.au

   Telephone – Day ..... Mobile c/- 0418 307 315

   Would you like this address recorded for all Council correspondence (including rates/animal control etc)? Yes ..... No ✓

WHERE THE APPLICANT IS NOT THE OWNER

In accordance with Section 52 of the *Land Use Planning and Approvals Act 1993* if the applicant for the permit is not the owner of the land in respect of which the permit is required, the applicant must include in the application for the permit, a declaration that the applicant has notified the owner of the intention to make the application.

In the event that the property is owned or managed by the Crown or Council, this application is to be signed by the relevant Crown Minister responsible, or General Manager of the Council, and accompanied by written permission of the Minister/General Manager to the making of this application.

4. Name of Property Owner (see authorisation below)

   Full Name WYNYARD COMMERCIAL PTY LTD c/- CHP MANAGEMENT PTY LTD

   Address L2/789 TOORAK RD, HAWTHORN EAST, VIC, 3123

   Telephone – Home ..... Work/Business 9036 2855

Applicant's Notification to Owner

I PETER CAMPBELL OF WOOLWORTHS LTD .....
Full Name of Applicant(s)

of 522 WELLINGTON RD, MULGRAVE, VIC, 3170 .....
Applicant's Address

Declare that I/we have notified the owner(s) of the property(ies) of the intention to make this application.

I/We understand that in accordance with Section 52(2) of the *Land Use Planning and Approvals Act 1993* a person must not obtain or attempt to obtain a permit by wilfully making, or causing to be made, any false representation or declaration either orally or in writing.

Applicant's Signature(s) (X) .....

5. Proposed Development (Fully describe intended use of land or premises)

FACADE, FASCIA + PARAPET ALTERATIONS. CORPORATE ILLUMINATED ADVERTISING SIGNAGE, MINOR MODIFICATIONS TO EXISTING SHOPFRONT GLAZING, PAINTING OF THE EXISTING SUPERMARKET BUILDING EXTERIOR. NEW ROOFTOP MECHANICAL PLANT PLATFORM, MECHANICAL PLANT AND SCREENING. NEW LOADING DOCK AWNING, NEW TROLLEY BAYS.

6. Supporting Information if necessary to explain special features of the proposal.
(Attach separate sheet if required)

.....

.....

To include –

(a) Two Copies (+ electronic copy if available) of any plan(s) and/or specification(s) for the proposed development, showing where applicable:

- ☐ i. Sufficient information to demonstrate compliance with all applicable standards, purpose statements in applicable zones and codes, any relevant local area objectives or desired future character statements;
- ☐ ii. a full description of the proposed use or development;
- ☐ iii. a full description of the manner in which the use or development will operate;
- ☐ iv. a site analysis and site plan at an acceptable scale;
- ☐ v. a detailed layout plan of the proposed buildings with dimensions at a scale of 1:100 or 1:200;
- ☐ vi. a plan of the proposed landscaping;
- ☐ vii. car parking facilities and capacity;
- ☐ viii. area of clearing of trees and bushland;
- ☐ ix. size, position, colour, illumination, fixing or support and other design details of advertising sign(s).

(b) A FULL COPY OF YOUR TITLE SHALL ALSO ACCOMPANY THE APPLICATION.

Title Certificate ☑ Title Plan ☑ Schedule of Easements ☐

(c) RELEVANT ENGINEERING APPROVALS

Access ☐ Stormwater ☐

7. Present use of site and/or buildings – full description

.....

.....

8. Car Parking | Floor Area | Site Area

Existing on site AS EXISTING | Existing AS EXISTING m^2 | AS EXISTING m^2

Total no. proposed AS EXISTING | Proposed AS EXISTING m^2

Total AS EXISTING m^2

Questions 9 to 12 relate to Commercial and Industrial Uses and Developments only

9. What days and hours of operation are proposed? AS EXISTING

Monday to Friday:	From	a.m. to	p.m.
Saturday:	From	a.m. to	p.m.
Sunday:	From	a.m. to	p.m.

10. Number of Employees? AS EXISTING

Existing .....

Proposed .....

11. Vehicles visiting or delivering to or from the site? AS EXISTING

Type	No.	Trips per day

12. What type of machinery is to be installed or used? AS EXISTING

Type	No.

DECLARATION BY APPLICANT *(mandatory)*

I declare that the information given is a true and accurate representation of the proposed development. I understand that the information and materials provided with the development application may be made available to the public. I understand that the Council may make such copies of the information and materials as in its opinion are necessary to facilitate a thorough consideration of the Permit Application. I have obtained the relevant permission of the copyright owner for the communication and reproduction of the plans accompanying the development application for the purposes of assessment of that application. I indemnify the Waratah-Wynyard Council for any claim or action taken against it in respect of breach of copyright in respect of any of the information or material provided.

I/We hereby acknowledge that Section 20(a) of the *Local Government Act 1993* provides the power for persons authorised by the General Manager to enter land without notice in relation to an application by the owner or occupier for a licence, permit or other approval given by the council.

Signature(s) (X) .....

PETER CAMPBELL ON BEHALF OF WOOLWORTHS LTD

Date 17/12/18

OFFICE USE ONLY

14. Application Taken on ..... By .....

15. Application given o.k. to process ..... By .....

16 Use Class .....

17. Zoning of Property .....

18. Proposal .....

19. Permit Type ..... Advertisement Date .....

19. Discretion .....

.....

20. Notice on Property by ..... at ..... am/pm

On .....(see declaration attached)

21. Immediate Adjoining Property Owner(s) Notified on .....

22. Gas Pipeline ..... Checked By .....

23. Heritage Listed ..... Checked By .....

24. Assessment Committee for Dam Construction ..... Checked By .....

25 Prime Agricultural Land ..... Checked By .....

26. Land Hazard
Low ☐ Medium ☐ Medium-Active ☐ High ☐ Checked By .....

27. Landslip A ☐ Landslip B ☐ Landslip Susceptibility ☐ Checked By .....

28. Clock Started ..... Day .....
Clock Stopped ..... Day .....
Clock Restarted ..... Day .....

29. 42 Days run out on: ..... Checked By .....

30. Extension of Time Until .....

31. Application - Approved/Refused

32. Decision Date .....

33. Applicant(s) Notified .....

34. Representor(s) Notified .....

WARATAH WYNYARD
COUNCIL

Enquiries: Townplanner
Phone: (03) 6443 8308
Our Reference: DA144/2018

19 February 2019

Attn: Peter Campbell
522 Wellington Road
MULGRAVE
VIC 3170

To Mr Campbell,

LODGEMENT OF PLANNING APPLICATION – WOOLWORTHS NEW SIGNAGE AND EXTENSIONS, AT 106 GOLDIE STREET, WYNYARD.

This letter is issued pursuant to section 52(1B)(b) of the *Land Use Planning and Approvals Act 1993.* It confirms that Mr Peter Campbell, on behalf of Woolworths Ltd, has Council consent to lodge a Planning Permit Application with the Waratah-Wynyard Council. The application is to be made for new signage located over Councils assets in the road reserve of Goldie Street above the awning at 106 Goldie Street Wynyard.

Council consent is only given to the lodgement of this application. Any variation will require further consent from Council.

This letter does not constitute an approval to undertake any works. If planning approval is given for the proposed development, the applicant will be required to obtain separate and distinct consent from the Council before commencing any works within the road reserve.

If you need more information regarding the above, please do not hesitate to contact the officer nominated at the head of this correspondence.

Yours sincerely,

Shane Crawford
GENERAL MANAGER

Waratah Wynyard Council
21 Saunders Street (PO Box 168) Wynyard Tasmania 7325
P: (03) 6443 8333 | F: (03) 6443 8383 | E: council@warwyn.tas.gov.au

34
37
37
1
Goldie St
PID: 7 PID: 7729136
106
106
102
96
90
86
82
82
38
0
Little Goldie
Jackson St
74
0
Inglis St
Goldie & Saunders Rbt
114
112
106
PID: 7729136
122
120
124
126
32
128
30
26A
28
Little Saunders St
Saunders St
21
21
21
21
21
21
21
21
Exhibition Lnk
8
32
30

SEARCH OF TORRENS TITLE

VOLUME	FOLIO
119857	1
EDITION	**DATE OF ISSUE**
8	21-Dec-2017

SEARCH DATE : 13-Dec-2018
SEARCH TIME : 01.36 PM

DESCRIPTION OF LAND

Town of WYNYARD
Lot 1 on Plan 119857
Derivation : Parts of Lots 1 and 2. Sec. G. Gtd. to J Bauld and J Byrne respectively
Prior CT 72936/2

SCHEDULE 1

M665951 TRANSFER to WYNYARD COMMERCIAL PTY LTD Registered 21-Dec-2017 at noon

SCHEDULE 2

Reservations and conditions in the Crown Grant if any
BENEFITING EASEMENT: A right of carriage way over the strip of land marked Right of Way BCDE shown on Plan No. 119857.
BURDENING EASEMENT: A right of carriage way in favour of Raymond Elvin Wilson and his successors in title and the owners and occupiers for the time being of Lot 1 on Diagram No. 72936 over the strip of land marked Right of Way FAG on Plan No. 119857.and within described
BENEFITING EASEMENT: the right of the owner of the said land within described to maintain and keep thereon the overhanging street awning at the height of 2.80 and 2. 50 wide in width and in the position marked Easement for Overhanging Awning 2.50 & 2.80 Above Pavement as shown on Plan No. 119857 and subject to the owner of the said land within described maintaining on the street awning all necessary guttering and spouting so as to prevent water from flowing onto Lot 1 on Sealed Plan No. 119856.
E120074 MORTGAGE to Commonwealth Bank of Australia Registered 21-Dec-2017 at 12.01 PM

UNREGISTERED DEALINGS AND NOTATIONS

No unregistered dealings or other notations

RESULT OF SEARCH

RECORDER OF TITLES

Issued Pursuant to the Land Titles Act 1980

SEARCH OF TORRENS TITLE

VOLUME	FOLIO
196797	1
EDITION	DATE OF ISSUE
9	21-Dec-2017

SEARCH DATE : 13-Dec-2018
SEARCH TIME : 01.37 PM

DESCRIPTION OF LAND

Town of WYNYARD
Lot 1 on Plan 196797
Derivation : Part of Lot 10 (Section G) Gtd to J Bauld and
Part of Lot 9 (Section G) Gtd to L Fleming
Prior CT 2898/79

SCHEDULE 1

M665951 TRANSFER to WYNYARD COMMERCIAL PTY LTD Registered 21-Dec-2017 at noon

SCHEDULE 2

Reservations and conditions in the Crown Grant if any
BENEFITING EASEMENT: A right of carriageway (appurtenant to the said land within described excepting thereout the land marked A.B.C.D. on Plan No. 196797) over the land marked E.F.G.H. on Plan No. 196797
BURDENING EASEMENT: A right of carriageway (appurtenant to Lots 1 & 2 on Diagram No. 470/5) over the land marked "Right of Way" on Plan No. 196797
BURDENING EASEMENT: A right of carriageway (appurtenant to the lands comprised in Certificates of Title Vol. 388 Fol. 195, Vol. 732 Fol. 85 and Vol. 414 Fol. 144) over the land marked F.J.K.G. on Plan No. 196797
C569205 LEASE to WOOLWORTHS LIMITED of a leasehold estate for the term of 20 years from 01-Jul-2001 Registered 24-Jan-2006 at noon
Leasehold Title(s) issued: 196797B/1
E120074 MORTGAGE to Commonwealth Bank of Australia Registered 21-Dec-2017 at 12.01 PM

UNREGISTERED DEALINGS AND NOTATIONS

No unregistered dealings or other notations

Department of Primary Industries, Parks, Water and Environment
www.thelist.tas.gov.au

ORIGINAL.—NOT TO BE REMOVED FROM TITLES OFFICE

R.P. 1469
TASMANIA
REAL PROPERTY ACT, 1862, as amended
NOTE.—REGISTERED FOR OFFICE CONVENIENCE TO REPLACE

CERTIFICATE OF TITLE

Register Book
Vol. 3147 Fol. 90

Cert. of Title Vol. 274 Fol. 124

I certify that the person described in the First Schedule is the registered proprietor of an estate in fee simple in the land within described together with such interests and subject to such encumbrances and interests as are shown in the Second Schedule. In witness whereof I have hereunto signed my name and affixed my seal.

Recorder of Titles.

DESCRIPTION OF LAND

TOWN OF WYNYARD
NINETEEN PERCHES AND SIX TENTHS OF A PERCH on the Plan hereon

FIRST SCHEDULE (continued overleaf)

ALLAN WILLIAM TURNER of Wynyard, Electrical Contractor

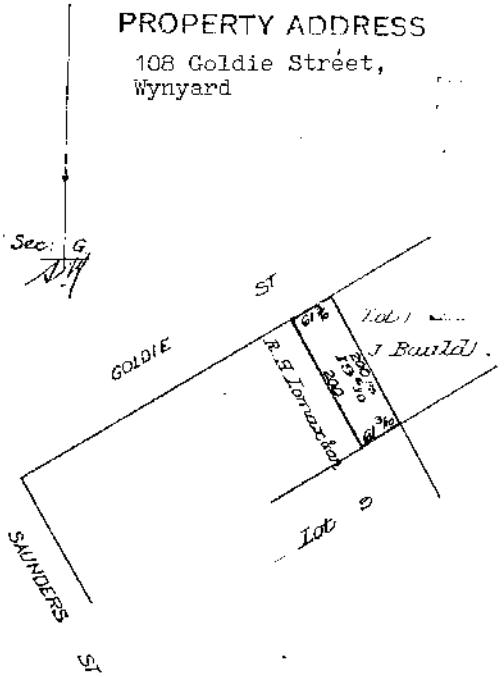
SECOND SCHEDULE (continued overleaf)
NIL

NOTE.—ENTRIES CANCELLED UNDER SIGNATURE OF THE RECORDER OF TITLES ARE NO LONGER SUBSISTING.

REGISTERED NUMBER
232915

Lot 1 of this plan consists of all the land comprised in the above-mentioned cancelled folio of the Register.

PROPERTY ADDRESS
108 Goldie Street,
Wynyard

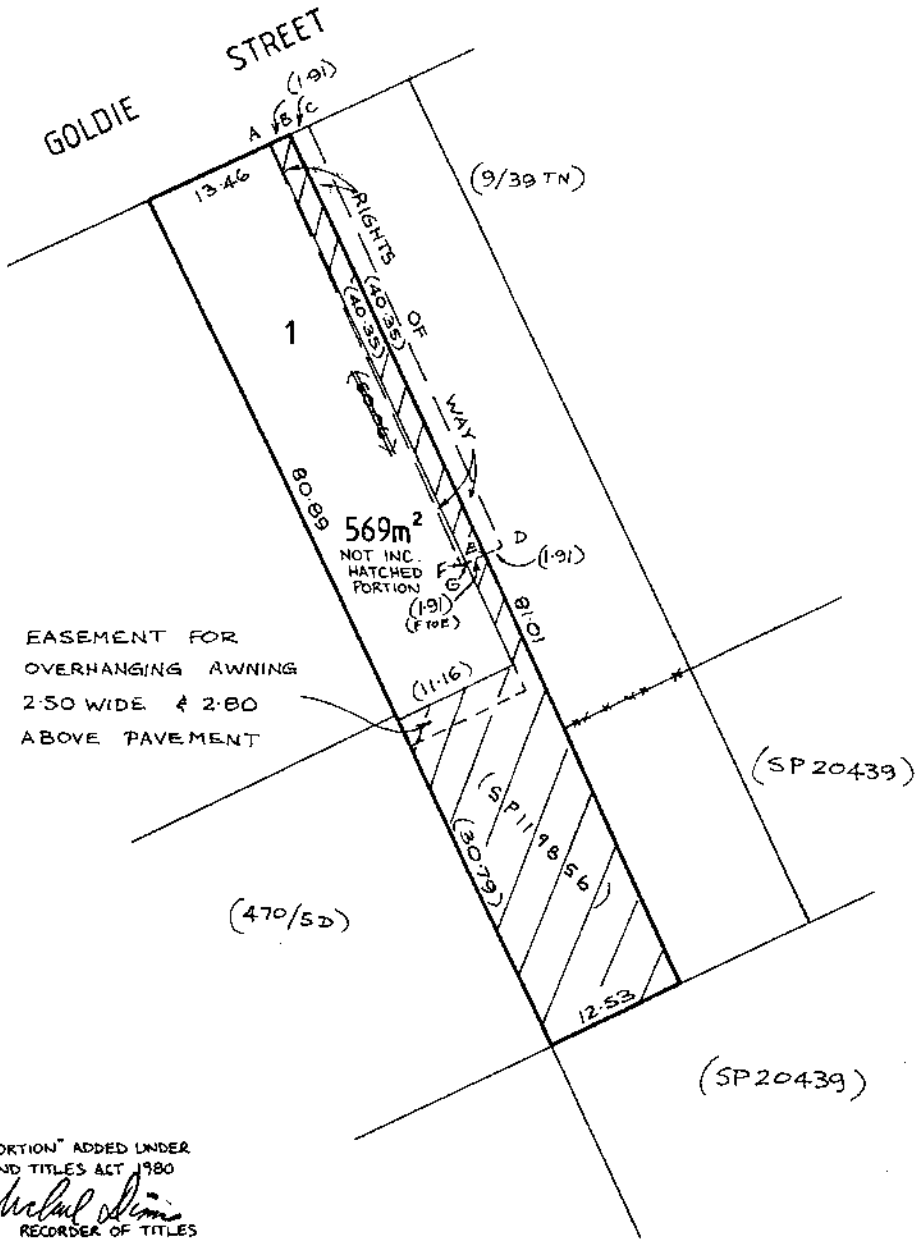


Part of Lot 10 Sec. G - Gtd. to J. Bauld - Meas. in Links - 23/30TH
Priority Edition. Registered
Derived from C.T. Vol. 274 Fol. 124 - Transfer 125318 T.V.Rutton
Appl. C/Name A173665

OWNER VOS HOLDINGS PROPRIETARY LIMITED FOLIO REFERENCE CT ~~4728/72~~ T2936/2 GRANTEE PART OF LOTS 1 & 2 (SEC. G.) GTD TO J. BAULD & J. BYRNE	PLAN OF TITLE LOCATION TOWN of WYNYARD FIRST SURVEY PLAN No. 157/16D. COMPILED BY L.C. MACKENZIE SCALE 1: 400 LENGTHS IN METRES	REGISTERED NUMBER P 119857 APPROVED - 7 SEP 1995 Recorder of Titles

MAPSHEET MUNICIPAL CODE No. 127	LAST UPI No 6600649	LAST PLAN No. 157/16D.	ALL EXISTING SURVEY NUMBERS TO BE CROSS REFERENCED ON THIS PLAN

BALANCE PLAN



"NOT INC. HATCHED PORTION" ADDED UNDER SEC. 139 OF THE LAND TITLES ACT 1980

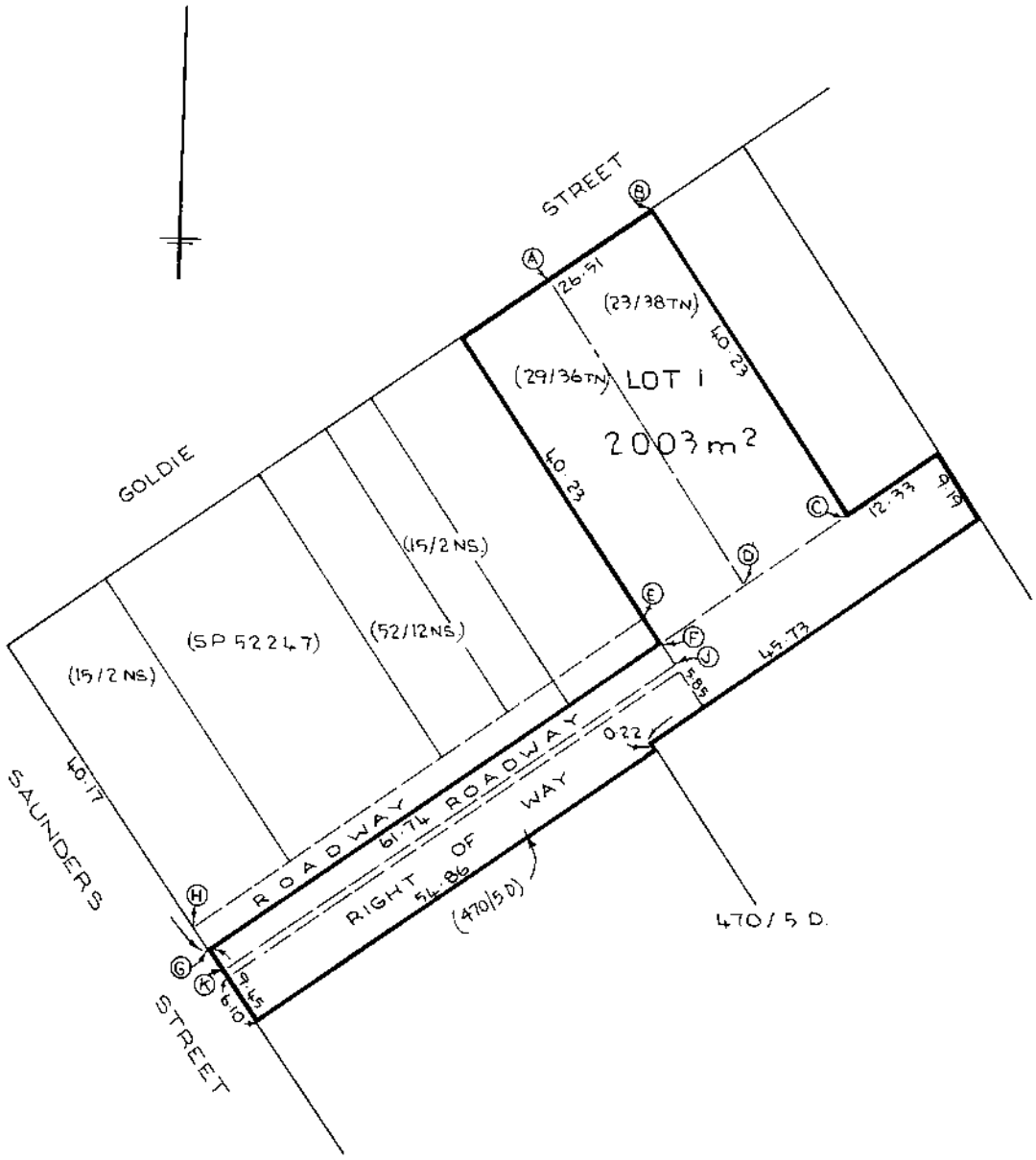
RECORDER OF TITLES
8/9/1995

A-143

OWNER FOLIO REFERENCE 2898 - 79 FR. GRANTEE	**PLAN OF TITLE** LOCATION TOWN OF WYNYARD (SEC. G) FIRST SURVEY PLAN No. 29-36TN. 23-38TN 470-5D. COMPILED BY L.T.O. SCALE 1: 500 LENGTHS IN METRES	Registered Number P 196797 APPROVED 21 SEP 1995 Recorder of Titles

MAPSHEET MUNICIPAL CODE No. 127	LAST 6600657 UPI No 6600651	LAST PLAN 23-38 TN No. 470-5D. 29-36 TN.	ALL EXISTING SURVEY NUMBERS TO BE CROSS REFERENCED ON THIS PLAN

BALANCE PLAN



RESULT OF SEARCH

RECORDER OF TITLES

Issued Pursuant to the Land Titles Act 1980

SEARCH OF TORRENS TITLE

VOLUME	FOLIO
232915	1
EDITION	DATE OF ISSUE
8	21-Dec-2017

SEARCH DATE : 13-Dec-2018
SEARCH TIME : 01.37 PM

DESCRIPTION OF LAND

Town of WYNYARD
Lot 1 on Plan 232915
Derivation : Part of Lot 10 Sec G Gtd to J Bauld
Prior CT 3147/90

SCHEDULE 1

M665951 TRANSFER to WYNYARD COMMERCIAL PTY LTD Registered 21-Dec-2017 at noon

SCHEDULE 2

Reservations and conditions in the Crown Grant if any
E120074 MORTGAGE to Commonwealth Bank of Australia Registered 21-Dec-2017 at 12.01 PM

UNREGISTERED DEALINGS AND NOTATIONS

No unregistered dealings or other notations

Department of Primary Industries, Parks, Water and Environment
www.thelist.tas.gov.au

WARATAH WYNYARD
COUNCIL

Enquiries: Town Planner
Phone: (03) 6443 8308
Our Ref: 7729136 & DA 144/2018

25 January 2019

P R Campbell
33 Ramsden Street
SOMERSET TAS 7322

Dear Mr Campbell

WARATAH-WYNYARD INTERIM PLANNING SCHEME 2013
INVALID APPLICATION – Signage and Supermarket extensions
106-110 Goldie Street WYNYARD

I advise that there is insufficient information to validate your application for signage and supermarket extensions at 106-110 Goldie Street WYNYARD. Application requirements within *the Waratah-Wynyard Planning Scheme 2013, Clause 8.1* – (application requirements) and subject to *51(1AC)* of the *Land Use Planning and Approvals Act 1993*, there is a level of information that must be provided with an application in order for it to be considered 'Valid'. As such, in order for council to consider the submitted application Valid and for assessment to begin, the following information will need to be submitted:

- A complete set of the titles for the properties the development is occurring. Currently, the folio plan is missing from the title identified as CT 1/119857. The folio plan is missing from CT 1/196797 and the folio text page is missing from CT 1/232915.

Once we have received the above information, your submission will become active and your application will be processed accordingly.

Please note demonstration of compliance with Sign Code of the *Waratah-Wynyard Interim Planning Scheme 2013* is likely to be required. Please find attached relevant code.

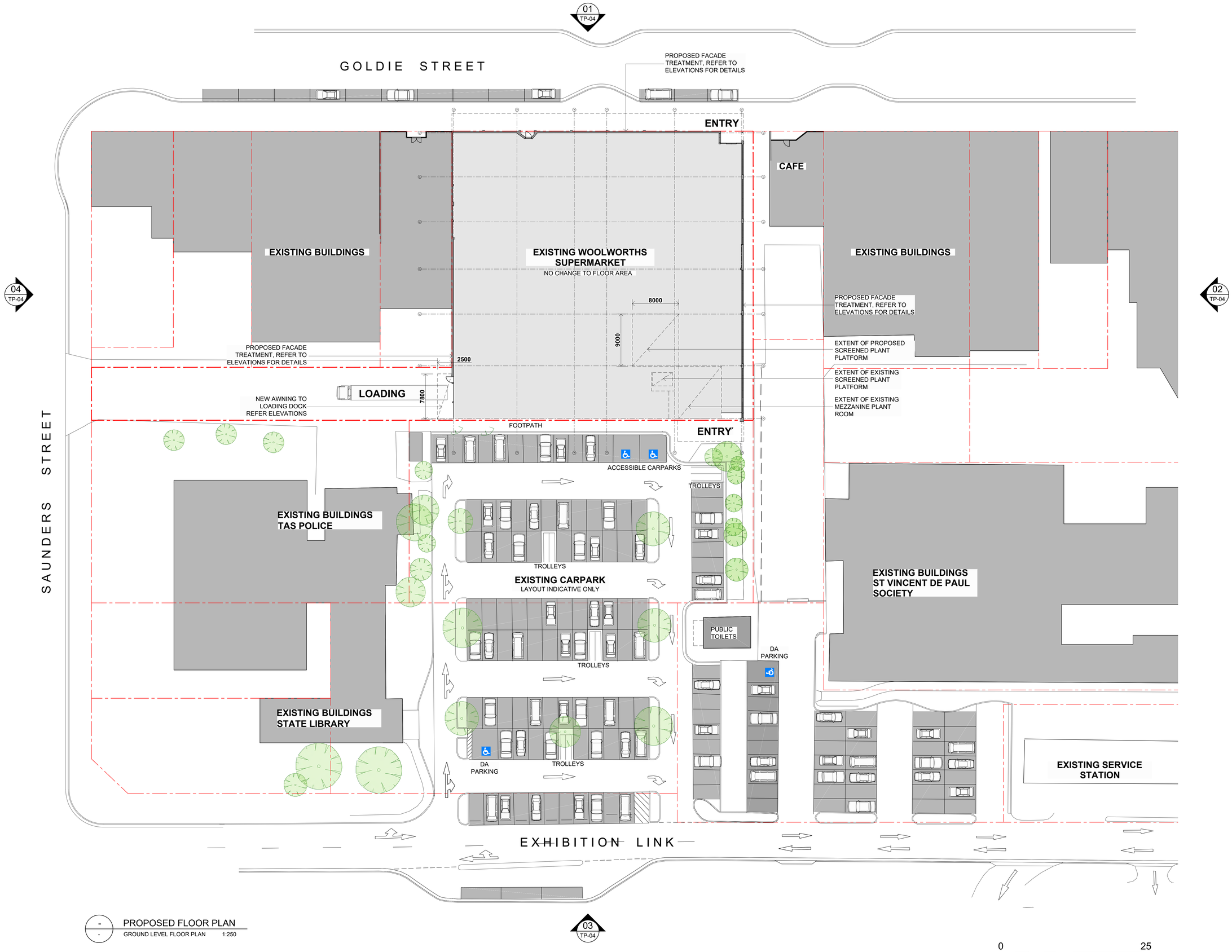
If you have any queries or require further information, please do not hesitate in contacting myself, on (03) 6443 8305.

Yours faithfully

RLPlapp

Rebecca Plapp
TOWN PLANNER

Waratah Wynyard Council
21 Saunders Street (PO Box 168) Wynyard Tasmania 7325
P: (03) 6443 8333 | F: (03) 6443 8383 | E: council@warwyn.tas.gov.au



- PROPOSED FLOOR PLAN
- GROUND LEVEL FLOOR PLAN 1:250

Revisions		
Date	Description	Rev.
11.12.18	FOR PLANNING APPROVAL	1
18.02.19	TROLLEY BAYS REMOVED	2

PLANNING APPROVAL

Woolworths
Australia's fresh food people

architecture q ARCHITECTS INTERIOR DESIGNERS
Suite 101, Level 1
518 Little Bourke St
Melbourne 3000
AUSTRALIA
e: info@architecturehq.com
w: www.architecturehq.com
p: +61 3 9614 1645
f: +61 3 9614 1945

Project
Woolworths Wynyard
Goldie Street
Wynyard, TASMANIA 7325

Drawing
Proposed Site & Floor Plan

Drawn	DG
Date	February 2019
Scale	1:250 @ B1
Job No.	161068

Drawing Number
TP-03

Revision
2

Contractor to verify all dimensions on site prior to commencing work or ordering any materials.
Do not scale drawings, use figured dimensions only. Inform architect of any conflict between site conditions and documents.
Architectural documents are to be read in conjunction with all relevant consultants drawings. Technical drawings are to be read in conjunction with appropriate sections of technical specification.
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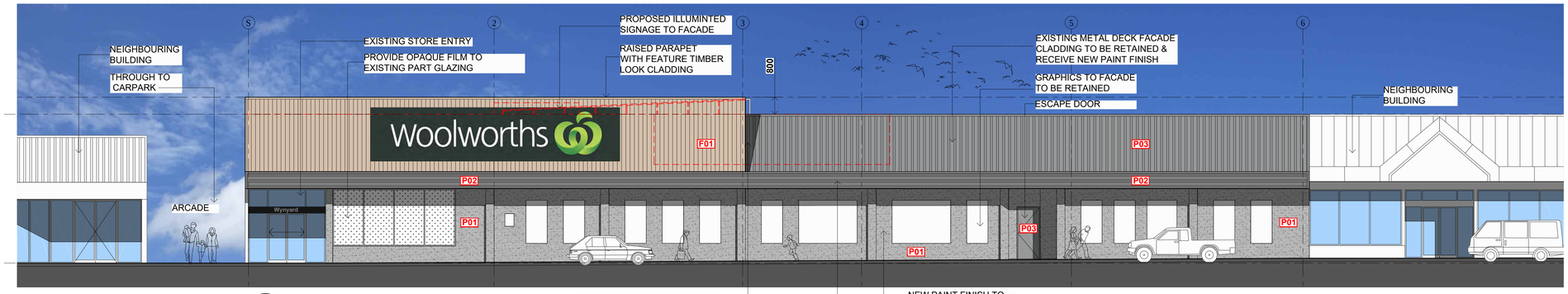
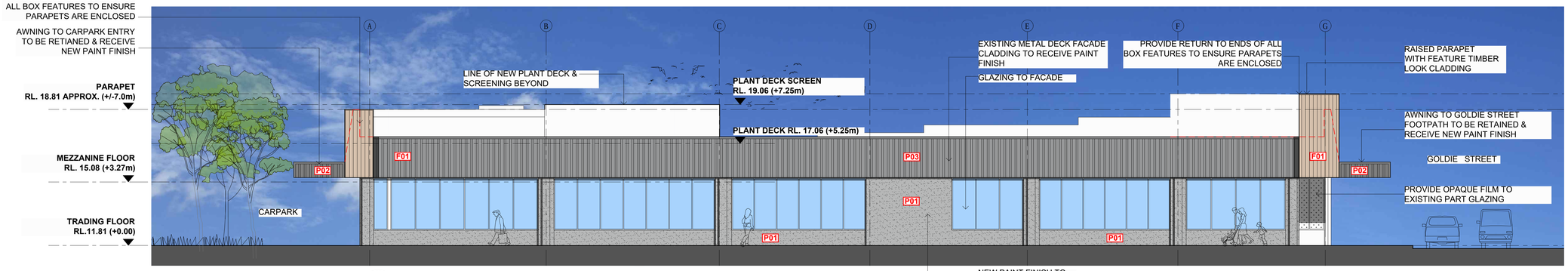


01 - PROPOSED NORTH ELEVATION
GOLDIE STREET FACADE 1:100

PROVIDE RETURN TO ENDS OF ALL BOX FEATURES TO ENSURE PARAPETS ARE ENCLOSED

NEW PAINT FINISH TO EXISTING FACADE

AWNING TO GOLDIE STREET FOOTPATH TO BE RETAINED & RECEIVE NEW PAINT FINISH



NEW PAINT FINISH TO EXISTING FACADE

02 - PROPOSED EAST ELEVATION
PEDESTRIAN ARCADE FACADE 1:100

RAISED PARAPET WITH FEATURE TIMBER LOOK CLADDING

LOADING DOCK BEYOND

03 - PROPOSED SOUTH ELEVATION
EXHIBITION LINK CARPARK FACADE 1:100

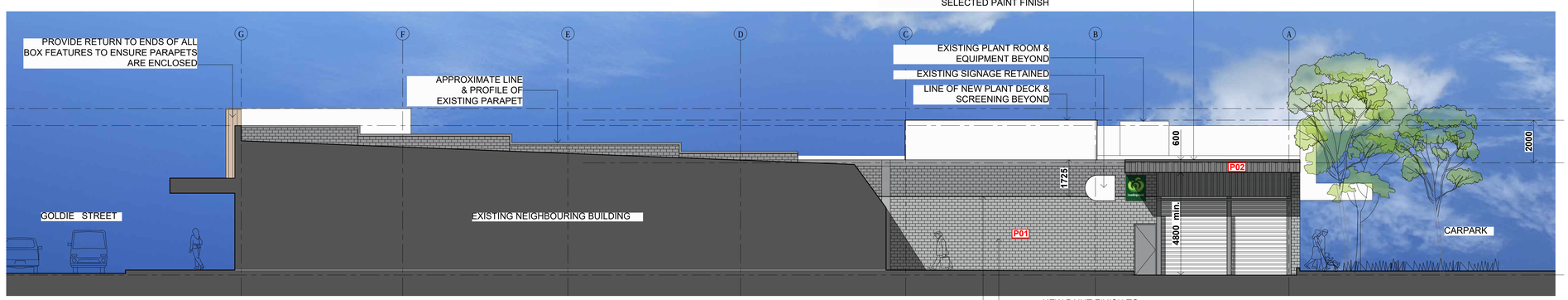
NEW PAINT FINISH TO EXISTING FACADE

LINE DENOTES CHANGE IN PAINT COLOUR

BRICK FACADE

ENTRY BEYOND

NEW AWNING TO LOADING AREA WITH CLADDING TO MATCH EXISTING AND SELECTED PAINT FINISH



04 - PROPOSED WEST ELEVATION
SAUNDERS STREET LOADING DOCK FACADE 1:100

NEW PAINT FINISH TO EXISTING FACADE

LINE DENOTES CHANGE IN PAINT COLOUR

0 5 10 20M
SCALE 1:100

PROPOSED FINISHES LEGEND

P01	PAINT FINISH P01 WATTYL 'ANGUS GREY'
P02	PAINT FINISH P02 WATTYL 'DARKNESS'
P03	PAINT FINISH P03 WATTYL 'EMBER'
F01	FEATURE CLADDING FINISH F01 TIMBER LOOK METAL CLADDING TO BE 'DIVERSICLAD TIMBA' OR SIMILAR APPROVED
C01	COLOURBOND IRONSTONE

Revisions

Date	Description	Rev.
11.12.18	FOR PLANNING APPROVAL	1
18.02.19	TROLLEY BAYS REMOVED	2

PLANNING APPROVAL

Woolworths
Australia's fresh food people

architecture HQ ARCHITECTS INTERIOR DESIGNERS
Suite 101, Level 1
518 Little Bourke St
Melbourne 3000
AUSTRALIA
e: info@architecturehq.com
w: www.architecturehq.com
p: +61 3 9614 1645
f: +61 3 9614 1945

Project
Woolworths Wynyard
Goldie Street
Wynyard, TASMANIA 7325

Drawing
Proposed Elevations

Drawn	DG
Date	February 2019
Scale	1:100 @ B1
Job No.	161068

Drawing Number **TP-04** Revision 2

Contractor to verify all dimensions on site prior to commencing work or ordering any materials.
Do not scale drawings, use figured dimensions only. Inform architect of any conflict between site conditions and documents.
Architectural documents are to be read in conjunction with all relevant consultants drawings. Technical drawings are to be read in conjunction with appropriate sections of technical specification.
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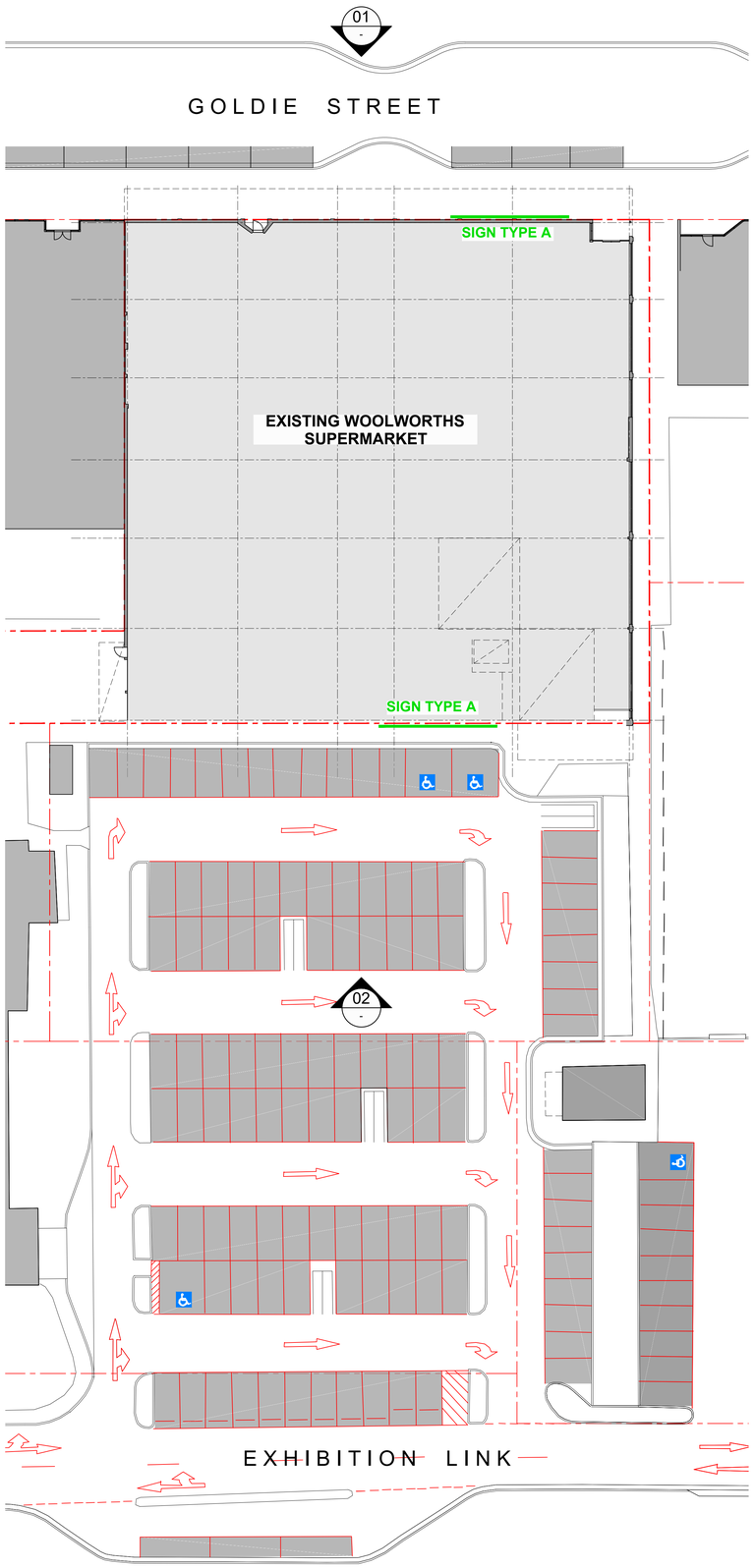
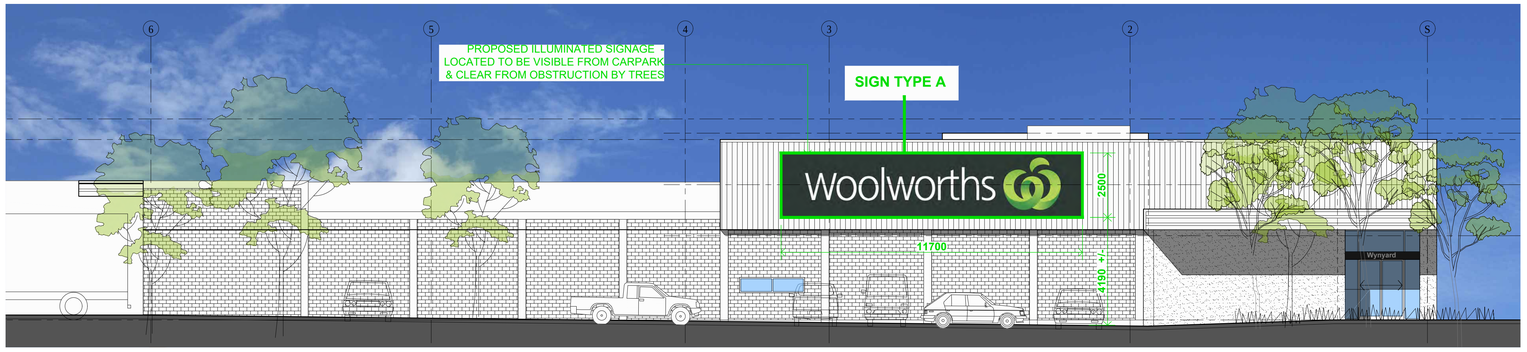
© Copyright 2019



- SIGNAGE PLAN
SIGNAGE LOCATION PLAN 1:250

01 - EXISTING NORTH ELEVATION
GOLDIE STREET FACADE 1:100



02 - EXISTING SOUTH ELEVATION
EXHIBITION LINK CARPARK FACADE 1:100

SIGN TYPE A

WALL MOUNTED ALUCOBOND 'ANTHRACITE GREY' BACKING WITH INDIVIDUALLY ILLUMINATED LETTERING & LOGO

SIGN FACE AREA 29.25m2

QUANTITY 2x SIGNS

A - DETAIL
SIGN TYPE A NOT TO SCALE

Revisions		
Date	Description	Rev.
11.12.18	FOR PLANNING APPROVAL	1
18.02.19	TROLLEY BAYS REMOVED	2

PLANNING APPROVAL

Woolworths
Australia's fresh food people

architecture HQ ARCHITECTS INTERIOR DESIGNERS

Suite 101, Level 1
518 Little Bourke St
Melbourne 3000
AUSTRALIA

e: info@architecturehq.com
w: www.architecturehq.com
p: +61 3 9614 1645
f: +61 3 9614 1945

Project
Woolworths Wynyard
Goldie Street
Wynyard, TASMANIA 7325

Drawing
Proposed Signage

Drawn	DG
Date	February 2019
Scale	As Noted @ B1
Job No.	161068

N

Drawing Number
TP-05

Revision
2

Contractor to verify all dimensions on site prior to commencing work or ordering any materials.
Do not scale drawings, use figured dimensions only. Inform architect of any conflict between site conditions and documents.
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KWP
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7 February 2019

Rebecca Plapp
Town Planning Department
Darebin City Council
PO Box 91
PRESTON VIC 3072

Dear Rebecca,

Re: Proposed Woolworths Corporate Signage
Existing Woolworths Supermarket
106-110 Goldie Street, Wynyard
Your Reference: DA144/2018

On behalf of Woolworths Ltd, and as discussed, please find attached a response to the Performance Criteria listed in Clause E7.6 of the Sign Code of the Waratah-Wynyard Interim Planning Scheme 2013.

Background

It is proposed to complete a re-furbishment of the existing Supermarket to modernise and significantly improve the appearance and presentation of the Supermarket which will positively impact the streetscapes of which the Supermarket is a part (Please refer to the documents submitted for details of the proposed alterations to the building). As part of the re-furbishment it is proposed to upgrade the Corporate Woolworths signage presentation.

The existing signage is as shown on Drawing TP-02/P1 and the proposed signage is as shown on Drawing TP-04/P2.

Currently there is a Woolworths Sign and Logo on both the North and South Elevations, no signage on the East Elevation, and a small Loading Dock sign on the West Elevation.

Corporate and Ancillary Signage

The signage on the North and South Elevations is to be replaced with similar signage, however the signage will be located differently on the elevations to adapt to the proposed façade treatments on these elevations. A Loading Dock indication sign which is similar to the existing Loading Dock sign will be provided adjacent to the Loading Dock in the same location.

Response to Planning Scheme Performance Criteria (Clause E7.6) – Item -

(a) The existing and proposed signage does not specifically relate to an activity, product or service provided on the site, although it is common knowledge that Woolworths are a Supermarket chain.

(b) We do not believe the site is being developed per se, as it is already used as a Supermarket and the signage is similar to that which already exists.

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(c) As previously stated, the proposed signage is similar in purpose, location (i.e. it is on the same elevations), number, size (the proposed signage is larger but not unreasonably), style and configuration to the signage which already exists on the building.

(d) We do not believe that the signage will be adversely more visually dominant or intrude on the appearance of the site of the streetscape than that which currently exists. Please note that only the actual letters spelling the word Woolworths and the logos are internally illuminated (the mounting backboard is not illuminated). We believe the existing and proposed signage to be relatively subdued and suitable in design and operation to be an effective indicator of the location and use of the building as a Supermarket while at the same time being sympathetic to the environment in which it exists.

(e) We do not believe the proposed signage will obscure any other signage in the vicinity.

(f) As stated in Item (d) above, given the extent of internal illumination of the signage letters and logs, we do not believe that the signs will be obviously visible beyond the immediate locality of the site.

(g) To our knowledge there will be no significant impact as listed in this Item. Again, the proposed signage is not significantly dissimilar from the existing signage.

(h) To our knowledge there will be no significant impact as listed in this Item. Again, the proposed signage is not significantly dissimilar from the existing signage.

(i) The existing and proposed signage is located on the building which would appear to satisfy the concerns inferred in this Item.

In our discussion you also raised a question about the painting of the building. On Drawing TP-04/P2 there is a finishes legend which shows the proposed colours to be used to paint the exterior of the building. These are quite generic subdued colours and it is not considered that the Supermarket would be specifically identified in conjunction with these colours in a Corporate way.

Conclusion

The signage is intended to indicate the presence and use of the building as a Woolworths Supermarket and is not used to advertise any product. We believe there is minimal signage at present with an absence of significant visual clutter – and we believe that this minimalist approach will remain with the signage alterations proposed.

There is existing signage to the existing supermarket and the proposed signage changes do not appear excessive, and considering the proposed signage, are generally commensurate with the extent and type of signage which would be reasonably expected for signage to a building with this use in this location.

We believe the existing and proposed signage to be relatively subdued and suitable in design and operation to be an effective indicator of the location and use of the building as a Supermarket while at the same time being sympathetic to the environment in which it exists.

We trust that the proposal is satisfactory to Council and that a Town Planning Permit can be issued.

Please contact me if you have any queries or need any further information.

Yours faithfully,

Ken Waddell
Ken Waddell and Partners Pty Ltd