

# MAFFRA - PROPOSED DOUBLE SIDED, PROMOTION SIGN

5 SALE RD,  
MAFFRA VIC 3860

## TOWN PLANNING DRAWINGS

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

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PHOTO 01



PHOTO 02



PHOTO 03



PHOTO 04



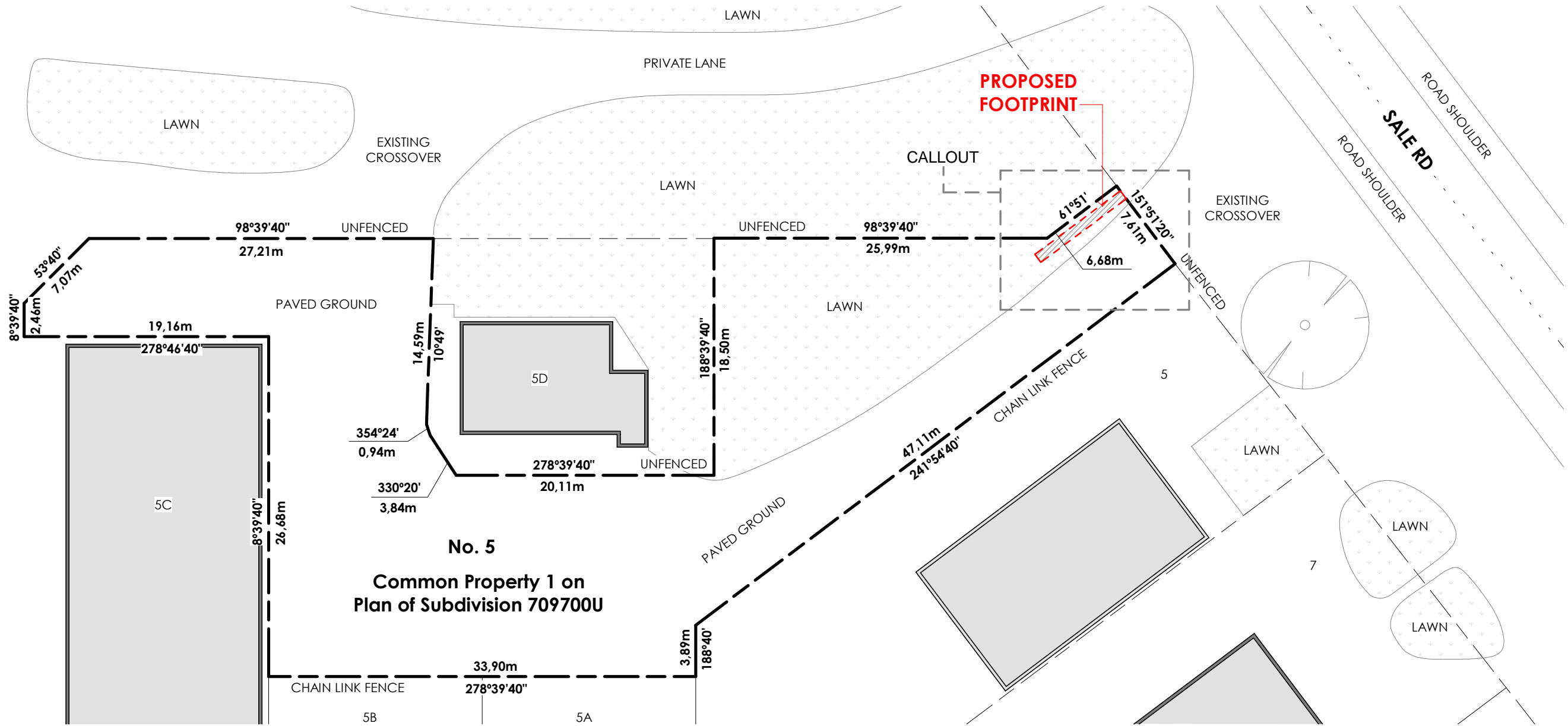
KEY PLAN  
SCALE 1 : 750

PHOTO LEGEND	
NO.	DESCRIPTION
01	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE SIGN.
02	PHOTOGRAPHIC VIEW WEST FROM THE PROPOSED LOCATION OF THE SIGN.
03	PHOTOGRAPHIC VIEW SOUTH FROM THE SALE ROAD.
04	PHOTOGRAPHIC VIEW NORTH FROM THE SALE ROAD.

### ISSUE/AMMENDMENTS SCHEDULE

- 01 22.11.2021  
TOWN PLANNING ISSUE
- 02 20.01.2022  
RFI RESPONSE
- 03 17.02.2022  
FOOTPRINT ADJUSTMENT

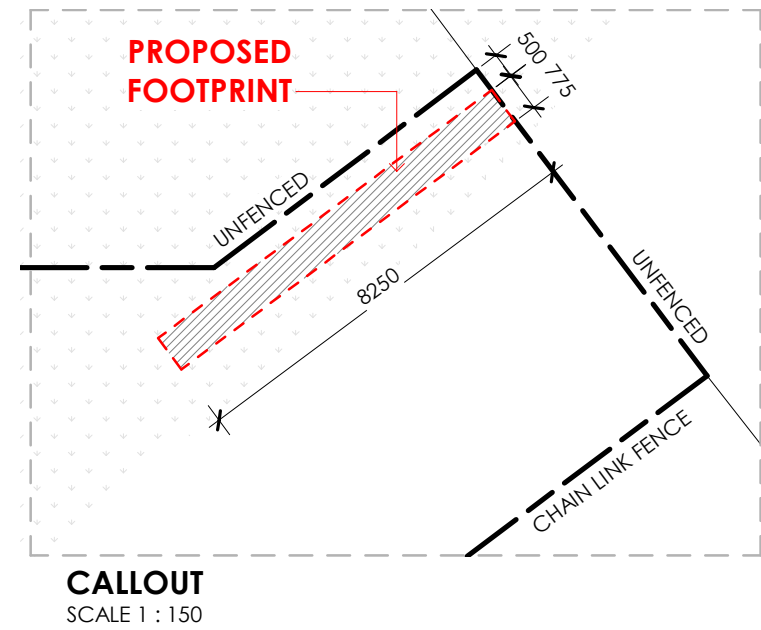
TOWN PLANNING  
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**SITE PLAN**  
SCALE 1 : 350

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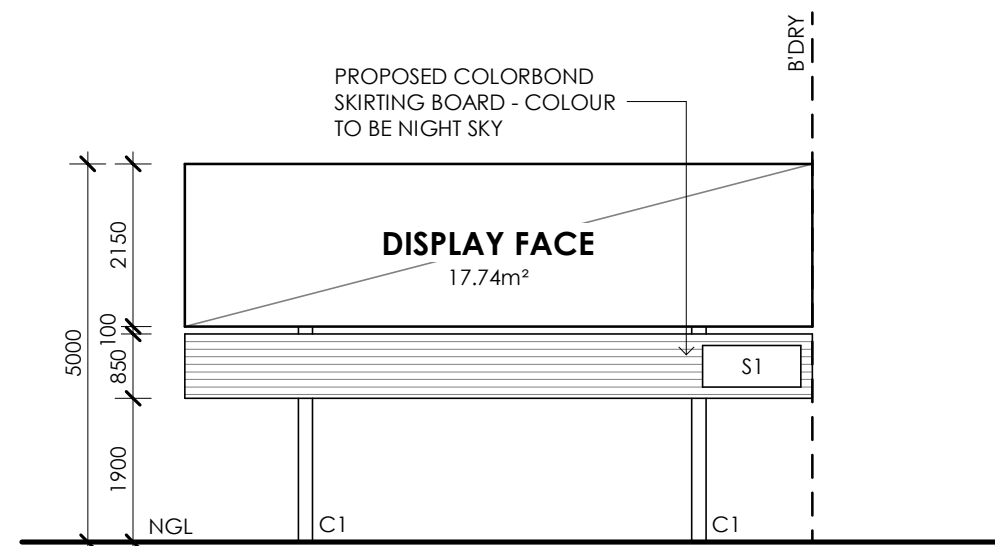
**ISSUE/AMMENDMENTS SCHEDULE**

01	22.11.2021	TOWN PLANNING ISSUE
02	20.01.2022	RFI RESPONSE
03	17.02.2022	FOOTPRINT ADJUSTMENT

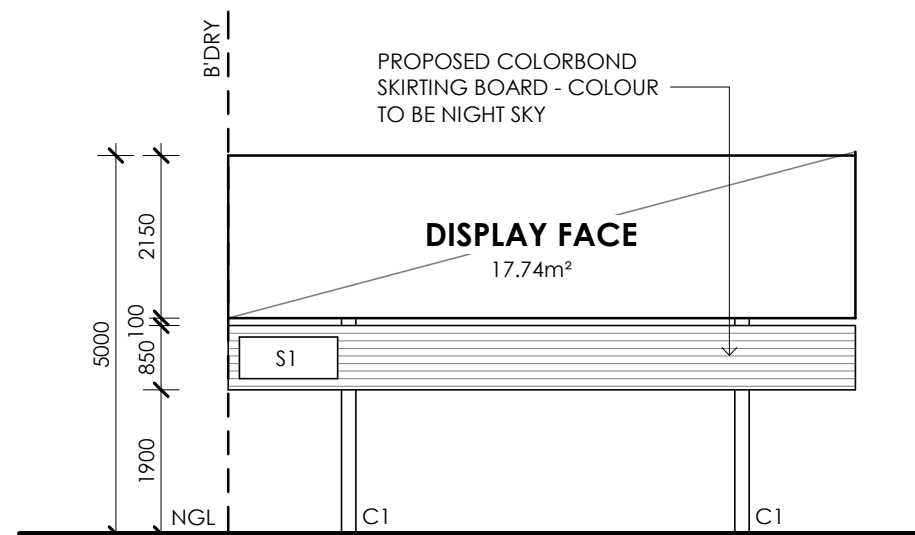
**LEGEND**

	PROPERTY BOUNDARY
	EXISTING BUILDINGS ONSITE
	PROPOSED MAJOR PROMOTION SIGN FOOTPRINT

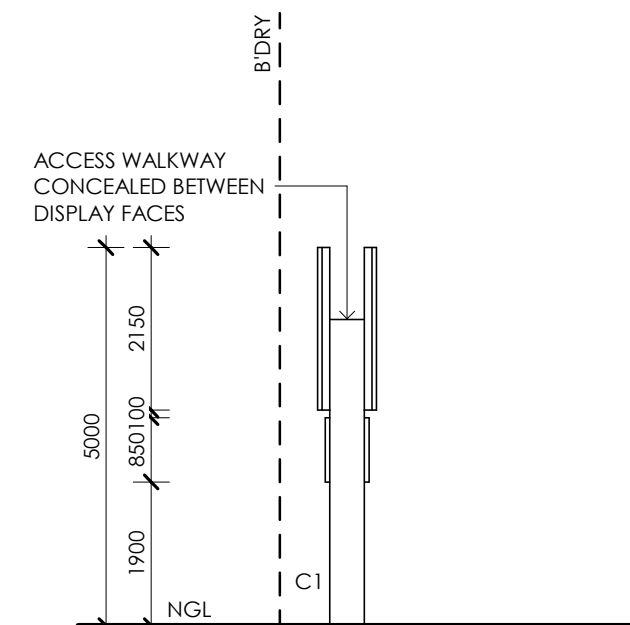
**TOWN PLANNING**  
NOT FOR CONSTRUCTION



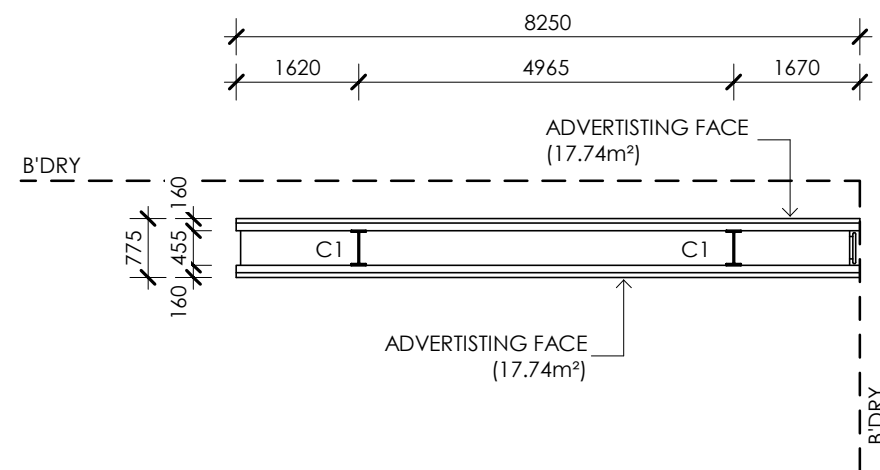
**NORTH ELEVATION**  
SCALE 1 : 100



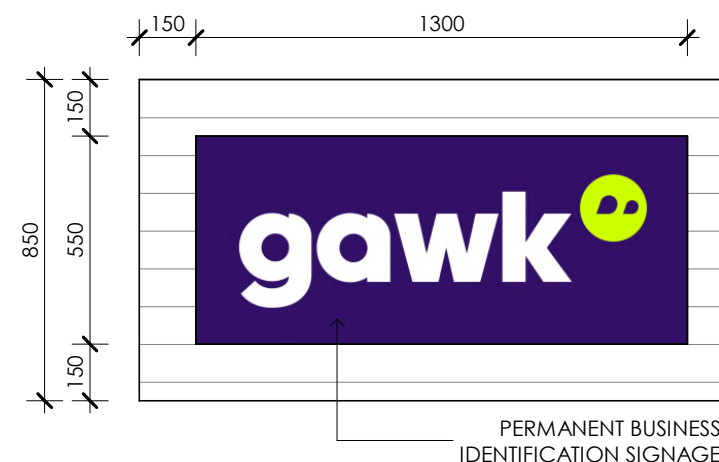
**SOUTH ELEVATION**  
SCALE 1 : 100



**EAST ELEVATION**  
SCALE 1 : 100



**FLOOR PLAN**  
SCALE 1 : 100



**S1 - SIGNAGE DETAIL**  
SCALE 1 : 20

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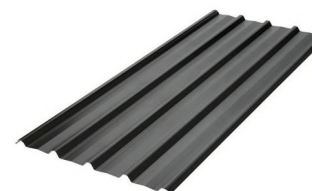
## MATERIALS BOARD



C1  
PROPOSED COLUMN -  
POWDERCOAT BLACK  
FINISH



BLACK PAINT  
PROPOSED BLACK PAINT  
FINISH TO ALL FEATURES,  
TRIMS AND LIGHTING



SKIRTING BOARD  
PROPOSED COLORBOND  
SKIRTING BOARD WITH  
NIGHT SKY FINISH

## ISSUE/AMMENDMENTS SCHEDULE

- |    |            |                      |
|----|------------|----------------------|
| 01 | 22.11.2021 | TOWN PLANNING ISSUE  |
| 02 | 20.01.2022 | RFI RESPONSE         |
| 03 | 17.02.2022 | FOOTPRINT ADJUSTMENT |

## LEGEND

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

## TOWN PLANNING

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**PROJECT**  
MAFFRA - PROPOSED DOUBLE SIDED, PROMOTION SIGN

**ADDRESS**  
5 SALE RD,  
MAFFRA VIC 3860

### NORTH POINT



**DATE**  
20/01/2022

**PROJECT NO.**  
21-033

**DRAWING NO.**  
A03

**PAGE SIZE**  
A3

**DRAWN BY**  
AP

**ISSUE NO.**  
03

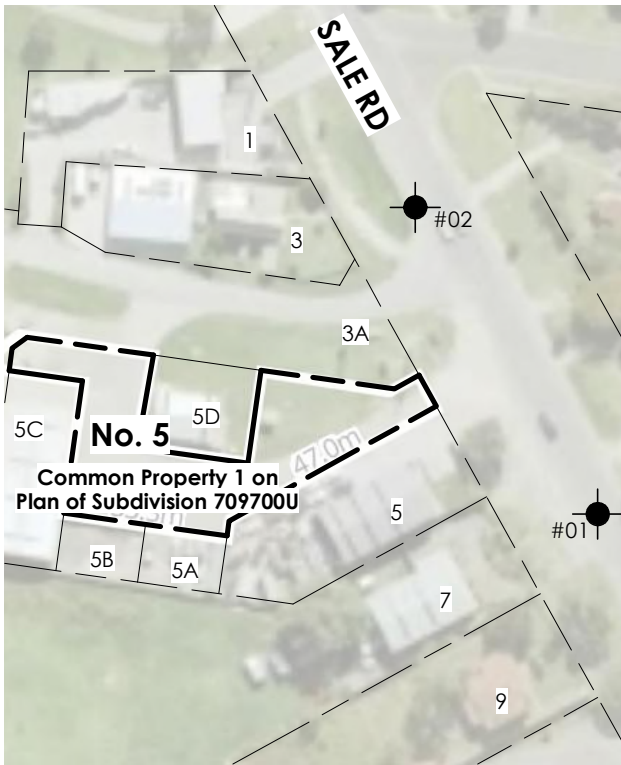




EXISTING PERSPECTIVE VIEW #01 - NORTHBOUND TRAFFIC



EXISTING PERSPECTIVE VIEW #02 - SOUTHBOUND TRAFFIC



PERSPECTIVE VIEW REFERENCE  
SCALE 1 : 1500



PROPOSED PERSPECTIVE VIEW #01 - NORTHBOUND TRAFFIC



PROPOSED PERSPECTIVE VIEW #02 - SOUTHBOUND TRAFFIC

### ISSUE/AMMENDMENTS SCHEDULE

- |    |            |                      |
|----|------------|----------------------|
| 01 | 22.11.2021 | TOWN PLANNING ISSUE  |
| 02 | 20.01.2022 | RFI RESPONSE         |
| 03 | 17.02.2022 | FOOTPRINT ADJUSTMENT |


### 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

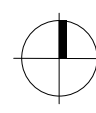
### LEGEND

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

## TOWN PLANNING


NOT FOR CONSTRUCTION



<b>PROJECT</b> MAFFRA - PROPOSED DOUBLE SIDED, PROMOTION SIGN	<b>NORTH POINT</b>		<b>DATE</b> 20/01/2022	<b>DRAWING NO.</b> A04	<b>DRAWN BY</b> AP
			<b>PROJECT NO.</b> 21-033	<b>PAGE SIZE</b> A3	<b>ISSUE NO.</b> 03







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REGIONAL  
BILLBOARD CO.

# PLANNING PERMIT APPLICATION

**PROJECT** Proposed Illuminated Major Promotion Sign

**LOCATION** 5 Sale Rd, Maffra VIC 3860

**DATE** December 6, 2021

# 1.CONTENTS

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1. Contents .....	1
2. Introduction .....	2
2.1. Overview of Regional Billboard Co .....	2
2.2. Outdoor Advertising Industry.....	2
2.3. Advertising Content.....	2
2.4. Community Benefits.....	2
3. Site Selection .....	3
4. Site Description & Existing Conditions.....	3
4.1. Site Description .....	3
4.2. Surrounding Context.....	4
5. Proposed Development .....	5
5.1. Description of Proposed Development .....	5
5.2. Design Response.....	6
6. Statutory Planning Controls .....	7
6.1. Zoning.....	7
6.2. Overlays .....	8
7. Local Planning Policies.....	9
8. Conclusion.....	10
9. Appendix 1 – Copy of title .....	11
10. Appendix 2 – Copy of Plan.....	12
11. Appendix 3 – Perspective Views Written Statement .....	13
12. Appendix 4 – Clause 52.05.....	14
13. Appendix 5 – Surrounding signage & built form.....	17
14. Appendix 7 – Vicroads ten point checklist.....	18
15. Appendix 6 – Illumination .....	19

## 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.

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### 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.

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### 3. SITE SELECTION

When seeking a site in an area there are numerous factors that are considered. RBC seeks to work within the planning policies and frameworks within the council and avoids sites that have planning overlays that prohibit or restrict 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 an industrially zoned property with a use consistent with that zoning. The Subject Site is owned by Owners Corporation 1 Plan No. PS709700U, which is in favour of [REDACTED]

The entire property is covered by a concrete driveway and some grassy terrain, and services the two industrial tenancies.

The proposed sign will be located on the eastern side of the property, double sided, facing northbound and southbound traffic on Sale Rd.

The subject site currently has a small amount of signage, although less than other shops in the industrial area.

There is vehicle access to this property. Parking is available on the property, and street parking is also available along Sale Rd.

The site is irregular in shape – with a total size of 1486m2. This makes it one of the smaller sized lots in this industrial precinct.





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

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The proposed Illuminated Major Promotion Sign will primarily be viewed by northbound and southbound traffic on Sale Rd.

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:

- The northern boundary abuts 3A Sale Rd.
- The western boundary also abuts 3A Sale Rd.



- The southern boundary abuts 7 Sale Rd.
- The eastern boundary abuts Sale Rd.

The stretch of Sale Rd (in which the Subject Site is located) is a key industrial precinct in Maffra. This is clear in zoning, use & character and is identified as such in several local policies. Many properties are zoned industrial and most have been comprehensively developed. Single story industrial buildings are common, while colour and vibrancy are provided from existing signage. Many national retailers that operate in Maffra are located here.

A large portion of the Maffra Town Centre is historically significant – which is recognised by Heritage Overlays. Presumably the absence of such overlays in this industrial precinct has driven the development and industrial nature of the area. This was also a key driver of selecting this site.

As one would expect in an industrially dominated area – signage is very common. This signage is the key source of colour and vitality in this precinct. This signage comes in many forms and sizes – with a mixture of 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.

The appropriate zoning and the robust industrial 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 illuminated major promotion sign on the property at 5 Sale Rd, Maffra including the display of third-party advertising within the proposed advertising area specified on the attached town planning documentation.

The proposed illuminated major promotion sign (as detailed in the attached town planning package) proposes one 18.26m<sup>2</sup> display face. The sign will primarily be viewed by northbound and southbound traffic on Sale Rd. It will also be visible to a lesser extent to westbound traffic on Merrydale St.

In addition to this display face, there will be a permanent 0.27m<sup>2</sup> 'gawk' promotion sign on the skirting board to the left of the display face. Therefore, the total advertising area will be 18.53m<sup>2</sup>. 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 Sale Rd. It will add further colour and vitality to this industrial hub. It is of similar size and scale as existing signage in the area.
- It will always be viewed with a background of industrial buildings (whether that be along Sale Rd or Merrydale St). The sign's location ensures it seamlessly fits into the built form on the subject site.
- The location of the sign allows local advertisers to reach a key audience of local and visitor traffic in Maffra. 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.
- The height of the proposed sign has been carefully designed to be no bigger than the surrounding buildings, ensuring that they will dominate it's surrounds.
- The site was carefully selected due to its location a key industrial precinct in Maffra. This ensures the effects on the surrounding properties is minimal.
- The sign will never be visible to traffic at the same time as other large format promotion signage on Sale Rd. This mitigates any issues surrounding visual clutter.
- The size and height of the illuminated major 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 Maffra.

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.

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# 6. STATUTORY PLANNING CONTROLS

## 6.1. Zoning

The subject site is situated within the Industrial 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 Industrial and utilitarian in nature
- Advertising sign requirements are at Clause 52.05. This zone is in Category 2 (minimum limitation).

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

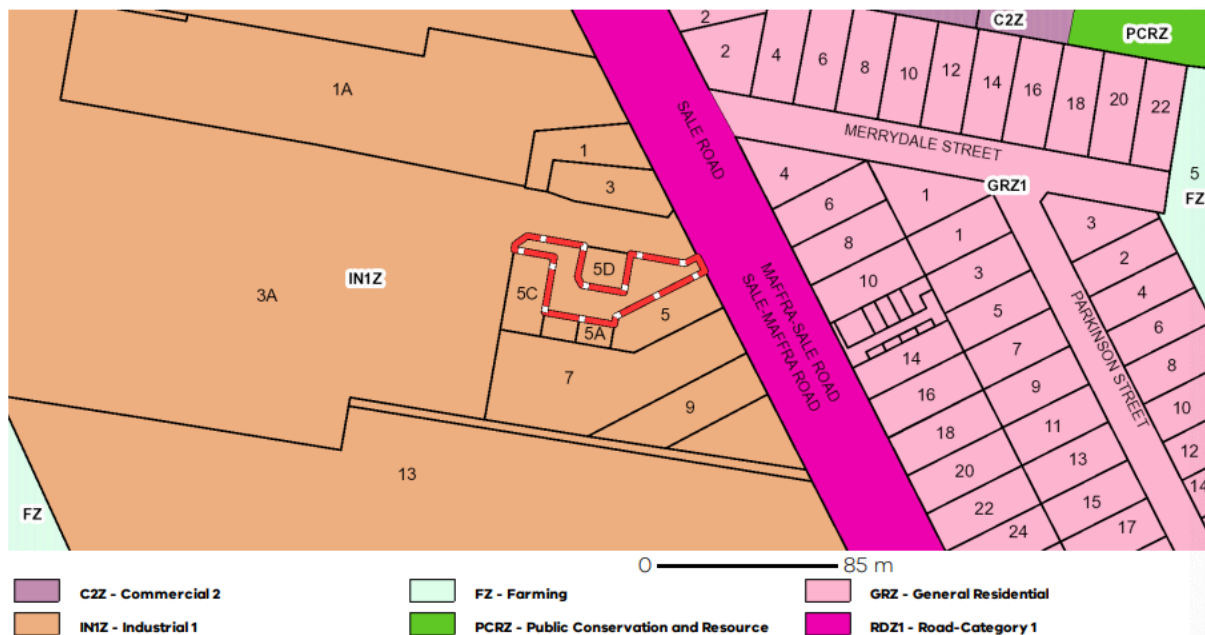


Figure 3 – Zone Controls of the Site & Surrounds

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## 6.2. Overlays

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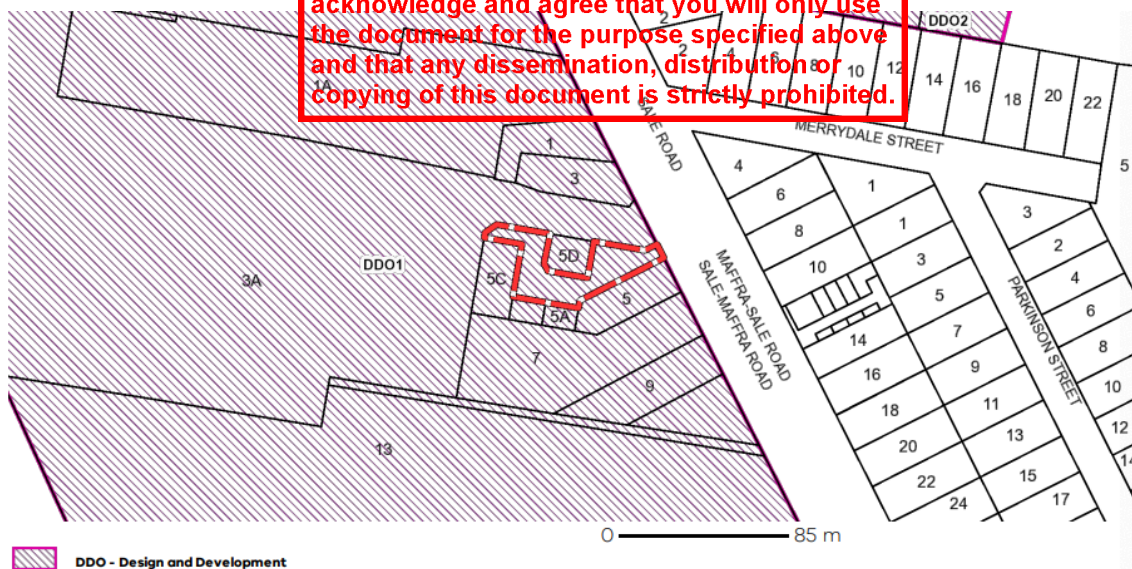


Figure 4 – Design and Development Overlay

The subject site has a design and development overlay “DDO” encompassing the land parcel. This overlay generalises the importance of amenity of industrial areas, which are usually utilitarian aesthetically. As is identified within clause 52.05 (state-wide provisions for promotional signage) major promotion signs are encouraged in industrial areas to enhance colour and vitality to the area. The overlay does not provide any further provisions for signs or create harsher restrictions on signs.

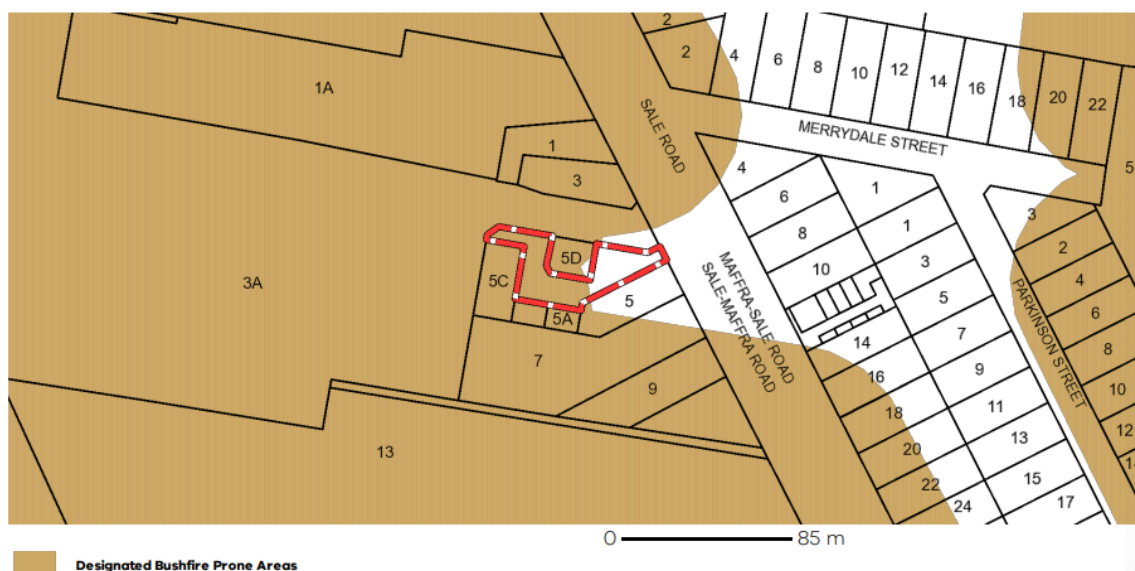


Figure 5 – Designated Bushfire Prone Area Map

The subject site is covered by a Designated Bushfire Prone Area. This overlay identifies the need to prioritise the protection of human life, and the requirements for non-combustible materials to be used in developments. Generally, the proposal uses non-combustible materials and would not adversely affect the surrounding land in the case of a bushfire.

## 7. LOCAL PLANNING POLICIES

### Clause 17 Economic Development

*Planning is to provide for a strong and innovative economy, where all sectors are critical to economic prosperity.*

*Planning is to. Contribute to the economic wellbeing of the state and foster economic growth by providing land, facilitating decisions and resolving land use conflicts, so that each region may build on its strengths and achieve its economic potential.*

Wellington Shire Council aims to reach its economic potential. Approving a Major Promotion Sign in this industrial area along a key road with access to and from Maffra would assist In strengthening the local economy. Similar signs In other agricultural areas of the state have been utilised by local tractor dealers, and other agriculture Industry products.

### Clause 17.03-1S Industrial land supply

#### Objective

*To ensure availability of land for industry.*

#### Strategies

*Provide an adequate supply of industrial land in appropriate locations including sufficient stocks of large sites for strategic investment.*

*Protect and carefully plan existing industrial areas to, where possible, facilitate further industrial development.*

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The section quoted above provides support to this planning application. Wellington Shire Council aims to facilitate industrial development such as the of the proposed MPS in the relevant industrial area in Maffra. The proposal Is a positive form of Industrial/commercial development In a previously underutilised portion of the lot.



## 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 5 Sale Rd, Maffra.
- The Subject Site is the most suitable for the proposed sign in all of Maffra. It is located in the heart of the industrial precinct and is not in close proximity to any heritage overlays.
- The proposal is clearly supported by local policies in the Wellington 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 Wellington City Council.

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# 11. APPENDIX 3 – PERSPECTIVE VIEWS WRITTEN STATEMENT

**Prepared By:** James Course  
**Qualification:** Advanced Diploma of Building Design (Architectural)  
*Including: BUIL5922 – Undertake site survey and analysis to inform design process*

**Software:** Adobe Photoshop Creative Cloud  
*Informed by: Site features and measurements plan prepared in Autodesk Revit 2018*

**Methodology:** Relevant data obtained from site measure up performed by James Course in conjunction with topographical maps from various online sources:  
[services.land.vic.gov.au/maps](http://services.land.vic.gov.au/maps) &  
<https://www.google.com.au/maps>

**Perspective View 01:** Camera: Huawei - mate pro 10  
 Type: Digital  
 Lens Size: 27mm  
 Angle: Landscape – Parallel to ground  
 Date: 29/10/2021  
 Time: 2:10pm  
 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.

**Perspective View 02:** Camera: Huawei - mate pro 10  
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 Lens Size: 27mm  
 Angle: Landscape – Parallel to ground  
 Date: 29/10/2021  
 Time: 2:12pm  
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 Modified elements: Nil  
 Assumptions: Height and Length are relative to the documented site features plan; however definitive accuracy cannot be guaranteed.

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## 12. APPENDIX 4 – CLAUSE 52.05

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

### Site Context Report

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

### Location for Proposed Sign

Included on page A02 of the town planning documentation.

### Location and Size of Existing Signage on the Site

All existing signage is for business identification purposes. It is all mounted to the canopy/awning. The total signage area is roughly 8m<sup>2</sup>. All existing signage is shown below:



### Location and Form of Existing Signage on Abutting Properties

The properties directly abutting the subject site do not have any further advertising than what is showed above.

### The Location of Closest Traffic Control Signs

The closest traffic control sign is sign alerting drivers to the nearby crossing 150m away.

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

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

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

Included on page A03 of the town planning documentation.

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

Included on page A03 of the town planning documentation.

#### **Details of Associated On-Site Works**

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 illuminated, 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.

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**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 is no existing Major Promotion Sign over 18 square metres, or scrolling, electronic or animated signs within 200 metres of the site.

**Any Existing Identifiable Advertising Theme in the Area**

As shown above and in Appendix 5, some properties along this stretch of Sale Rd 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 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.

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## 13. APPENDIX 5 – SURROUNDING SIGNAGE & BUILT FORM



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# 14. APPENDIX F - MICROROADS TEN POINT CHECKLIST

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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 would have no impact on any line of sight. There is a substantial setback from the property boundary to the carriageway and the proposal is located on a service lane.
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 closest traffic control device is over the other side of the road, so the sign would not be viewed as the background to this sign.
03	Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.	The advertising faces have strict guidelines regarding the design and coloration of advertising. The sign will not be reflective, animated or flashing and the sign is not illuminated.
04	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The location is deemed to have no special consideration.
05	Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.	The advertising face is reviewed under strict guidelines to ensure no traffic control symbolism exists.
06	Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.	As with other advertising billboards, it is considered that the proposal would not require a detailed study.
07	Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.	It is understood that the proposed sign would not have any traffic control symbolism or directional advice to drivers.
08	Is within 100 metres of a rural railway crossing.	The proposal is not within 100m of a rural railway crossing.
09	Has insufficient clearance from vehicles on the carriageway.	The proposal will not effect the current clearance conditions on the subject site.
10	Could mislead drivers or be mistaken as an instruction to drivers.	As is outlined above, strict guidelines are adhered to in order to ensure advertising faces do provide instructions to drivers.

# 15. APPENDIX 6 – ILLUMINATION



Leaders in energy efficient lighting

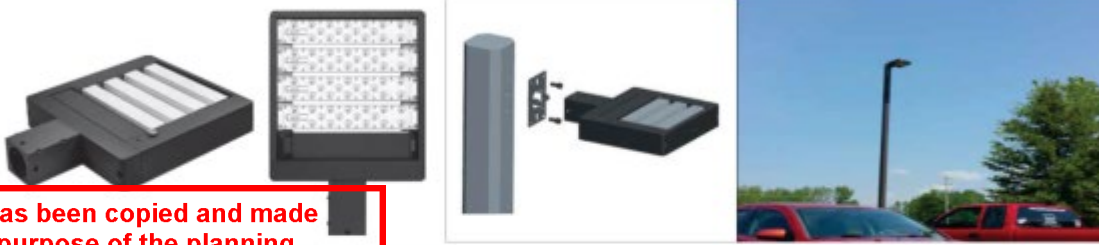
## Tiger LED Shoebox Area Lights

120W ▪ Fixed or Hinged bracket ▪ Lens & colour options

NB OTHER SIZES AVAILABLE ON SPECIAL ORDER - PLEASE ALLOW 7-8 WEEKS FOR DELIVERY

### CARPARK SHOEBOX LIGHT - FIXED BRACKET - 120W

Ideal energy efficient replacement for shoebox fitting for car parks, tennis courts, etc.  
Fits onto 60mm spigot or onto square pole or wall with adaptor bracket..



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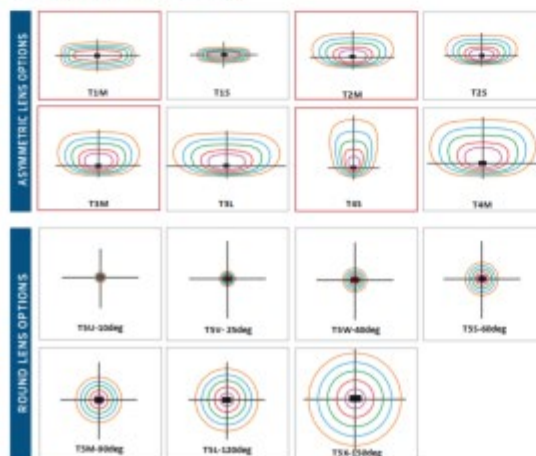
### BILLBOARD LIGHT - HINGED BRACKET - 120W

This shoebox fitting allows fitting to be turned up or down from horizontal or vertical position for precise direction of light beam. Fits onto 60mm spigot.



### Photometrics - Lens options available

PLEASE NOTE: Certain size, colour and lens combinations may be special order items and may require 7-8 weeks for assembly & shipping.



### Technical Parameters

Specifications	120W
Power consumption: System/LED	121W
Comparable metal halide	250 - 400W
Luminous Flux @ 120 lm/W	16,540 lm
Input current	530mA
Input voltage & frequency	120-277VAC/50-60Hz
Power factor (PF)	≥ 0.95
LED modules / LED chips	4 modules / 72 LEDs
LED driver	Philips Xtanium
Colour rendering index (CRI)	Ra > 70
Colour temperature	5,000K
Light distribution	15 lenses available, inc 8 asymmetric
Most common asymmetric lenses	Most common are T2M, T3M, T4S.
Working ambient temperature	-50 - +50°C
Warranty	5 years
IP rating	IP67 (modules & driver compartment)
Service life	≥ 50,000 hours
Composition - lenses	Polycarbonate
- Housing/heat sink	Aluminium/steel
- Protective coating on housing	Polyester (100µm min)
- Fascia covering modules	Stainless Steel (304)
Net weight	7.5kg (Carpark) 8kg (Billboard)
Dimensions (LxWxD) fitting	330 x 330 x 110mm exc bracket.
Product order code - shoe box fixed	FA120T (120W)
- shoe box hinged	FA120L (120W)

NB: Please allow 6-8 weeks for shipping of special order items