

Report to the Future Melbourne Committee

Agenda item 6.2

Planning Permit Application: TP-2022-408
2 Southbank Boulevard, Southbank

7 February 2023

Presenter: Marjorie Kennedy, Head of Statutory Planning

Purpose and background

1. The purpose of this report is to advise the Future Melbourne Committee (FMC) of a Planning Permit application seeking approval for the construction and display of internally-illuminated, high-wall business identification signage on the land located at 2 Southbank Boulevard, Southbank (refer Attachment 2 – Locality Plan).
2. The applicant and architect is Diadem on behalf of RPM Group, the owner is GPT Funds Management Ltd and GPT Funds Management 2 Ltd. The cost of works for the proposal is \$200,000.
3. The site is located within the Capital City Zone – Schedule 3 (CCZ3) and affected by the Design and Development Overlays – Schedules 1 and 10 (DDO1 and DDO10), and the Parking Overlay – Schedule 1 (PO1). A planning permit is only required under the provisions of the CCZ3.
4. The original application sought to illuminate the signage at all hours of the night and early morning. The application received 18 non-identical objections, despite the proposal being exempt from public notice. To address concerns relating to illumination, the applicant amended the plans to turn off signage illumination between the hours of 11pm and 6am.
5. The amended proposal, which included a Lighting Impact Assessment, was referred internally to Industrial Design who confirmed that the Lighting Impact Assessment is acceptable.
6. It is noted that the proposed signs seek to replace previously approved signs under Planning Permit TP-2011-408.

Key issues

7. The size, location and number of signs is considered to be consistent with the character of signage on towers in Southbank and is appropriate for an anchor tenant in a building.
8. Council Officers raised concern with the potential impact of the illumination of the signs, both with regard to the impact the light spill may have on nearby apartments late at night and also the environmental impact of the illumination. In response, the application was amended to turn off the lighting between 11pm and 6am.
9. All objectors were notified of the amendment which sought to address concerns regarding extensive illumination.
10. Permit conditions are recommended to manage the extent and hours of illumination.

Recommendation from management

11. That the Future Melbourne Committee resolves to issue a Planning Permit subject to the conditions set out in the delegate report (refer Attachment 4 of the report from management).

Attachments:

1. Supporting attachment (Page 2 of 32)
2. Locality Plan (Page 3 of 32)
3. Selected Plans (Page 4 of 32)
4. Delegate Report (Page 17 of 32)

Supporting Attachment

Legal

1. Division 1 of Part 4 of the *Planning and Environment Act 1987* (the Act) sets out requirements in relation to applications for permits pursuant to the relevant planning scheme.
2. Although objections have been received, section 64(4) of the Act provide that a planning scheme may set out classes of applications which are exempted from the requirements of subsections (1), (2) and (3) – which provide that the responsible authority must give the applicant and each objector notice in the prescribed form of its decision to grant a permit. The relevant (Melbourne) planning scheme states that an application for a sign is exempt from the decision requirements of section 64(1), (2) and (3) and the review rights of section 82(1).

Finance

3. There are no direct financial issues arising from the recommendations contained within this report.

Conflict of interest

4. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

5. Community health and safety issues have been considered in developing this proposal, i.e., the impact of night-time illumination on nearby residents. The proposal has been appropriately amended to reduce light impact and improve residential amenity throughout the night.

Stakeholder consultation

6. An application to erect or construct or carry out works for an advertising sign, is exempt from the notice requirements of section 52 of the Act.
7. Notwithstanding the above, the amended application was informally circulated to all objectors.

Relation to Council policy

8. Relevant Council policies are discussed in the attached delegate report (refer to Attachment 4).

Environmental sustainability

9. Although the Melbourne Planning Scheme does not impose Environmental Sustainability Development (ESD) requirements for signage proposals, the proposal has been amended to reduce hours of illumination which reduces the environmental impact of the signs.

Locality Plan

Attachment 2
Agenda item 6.2
Future Melbourne Committee
7 February 2023

2 Southbank Boulevard, Southbank



RPM Sky Signs 2 Southbank Boulevard

RPM Group

Development Application
Issue 03

Change register

Documentation			PM	Drawn	Checked
Issue 01	07 July 2022	—	TM	ZA	TM
Issue 02	28 July 2022	Revised Section A	TM	ZA	TM
Issue 03	07 September 2022	Added additional dimensions	TM	NE	TM

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General note: these drawings are prepared to communicate design intent only.
All message content is indicative. All structural frames, footings and connections to be as per
Engineer's specifications and requirements. Contractor to ensure all materials, measurements,
fixing details and methods are suitable for the site application before manufacture.

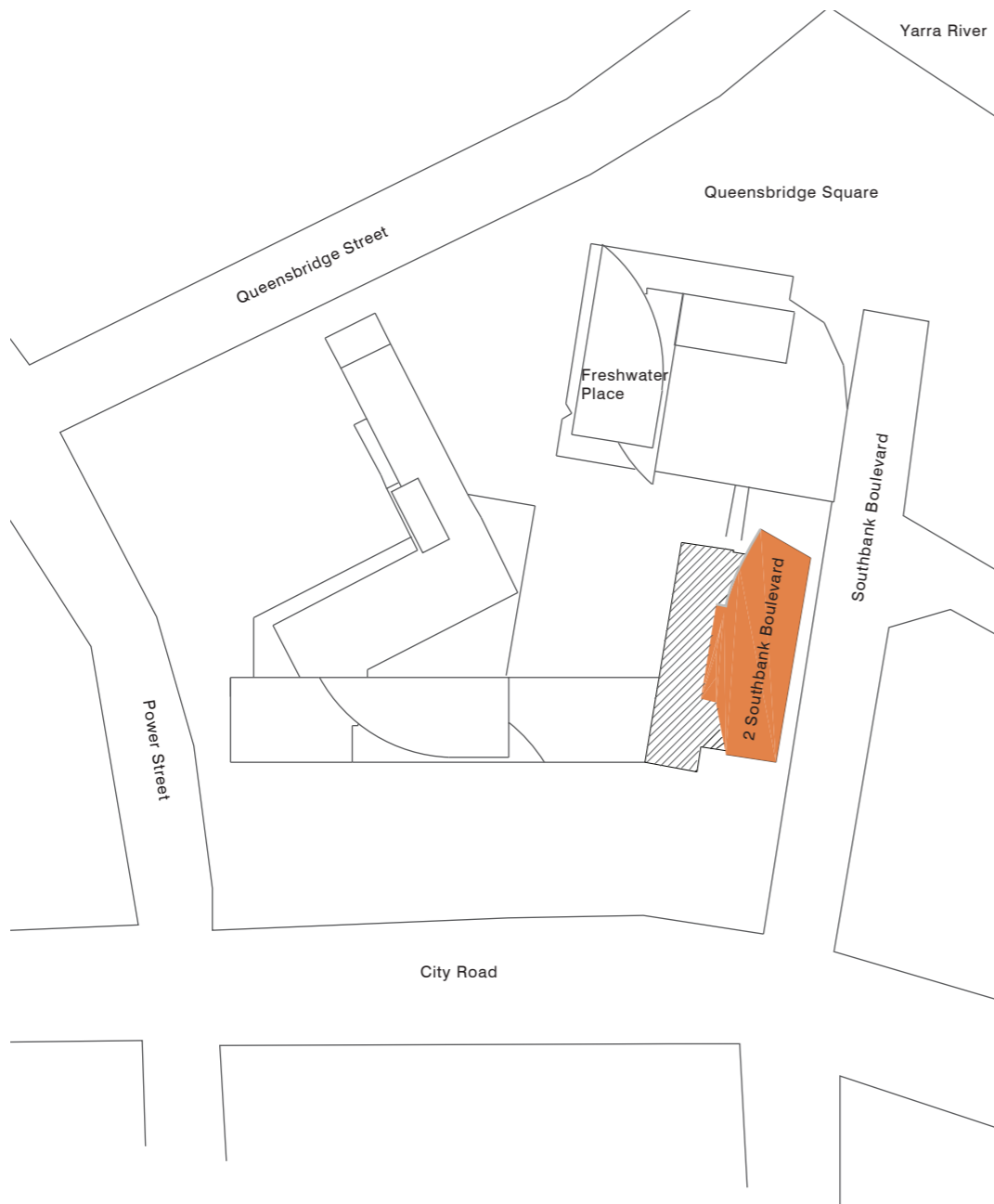
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Building location

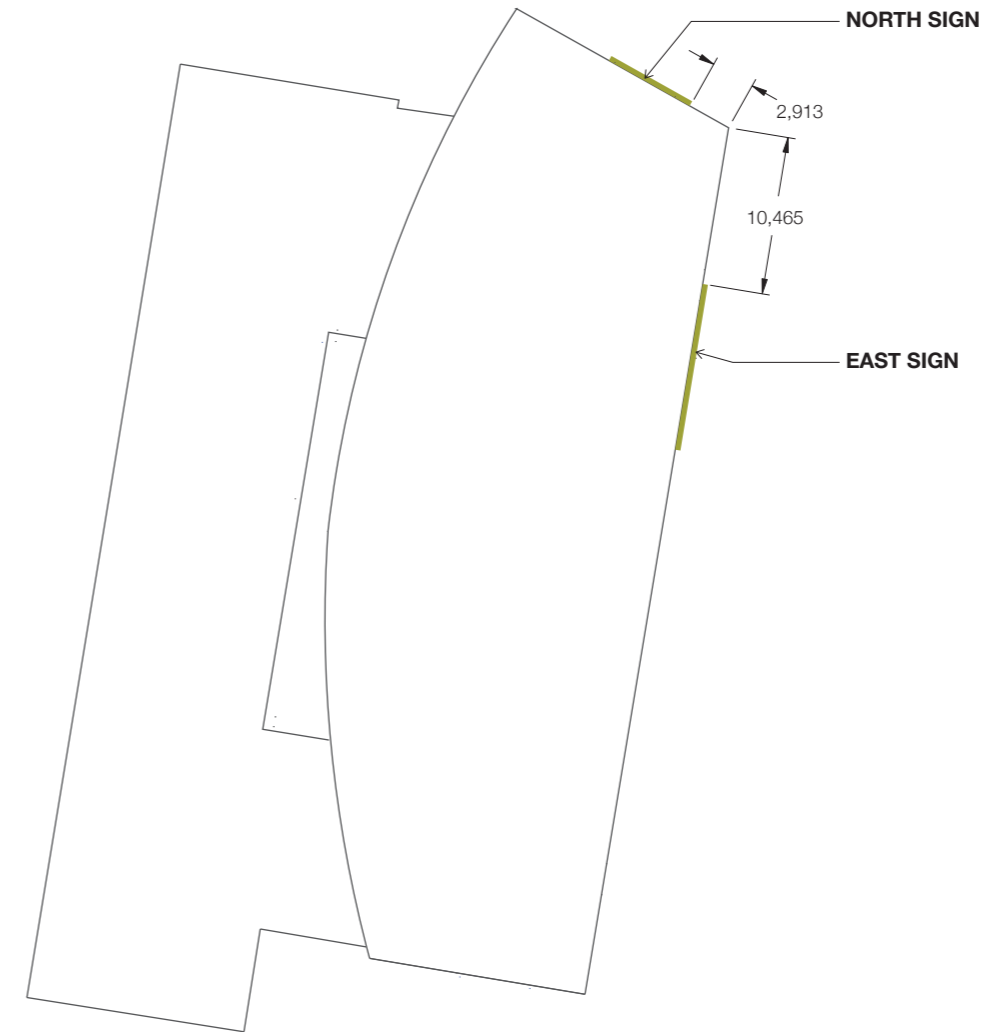
 2 Southbank Boulevard  Sign locations

EAST ——— NORTH





SITE PLAN
SCALE 1:2000



ROOF PLAN
SCALE 1:500



Drawing title
Site and roof plan

Issue	Issue date
ISSUE 03	07 SEPTEMBER 2022

Drawing no	Scale
-	@A3

PM	Drawn	Checked
TM	ZA	TM

Revision
- - -

Not for construction

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Client
RPM GROUP

Project
RPM SKY SIGNS
2 SOUTHBANK BOULEVARD

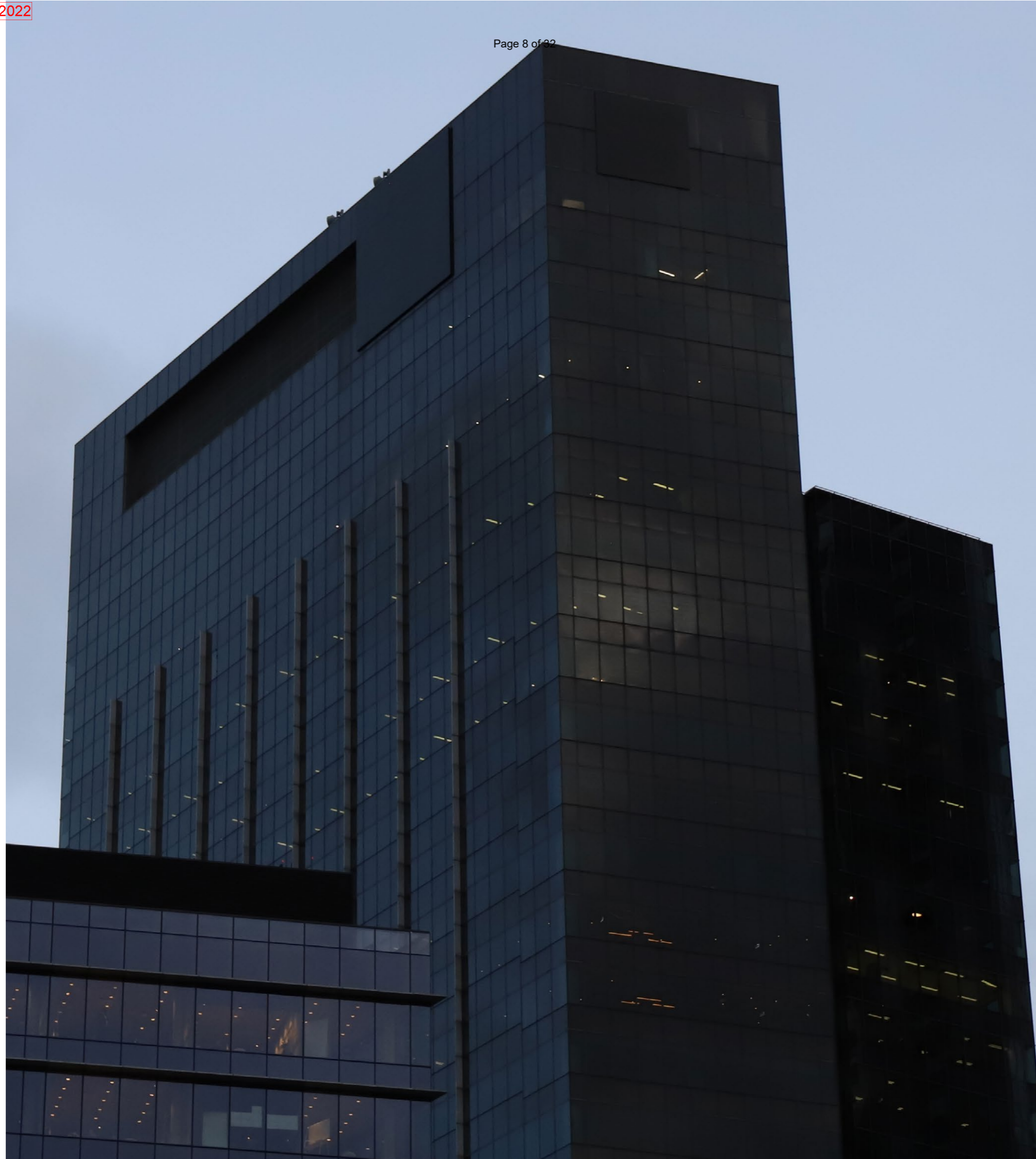
Document file name
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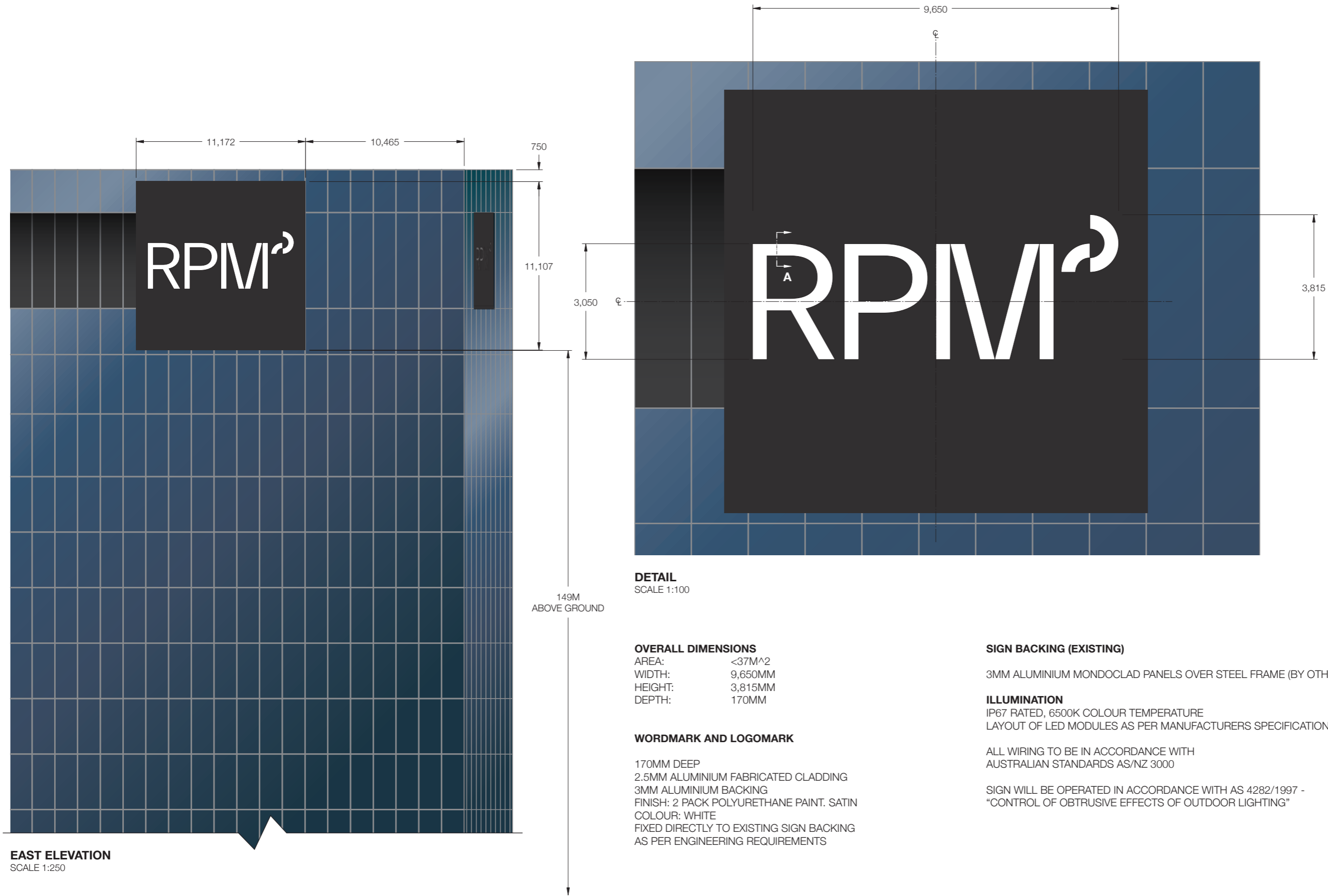
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Existing conditions





EAST ELEVATION
SCALE 1:250

DETAIL
SCALE 1:100

OVERALL DIMENSIONS
 AREA: $37M^2$
 WIDTH: 9,650MM
 HEIGHT: 3,815MM
 DEPTH: 170MM

WORDMARK AND LOGOMARK
 170MM DEEP
 2.5MM ALUMINIUM FABRICATED CLADDING
 3MM ALUMINIUM BACKING
 FINISH: 2 PACK POLYURETHANE PAINT. SATIN
 COLOUR: WHITE
 FIXED DIRECTLY TO EXISTING SIGN BACKING
 AS PER ENGINEERING REQUIREMENTS

SIGN BACKING (EXISTING)
 3MM ALUMINIUM MONOCLAD PANELS OVER STEEL FRAME (BY OTHERS)

ILLUMINATION
 IP67 RATED, 6500K COLOUR TEMPERATURE
 LAYOUT OF LED MODULES AS PER MANUFACTURERS SPECIFICATION

ALL WIRING TO BE IN ACCORDANCE WITH
 AUSTRALIAN STANDARDS AS/NZ 3000

SIGN WILL BE OPERATED IN ACCORDANCE WITH AS 4282/1997 -
 "CONTROL OF OBTRUSIVE EFFECTS OF OUTDOOR LIGHTING"

Drawing title
East Sign Details

Issue	Issue date	
ISSUE 03	07 SEPTEMBER 2022	
Drawing no	Scale	
-	@A3	
PM	Drawn	Checked
TM	ZA	TM
Revision	-	

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Project
 RPM SKY SIGNS
 2 SOUTHBANK BOULEVARD

Document file name
 RPMG24103-DA_2_SOUTHBANK_BLDV-03

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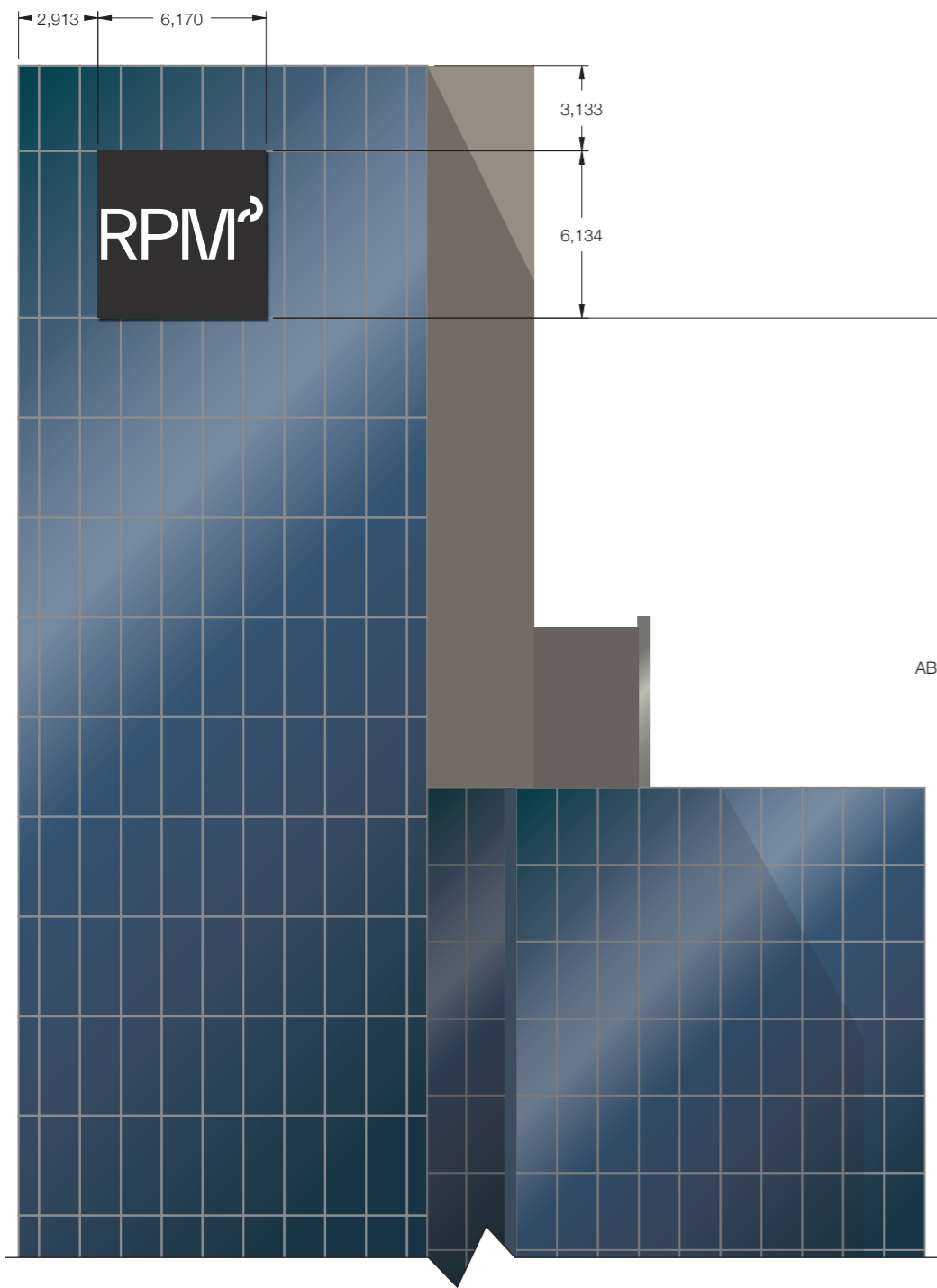
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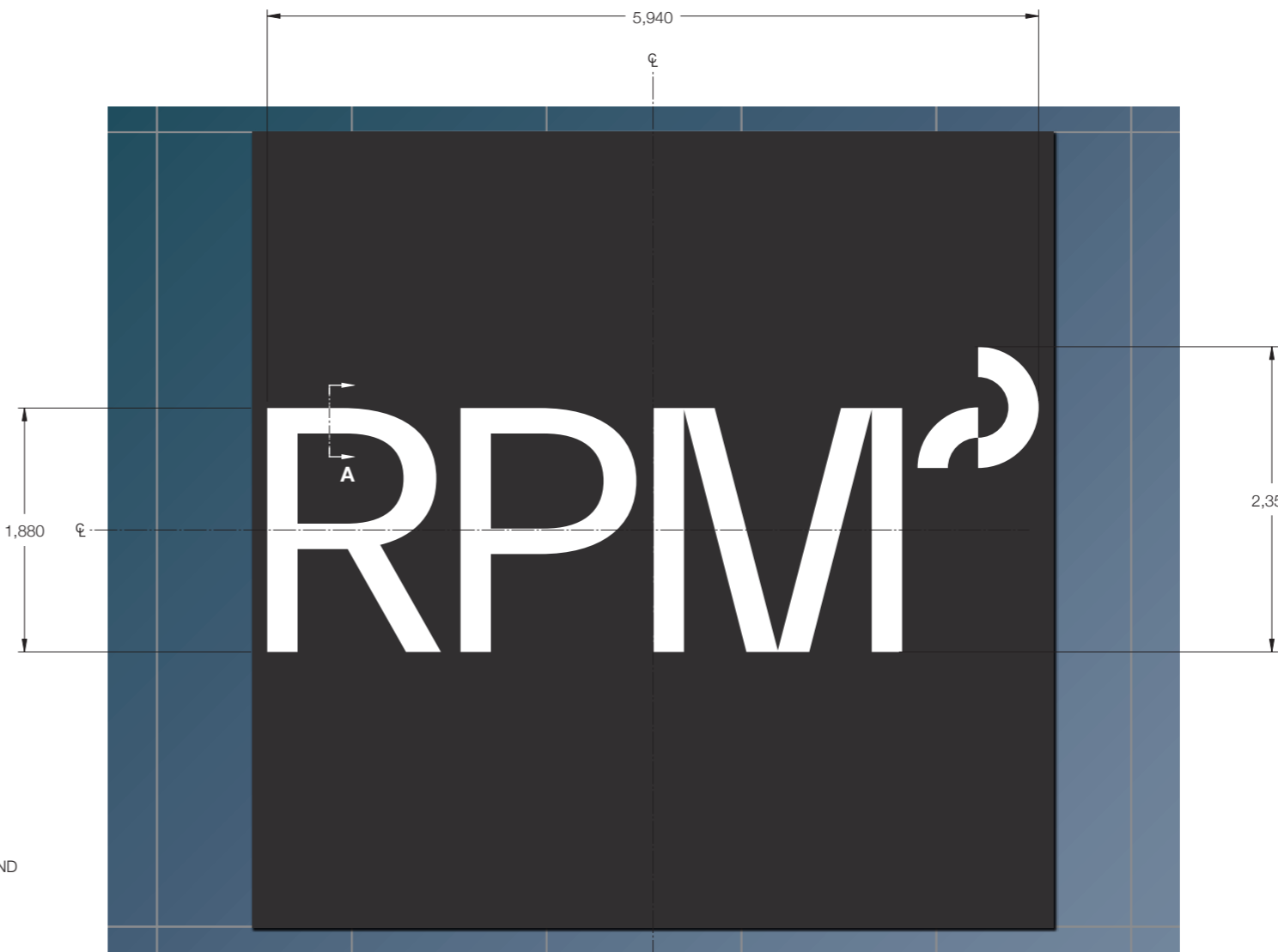
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NORTH ELEVATION
SCALE 1:250



DETAIL
SCALE 1:50

OVERALL DIMENSIONS

AREA: <14M²
WIDTH: 5,940MM
HEIGHT: 2,350MM
DEPTH: 170MM

WORDMARK AND LOGOMARK

170MM DEEP
2.5MM ALUMINIUM FABRICATED CLADDING
3MM ALUMINIUM BACKING
FINISH: 2 PACK POLYURETHANE PAINT. SATIN
COLOUR: WHITE
FIXED DIRECTLY TO EXISTING SIGN BACKING
AS PER ENGINEERING REQUIREMENTS

SIGN BACKING (EXISTING)

3MM ALUMINIUM MONOCLAD PANELS OVER STEEL FRAME (BY OTHERS)

ILLUMINATION

IP67 RATED, 6500K COLOUR TEMPERATURE
LAYOUT OF LED MODULES AS PER MANUFACTURERS SPECIFICATION

ALL WIRING TO BE IN ACCORDANCE WITH
AUSTRALIAN STANDARDS AS/NZ 3000

SIGN WILL BE OPERATED IN ACCORDANCE WITH AS 4282/1997 -
"CONTROL OF OBTRUSIVE EFFECTS OF OUTDOOR LIGHTING"

Drawing title

North Sign Details

Issue	Issue date
ISSUE 03	07 SEPTEMBER 2022

Drawing no	Scale
-	@A3

PM	Drawn	Checked
TM	ZA	TM

Revision
- - -

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RPM GROUP

Project
RPM SKY SIGNS
2 SOUTHBANK BOULEVARD

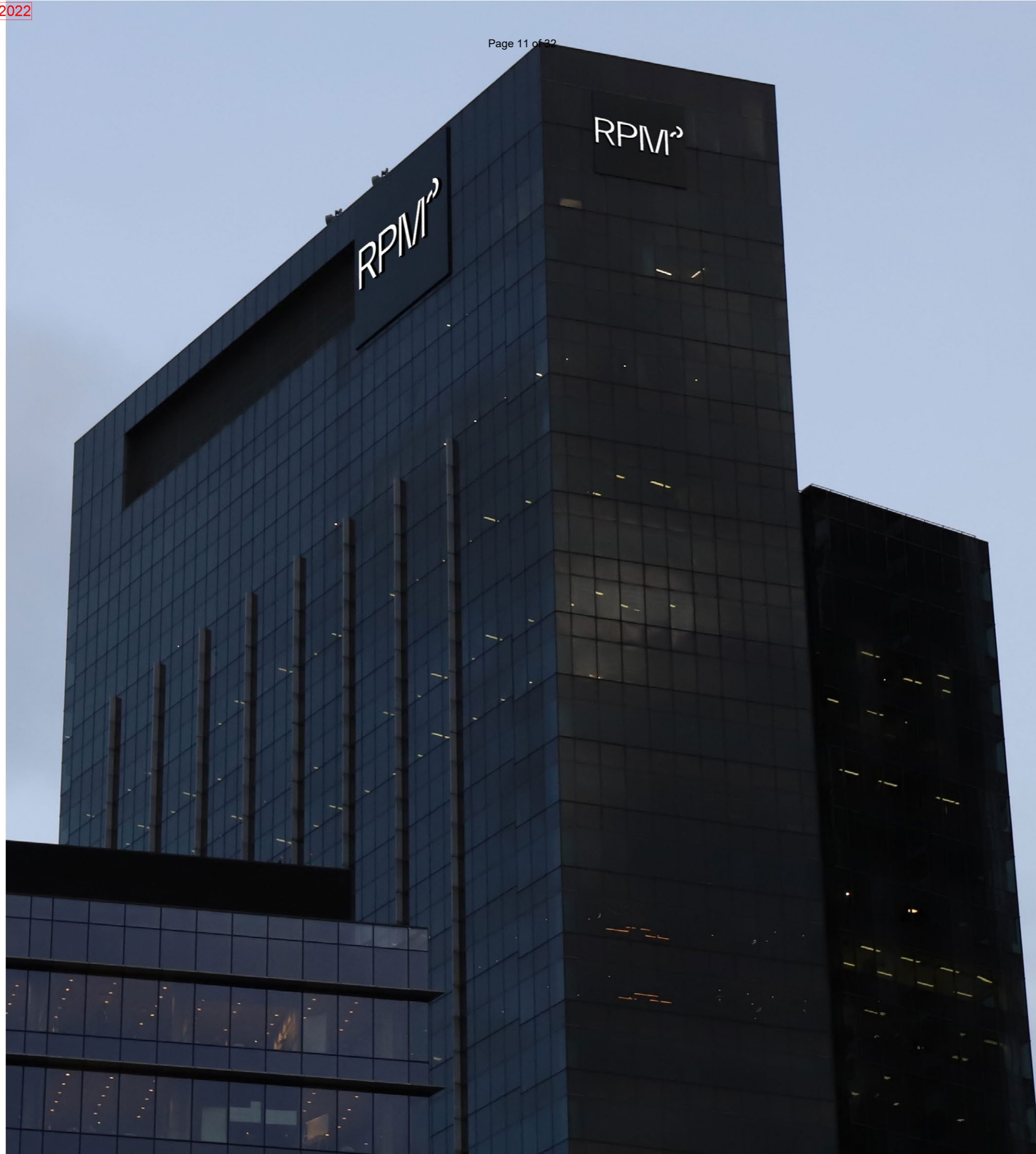
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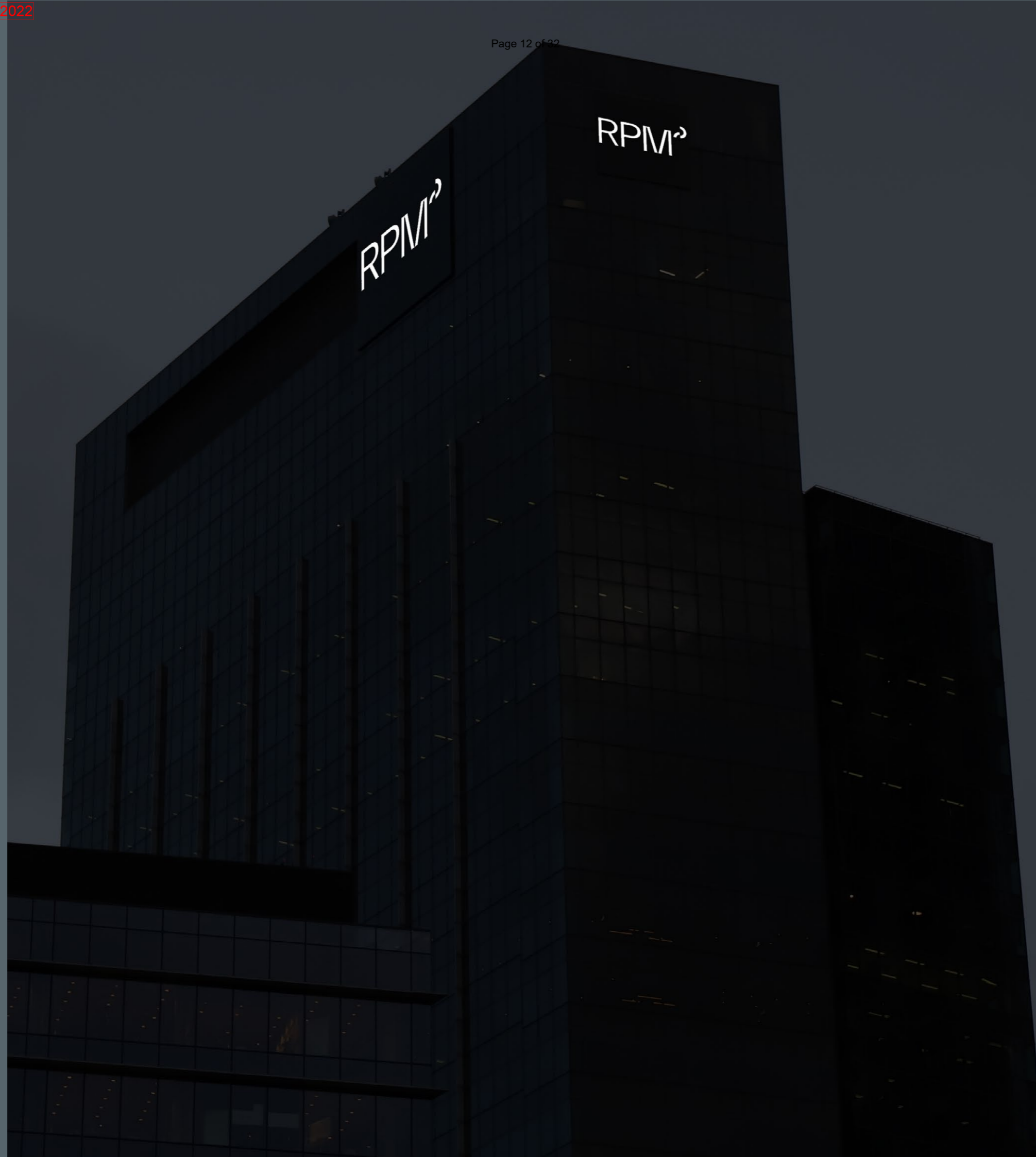
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Day montage



Note: white logo variant will provide better contrast on glass facade during day

Night montage



Illumination



Pride day example

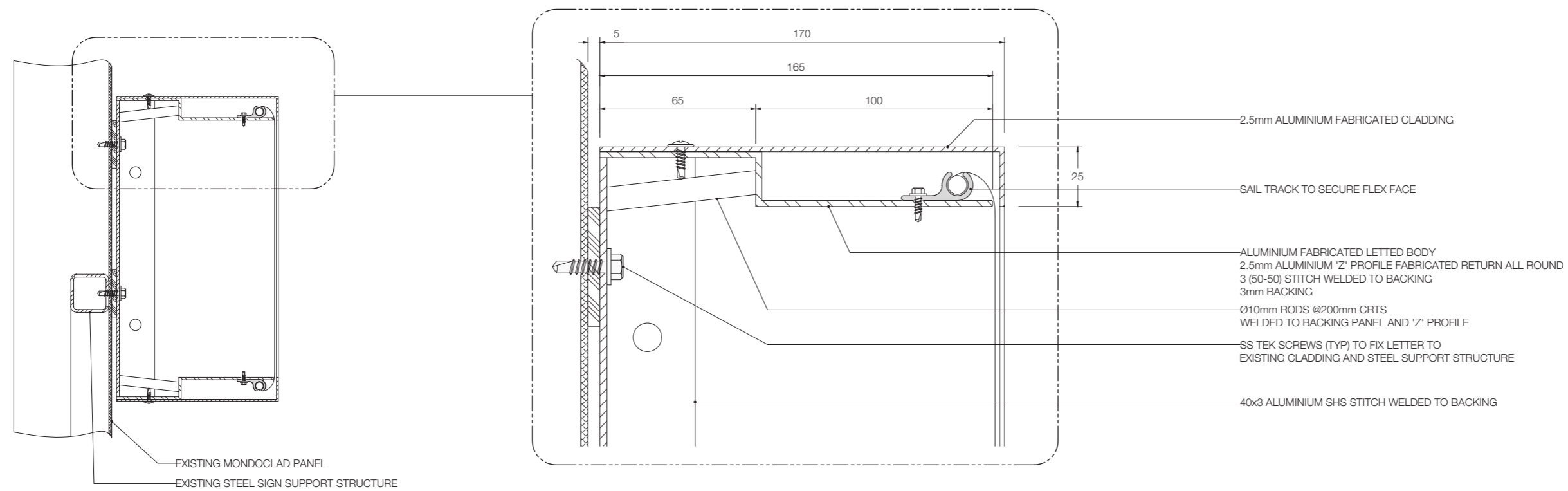


Breast cancer day example



St. Patrick's day example

NOTE
 SIGNAGE DETAILS ARE INDICATIVE AND SUBJECT TO ENGINEERING.
 CONTRACTOR TO CONDUCT DETAILED SITE AUDIT INCLUDING
 MEASUREMENTS FOR ACCESS AND INSTALLATION.
 CONTRACTOR TO SUBMIT SHOP DRAWINGS FOR APPROVAL TO
 PRINCIPAL BEFORE FABRICATION.



SECTION A
 SCALE 1:5, 1:2

Drawing title
Section A (Typical)

Issue	Issue date
ISSUE 03	07 SEPTEMBER 2022

Drawing no	Scale
-	@A3

PM	Drawn	Checked
TM	ZA	TM

Revision
- - -

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 RPM GROUP

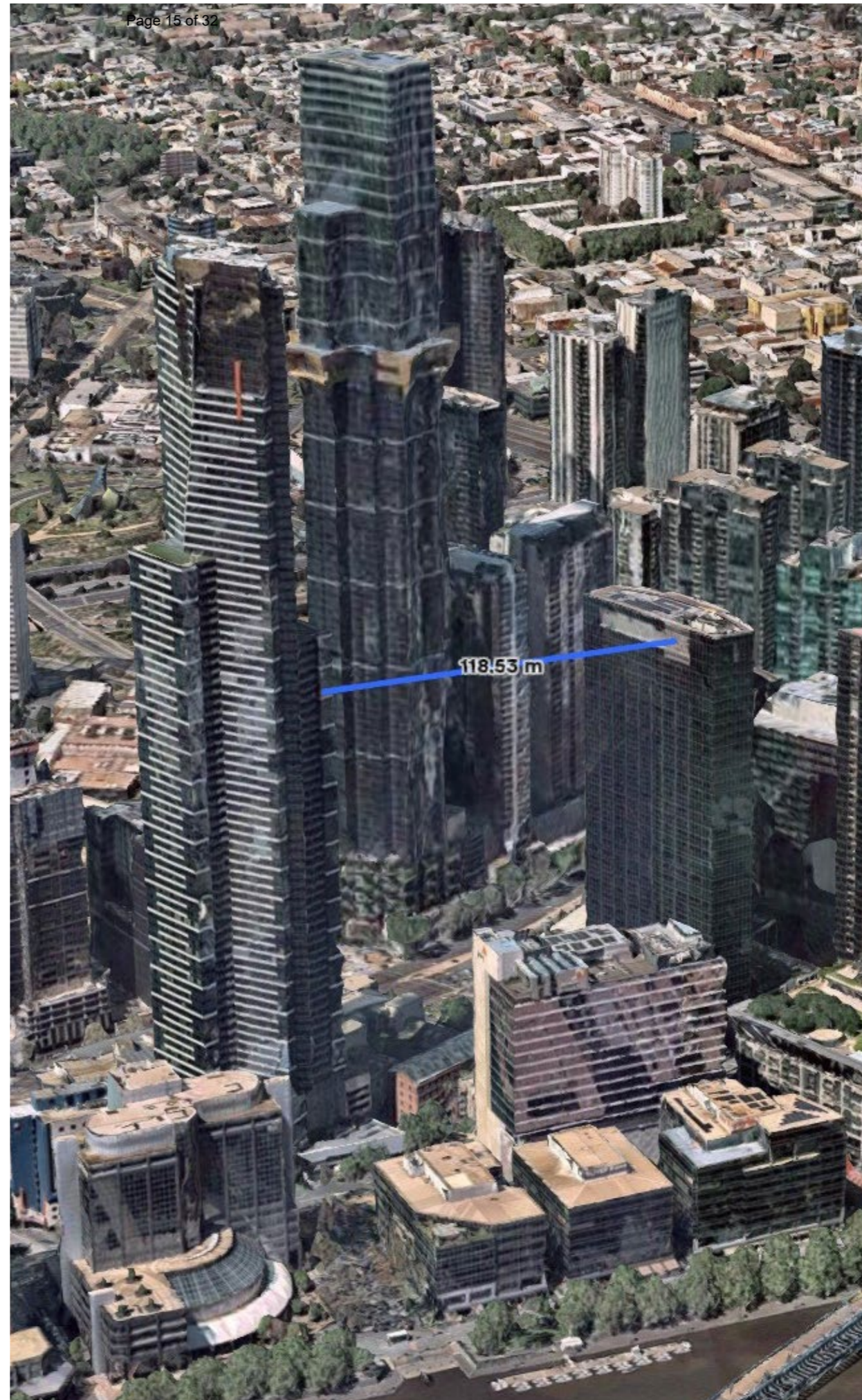
Project
 RPM SKY SIGNS
 2 SOUTHBANK BOULEVARD

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Drawing title
Distance to Eureka Tower

Issue	Issue date
ISSUE 03	07 SEPTEMBER 2022

Drawing no	Scale
-	@A3

PM	Drawn	Checked
TM	NE	NCW

Revision
- - -

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 2 SOUTHBANK BOULEVARD

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DELEGATE REPORT

PLANNING PERMIT APPLICATION

Application number:	TP-2022-408
Applicant:	Rpm Group c/- Diadem
Architect	Diadem
Owner	GPT Funds Management Ltd & GPT Funds Management 2 Ltd
Address:	2 Southbank Boulevard, SOUTHBANK VIC 3006
Proposal:	Construction and display of internally-illuminated, high-wall business identification signage in the Capital City Zone
Date of application:	20 July 2022
Cost of Works	\$200,000
Responsible officer:	Sarah Kim

1 SUBJECT SITE AND SURROUNDS

1.1 Subject Site

Planning application TP-2022-408 (**Application**) relates to land at 2 Southbank Boulevard, Southbank (**Site**), which is formally identified as Lot S8 on Plan of Subdivision 504017Y.

The Site is located within a larger site, namely 2-50 Southbank Boulevard, Southbank (**host site**). The host site is located on the south-western side of Southbank Boulevard, generally between Queensbridge Square and City Road. It is irregular in shape and has a total area of approximately 6,939 square metres. The host site has a 73.76 metre primary frontage to Southbank Boulevard.

This section of Southbank Boulevard is identified as a principal road network and shown on the planning scheme map as being within the Transport Zone 2 (TRZ2). The host site also has a 41.62 metre partial frontage to Waterfall Lane at the eastern part of its south-eastern boundary. Waterfall Lane is identified as a Council owned laneway.



Figure 1. Aerial map of Site and surrounds



Figure 2. Aerial view of Site and surrounds

The existing building on the host site is known as 'Freshwater Place Commercial Tower' (**Freshwater Place**). Freshwater Place is a multi-storey mixed-use building comprising offices, food and drink premises, shop and car parking. The existing building was approved as part of an Incorporated Document titled '*Freshwater Place, Southbank, August 2001 (Amended 2012)*'.

The Site (at 2 Southbank Boulevard) was previously occupied by Pricewaterhouse Coopers (**PwC**) as the major tenant for the building. PwC has since relocated to a building across the road. The Site is now occupied by RPM as the major tenant.



Figure 3. 3D view of Site and surrounds

The proposed signage is limited to the northern and eastern elevation of the existing building at the uppermost levels.



Figure 4. Site showing proposed area of works (in red) – eastern elevation



Figure 5. Site showing proposed area of works (in red) – eastern and northern elevation

Several site visits were undertaken throughout 2022 and early 2023.

1.2 Surrounding Context

The surrounding area is characterised by a mix of building styles, heights, and uses, as commonly seen for developments within and on the outskirts of the city.

The host site has the following immediate surrounds (as relevant):

- **North-west:** The host site abuts 1 Freshwater Place, Southbank, which is also known as 'Freshwater Place Residential Towers'. The sixty-three storey building comprises primarily residential uses. A private road (Freshwater Place) which is located within the title boundaries of the host site separates the host site from the abutting property to the north-west.



Figure 5. Abutting property to the north-east of the host site at 1 Freshwater Place, Southbank

- **South-West:** The host site abuts 28 Freshwater Place, Southbank, which is also known as 'Twenty8 Freshwater Place'. It comprises a twenty-five storey office building.

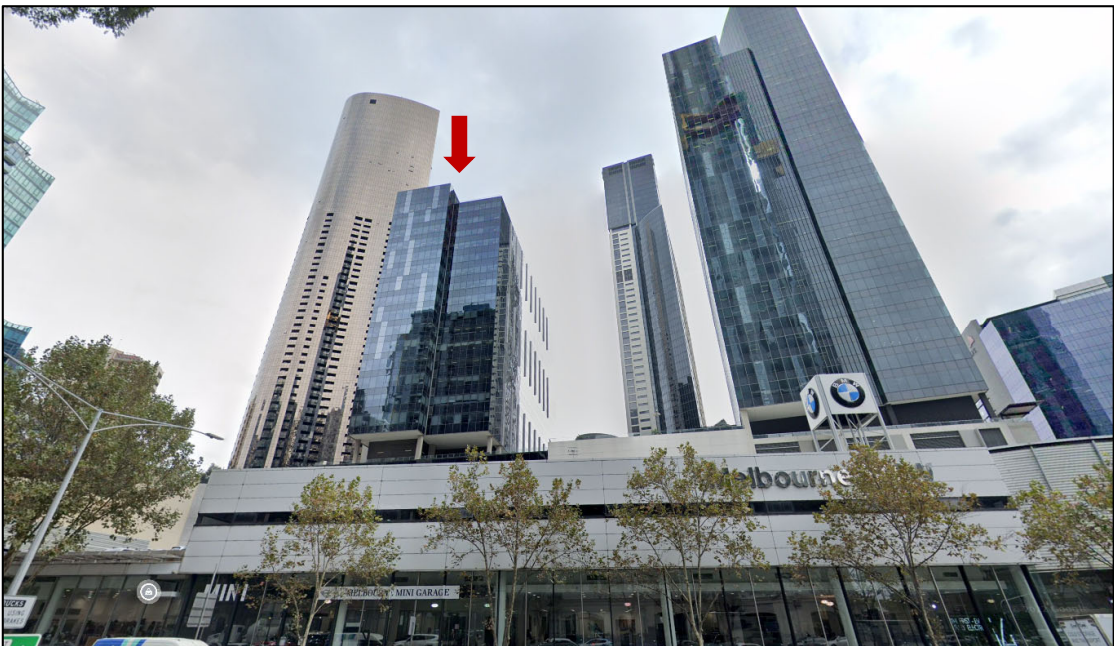


Figure 6. Abutting property to the south-west of the host site at 28 Freshwater Place, Southbank, shown in the background

- **South:** The host site abuts 118 City Road, Southbank, which is also known as 'BMW Melbourne'. The building on this site was purpose built as a retail car showroom with associated workshop facilities. A public laneway (Waterfall Lane) partly separates the host site from the abutting property to the south.



Figure 7. Abutting property to the south of the host site at 118 City Road, Southbank

- **East:** 1 Riverside Quay, Southbank, also known as 'Riverside Apartments', is located across the road from the host site. Riverside Apartments comprises a row of (primarily) residential uses, with buildings ranging in height up to a maximum of eight storeys.

Further to the east, behind Riverside Apartments, is 5-7 Riverside Quay, Southbank, more commonly known as 'Eureka Tower'. Eureka Tower comprises a ninety-two storey building including predominantly residential uses.



Figure 8. Properties across the road to the east of the host site at 1 Riverside Quay, Southbank, and Eureka Tower at 5-7 Riverside Quay shown in the background

- **North-East:** 2 Riverside Quay, Southbank, also known as 'Riverside Quay Public Car Park', is located diagonally across the road from the host site and is occupied by PwC.



Figure 9. Property located diagonally across to the north-east of the Site at 2 Riverside Quay, Southbank

2 BACKGROUND AND HISTORY

2.1 Application history / timeline

2.1.1 Original Application

The Application was lodged with the City of Melbourne on 20 July 2022 for construction and display of two internally-illuminated, high-wall business identification signage.

Twelve objections were received in the period between lodgement and Council's Request for Further Information (RFI).

A further nine objections were received following the RFI, taking the total number of objections to twenty-one.

Of the twenty-one objections received, four of them were found to be identical. **Thus the Application has received eighteen (non-identical) objections.**

2.1.2 Section 50 Amendment

In response to objector concerns and the Planning Department's preliminary comments, a formal request to amend the Application under Section 50 of the *Planning and Environment Act 1987 (Act)* was lodged on 17 October 2022. The amendment sought to turn off the illuminated signage between the hours of 11pm and 6am (previously proposed to be illuminated throughout the night).

While there is no formal notice requirement for the Application pursuant to the Melbourne Planning Scheme, the amended plans were circulated to all objectors on 21 October 2022 for review. Objectors were presented with an opportunity to withdraw objections if they believed the amendments satisfied their concerns.

No objections were withdrawn.

2.2 Planning Application History

A number of planning permits have previously been issued for the Site giving approval for the construction and display of advertising signage.

Of particular relevance, permit number TP-2011-408 was issued on 29 July 2011 allowing ‘Installation of illuminated business identification signs in accordance with the endorsed plans’.

The relevant approved signs for PwC are shown in the excerpts of the endorsed plans below.

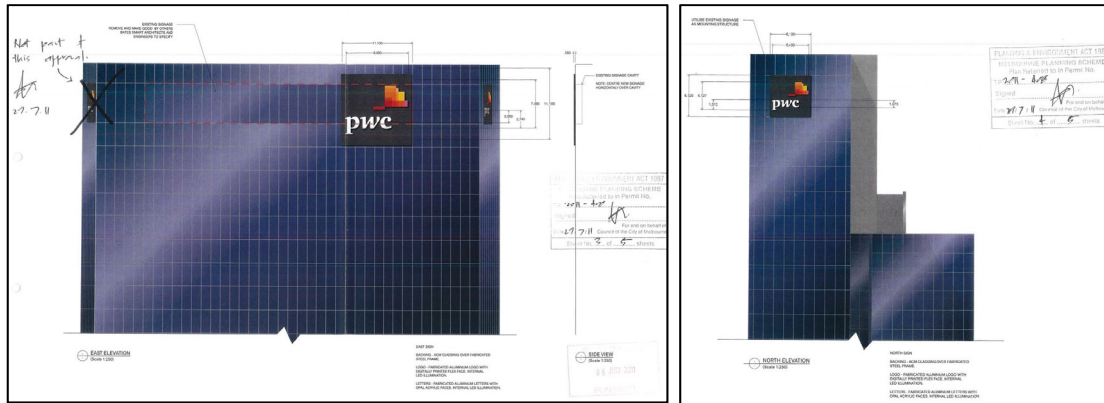


Figure 10. Endorsed east elevation signage (left) and north elevation signage (right) under planning permit TP-2011-408

3 PROPOSAL

3.1 Documents considered in assessment

The documents which have been considered in this assessment of the Application are identified in the table below:

Table 1: Documents Considered in Assessment		
Document	Author	Dated
Town Planning Report	Diadem	07 July 2022
Architectural Plans	Diadem	07 September 2022
Lighting Impact Assessment	Electrolight	17 October 2022

3.2 Summary of Proposal

The Application seeks approval for construction and display of internally-illuminated, high-wall business identification signage in the Capital City Zone.

The proposed signs will be located in the same location as previously approved signs under planning permit TP-2011-408. The applicant has confirmed that the black panels on the façade of the building are existing – a Site visit confirms this.

Details of each sign is as follows:

	Dimensions	Display area	Illumination	Other details
Eastern elevation	11.2 m (w) × 11.1 m (h) including black panel	124.3 m ²	Turned off during the daytime and from 11pm to 6am daily.	Signage will read 'RPM' in white lettering and include a logo.
	9.7 m (w) × 3.8 m (w) lettering and logo only	36.9 m ²	Note. 'daytime' denotes hours between sunrise and sunset.	Signage will be internally illuminated. Signage may be illuminated in alternate colours on special days.
Northern elevation	6.2 m (w) × 6.1 m (h) including black panel	37.8 m ²	Turned off during the daytime and from 11pm to 6am daily.	Signage will read 'RPM' in white lettering and include a logo.
	5.9 m (w) × 2.4 m (w) lettering and logo only	14.2 m ²	Note. 'daytime' denotes hours between sunrise and sunset.	Signage will be internally illuminated. Signage may be illuminated in alternate colours on special days.

3.3 Excerpts from Plans

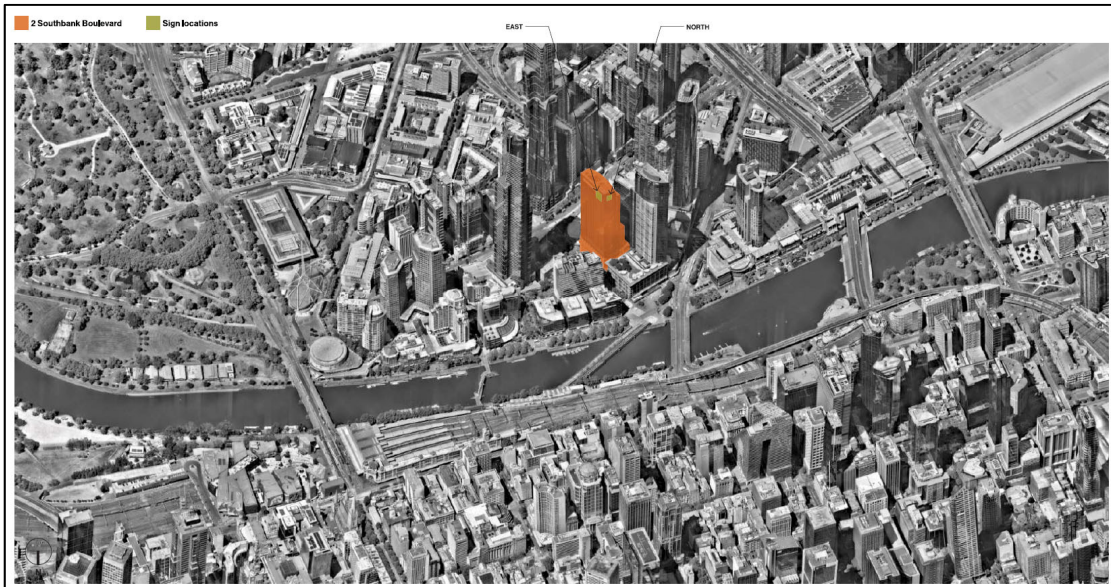


Figure 11. 3D view of building location and proposed signage

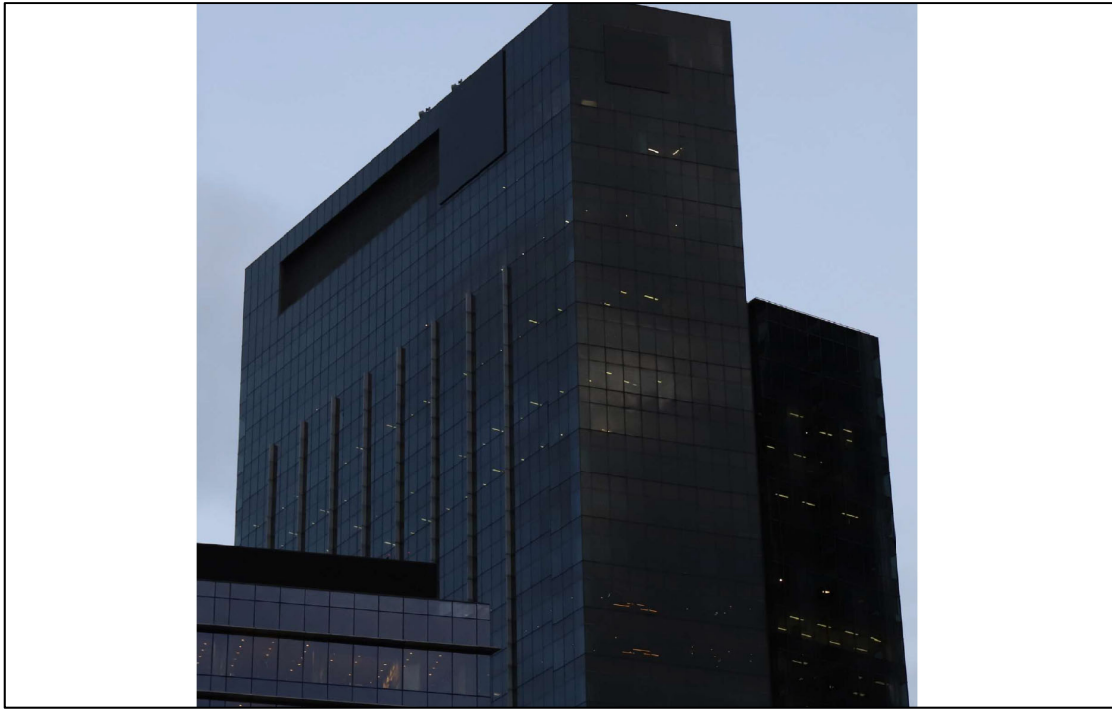


Figure 12. Existing building conditions showing black panels

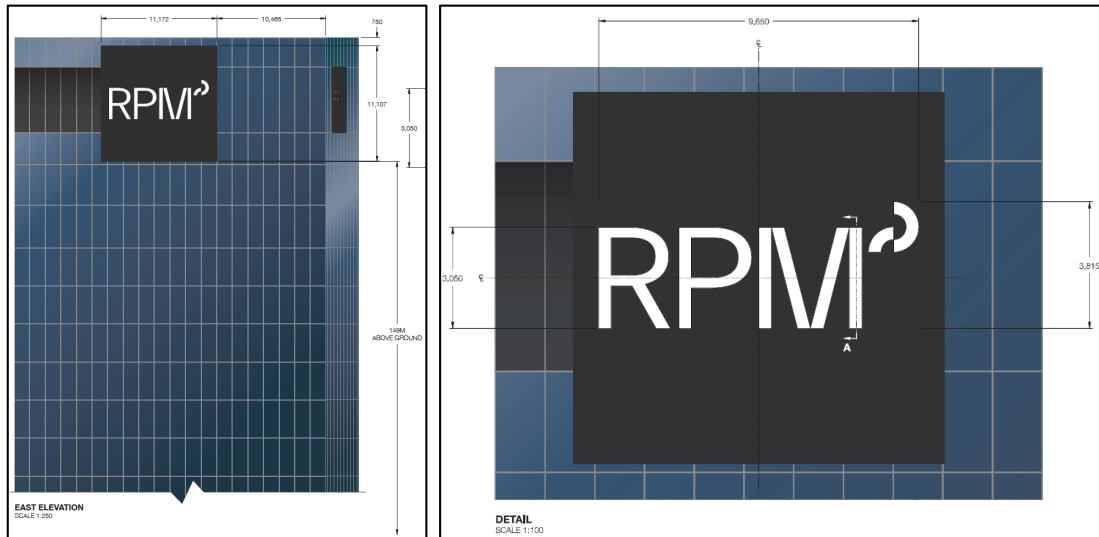


Figure 13. Proposed eastern elevation

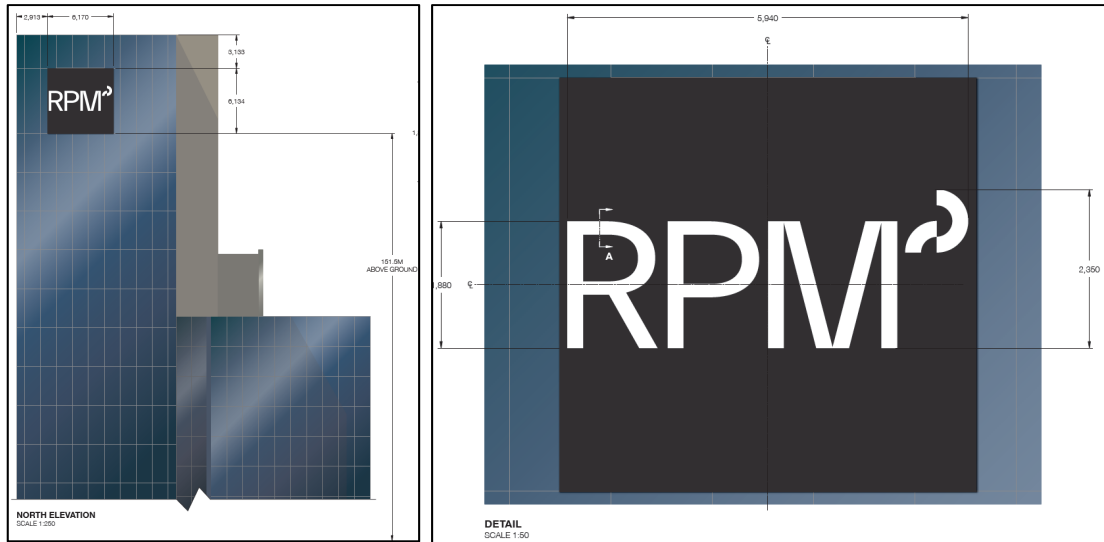


Figure 14. Proposed northern elevation

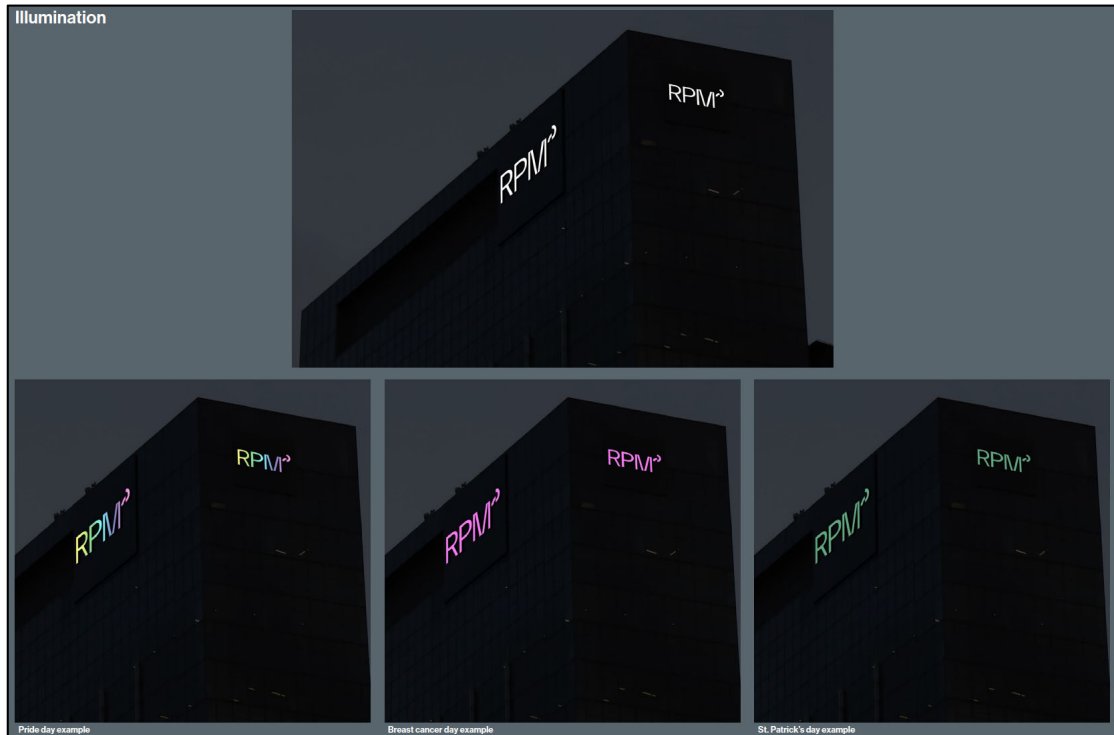


Figure 15. Examples of alternative signage colours on special days

4 STATUTORY CONTROLS

The table below summarises the planning controls and requirements of the Scheme applying to the Site and proposed development:

Table 2: Planning Controls	
Clause	Permit Trigger
Clause 37.04 Capital City Zone Schedule 3 – Southbank	<u>Signage – Permit Required</u> Pursuant to Clause 37.04-5, sign requirements are at Clause 52.05. This zone is not in a sign category at Clauses 52.05-11 to 52.05-14. A permit is required to construct or put up for display a sign unless the schedule to this zone specifies otherwise.

	Clause 5.0 to Schedule 3 states a permit is required to erect an advertising sign unless it meets the exemptions of the Schedule. As the proposed signs do not meet any of the exemptions, a permit is required.
Clause 43.02 Design and Development Overlay Schedule 1 – Urban Design in Central Melbourne Schedule 10 – General Development Area – Built Form	<u>Signage – No Permit Required</u> Pursuant to Clause 62.02-2, no permit is required for the construction of or putting up for display a sign unless specifically required by the planning scheme. DDO1 and DDO10 do not specifically state that a permit is required for signage, therefore no permit is required.
Clause 45.09 Parking Overlay Schedule 1 – Capital City Zone – Outside the Retail Core	The application does not relate to the provision of car parking, and therefore a permit is not required under this overlay.
Particular Provisions	
Clause 52.05 Signs	Clauses 52.05-11 to 52.05-14 specify categories of sign control. The zone provisions specify which category of sign control applies to the zone. According to Clause 37.04-5, the Capital City Zone is not in a sign category at Clauses 52.05-11 to 52.05-14, hence not specifying any conditions or requirements.

5 STRATEGIC FRAMEWORK

The relevant Policies are summarised as follows.

5.1 Municipal Planning Strategy (MPS)

- Clause 02.01 – Context
- Clause 02.02 – Vision
- Clause 02.03 – Strategic Directions
 - Clause 02.03-4 (Built Environment and heritage)
 - Clause 02.03-6 (Economic Development)

5.2 Planning Policy Framework (PPF)

- Clause 11 – Settlement
 - Clause 11.03 (Planning for Places)
 - Clause 11.03-6L-12 (Southbank)
- Clause 15 – Built Environment and heritage
 - Clause 15.01 (Built Environment)
 - Clause 15.01-1L-02 (Signs)
- Clause 17 – Economic Development

6 ZONE

The Site is located within Capital City Zone – Schedule 3 (**CCZ3**). The purpose of the CCZ3 is:

- *‘To develop Southbank as an extension of the central city, providing for a mix of commercial and residential land uses that complement the capital city function of the locality.*
- *To comfortably accommodate a residential and worker population in a pleasant neighbourhood where all public spaces are comfortable, bright and safe.*
- *To maintain and enhance the role of Southbank as a cultural and arts precinct.*
- *To develop Sturt Street as an arts and performance precinct with services and activities for local residents and visitors.*
- *To support art facilities and creative industry businesses along Sturt Street.*
- *To deliver local services and facilities within an approximate 400 m walk from all residences.*
- *To provide uses at ground floor and upper podium floors to promote a visual link with, and facilitate the passive surveillance of, the public realm.*
- *To support commercial, retail and community uses along pedestrian corridors.’*

7 OVERLAY(S)

The Site is affected by the Design and Development Overlays – Schedules 1 and 10 (**DDO1** and **DDO10**), and the Parking Overlay – Schedule 1 (**PO1**).

These overlays are not relevant to this Application.

8 PARTICULAR PROVISIONS

- Clause 52.05 – Signs

9 GENERAL PROVISIONS

- Clause 65, Decision Guidelines, which includes the matters set out in Section 60 of the Planning and Environment Act 1987.

10 OTHER RELEVANT DOCUMENTS AND AMENDMENTS

10.1 Planning Scheme Amendments

Amendment C409melb was gazetted into the Melbourne Planning Scheme on 21 September 2022.

The amendment replaces the Municipal Strategic Statement at Clause 21 and Local Planning Policies at Clause 22 of the Scheme with a Municipal Planning Strategy and local policies within the Planning Policy Framework, consistent with the structure introduced by Amendment VC148, and makes other consequential changes to the Scheme.

The Application is assessed under the amended policies listed above.

11 PUBLIC NOTIFICATION

Pursuant to the CCZ3, an application to erect or construct or carry out works for an advertising sign, is exempt from the notice requirements of section 52(1)(a), (b) and (d), the decision requirements of section 64(1), (2) and (3) and the review rights of section 82(1) of the Act.

Therefore formal notice of the application was not required.

12 OBJECTIONS

As noted above, a total of eighteen objections were received for the Application. The matters raised are summarised below:

- Illumination of signage and its impact on nearby residential amenity.
- Illumination of signage at all hours of the night / early morning.

Objectors, many of whom are residents of Eureka Tower, were primarily concerned with the illumination of the eastern elevation signage.

All objections were received prior to a formal Section 50 Amendment of the Application.

13 CONSULTATION

No formal advertising of the Application was required for reasons outlined above.

Notwithstanding, the Section 50 Amendment material was informally circulated to the objectors for consideration.

14 REFERRALS

14.1 Internal

14.1.1 Industrial Design (City Design)

The amended Application was referred to Industrial Design ('Lighting Expert') who confirmed that the Lighting Impact Assessment is acceptable.

A comment was included stating '*we may have to review the brightness of the signs if we receive a public complaint*'. Accordingly, it was requested that a planning condition be included to allow City of Melbourne to undertake a brightness review should a permit issue.

Planner's Comments

The above request for the inclusion of a signage brightness review is considered sensible and can be included as a condition of permit.

14.2 External

The Application was not required to be referred externally.

15 ASSESSMENT

The application seeks approval for construction and display of internally-illuminated, high-wall business identification signage in the Capital City Zone.

The key issues for consideration in the assessment of this Application are the appropriateness of the signs having regard to policy at Clause 15.01-1L-02 (Signs) and decision guidelines at Clause 52.05 (Signs) of the Melbourne Planning Scheme.

15.1 Clause 15.01-1L-02 (Signs)

The proposal for two business identification signs is acceptable as it allows reasonable identification of the business. Larger signs at upper level of the building is not uncommon for major tenants within the city. As such, the signs will be consistent with the existing character of the inner city.

It is noted that the proposed signs seek to replace pre-existing internally-illuminated PwC signs. The proposed signs are to be located on existing black panels in a similar size to that approved for PwC. Noting that the black panels are existing, the proposed signs will not further obscure important architectural features or windows on the building.

Given only one sign is proposed for the eastern and northern elevation, they will not cause visual clutter or visual disorder.

Only the letters and small logos of each sign will be illuminated via an internally lit box – as encouraged by policy. All illumination will be turned off during the daytime and

between the hours of 11pm and 6am. It will therefore not have an unreasonable impact on the character or amenity of the surrounding area. The level of illumination and hours of illumination has been reviewed by Council's lighting expert and confirmed to be acceptable. Illumination of signs in alternative colours can be controlled via conditions on permit to limit adverse impacts.

The proposed signs also comply with signage policy specific to the Capital City Zone, where the recommended design and special conditions for wall signs over 40 metres are as follows:

- The signs are fixed directly to the building near to the upper parapet.
- Only one sign will be erected upon each (north and east) façade.
- The signs will comprise the name of the major tenant of the building.
- The signs are generally compatible with the distinctly contemporary character of the building.
- The signs will not be animated.

Notwithstanding the above, policy discourages high wall signs on buildings visible from the Yarra River Corridor. In this instance, the proposed signs are acceptable as they seek to replace previously approved signs and as such are not entirely new. In response to each strategy as it relates to signs in the 'Yarra River Environs' it is noted that:

Signs should ... be limited to that required for business identification purposes.

The signs will display the business name of the major tenant of the building only.

Signs should ... be responsive to the particular sensitivity of parkland and promenade areas through size, design and locations.

The size and locations of the signs will be generally consistent with that previously approved. The proposal for a smaller northern elevation sign (relative to the proposed eastern elevation sign) is responsive to the sensitivity of the Southbank Promenade.

Signs should ... be unobtrusive and complementary to the scale and character of buildings and landscaped areas.

The signs will sit comfortably upon the existing building as evidenced by previous signs, and are appropriately scaled and designed to complement the size of the existing building. The signs will therefore present / read as relatively modest additions.

15.1 Conclusion

It is considered that the proposal is consistent with the relevant sections of the Melbourne Planning Scheme, as discussed above, and that a Planning Permit be issued for the proposal subject to the following conditions.

16 OFFICER RECOMMENDATION

That a Planning Permit be granted, subject to the following conditions:

16.1 Permit Preamble

Construction and display of internally-illuminated, high-wall business identification signage in the Capital City Zone.

16.2 Permit Conditions

Advertising sign must be in accordance with endorsed plans

1. The location, orientation, size, materials of construction and degree of illumination of the sign shown on the endorsed plans must not be altered or modified without the written consent of the Responsible Authority.
2. The illumination of signs must be turned off between 11pm and 6am daily.
3. The signs must be illuminated in white only, except for:
 - i. On any other commemoration or celebration days, where the signs can be illuminated in an alternative colour, for a maximum of 12 days per year.
4. The illumination of signage and associated lighting must be dimmable and must not contain flashing lights, to the satisfaction of the Responsible Authority.
5. All outdoor lighting associated with the signs must be located, designed, directed and baffled to comply with Australian Standard AS/NZS 4282:2019 (Control of the Obtrusive Effects of Outdoor Lighting) to the satisfaction of the Responsible Authority. The Responsible Authority, with just cause, may at any time request a review or undertake a review of the brightness of the signs and require any necessary modifications to the satisfaction of the Responsible Authority.
6. The sign, including the supporting structure and advertising material therein as shown on the endorsed plan, must at all times be maintained in good order and condition to the satisfaction of the Responsible Authority.
7. No additional signs shall be erected, painted or displayed on the supporting structure of the sign hereby approved unless with the prior written consent of the Responsible Authority.

Expiry

8. The time for the commencement of the erection or display of the advertising signs hereby approved is two years from the date of issue and the time for completion is specified as two years from the date of such commencement.
9. This permit, in relation to the signs, expires 15 years from the date of issue, at which time the sign and all supporting structures must be removed and the site made good to the satisfaction of the responsible authority.

NOTES

This planning permit does not represent the approval of other departments of Melbourne City Council or other statutory authorities. Such approvals may be required and may be assessed on different criteria from that adopted for the approval of this planning permit.

The applicant / owner will provide a copy of this planning permit and endorsed plans to any appointed Building Surveyor. It is the responsibility of the applicant / owner and the relevant Building Surveyor to ensure that all building (development) works approved by any building permit are consistent with this planning permit.

This planning permit does not constitute Body Corporate / Owners Corporation approval for any development within common property on the site. The Consent of the Body Corporate / Owners Corporation of the property must be obtained prior to the commencement of any works undertaken within the common property.