



DEVELOPMENT APPLICATION

PDPLANPMTD-2024/042088

PROPOSAL: Upgrade to Existing Signage (Illuminated)

LOCATION: 10 Shoreline Drive, Howrah

RELEVANT PLANNING SCHEME: Tasmanian Planning Scheme - Clarence

ADVERTISING EXPIRY DATE: 05 April 2024

The relevant plans and documents can be inspected at the Council offices, 38 Bligh Street, Rosny Park, during normal office hours until 05 April 2024. In addition to legislative requirements, plans and documents can also be viewed at www.ccc.tas.gov.au during these times.

Any person may make representations about the application to the Chief Executive Officer, by writing to PO Box 96, Rosny Park, 7018 or by electronic mail to clarence@ccc.tas.gov.au. Representations must be received by Council on or before 05 April 2024.

To enable Council to contact you if necessary, would you please also include a day time contact number in any correspondence you may forward.

Any personal information submitted is covered by Council's privacy policy, available at www.ccc.tas.gov.au or at the Council offices.

Clarence City Council



APPLICATION FOR DEVELOPMENT / USE OR SUBDIVISION

The personal information on this form is required by Council for the development of land under the Land Use Planning and Approvals Act 1993. We will only use your personal information for this and other related purposes. If this information is not provided, we may not be able to deal with this matter. You may access and/or amend your personal information at any time. How we use this information is explained in our **Privacy Policy**, which is available at www.ccc.tas.gov.au or at Council offices.

Proposal:

Upgrade to existing signage - Shoreline Car Wash

Location:

Address..... 10 Shoreline Drive
Suburb/Town HOWRAH Postcode 7018

Current
Owners/s:

Applicant:

Personal Information Removed

Tax Invoice for
application fees to
be in the name of:
(if different from
applicant)

Estimated cost of development

\$ 30,000.00

Is the property on the Tasmanian Heritage Register?

Yes

☐

No

☒

(if yes, we recommend you discuss your proposal with Heritage Tasmania prior to lodgement as exemptions may apply which may save you time on your proposal)

If you had pre-application discussions with a Council Officer, please give their name

Prelim - planning assessment

Current Use of Site:

Car wash + Hotel

Does the proposal involve land administered or owned by the Crown or Council?

Yes

☐

No

☒

Declaration:

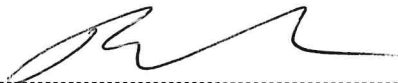
- *I have read the Certificate of Title and Schedule of Easements for the land and am satisfied that this application is not prevented by any restrictions, easements or covenants.*
- *I authorise the provision of a copy of any documents relating to this application to any person for the purposes of assessment or public consultation. I agree to arrange for the permission of the copyright owner of any part of this application to be obtained. I have arranged permission for Council's representatives to enter the land to assess this application*
- *I declare that, in accordance with Section 52 of the Land Use Planning and Approvals Act 1993, that I have notified the owner of the intention to make this application. Where the subject property is owned or controlled by Council or the Crown, their signed consent is attached. Where the application is submitted under Section 43A, the owner's consent is attached.*
- *I declare that the information in this declaration is true and correct.*

Acknowledgement:

- *I acknowledge that the documentation submitted in support of my application will become a public record held by Council and may be reproduced by Council in both electronic and hard copy format in order to facilitate the assessment process; for display purposes during public consultation; and to fulfil its statutory obligations. I further acknowledge that following determination of my application, Council will store documentation relating to my application in electronic format only.*

Applicant's
Signature:

Signature



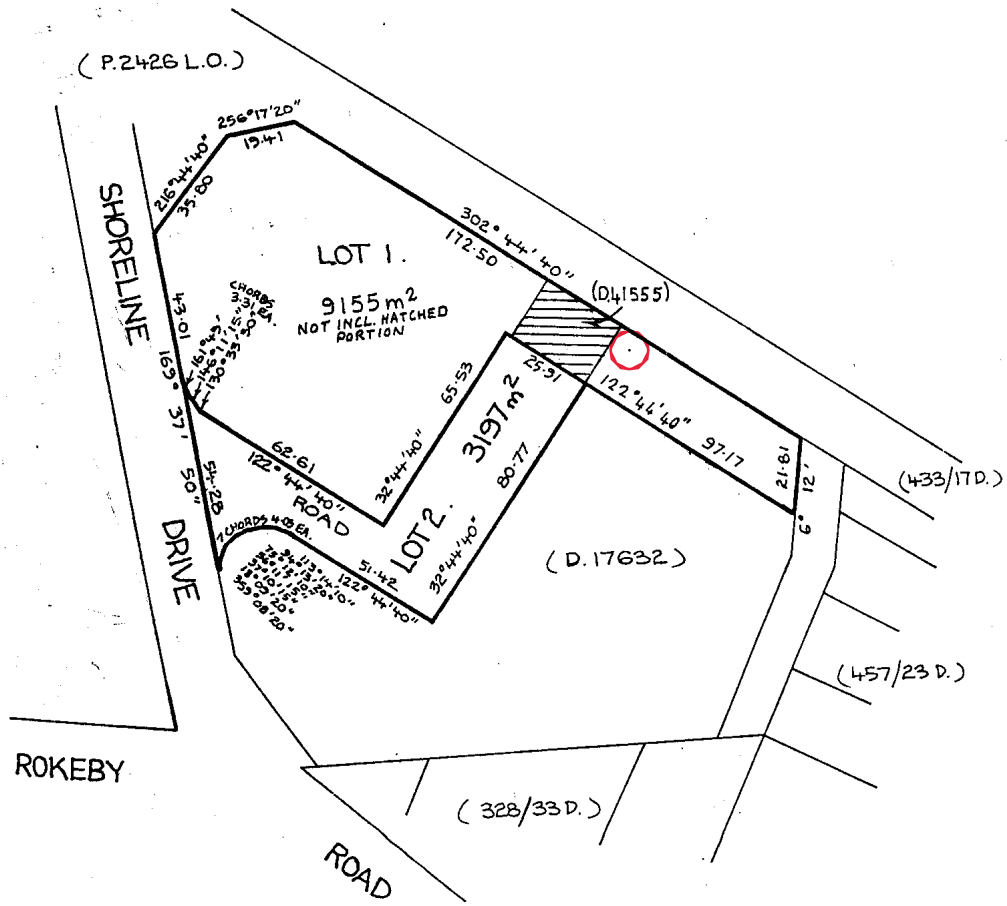
Date

8-02-2024

**PLEASE REFER TO THE DEVELOPMENT/USE AND SUBDIVISION CHECKLIST
ON THE FOLLOWING PAGES TO DETERMINE WHAT DOCUMENTATION MUST
BE SUBMITTED WITH YOUR APPLICATION.**

Owner:	PLAN OF TITLE of land situated in the CITY OF CLARENCE COMPILED FROM S.P.D. 537 & D. 37526 SCALE 1:1500 MEASUREMENTS IN METRES	Registered Number: D.44345
Title Reference: C.T. 4552-38 (LOT 1)		Approved.....
Grantee:		Recorder of Titles

CAUTION — COUNCIL APPROVAL
REQUIRED FOR FURTHER SUBDIVISION



SEARCH OF TORRENS TITLE

VOLUME 44345	FOLIO 1
EDITION 1	DATE OF ISSUE 03-May-1994

SEARCH DATE : 08-Feb-2024

SEARCH TIME : 09.21 AM

DESCRIPTION OF LAND

City of CLARENCE

Lot 1 on Diagram 44345

Derivation : Part of 30 Acres Gtd. to J. Williams

Prior CT 4552/38

SCHEDULE 1

B370200 TRANSFER to JOSWALL (AUSTRALIA) PTY. LTD.

SCHEDULE 2

Reservations and conditions in the Crown Grant if any

B330343 PROCLAMATION under Section 9A and 52A of the Roads
and Jetties Act 1935 Registered 9-Feb-1990 at NoonB370201 MORTGAGE to National Australia Bank Limited
Registered 06-Aug-1990 at 12.03 PMC840792 AGREEMENT pursuant to Section 71 of the Land Use
Planning and Approvals Act 1993 Registered
05-May-2008 at noonE106536 AGREEMENT pursuant to Section 71 of the Land Use
Planning and Approvals Act 1993 Registered
26-Sep-2017 at noonUNREGISTERED DEALINGS AND NOTATIONS

No unregistered dealings or other notations

To assist in determining our compliance with the relevant sections of the code, we provide the following comments;

- The proposal is considered to comply with P1.2 in that: a) The proposed sign will replace the existing illuminated sign in the same location and of the same size and dimensions. It is therefore considered compatible with the character, number and size of the existing signage on the property and other commercial signage in the surrounding area. The proposed sign involves changing messages however It will operate on a relatively slow 10 second image rotation.
- As per AS4284 the max average night time luminance for areas considered to have High district brightness (Environmental Zone A4) is 350 cd/m². The sign is proposed to have a lux level of 315 at night which complies with the standard. During the day, the sign is proposed to have lux level 3250 which is significantly less bright than ambient sunlight. As Main Road is an arterial road with existing high levels of lighting, this signage is not expected to be significantly brighter than the surrounds. (d) The sign will operate between 6:30am and 9:00pm. During the summer months this would align with mostly daylight hours.

In relation to the location and structure to which the signage will be fixed we advise the infrastructure is pre-existing with an illuminated sign in position.

I have also enclosed with our application the following documents for your review;

- Completed Application for Development / Use or Subdivision
- Folio Plan and Folio text – 10 Shoreline Drive highlighting the location of the sign
- Drawings and images showing the dimensions of the proposed LED sign including an insitu mock up.

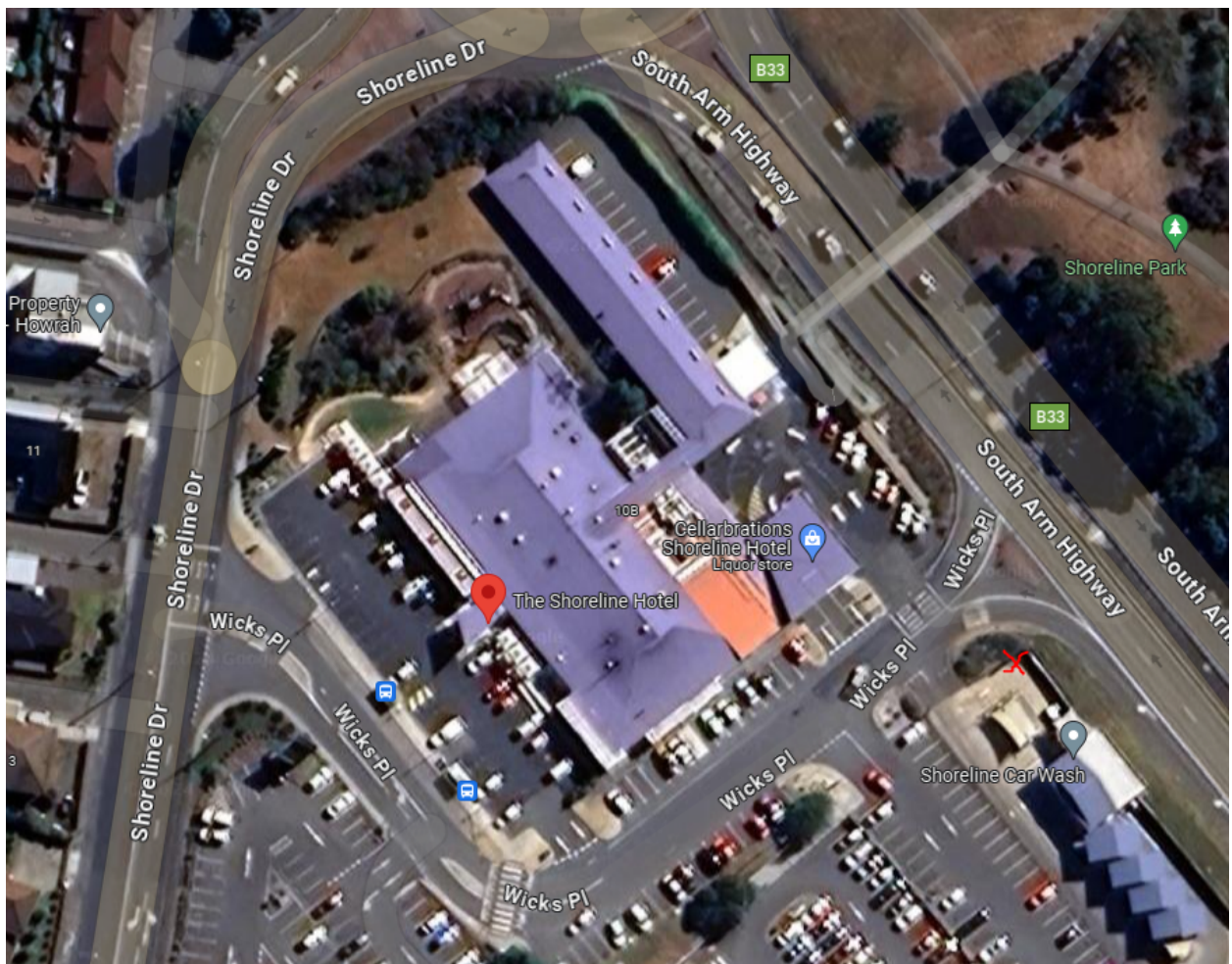
Hi,

Thankyou for your attention to our application for request for additional information. The following addresses each of the requests contained in your letter dated 27 February. I trust this email is a sufficient way to respond.

Signs Code

- You have requested all graphic options for the proposed signage. Unfortunately we are not able to provide all graphics as they have not yet been created, and also are intended to be changed over time. The purpose of the sign is to promote the Shoreline Hotel and its various products and services. This will include ad hoc promotions from time to time and specials, likely on a week to week basis. This is the benefit of a digital sign as opposed to a static sign in that it can be changed periodically.
- I can confirm there will be no flashing, animation or movement in any of the graphics. All images will be static. Further, the proposed dwell time of each image will be a minimum of 10 seconds, whichi would not imitate flashing. The sign will operate in a manner consistent with the sign recently installed at the Bellerive Yacht Club intersection. We are working with Claude Neon on the project, and they were involved in that project also.
- I do not expect the sign to be illuminated prior to 7am Monday to Saturday or 8am on Sundays and Public Holidays. The exception to this being in summer months we would request operation from 6:30am, where 6:30am is typically daylight hours.

I trust these responses address each query raised adequately, however please do not hesitate to contact me if that is not the case or there are further questions to address.



✗ Location of existing sign onsite

Option 1: Car Wash Sign



NEW LED SCREEN FITTED TO EXISTING
PYLON STRUCTURE. (ONE SIDE ONLY)
LED 2000mm(w)x1500mm(h)

CREATIVE ADVERTISING SHOWN, EXAMPLE ONLY



Client	Date	Scale	Design No	Revision	Sign Type	Sheet
SHORELINE HOTEL - HOWRAH	12.10.2023	AS SHOWN	0000	A	LED	2 of 2