



DEVELOPMENT APPLICATION

PDPLANPMTD-2023/040974

PROPOSAL: Illuminated Signage (Retrospective)

LOCATION: 121 East Derwent Highway, Lindisfarne

RELEVANT PLANNING SCHEME: Tasmanian Planning Scheme - Clarence

ADVERTISING EXPIRY DATE: 22 April 2024

The relevant plans and documents can be inspected at the Council offices, 38 Bligh Street, Rosny Park, during normal office hours until 22 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 22 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:

LED. ADVERTISEMENT

Location:

Address 121 EAST PERWENT HIGHWAY

Suburb/Town LINDISFARNE Postcode 7015

Current Owners/s:

Applicant:

Personal Information Removed

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

RECEIVED

08 DEC 2013

BY: CUSTOMER CONTACT

Estimated cost of development

\$70,000.00

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

Current Use of Site:

VOID BETWEEN SHELVING AND WINDOWS

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 24/11/23

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

Documentation required:

1. **MANDATORY DOCUMENTATION**

This information is required for the application to be valid. An application lodged without these items is unable to proceed.

- Details of the location of the proposed use or development.
- A copy of the current Certificate of Title, Sealed Plan, Plan or Diagram and Schedule of Easements and other restrictions for each parcel of land on which the use or development is proposed.
- Full description of the proposed use or development.
- Description of the proposed operation.
May include where appropriate: staff/student/customer numbers; operating hours; truck movements; and loading/unloading requirements; waste generation and disposal; equipment used; pollution, including noise, fumes, smoke or vibration and mitigation/management measures.
- Declaration the owner has been notified if the applicant is not the owner.
- Crown or Council consent (if publically-owned land).
- Any reports, plans or other information required by the relevant zone or code.
- Fees prescribed by the Council.

Application fees (please phone 03 6217 9550 to determine what fees apply). An invoice will be emailed upon lodgement.

2. **ADDITIONAL DOCUMENTATION**

In addition to the mandatory information required above, Council may, to enable it to consider an application, request further information it considers necessary to ensure that the proposed use or development will comply with any relevant standards and purpose statements in the zone, codes or specific area plan, applicable to the use or development.

- Site analysis plan and site plan**, including where relevant:
 - Existing and proposed use(s) on site.
 - Boundaries and dimensions of the site.
 - Topography, including contours showing AHD levels and major site features.
 - Natural drainage lines, watercourses and wetlands on or adjacent to the site.
 - Soil type.
 - Vegetation types and distribution, and trees and vegetation to be removed.
 - Location and capacity of any existing services or easements on/to the site.
 - Existing pedestrian and vehicle access to the site.
 - Location of existing and proposed buildings on the site.
 - Location of existing adjoining properties, adjacent buildings and their uses.
 - Any natural hazards that may affect use or development on the site.
 - Proposed roads, driveways, car parking areas and footpaths within the site.
 - Any proposed open space, communal space, or facilities on the site.
 - Main utility service connection points and easements.
 - Proposed subdivision lot boundaries.

SEARCH OF TORRENS TITLE

VOLUME 197988	FOLIO 1
EDITION 4	DATE OF ISSUE 31-Aug-2021

SEARCH DATE : 25-Mar-2024

SEARCH TIME : 09.39 PM

DESCRIPTION OF LAND

City of CLARENCE

Lot 1 on Plan 197988

Derivation : Part of 970 Acres Gtd. to E.P. Wilson and Others.

Prior CT 4100/79

SCHEDULE 1

A765118, A765119 & M893336 IRIS HOSKING SARMAKOS

Registered 31-Aug-2021 at noon

SCHEDULE 2

Reservations and conditions in the Crown Grant if any

BENEFITING EASEMENT: a right of drainage (appurtenant to the land marked A.B.C.D.E. on Plan No. 197988) over the Drainage Easement marked F.H. on Plan No. 197988

BURDENING EASEMENT: Right of Drainage [appurtenant to the land marked A.B.C.D.E. on Plan No. 197988) over the Drainage Easement marked F.G. on Plan No. 197988

A131597 TRANSFER was made SUBJECT TO conditions

A131595 TRANSFER was made SUBJECT TO conditions

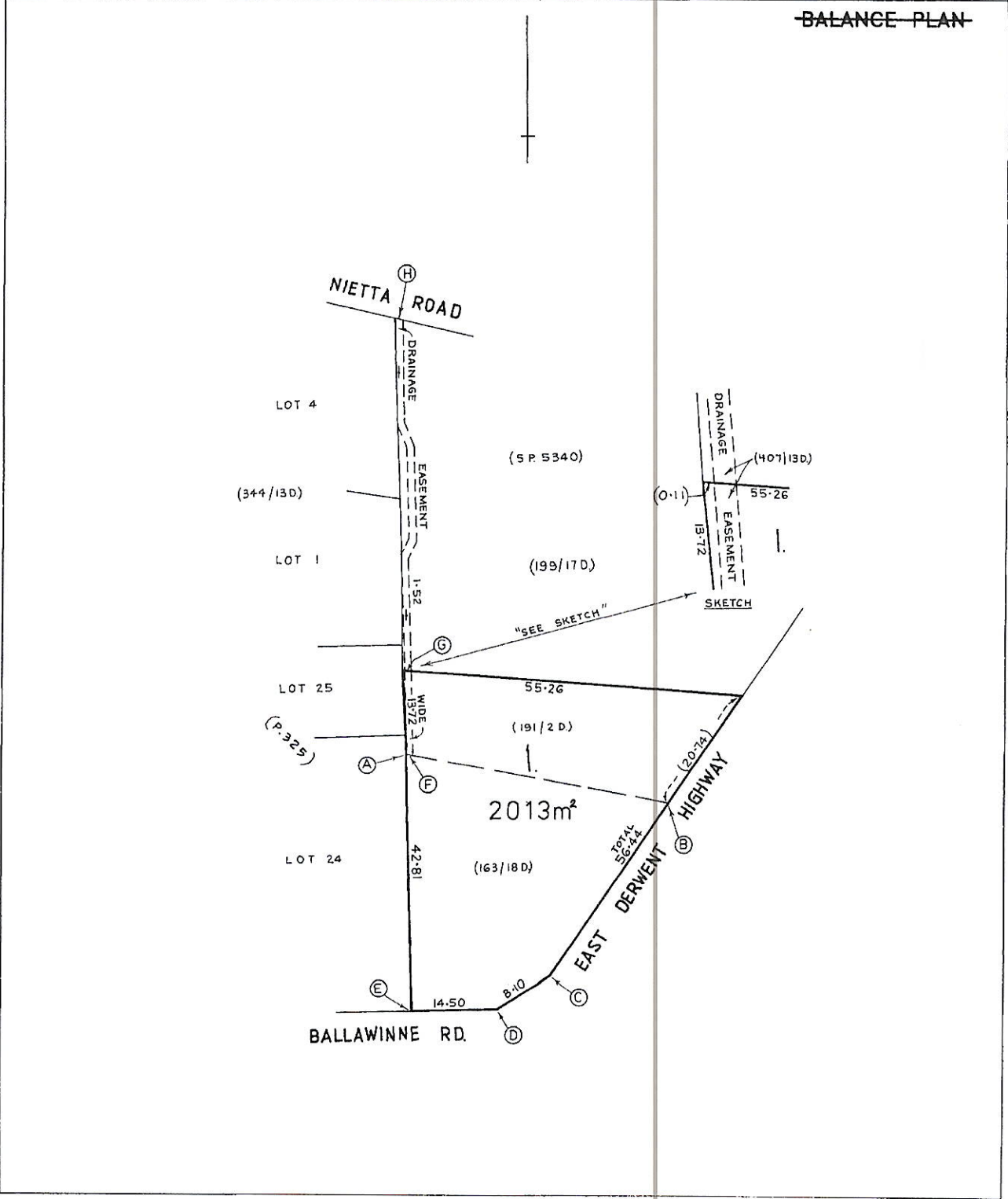
A908173 ADHESION ORDER under Section 477A of the Local Government Act 1962 Registered 10-Jul-1984 at noon

UNREGISTERED DEALINGS AND NOTATIONS

No unregistered dealings or other notations

OWNER FOLIO REFERENCE 4100/79 GRANTEE	PLAN OF TITLE		Registered Number
	LOCATION CITY OF CLARENCE		P.197988
FIRST SURVEY PLAN No. 163/18D, 191/2D COMPILED BY L.T.O. SCALE 1:600 LENGTHS IN METRES		APPROVED 12 MAR 1997 <i>M. Bellin</i> Recorder of Titles	

MAPSHEET MUNICIPAL CODE No. 107 (522533)	LAST UPI No 140418G	LAST PLAN No. 163/18D, 191/2D	ALL EXISTING SURVEY NUMBERS TO BE CROSS REFERENCED ON THIS PLAN
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Proposed LED advertisement screens at Lindisfarne IGA Supermarket

Overview:

This proposal is for the installation of four LED screens at the pedestrian entrance of Lindisfarne IGA Supermarket.

Lindisfarne IGA Supermarket is located at 121 East Derwent Highway, Lindisfarne, Tasmania 7015.

The Screens are each 1930mmx1930mm in size

The screens are to be used by the Lindisfarne IGA Supermarket for the purpose of advertising weekly grocery specials, other grocery items and competitions for customers.

They will be an asset to the community in the fields of safety, environmental sustainability, safety, aesthetics, community pride and economic growth.

Location:

One screen is proposed for each of the four northernmost windows of the eastern façade of 121 East Derwent Highway.

The four windows are of equal size (2130 tall x 1940 wide).

Abutting the windows is a concrete walkway of width 2330mm. This walkway is fully covered by an awning that is 660mm thick and 2870mm above the walkway.

Adjacent to the walkway is a carpark (4250mm deep) and the carpark access road (5600mm wide).

At the edge of the access road is a retaining wall 400mm wide and 1000mm tall. On top of the wall are a 1000mm tall mesh fence, a 2000mm wide public footpath and the northbound carriageway of the East Derwent Highway.

Description Of Operations:

The Screens are proposed to operate continuously during the business hours of the Lindisfarne IGA Supermarket (8 am – 8 pm).

They shall show images and prices of products available for sale, including weekly specials, local products and seasonal groceries. They shall also advertise competitions that customers may enter.

The images on the screens shall change at ten second intervals in the form of a slideshow.

The intention of the screens is to provide information to customers as they approach the shop on foot from the front and rear carparks. They are not designed to attract passing motorists on the East Derwent Highway or other nearby streets.

The proposal shall not require additional staff or truck movements.

Community Benefits:

This proposal provides many benefits to the community.

- **Environmental Benefits:** The screens will allow the Lindisfarne IGA Supermarket to end its current practice of affixing paper advertisements to its windows using sticky tape. Currently, the Lindisfarne IGA Supermarket uses approximately twelve full-colour A3 paper posters, fifty full-colour A4 paper posters and six metres of sticky tape each week. If screens are used instead, the paper, tape and, most importantly, the ink on the paper, will not be sent to landfill or contaminate the natural environment.
- **Benefits for local farmers and manufacturers:** The Lindisfarne IGA Supermarket stocks a wide range of locally made products and fresh produce from local farms and various nice products from local wholesalers.
Currently, advertising such products is difficult because there is inadequate space on the windows to

fit posters advertising local products and the standard weekly specials unless the posters are small and inconspicuous.

By replacing the posters with screens, the supermarket will be able to cycle through multiple configurations of advertisements, effectively giving it unlimited advertising space. This creates the opportunity for local products to have large advertisements that are seen by all customers.

These large advertisements will encourage customers to choose products from local farmers, manufacturers and wholesalers instead of competitors from national and international corporations, thereby ensuring the future prosperity of our community.

- **Benefits for the elderly and vision-impaired:** Compared to the current paper posters, the screens shall display type and images in larger sizes. This will make them legible for people with impaired vision, including the elderly. The elderly and disabled are often less financially secure than the average citizen so it is important that they are aware of special prices that can reduce their living expenses.
- **Benefits for civic pride:** The installation of such screens in a supermarket has not previously occurred in Tasmania, or probably Australia. They shall enhance the reputation of Lindisfarne as a modern, ambitious and environmentally sustainable community in which its residents are proud to live.

Adverse Effects Upon The Community and How They Will Be Mitigated or Prevented

The proposal recognises that, in other situations, LED screens can have a negative impact on the surrounding environment and has taken several precautions to reduce the possibility of heat, noise and light pollution or the danger of providing a distraction of motorists on nearby streets:

- The screens shall be located inside the building of 121 East Derwent Highway and behind a solid glass window.
- The screens shall be set to a low brightness of 20%

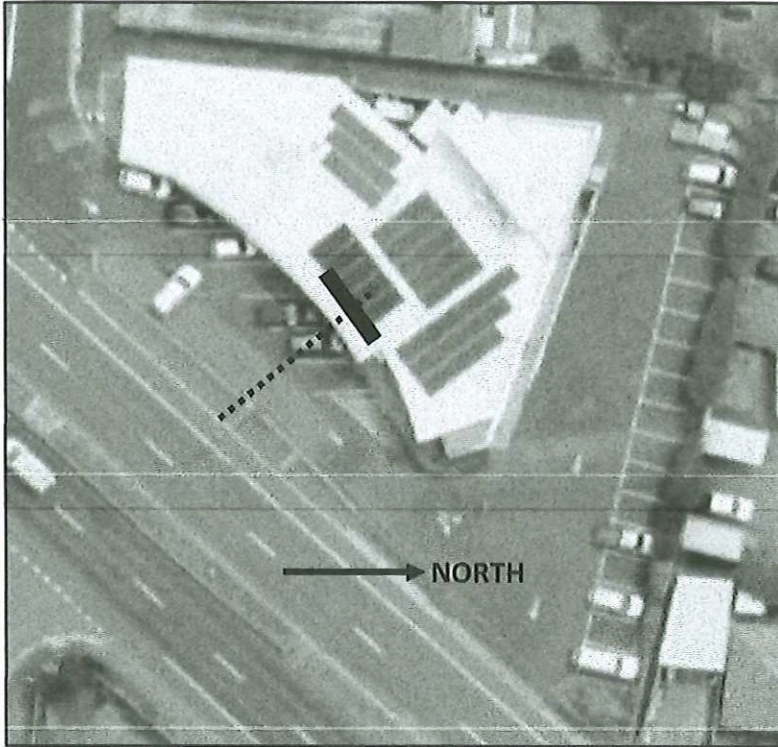
Additionally, the screens are proposed for a location which is largely obscured from the property boundary and nearby streets

- The screens shall be located no less than twelve metres from the property boundary and fourteen metres from the nearest public street
- The Screens shall be placed parallel to the East Derwent Highway so that they are not prominent for passing motorists
- The principal carpark of the supermarket is located directly in front of the screens when viewed from the property boundary
- The building is located one metre below street level. Approximately fifty per cent of each screen will be below street level
- The façade of the building is obscured by an awning of height 2870mm and depth 2330mm.
- Sightlines of the screens from the property boundary and local streets are further impeded by one large rubbish bin (560mm wide x 1220 tall), four columns of diameter 100mm, three bollards of diameter 110mm, a 1000mm tall mesh boundary fence and the principal carpark of the supermarket,

This Proposal will provide environmental, social and economic benefits for the local community.

The potential for adverse effects is low due to the location of the proposal and preventative measures that the developer is prepared to undertake.

Should it be approved, it will be a valuable asset for Lindisfarne and the surrounding communities.



**FIGURE #1:
AERIAL PHOTOGRAPH OF 121 EAST DERWENT HIGHWAY**

- Proposed Location Of Screens
- Cross Section as depicted in Figure #2

FIGURE #2: CROSS SECTION. PERPENDICULAR TO SCREENS DEPICTIONNG DISTANCE FROM PROPERTY BOUNDARY

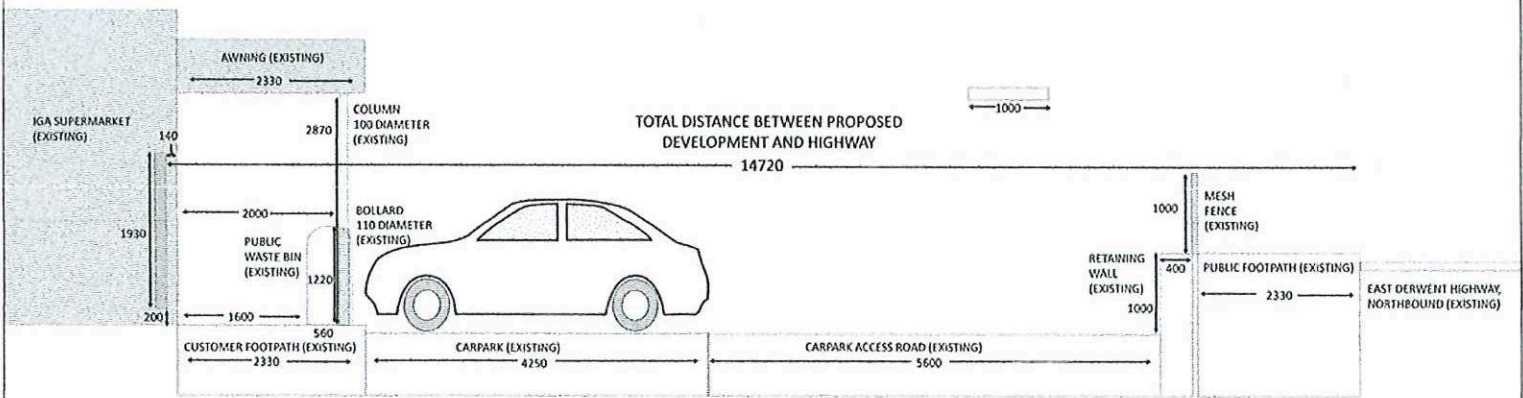
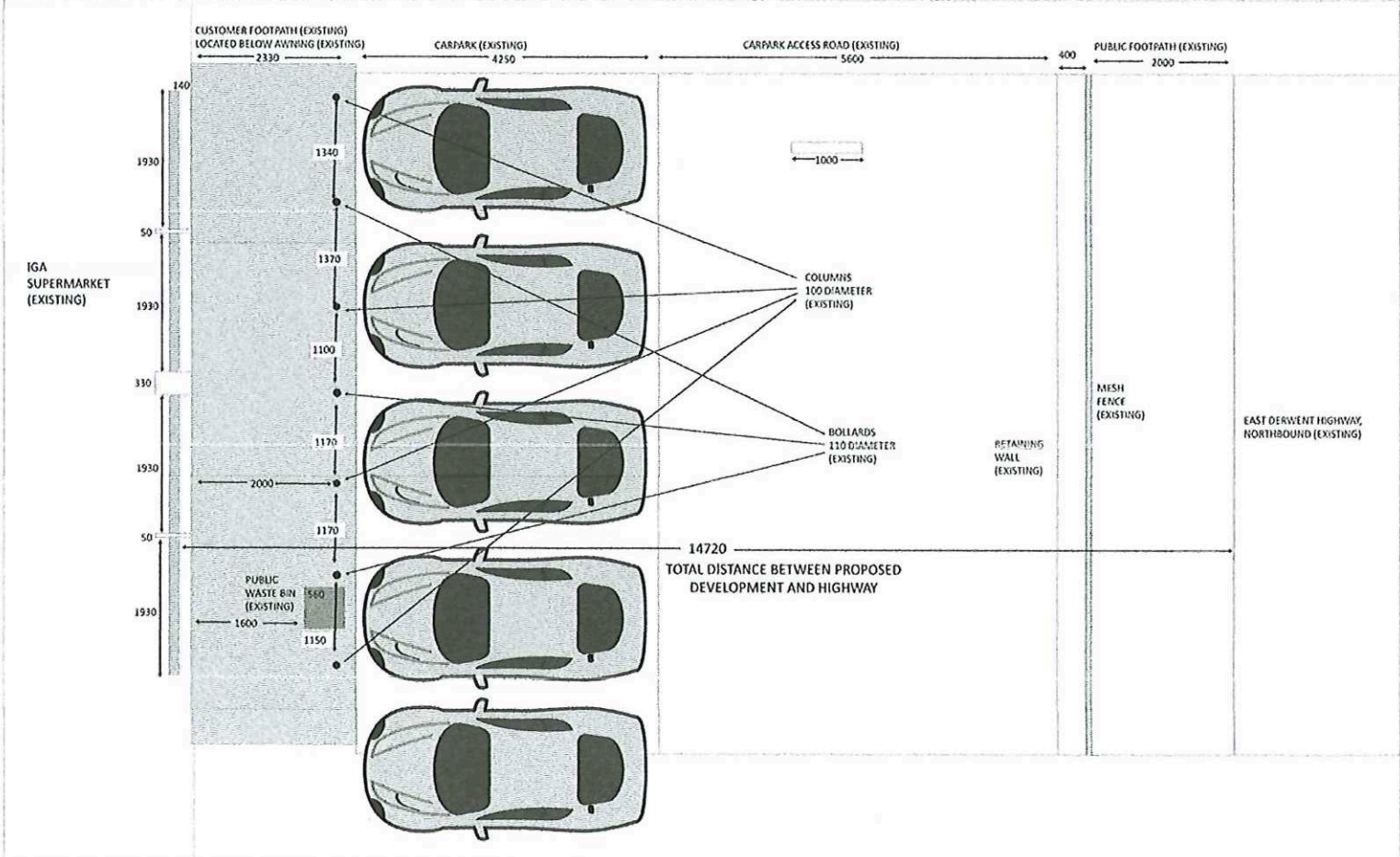


FIGURE #3: BIRD'S EYE VIEW. PERPENDICULAR TO SCREENS. DEPICTING DISTANCE FROM PROPERTY BOUNDARY





PHOTOGRAPH #1:

View of proposed screen location from southbound carriageway of East Derwent Highway
The screens are obscured from view of motorists and do not pose a significant risk of distraction to motorists



PHOTOGRAPH #2:

View of proposed screen location from median strip of East Derwent Highway.



PHOTOGRAPH #3:

View of proposed screen location from northbound carriageway of East Derwent Highway



PHOTOGRAPH #4:

View of proposed screen location from the property boundary