

6/03/2025

## ADVERTISED COPY

Monash City Council  
PO Box 1  
Glen Waverly VIC 3150

To whom it may concern,

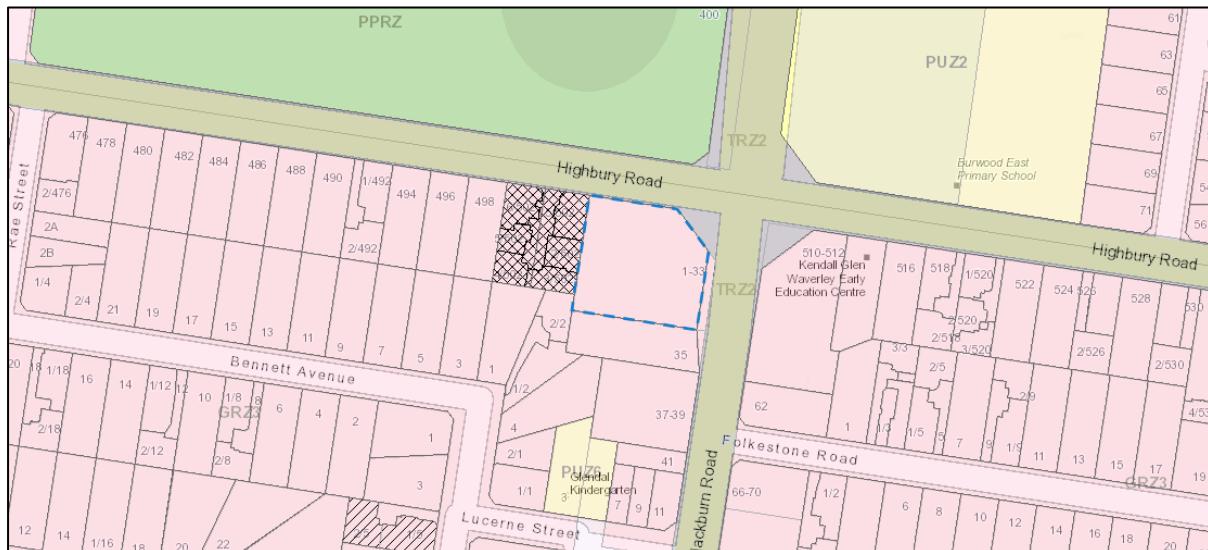
**RE: PLANNING PERMIT APPLICATION FOR BUILDINGS AND WORKS FOR EXTERNAL ALTERATIONS AND BUSINESS IDENTIFICATION SIGNAGE INCLUDING INTERNALLY ILLUMINATED SIGNAGE, AND REMOVAL OF LANDSCAPING AT 1-33 BLACKBURN ROAD MOUNT WAVERLEY VIC 3149**

On behalf of the applicant Hungry Jacks, please find attached the following documentation for a permit application over land at the above-mentioned address:

- Planning Permit Application Form & Checklist;
- Certificate of Title;
- Plans and Elevations Package.

### **1.0 SUBJECT SITE**

The subject site is located at 1-33 Blackburn Road Mount Waverley and is formally described as Lot 1 on TP842199. The site is currently improved by a food and drinks premises situated within the surrounding residential area. The surrounding land uses consist of a mix of residential dwellings with public and recreational uses in the greater vicinity.



**Figure 1: Subject Site Location**



Figure 2: Subject Site Aerial Imagery

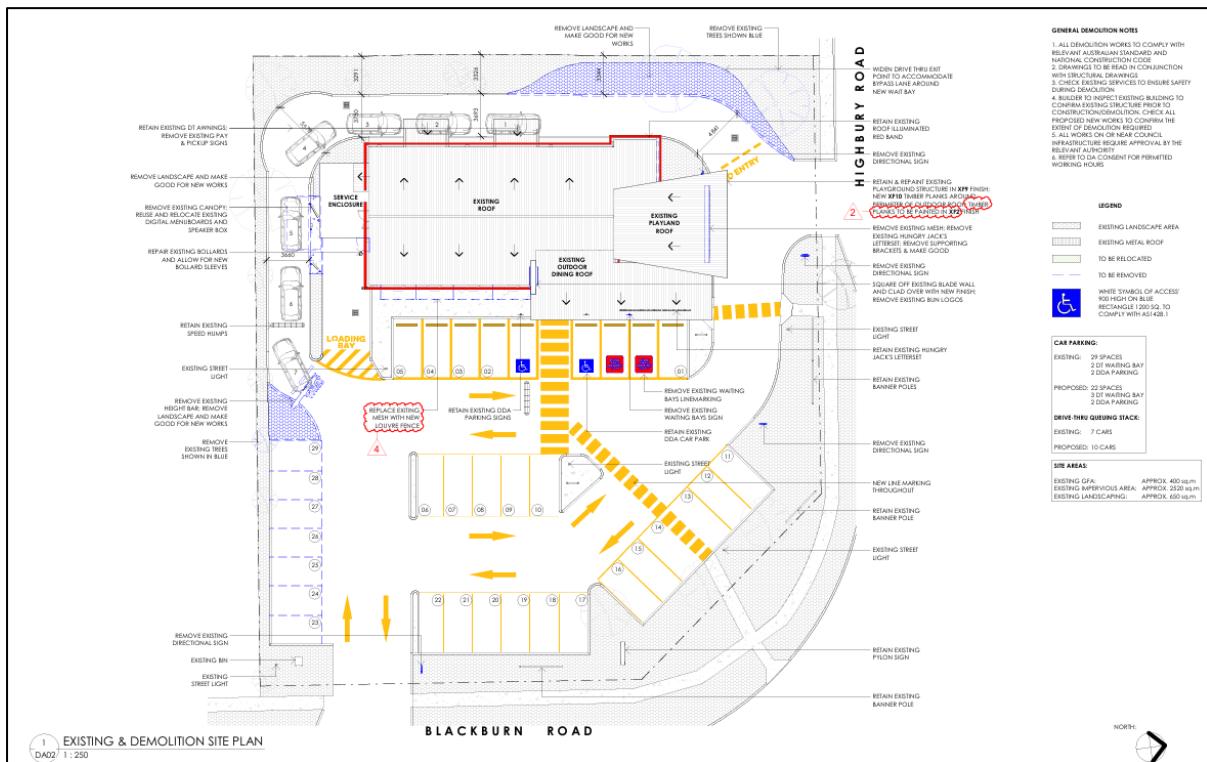


Figure 3: Subject Site Existing Site Plan

## 2.0 PROPOSED WORKS

The proposed works as part of this planning permit application can be summarised as follows:

- Removal of Landscaping to Allow for Bypass Lane in Drive-Thru;
- Removal of Height Bars and Various Existing Signage;
- Removal of 7 Parking Spaces to Allow for Extended Drive-Thru Ordering Lane;
- New Waiting Bays and Associated Line Markings;
- New Concrete and Kerbing Throughout;
- Replacement of 8 x Existing Signage as per Signage Schedule (S01, S02, S03a, S03b, S04, S05, S06, and S07)

- Retention of 8 x Existing Signage as per Signage Schedule (S08, S09, S10, S11, S12, S13, S14 and S15)
- Installation of 13 x New Signage as per Signage Schedule (S16, S17, S18, S19a, S19b, S20, S21, S22, S23, S24, S25, S26, and S27)
- Various Paint and Recladding Alterations.

Please refer to the attached plan set for full details of the proposed works that form this application.



**Figure 4:** Proposed Shopfront Render



**Figure 5:** Proposed Shopfront Render

### **3.0 TOWN PLANNING CONTROLS AND ASSESSMENT**

The subject site is zoned as General Residential Zone – Schedule 3 (GRZ3) under the Monash Planning Scheme and is affected by the following overlays:

- Vegetation Protection Overlay – Schedule 1 (VPO1)

Under the provisions of General Residential Zone and Clause 52.05, a planning permit is required for the proposed signage and external alterations. It is to be noted that a planning permit is not required for the proposed internal fit-out works or for continuation of the use.

#### **3.1 Local Planning Provisions**

##### **3.1.1 General Residential Zone – Schedule 3 32.08**

Schedule 3 to the General Residential Zone has the following objectives:

- *To support new development that contributes to the preferred garden city character through well landscaped and spacious gardens that include canopy trees.*
- *To promote the preferred garden city character by minimising hard paving throughout the site by limiting the length and width of accessways and limiting paving within open space areas.*
- *To support new development that minimises building mass and visual bulk in the streetscape through generous front and side setbacks, landscaping in the front setback and breaks and recesses in the built form.*
- *To support new development that locates garages and carports behind the front walls of buildings.*

The proposed works and signage meet the general policy requirements of the zone as they have been designed to respect the residential setting of the site and streetscape. The signage has been integrated into the design of the building and shopfront, and will not contribute to visual clutter noting the number of signage opportunities. As per the policy requirements, the signage is limited to signage for business identification. The signage will not cover any significant architectural features, with the proposed illumination of the shopfront signage to be minimal in nature asserting they will not impact on the surrounding residential areas. The proposed signage will not dominate the building façade and is in locations typically expected for business identification purposes. It is for these reasons that the consent authority should accept the proposed works in considering this application.

#### **3.2 Victorian Planning Provisions**

##### **3.2.1 Signs 52.05**

| Decision Guidelines  | Comment   |
|--|---|
| <p><b>52.05-3 Decision Guidelines – Advertising Signage</b></p> <p>Before deciding on an application to display a sign, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:</p> <ol style="list-style-type: none"> <li>1. The character of the area including: <ul style="list-style-type: none"> <li>- The sensitivity of the area in terms of the natural environment, heritage values, waterways and open space, rural landscape or residential character.</li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li>1. Given its location within an established residential precinct, the proposed signage is not expected to unduly impact the natural environment or character of the area. The scale of the signage is considered sympathetic to the properties of the site, and</li> </ol> |

| Decision Guidelines   | Comment  |
|---|--|
| <ul style="list-style-type: none"> <li>- The compatibility of the proposed sign with the existing or desired future character of the area in which it is proposed to be located.</li> <li>- The cumulative impact of signs on the character of an area or route, including the need to avoid visual disorder or clutter of signs. The consistency with any identifiable outdoor advertising theme in the area.</li> </ul>   | <p>does not detract from the site's existing signage as a whole. The future character of the area is expected to remain primarily commercial in nature. The proposed signage is expected to remain compatible with this continued land use. The signage is not considered to contribute to visual clutter as the façade's truncation limits the number of signs that engage any one viewpoint.</p> |
| <p>2. Impacts on views and vistas:</p> <ul style="list-style-type: none"> <li>- The potential to obscure or compromise important views from the public realm.</li> <li>- The potential to dominate the skyline.</li> <li>- The potential to impact on the quality of significant public views.</li> <li>- The potential to impede views to existing signs.</li> </ul>   | <p>2. The proposed signage is not expected to compromise any existing views or vistas. The location of the signage on the building will ensure it doesn't impact the existing skyline. Further to this, the proposed signage will not impact public views, or impact the sightlines of existing signage due to its proposed orientation.</p>   |
| <p>3. The relationship to the streetscape, setting or landscape:</p> <ul style="list-style-type: none"> <li>- The proportion, scale and form of the proposed sign relative to the streetscape, setting or landscape.</li> <li>- The position of the sign, including the extent to which it protrudes above existing buildings or landscape and natural elements.</li> <li>- The ability to screen unsightly built or other elements.</li> <li>- The ability to reduce the number of signs by rationalising or simplifying signs.</li> <li>- The ability to include landscaping to reduce the visual impact of parts of the sign structure.</li> </ul> | <p>3. The size of the proposed signage is considered proportionate to both the building's existing signage and signage on neighbouring buildings. Signs have been designed to be simple and limited in number on the shopfront.</p>  |
| <p>4. The relationship to the site and building:</p> <ul style="list-style-type: none"> <li>- The scale and form of the sign relative to the scale, proportion and any other significant characteristics of the host site and host building.</li> <li>- The extent to which the sign displays innovation relative to the host site and host building.</li> <li>- The extent to which the sign requires the removal of vegetation or includes new landscaping.</li> </ul>  | <p>4. The types of signage proposed are seen to introduce a modern element to the host building, without compromising the existing façade or the character of the site. No vegetation will be impacted as part of the proposal.</p>  |
| <p>5. The impact of structures associated with the sign:</p> <ul style="list-style-type: none"> <li>- The extent to which associated structures integrate with the sign.</li> </ul>   | <p>5. Any sign fixings will do so in a manner that is sympathetic to the building's façade</p>   |

| Decision Guidelines   | Comment   |
|---|---|
| <ul style="list-style-type: none"> <li>- The potential of associated structures to impact any important or significant features of the building, site, streetscape, setting or landscape, views and vistas or area.</li> </ul>  |   |
| 6. The impact of any illumination: <ul style="list-style-type: none"> <li>- The impact of glare and illumination on the safety of pedestrians and vehicles.</li> <li>- The impact of illumination on the amenity of nearby residents and the amenity of the area.</li> <li>- The potential to control illumination temporally or in terms of intensity.</li> </ul>  | 6. The proposed signage lighting will not impact on the safety of pedestrians and vehicles or any residential receivers. The illuminated signs will be fitted with illumination control devices as considered necessary.  |
| 7. The impact of any logo box associated with the sign: <ul style="list-style-type: none"> <li>- The extent to which the logo box forms an integral part of the sign through its position, lighting and any structures used to attach the logo box to the sign.</li> <li>- The suitability of the size of the logo box in relation to its identification purpose and the size of the sign.</li> </ul>   | 7. The proposed fixing methods are considered high quality in terms of material and design. These structures have been custom made for the proposed commercial signage and are integrated into the display image.   |
| 8. The need for identification and the opportunities for adequate identification on the site or locality.   | 8. The commercial tenancy requires advertising as an integral part of the identifying the business's services.  |
| 9. The impact on road safety. A sign is a safety hazard if the sign: <ul style="list-style-type: none"> <li>- Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.</li> <li>- 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.</li> <li>- Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.</li> <li>- Is at a location where particular concentration is required, such as a high pedestrian volume intersection.</li> <li>- 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.</li> <li>- Requires close study from a moving or stationary vehicle in a location where the</li> </ul> | 9. The proposed signage is not positioned in a way that would impact motorist's use of the adjoining street. The colours and shapes proposed could not be identified as traffic signals and would not be animated in a way that would reduce the street's safety. The proposed signage is not considered to impact on road safety noting the minor nature of the proposed signage and established commercial setting of the site. |

| Decision Guidelines   | Comment |
|---|---------|
| <p>vehicle would be unprotected from passing traffic.</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- Is within 100 metres of a rural railway crossing.</li> <li>- Has insufficient clearance from vehicles on the carriageway.</li> <li>- Could mislead drivers or be mistaken as an instruction to drivers.</li> </ul> |         |

### **3.3 Assessment Summary**

As highlighted in an assessment against applicable planning scheme policies, it is considered that the proposed external alterations and signage are appropriate for the subject tenancy. The tenancy is not considered to contain any fabric that will be unduly affected by the proposed works. The rebranding of the existing facade is seen to be a positive and reversible addition to the building, which is currently established within a residential precinct. The proposed works will not have an effect on neighbouring buildings which may contain significant facades. In line with the planning scheme objectives, the proposal contributes to the vibrancy, investment and high quality design of the area while balancing the mix of commercial interests. The proposed signage complies with the development controls for signage and advertising structures as the signage has been developed to complement the architectural design of the building and to avoid visual clutter. In line with the standards set under Clause 52.05 of the planning scheme, the proposed signage considers the local significance of the site within the precinct, the compatibility of the signs with the commercial streetscape and the cumulative impact of signage on visual clutter.

#### **4.0 SUMMARY**

This letter style planning report has reviewed the planning permit application for the proposed external alterations and signage for Hungry Jacks. The proposed works are seen to comply with the local planning controls as they have been developed to complement the architectural design of the building. The design is sympathetic to the character of the local area as it proposes simplistic materials which comply with the site's zoning. The proposed works will not introduce any negative impacts and are seen as a good design outcome for the site. The works to the shopfront are seen as a desirable design outcome and will not detract from the amenity of the site or surrounding area. Ultimately the proposal complies with the intent and design objectives of the local planning controls and represents ongoing investment in the area in line with council's vision. For these reasons it is seen that the proposal should receive full planning approval.

Please do not hesitate to contact the undersigned on the below details for further discussion.

Kind regards,

*Alec Duck*

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