

## Major Promotion Signs - Permit Provisions

- **313-317 Kingsway, South Melbourne**
- **312 Kingsway, South Melbourne**
- **278-282 Kingsway and 1-5 Fitzpatrick Street, South Melbourne**
- **380 City Road, South Melbourne**

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DOCUMENT INCORPORATED UNDER THE SCHEDULE TO CLAUSE 52.03 - SPECIFIC SITES & EXCLUSIONS

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### PURPOSE

To enable a permit application to be made for the continued display of existing major promotion signs at the following sites:

- 313-317 Kingsway, South Melbourne
- 312 Kingsway, South Melbourne
- 278-282 Kingsway and 1-5 Fitzpatrick Street, South Melbourne
- 380 City Road, South Melbourne

To provide a transitional extension of time for the existing permit that allows the sign to be displayed until the permit application is finally determined.

### PERMIT REQUIREMENT

Following the expiry of the planning permits identified below, a permit is required for the further display of the existing major promotion sign:

- Planning Permit 3070/313/P1 - 313-317 Kingsway, South Melbourne
- Planning Permit 3070/312/P1 - 312 Kingsway, South Melbourne
- Planning Permit S4980 - 278-282 Kingsway and 1-5 Fitzpatrick Street, South Melbourne
- Planning Permit S5009 - 380 City Road, South Melbourne

### DECISION MAKING

Because a permit can be granted does not imply that a permit should or will be granted. The Responsible Authority must decide whether the proposal will produce acceptable outcomes in terms of the State Planning Policy Framework, the Local Planning Policy Framework, the decision guidelines in Clause 65 and any requirements set out in this document.

### REQUIREMENTS

- **Application requirements**  
An application to display the sign must be accompanied by the information set out in Clause 52.05-2 of the Pot Phillip Planning Scheme, as appropriate and to the satisfaction of the Responsible Authority.
- **Decision guidelines**

Before deciding on the application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate, the purposes set out in Clause 52.05 and Clause 52.05-6 and the decision guidelines of Clause 52.05-3 and Clause 52.05-6.

- **Permit condition**

A permit for the sign must include conditions set out in the 'permit requirement' of Clause 52.05-6.

- **Alternative expiry date condition**

A permit for a major promotion sign may specify an expiry date other than 15 years, but the date must not be more than 25 years from the date the permit is issued. Before deciding to alter the specified expiry date of 15 years, the Responsible Authority must consider, as appropriate:

- The purpose of the sign.
- The existing or desired character of the area.
- The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies in terms of the extent to which the proposed sign is consistent with any relevant policy direction and the extent to which the area may be expected to change over time.
- The extent to which the signage is physically and visually integrated into the architecture of the building.

## **ALTERNATIVE PERMIT EXPIRY**

The existing major promotion sign allowed under planning permit Planning Permit 3070/313/P1 - 313-317 Kingsway, South Melbourne, Planning Permit 3070/312/P1 - 312 Kingsway, South Melbourne, Planning Permit S4980 - 278-282 Kingsway and 1-5 Fitzpatrick Street, South Melbourne and S5009 - 380 City Road, South Melbourne may continue to be displayed:

- until 31 March 2009, or
- where a permit application seeking permission to display the sign is lodged before 31 March 2009, until the permit application is finally determined.

## **EXPIRY OF PROVISION**

This provision provides for one permit application only for each site. The controls set out in this document expire once the permit application is finally determined. Where a permit is issued, the permit remains valid until the expiry date specified in the permit.