



MICRO NEWS UPDATE - 12 October, 2022

**NEW PLANNING APPLICATION FOR
CONSTRUCTION AND DISPLAY OF 4 X PROMOTION
SIGNS (3SQM EACH)
AT 129 WELLINGTON STREET, ST KILDA**

For the past 8 years residents have raised with VicRoads issues relating to 2 promotion signs which include adverse amenity impacts to residents of Nelson Street, St Kilda and Albert Street, Windsor as to level of illumination of the signs & maintenance i.e., removal of graffiti to sound barriers and private buildings. During this period of time a petition signed by 56 residents of Nelson & Albert Streets was presented to VicRoads and Stonnington Council. These promotional signs were removed by VicRoads in circa 2018 & 2020. We now have an application to Port Phillip council to set up promotional signage on the opposite side of the Queens Road, which will result in the same issues we fought so hard to have removed.

The application can be viewed on line here : [Applications On Notification \(t1cloud.com\)](#) Application number is PDPL/01135/2021

You may be interested in objecting to the promotional signage on the grounds that:

It affects the character of the area, specifically:

- it appears that this planning application relies on proposals for signs considered in the light of past developments that have evolved from the late 20th Century and have not been scrutinised under any coherent policy or strategies.

The application basically relies on these historic occurrences, specifically:

- the application for the proposed signage does not take into account the emerging and likely future character of the area. The precincts of Windsor and St Kilda at this location have changed from what was a predominantly commercial precinct to residential with amendments in that time to both the Port Phillip Council zoning from Commercial to Mixed Use along Wellington Street, St Kilda, and in Stonnington along Albert Street, Windsor to General Residential Schedule 12.

It does not consider the VCAT decision of Member Baird regarding 2 internally lit major promotional sky signs at 23-27 Wellington Street, St Kilda (Junction) where VCAT refused a permit (see VCAT decision 11/6/13 Look

Advertising Pty Ltd) where Member Baird acknowledges the strong emerging residential role being:

- To ensure that signage is well proportioned, well located and responds to urban form and character of the area.

It does not conform to the strong emerging predominant residential character of the area to protect the amenity of localities and transport corridors by avoiding disorder and clutter.

It is a continuation of the clutter from the Junction along Queens Way.

It does not ensure that the content, location, construction, size and number of outdoor advertising signs are not misleading or dangerous to vehicular or pedestrian traffic, specifically, the proposed sign is at a location where particular driver concentration is required as drivers approach a bend and also within a few metres a set of traffic lights controlling the major intersection of Dandenong Rd/Chapel Street, Wellington St, Windsor/St Kilda.

VicRoads has not yet approved this request, noting that previous planning applications for signs a few metres away at the St Kilda Junction location have been referred to VicRoads and each one of these has not been supported by VicRoads.

You can submit an objection or statement of support online via [My Port Phillip](#):

- Search by the application number or address
- Select '**View**' in the top right-hand corner of the page
- Select '**Lodge a Submission**' button at the top right of the page.

Objections or statements of support should be lodged within the **18-day notice period**, although submissions received after this time will still be considered if a decision has not yet been made. The later the submission, however, the greater the risk that the application has already been determined and the objection will not be able to be considered.

When lodging a submission to an application it is helpful to include:

- the planning permit application number
- the site address for the proposed development or use
- your name, postal address, email and telephone number
- if objecting, a clear statement explaining your reasons for the objection, ideally including any suggested changes that may address your concerns.

The personal information requested for submissions is being collected by Council to assist Council in the registration of your submission and assessment of the issues you have raised.

As always for all the news and updates go to www.jaagstkilda.com

Together we are making a difference to our precinct.

STRENGTH IN NUMBERS