

Form 2

NOTICE OF AN APPLICATION FOR PLANNING PERMIT

The land affected by the application is located at:	54 Main Street BAIRNSDALE VIC 3875 Lot: 1 TP: 513447, Lot: 1 TP: 381383, Lot: 1 TP: 539516
The application is for a permit to:	Display of Electronic Signage
A permit is required under the following clauses of the planning scheme:	
Planning Scheme Clause	Matter for which a permit is required
Clause 52.05-11	Electronic signage section 02
The applicant for the permit is:	JCONN Planning Pty Ltd
The application reference number is:	5.2025.402.1

You may look at the application and any documents that support the application free of charge at:
<https://www.eastgippsland.vic.gov.au/building-and-development/advertised-planning-permit-applications>

You may also call 5153 9500 to arrange a time to look at the application and any documents that support the application at the office of the responsible authority, East Gippsland Shire. This can be done during office hours and is free of charge.

Any person who may be affected by the granting of the permit may object or make other submissions to the responsible authority.

An objection must

- ◆ **be made to the Responsible Authority in writing,**
- ◆ **include the reasons for the objection, and**
- ◆ **state how the objector would be affected.**

The responsible authority must make a copy of every objection available at its office for any person to inspect during office hours free of charge until the end of the period during which an application may be made for review of a decision on the application.

The Responsible Authority will not decide on the application before:	Subject to the applicant giving notice
---	---

If you object, the Responsible Authority will tell you its decision.

April McDonald

From: Snapforms Notifications <no-reply@snapforms.com.au>
Sent: Thursday, 4 December 2025 5:58 PM
To: Planning Unit Administration
Subject: Planning Permit application
Attachments: Plans.pdf; Location Plan.pdf; Property Title - Lot 1 TP381383.pdf; Property Title - Plan TP513447.pdf; Property Title - Plan TP381383.pdf; Planning Permit Application Cover Letter.pdf; Property Title - Lot 1 TP513447.pdf; Property Title - Plan TP539516.pdf; Property Title - Lot 1 TP539516.pdf; Planning_Permit_Application_2025-12-04T17-58-16_29293888_0.pdf

Planning Permit Application

A "Planning Permit Application" has been submitted via the East Gippsland Shire Council website, the details of this submission are shown below:

Applicant name: BSGM C/- JCONN Planning

Email address: james@jconnplanning.com.au

Postal address : Suite 329 / 98-100 Elizabeth Street

Preferred phone number:

Owner's name:

Street number: 54

Street name: Main Street

Town: Bairnsdale

Post code: 3875

Is there any encumbrance on the Title such as a restrictive covenant, section 173 agreement or other obligation such as an easement or building envelope?: No

Will the proposal result in a breach of a registered covenant restriction or agreement?: No

Existing conditions : Existing retail premises

Description of proposal : ELECTRONIC SIGN (DIGITAL SCREEN IN SHOPFRONT WINDOW) FOR LIQUORLAND WAREHOUSE

Estimated cost of development: 8800

Has there been a pre-application meeting: No

ExtraFile: 3

Invoice Payer: BSGM C/- JCONN Planning

Address for Invoice: Suite 329 / 98-100 Elizabeth Street

Invoice Email: james@jconnplanning.com.au

Primary Phone Invoice:

Declaration: Yes

Authority Check: Yes

Notice Contact Check: Yes

Notice check 2: Yes

Privacy Statement Acknowledge: Yes

Plans: [Plans.pdf](#), [Location Plan.pdf](#)

Full copy of Title: [Property Title - Lot 1 TP381383.pdf](#), [Property Title - Lot 1 TP513447.pdf](#), [Property Title - Lot 1 TP539516.pdf](#)

2. Supporting information/reports: [Property Title - Plan TP513447.pdf](#)

1. Supporting information/reports: [Property Title - Plan TP381383.pdf](#)

Planning report: [Planning Permit Application Cover Letter.pdf](#)

3. Supporting information/reports: [Property Title - Plan TP539516.pdf](#)

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REGISTER SEARCH STATEMENT (Title Search) Transfer of Land Act 1958

VOLUME 02370 FOLIO 885

Security no : 124130302303Q
Produced 27/11/2025 08:16 PM

LAND DESCRIPTION

Lot 1 on Title Plan 513447H.
PARENT TITLE Volume 00375 Folio 978
Created by instrument 0307115 27/07/1891

REGISTERED PROPRIETOR

Estate Fee Simple
Sole Proprietor

ENCUMBRANCES, CAVEATS AND NOTICES

Any encumbrances created by Section 98 Transfer of Land Act 1958 or Section 24 Subdivision Act 1988 and any other encumbrances shown or entered on the plan set out under DIAGRAM LOCATION below.

DIAGRAM LOCATION

SEE TP513447H FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

-----END OF REGISTER SEARCH STATEMENT-----

Additional information: (not part of the Register Search Statement)

Street Address: 54 MAIN STREET BAIRNSDALE VIC 3875

ADMINISTRATIVE NOTICES

NIL

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Document Type	Plan
Document Identification	TP513447H
Number of Pages (excluding this cover sheet)	1
Document Assembled	27/11/2025 20:19

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TITLE PLAN	EDITION 1 TP 513447H Notations						
Location of Land Parish: BAIRNSDALE Township: BAIRNSDALE Section: 1 Crown Allotment: 3 (PT) Crown Portion: Last Plan Reference: Derived From: VOL 2370 FOL 885 Depth Limitation: NIL							
<div style="display: flex; justify-content: space-between;"> <div style="width: 70%;"> <p style="text-align: center;">Description of Land / Easement Information</p> <p><i>All that piece of Land, delineated and colored red on the Map in the margin, being part of Crown Allotment three section one town and Parish of Bairnsdale County of Tanjil Together with a right of carriage way over the roads delineated and colored brown on the said map—</i></p> </div> <div style="width: 25%; border: 1px solid black; padding: 5px;"> THIS PLAN HAS BEEN PREPARED FOR THE LAND REGISTRY, LAND VICTORIA, FOR TITLE DIAGRAM PURPOSES AS PART OF THE LAND TITLES AUTOMATION PROJECT COMPILED: 02-06-2000 VERIFIED: A.D. </div> </div>							
<div style="display: flex; align-items: center;"> <div style="width: 30%; text-align: center;"> </div> <div style="width: 60%; text-align: center;"> </div> <div style="width: 10%; text-align: center;"> <p>COLOUR CODE R = RED BR = BROWN</p> </div> </div>							
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: center;">TABLE OF PARCEL IDENTIFIERS</th> </tr> <tr> <td style="font-size: small;">WARNING: Where multiple parcels are referred to or shown on this Title Plan this does not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962</td> </tr> <tr> <td style="font-size: small;">PARCEL 1 = CA 3 (PT)</td> </tr> </table>		TABLE OF PARCEL IDENTIFIERS	WARNING: Where multiple parcels are referred to or shown on this Title Plan this does not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962	PARCEL 1 = CA 3 (PT)			
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PARCEL 1 = CA 3 (PT)							
LENGTHS ARE IN FEET & INCHES	<table style="width: 100%; font-size: x-small;"> <tr> <td style="width: 33%;">Metres = 0.3048 x Feet</td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> <tr> <td>Metres = 0.201168 x Links</td> <td></td> <td></td> </tr> </table>	Metres = 0.3048 x Feet			Metres = 0.201168 x Links		
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REGISTER SEARCH STATEMENT (Title Search) Transfer of Land Act 1958

VOLUME 04785 FOLIO 961

Security no : 124130302298V
Produced 27/11/2025 08:16 PM

LAND DESCRIPTION

Lot 1 on Title Plan 381383N.
PARENT TITLE Volume 04293 Folio 412
Created by instrument 1141044 04/12/1923

REGISTERED PROPRIETOR

Estate Fee Simple
Sole Proprietor

ENCUMBRANCES, CAVEATS AND NOTICES

Any encumbrances created by Section 98 Transfer of Land Act 1958 or Section 24 Subdivision Act 1988 and any other encumbrances shown or entered on the plan set out under DIAGRAM LOCATION below.

DIAGRAM LOCATION

SEE TP381383N FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

-----END OF REGISTER SEARCH STATEMENT-----

Additional information: (not part of the Register Search Statement)

Street Address: 54 MAIN STREET BAIRNSDALE VIC 3875

ADMINISTRATIVE NOTICES

NIL

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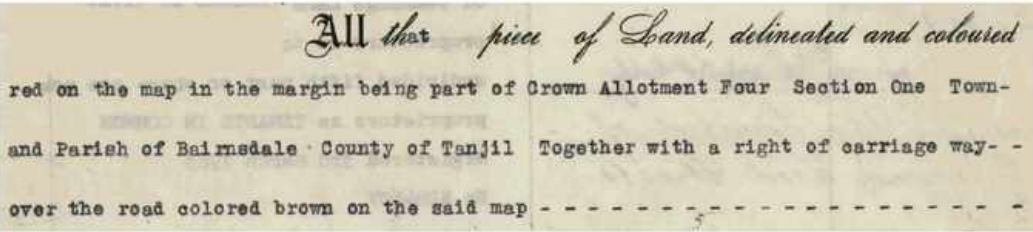
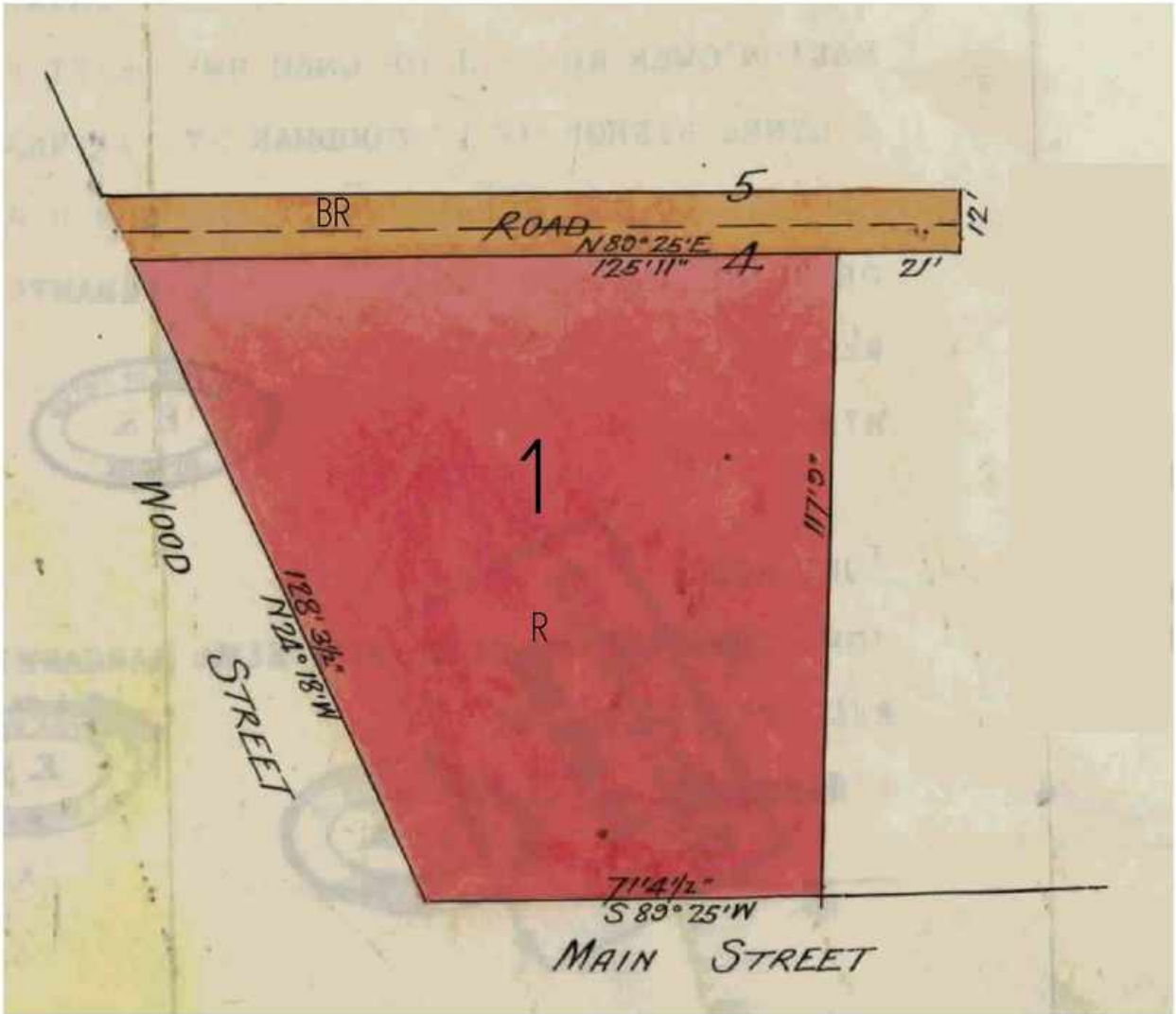
Document Type	Plan
Document Identification	TP381383N
Number of Pages (excluding this cover sheet)	1
Document Assembled	27/11/2025 20:19

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Location of Land Parish: BAIRNSDALE Township: BAIRNSDALE Section: 1 Crown Allotment: 4 (PT) Crown Portion: Last Plan Reference: Derived From: VOL 4785 FOL 961 Depth Limitation: NIL				
Description of Land / Easement Information				
	THIS PLAN HAS BEEN PREPARED FOR THE LAND REGISTRY, LAND VICTORIA, FOR TITLE DIAGRAM PURPOSES AS PART OF THE LAND TITLES AUTOMATION PROJECT COMPILED: 03/04/2000 VERIFIED: AK			
COLOUR CODE R=RED BR=BROWN				
				
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: center;">TABLE OF PARCEL IDENTIFIERS</th> </tr> <tr> <td style="padding: 5px;"> WARNING: Where multiple parcels are referred to or shown on this Title Plan this does not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962 </td> </tr> <tr> <td style="padding: 5px;"> PARCEL 1 = CA 4 (PT) </td> </tr> </table>		TABLE OF PARCEL IDENTIFIERS	WARNING: Where multiple parcels are referred to or shown on this Title Plan this does not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962	PARCEL 1 = CA 4 (PT)
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REGISTER SEARCH STATEMENT (Title Search) Transfer of Land Act 1958

VOLUME 07280 FOLIO 996

Security no : 124130302301S
Produced 27/11/2025 08:16 PM

LAND DESCRIPTION

Lot 1 on Title Plan 539516U.
PARENT TITLES :
Volume 01539 Folio 782 Volume 04483 Folio 553
Created by instrument 2222113 06/06/1949

REGISTERED PROPRIETOR

Estate Fee Simple
Sole Proprietor

ENCUMBRANCES, CAVEATS AND NOTICES

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DIAGRAM LOCATION

SEE TP539516U FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

-----END OF REGISTER SEARCH STATEMENT-----

Additional information: (not part of the Register Search Statement)

Street Address: 54 MAIN STREET BAIRNSDALE VIC 3875

ADMINISTRATIVE NOTICES

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Number of Pages (excluding this cover sheet)	1
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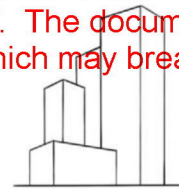
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Location of Land Parish: BAIRNSDALE Township: BAIRNSDALE Section: 1 Crown Allotment: 4(PT) Crown Portion: Last Plan Reference: Derived From: VOL 7280 FOL 996 Depth Limitation: NIL				
ANY REFERENCE TO MAP IN THE TEXT MEANS THE DIAGRAM SHOWN ON THIS TITLE PLAN				
Description of Land / Easement Information <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p style="text-align: center;"><i>All that piece of Land, delineated and coloured</i></p> <p>red on the map in the margin being part of Crown Allotment Four Section One Town and Parish of Bairnsdale County of Tanjil - Together with a right of carriage way over the road coloured brown on the said map - - - - -</p> </div> <div style="float: right; width: 200px; border: 1px solid black; padding: 5px; margin-top: 10px;"> THIS PLAN HAS BEEN PREPARED FOR THE LAND REGISTRY, LAND VICTORIA, FOR TITLE DIAGRAM PURPOSES AS PART OF THE LAND TITLES AUTOMATION PROJECT COMPILED: 21/06/2000 VERIFIED: AC </div>				
<div style="margin-bottom: 10px;"> COLOUR CODE R = RED BR = BROWN </div>				
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LENGTHS ARE IN FEET & INCHES	Metres = 0.3048 x Feet Metres = 0.201168 x Links			



**JCONN
PLANNING**

04/12/2025

East Gippsland Shire Council
Planning Department
PO Box 1618
Bairnsdale VIC 3875

To whom it may concern,

RE: PLANNING PERMIT APPLICATION FOR ELECTRONIC SIGN (DIGITAL SCREEN IN SHOPFRONT WINDOW) FOR LIQUORLAND WAREHOUSE AT 54 MAIN STREET BAIRNSDALE VIC 3875

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

- Online Planning Permit Application Form
- Title Documentation:
 - Property Title - Lot 1 TP381383 & Title Plan
 - Property Title - Lot 1 TP513447 & Title Plan
 - Property Title - Lot 1 TP539516 & Title Plan
- Plans

1.0 SUBJECT SITE

The subject site is located at 54 Main Street Bairnsdale VIC 3875 and comprises multiple allotments known as Lot 1 on TP513447, Lot 1 on TP381383, and Lot 1 on TP539516. The overall subject site is improved by a single storey commercial building and on-site car parking spaces / access ways. The premises is currently operating as a Liquorland Warehouse retail premises / bottle shop. With a site area of approximately 677m², the site has a corner frontage, with frontage to Main Street and Wood Street.

To the North, the site is directly adjoined by a warehouse style building operating as Wood Street Windows. To the East, the site is adjoined by a commercial building operating as Desi Grill Bainsdale. To the South of the site is the Princes Highway and greenspace, with commercial premises in the greater vicinity. To the West of the site on the Western side of Wood Street is the Club Hotel. The surrounding vicinity contains a mix of commercial premises with residential premises in the greater vicinity.

The location of the subject site and tenancy are shown below in Figure 1-4.



Figure 1: Subject Site Location

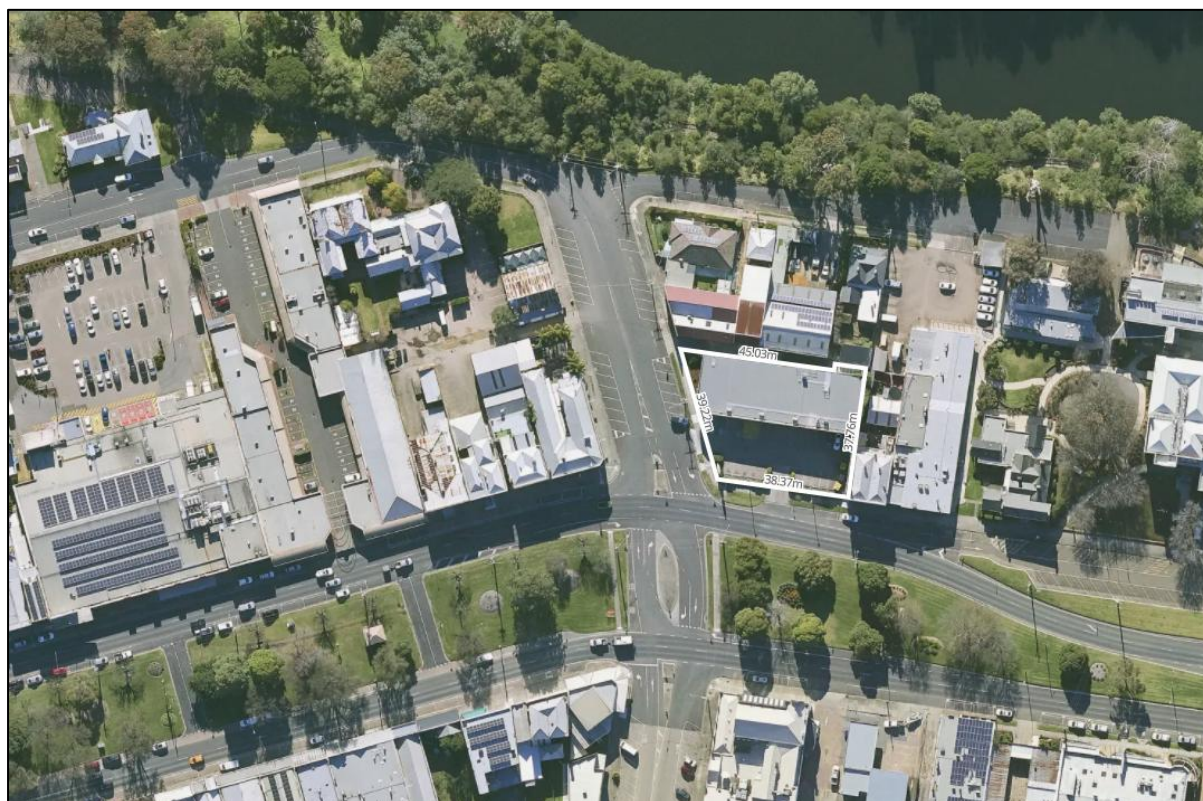


Figure 2: Subject Site Location

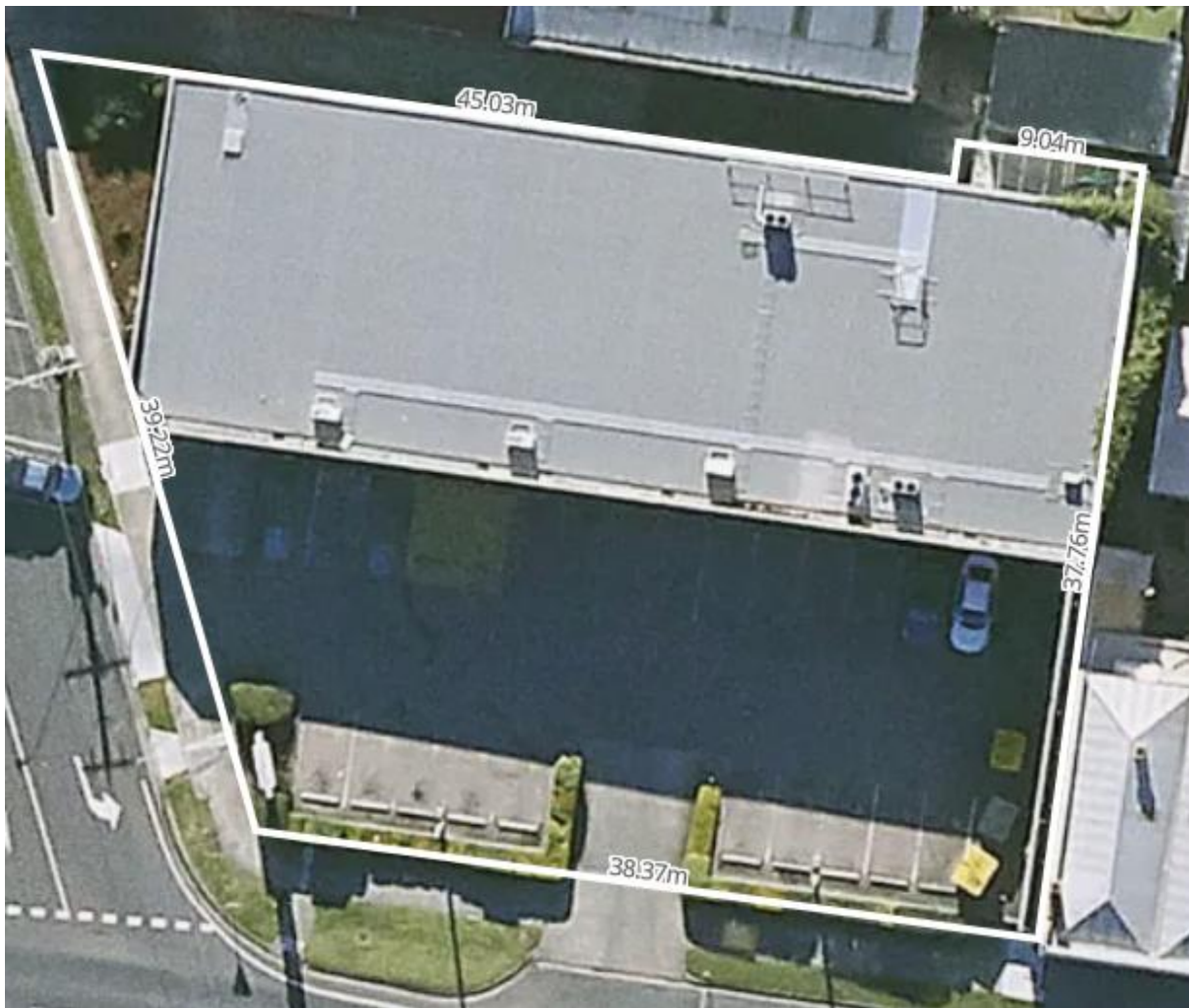


Figure 3: Subject Site Aerial View

2.0 PROPOSED DEVELOPMENT

The proposed development consists of an electronic sign to be displayed in the shopfront window of the existing tenancy. The proposed works include:

- 680mm (W) x 1311mm (H) electronic sign (digital screen) located 150mm inside existing shopfront glazing. The proposed electronic sign is to display static images on rotation relating to products / offers by the business. The sign is proposed to be illuminated from 1 hour prior to open to 1 hour after closing.

Please refer to the attached plans for further details on the proposed scope of works.

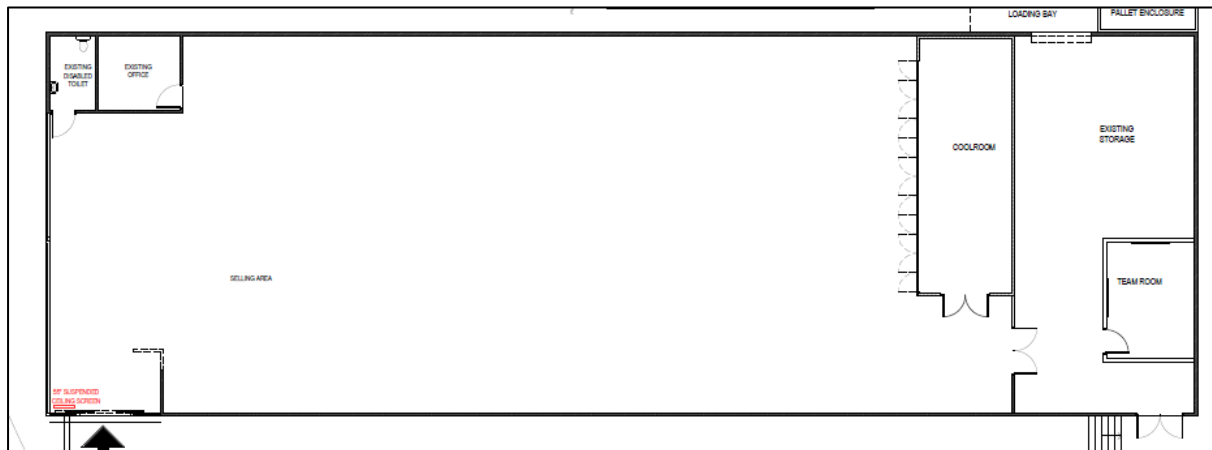


Figure 4: Proposed Signage Location

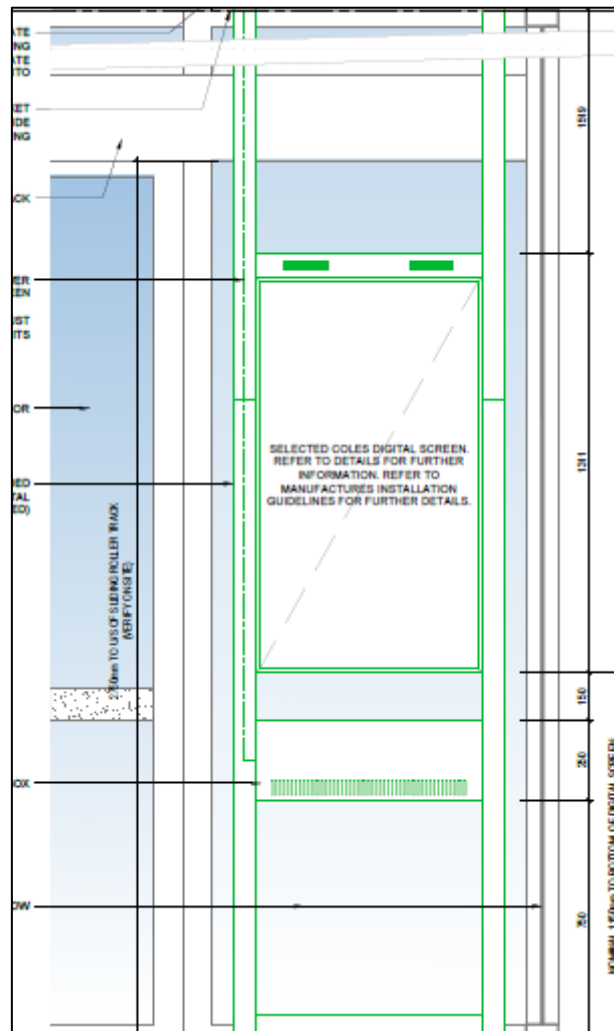


Figure 5: Proposed Electronic Sign



Figure 6: Example Image Of Similar Electronic Signs

3.0 TOWN PLANNING ASSESSMENT

The overall subject site is part of both the Commercial 1 Zone (C1Z) under the East Gippsland Darebin Planning Scheme. The site is affected by the following overlays:

- Heritage Overlay – HO56
- Environmental Significance Overlay – Schedule 1-38 (ESO1-38)

It is to be noted that HO56 only covers a very small portion of the Eastern part of Lot 1 TP513447 and is seen to be a mapping error to be flagged under 54 Main Street.

Under the provisions of the C1Z and Category 1 provisions of Clause 52.05, a planning permit is required for the electronic signage.

It is to be noted that the Environmental Significance Overlay does not trigger any permit requirements for signage.

3.1 Commercial 1 Zone – 34.01

The purpose of the Commercial 1 Zone is as follows:

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.*

- *To provide for residential uses at densities complementary to the role and scale of the commercial centre.*

The proposed electronic signage is consistent with the purpose of the Commercial 1 Zone by supporting the ongoing operation of an established retail business within a mixed-use commercial precinct on Main Street, Bairnsdale. Occupying a single-storey commercial building on a prominent corner site at Main Street and Wood Street, the Liquorland Warehouse tenancy forms part of a cluster of commercial uses that contribute to the activity and day-to-day needs of the local community.

The signage, comprising a modestly scaled digital display located within the existing shopfront glazing, is intended to promote products and offers associated with the Liquorland Warehouse retail premises. By improving the visibility and contemporary presentation of the business to passing motorists and pedestrians along Main Street and Wood Street, the signage contributes to the economic vitality and activation of the centre in a manner that is compatible with the existing commercially focused character of the precinct.

The proposed sign reinforces the strategic objective to create vibrant commercial centres by introducing a high-quality and professionally designed digital display that addresses the public realm without adding visual clutter or adversely affecting amenity. The signage is limited in size, located entirely behind the glazing, and will display static images only, thereby minimising visual distraction and avoiding excessive illumination or movement that could impact the surrounding area or nearby road network.

Illumination of the sign will be confined to a reasonable period – one hour before opening to one hour after closing – which is appropriate within a commercial context and ensures no unreasonable impact on any surrounding sensitive land uses, including dwellings in the wider area. The internal placement of the digital screen behind the shopfront glazing further assists in containing light spill and integrating the display with the existing built form.

Overall, the signage supports the purpose of the Commercial 1 Zone by enhancing the presentation and operation of an established retail use on a prominent corner site within an accessible, car- and pedestrian-orientated commercial environment. It contributes positively to the activity and presentation of Main Street while maintaining an appropriate relationship with nearby commercial and residential uses.

3.2 Urban Design – Bairnsdale – 15.01-1L-02

The following strategies apply under Clause 15.01-1L-02:

- *Protect the Main Street gardens as a recreation and community space that is a distinguishing characteristic of Bairnsdale.*
- *Support development in the Bairnsdale CBD that provides active frontages to adjoining streets.*

- *Rationalise the number of signs on a site, including permanent, removable and temporary forms of advertising.*
- *Ensure signage, including corporate colouring:*
 - *Complements character.*
 - *Is in proportion to the building.*
 - *Avoids bright or fluorescent block colouring.*
 - *Respects sensitive areas and the heritage significance of buildings.*
- *Encourage signage that maintains active street frontages, shop fronts, windows and passive surveillance.*
- *Avoid development that impedes the flow of pedestrian traffic.*
- *Revitalise Bairnsdale CBD laneways by opening up the north-south connections between the Nicholson Street Mall and Main Street Gardens.*
- *Support development adjoining laneways that incorporate active edges and upper floors that are active to laneways.*

The proposed electronic sign has been carefully designed to respond to the urban design objectives for Bairnsdale's Main Street, particularly the emphasis on protecting the Main Street gardens, supporting active frontages and rationalising signage. The digital screen is modest in scale, located entirely behind the existing shopfront glazing, and will display static images only. This ensures it reads as an integrated shopfront element rather than additional freestanding signage or visual clutter in the streetscape. Its placement does not obstruct views to or from the Main Street gardens, nor does it impede pedestrian movement along the footpath, thereby maintaining the function of Main Street as a key recreational and community spine.

In terms of character and visual amenity, the sign will utilise Liquorland's corporate branding in a way that is proportionate to the existing building façade and compatible with the surrounding commercial environment. The proposal does not introduce bright or fluorescent block colouring beyond that which is already characteristic of the tenancy, and the internal location of the display behind glazing assists in softening its presentation to the street. The signage supports an active frontage by animating the shopfront, reinforcing the transparency of the windows and maintaining passive surveillance to Main Street and Wood Street. Accordingly, the proposal aligns with Clause 15.01-1L-02 by supporting an attractive, safe and vibrant CBD while respecting the established character and sensitive elements of the Bairnsdale town centre.

3.3 Signs – Clause 52.05

The purpose of Clause 52.05 is as follows:

- *To regulate the development of land for signs and associated structures.*
- *To ensure signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character.*
- *To ensure signs do not contribute to excessive visual clutter or visual disorder.*

- To ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road.

An assessment against the relevant decision guidelines of Clause 52.05 is provided below.

Decision Guidelines	Comments
<p>The character of the area including:</p> <ul style="list-style-type: none"> - The sensitivity of the area in terms of the natural environment, heritage values, waterways and open space, rural landscape or residential character. - The compatibility of the proposed sign with the existing or desired future character of the area in which it is proposed to be located. - 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. 	<p>The proposed signage complements the character of the area by integrating discreetly within the existing shopfront glazing. It aligns with the existing and future commercial character of Station Street while maintaining sensitivity to nearby residential uses. The internal placement, static display and limited illumination minimise visual clutter and are consistent with the scale and style of advertising in the locality.</p>
<p>Impacts on views and vistas:</p> <ul style="list-style-type: none"> - The potential to obscure or compromise important views from the public realm. - The potential to dominate the skyline. - The potential to impact on the quality of significant public views. - The potential to impede views to existing signs. 	<p>The proposed electronic sign is located entirely within the existing shopfront glazing and does not project beyond the building façade, ensuring it does not obscure or compromise any important views from the public realm. Given its modest scale and internal placement, the sign will not dominate the skyline or detract from the quality of significant public views in the area. Additionally, the signage is positioned so it will not impede views to any existing signs nearby, maintaining overall visual clarity and legibility within the commercial precinct.</p>
<p>The relationship to the streetscape, setting or landscape:</p> <ul style="list-style-type: none"> - The proportion, scale and form of the proposed sign relative to the streetscape, setting or landscape. - The position of the sign, including the extent to which it protrudes 	<p>The proposed signage is modest in scale and proportionate to the shopfront and broader streetscape, ensuring it complements rather than overwhelms the commercial frontage. Positioned entirely behind existing glazing, the sign does not protrude above the building or interfere</p>

Decision Guidelines	Comments
<p>above existing buildings or landscape and natural elements.</p> <ul style="list-style-type: none"> - The ability to screen unsightly built or other elements. - The ability to reduce the number of signs by rationalising or simplifying signs. - The ability to include landscaping to reduce the visual impact of parts of the sign structure. 	<p>with surrounding landscape or natural elements. The proposal does not seek to screen any unsightly features but contributes to a simplified and cohesive signage presentation by limiting signage to a single, integrated digital display. Given its internal location, landscaping is not required to mitigate visual impact, as the sign is visually contained and well-integrated within the existing built form.</p>
<p>The relationship to the site and building:</p> <ul style="list-style-type: none"> - The scale and form of the sign relative to the scale, proportion and any other significant characteristics of the host site and host building. - The extent to which the sign displays innovation relative to the host site and host building. - The extent to which the sign requires the removal of vegetation or includes new landscaping. 	<p>The proposed signage is appropriately scaled and proportioned to suit the host tenancy and building, integrating seamlessly within the existing shopfront glazing without altering the building's architectural features. The digital display introduces a subtle and contemporary element that enhances the tenancy's identity while respecting the building's overall form. The installation does not require the removal of any vegetation or landscaping, nor does it include new landscaping, as the sign is fully contained within the existing built fabric and does not impact the site's external landscape.</p>
<p>The impact of structures associated with the sign:</p> <ul style="list-style-type: none"> - The extent to which associated structures integrate with the sign. - 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. 	<p>The proposed signage does not involve any additional external structures beyond the existing shopfront glazing. As such, there are no associated structures that could detract from or impact significant features of the building, site, streetscape, or surrounding setting. The sign is fully integrated within the existing built form, ensuring that no important views, vistas, or architectural elements are compromised.</p>
<p>The impact of any illumination:</p> <ul style="list-style-type: none"> - The impact of glare and illumination on the safety of pedestrians and vehicles. - The impact of illumination on the amenity of nearby residents and the amenity of the area. 	<p>The proposed electronic sign's illumination has been carefully considered to minimise any potential adverse impacts. The sign is located behind existing glazing, which helps reduce glare and prevents distraction to pedestrians and vehicles. Illumination is limited to one hour before</p>

Decision Guidelines	Comments
<ul style="list-style-type: none"> - The potential to control illumination temporally or in terms of intensity. 	<p>opening until one hour after closing, controlling temporal impacts and minimising light spill outside business hours. The static images and restrained brightness ensure that the sign does not adversely affect the amenity of nearby residents or the broader area, maintaining a safe and comfortable environment for both the public and neighbours.</p>
<p>The impact of any logo box associated with the sign:</p> <ul style="list-style-type: none"> - 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. - The suitability of the size of the logo box in relation to its identification purpose and the size of the sign. 	<p>N/A no logo boxes associated with the electronic sign. It is housed within a structure affixed to the ground and ceiling.</p>
<p>The need for identification and the opportunities for adequate identification on the site or locality.</p>	<p>The proposed electronic signage fulfills an important need for clear and effective business identification for the Liquorland tenancy within a busy commercial precinct. Given the multi-tenancy nature of the building and the mixed-use environment, the sign provides a contemporary and legible means for customers to easily locate and identify the business. Its position within the shopfront glazing optimises visibility from the primary street frontage, ensuring the tenancy is distinguishable without relying on additional signage. This approach utilises the site's existing opportunities for identification while avoiding excessive or redundant signage in the locality.</p>
<p>The impact on road safety. A sign is a safety hazard if the sign:</p> <ul style="list-style-type: none"> - Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property. - Obstructs a driver's view of a traffic control device, or is likely to create a 	<p>The proposed electronic sign does not pose any road safety risks. It is located within the shopfront glazing and does not obstruct drivers' lines of sight at intersections, curves, or points of vehicle egress. The sign is positioned away from traffic control devices and does not create any confusing</p>

Decision Guidelines	Comments
<p>confusing or dominating background that may reduce the clarity or effectiveness of a traffic control device.</p> <ul style="list-style-type: none"> - Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing. - Is at a location where particular concentration is required, such as a high pedestrian volume intersection. - 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. - Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic. - 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. - Is within 100 metres of a rural railway crossing. - Has insufficient clearance from vehicles on the carriageway. - Could mislead drivers or be mistaken as an instruction to drivers. 	<p>or dominating background that could reduce their effectiveness. The static, non-animated display with controlled illumination avoids driver distraction or glare and does not include colours or shapes that could be mistaken for traffic signals. Its location on a commercial street with appropriate clearance ensures it does not invite unsafe turning or mislead drivers. Overall, the signage is designed to maintain safe conditions for both drivers and pedestrians.</p>

4.0 CONCLUSION

An assessment against the relevant planning controls and policies has found that the proposed signage is suitable for the site. The signage has been carefully designed and positioned to integrate with the existing shopfront, presenting a modern yet restrained element that enhances the visual appeal of the tenancy without dominating the streetscape. It supports business identification in a clear and legible manner, while avoiding visual clutter or amenity impacts.

The signage is of a suitable scale for the commercial context, respects the architectural design of the building, and maintains a high degree of cohesion with its surroundings. The

static digital display, limited operating hours, and internal placement behind glazing ensure the sign contributes positively to the public realm and does not adversely affect the nearby residential interface. On balance, the proposed signage represents a high-quality and site-responsive outcome that aligns with the strategic intent of the Commercial I Zone and local signage policies.

Ultimately, it is considered that the proposal meets the relevant planning controls and therefore should receive full support from Council.

Please don't hesitate to contact the undersigned for further discussion.

Regards,

James Connolly *BURBAN EnvPlan, GCHM, MPIA*
Director & Principal Planner
JCONN Planning Pty Ltd

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April McDonald

From: James Connolly <james@jconnplanning.com.au>
Sent: Wednesday, 14 January 2026 5:15 PM
To: Planning Unit Administration
Subject: RE: 5.2025.402.1 Additional Information Request 54 Main Street BAIRNSDALE

EXTERNAL EMAIL: This email has originated from outside of the East Gippsland Shire Council network. Do not click links or open attachments unless you recognise the sender and know the content is safe. Contact ICT ServiceDesk if you are unsure.

ATTN: Uditha Don

Hi Uditha,

In response to the RFI dated 07/01/2026, please see below luminance levels of the electronic sign:

- Window-facing (Outdoor) 3,000 nits (cd/m²)

Can you please confirm receipt of the requested information at your earliest convenience?

Don't hesitate to let me know if you require anything further.

Cheers.

Regards,



**JCONN
PLANNING**

James Connolly
Director & Principal Planner

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NSW | Level 1 / 457-459 Elizabeth Street Surry Hills NSW 2010
QLD | Suite 11 / 11 Karp Court Bundall QLD 4217

Follow JCONN Planning on LinkedIn!

Planned Hours of Illumination (Illumination hours include 1 hour prior to and 1 hour after trading times)

Screen Resolution: 1920 x 1080px

Content Format: Static images only, rotating every 7 seconds

Total Slots: 8 (5 supplier - rotating static image slots showcasing supplier brands, NPDs, etc.) and (3 brand - rotating static image slots featuring trade offers, Flybuys, and Coles Liquor exclusive brands). No video or animated content is used. Transitions between images are smooth and non-disruptive.

Compliance: Coles strictly adheres to all Local Government Guidelines for responsible liquor advertising and promotions.

Additional Note: All other signage to remain as is.

See below example of images:



Suspended Ceiling Screen



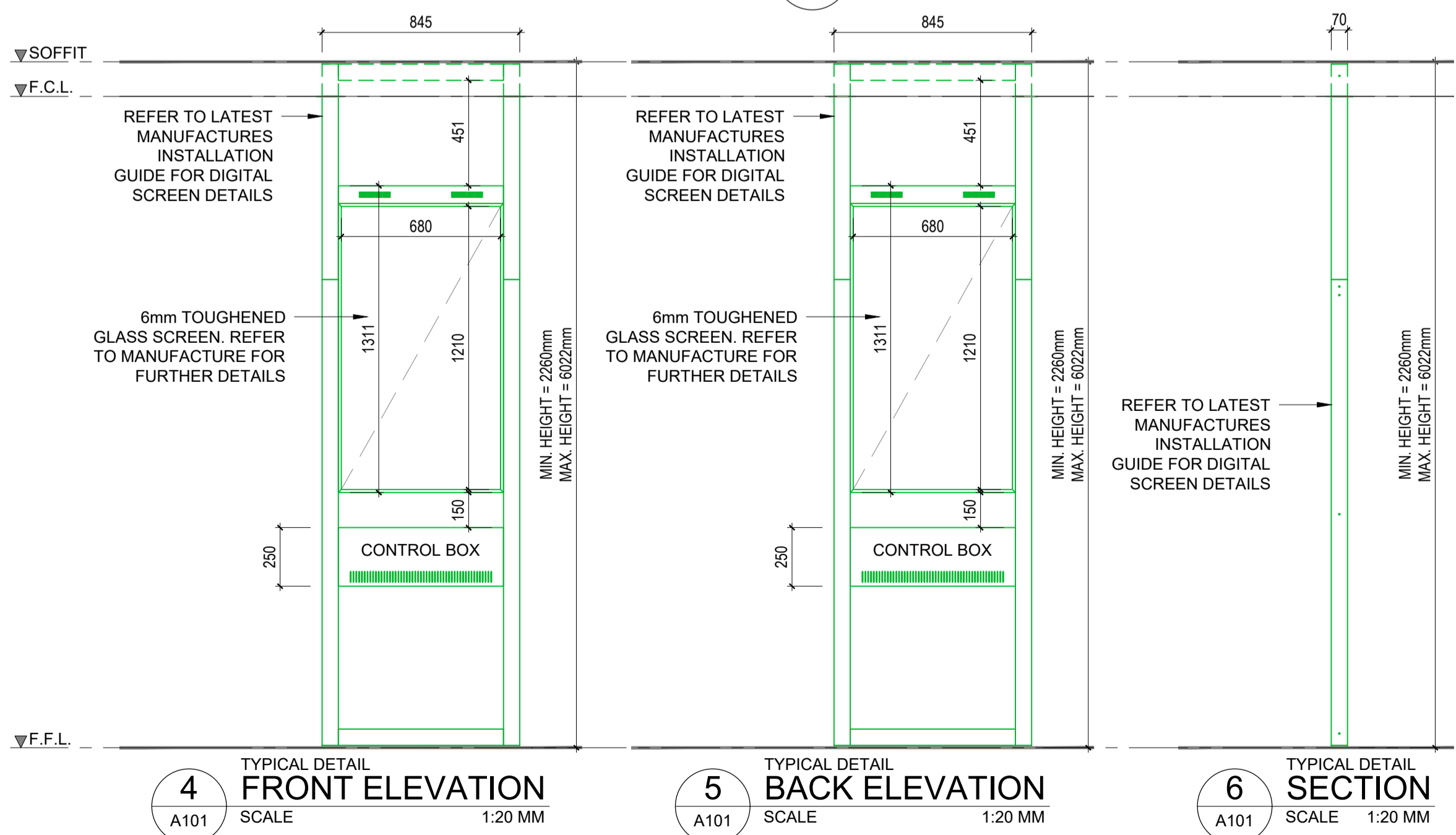
THIS IS A CAD DRAWING DO NOT ALTER
MANUALLY UNDER ANY CIRCUMSTANCES

DRAWING PRODUCED ON CAD SYSTEM
DO NOT SCALE - VERIFY
ALL DIMENSIONS ON SITE.

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NOTE: REPAIR FLOOR STRUCTURE, FLOOR FINISHES, AND CEILING FINISHES TO MATCH EXISTING CONDITIONS, IF ANY WORKS ARE UNDERTAKEN.



- NOTES:**

- ALL GLAZING TO BE IN STRICT ACCORDANCE WITH AS 1288. SELECTED FIXING TO BE IN STRICT ACCORDANCE WITH MANUFACTURERS' RECOMMENDATIONS AND COLES SUPERMARKET STANDARDS. CONFIRM ALL SITE CONDITIONS AND SET OUTS ON SITE PRIOR TO MANUFACTURE AND INSTALLATION. CONTRACTOR TO ENSURE MAKE GOOD OF SURROUNDING AREA WHERE FIXING INTO EXISTING SURFACES.
- THE BUILDER SHALL BE RESPONSIBLE FOR CONFIRMING ALL ON-SITE DIMENSIONS PRIOR TO COMMENCING ANY FABRICATION OR INSTALLATION WORK. IN ADDITION, THE BUILDER SHALL SET OUT THE WORKS INCLUDING RADFORD GATE, GLASS BALUSTRADE AND ANY TROLLEY RAILING TO ENSURE ALIGNMENT AND CLOSURE IS ACHIEVED AS SHOWN ON THE DRAWINGS. REPORT ANY VARIANCES TO THE PROJECT MANAGER FOR DIRECTION PRIOR TO COMMENCING ANY WORK OR FABRICATION OF ANY ITEMS.
- TRENCHING - PRIMEBUILD TOLLOUT TO RUN ALL COMMUNICATIONS TO NEAREST VERTICAL RISER POINT.
- REFER TO 03 DETAIL SECTION OPTION FOR DIGITAL SCREEN POWER ACCESS.
- BUILDER TO ALLOW FOR FLOOR AND CEILING SCANNING UNLESS AREA HAS BEEN RECENTLY SCANNED.

All dimensions are to be checked by the builder on site and any discrepancies brought to the attention of BIM PLUS prior to construction. When a dimension is not clear it is the builder's responsibility to clarify the dimension with the BIM PLUS. It is the builder's responsibility to cross reference working drawings with authority endorsed documents. These drawings are not to be scaled. If the status of this drawing is not signed off "For Construction" it may be subject to change, damage, harm or injury whether special, consequential, direct or indirect, suffered by you or any other person as a result of your use of this drawing for construction purposes.

REV	DESCRIPTION	DATE
01	FOR CONSTRUCTION	26.09.2025

CLIENT

PROJECT NAME & DETAILS

2283 - BAIRNSDALE

AT
54 MAIN STREET, BAIRNSDALE, VIC

TITLE

PART EXISTING / DEMOLITION PLAN / PROPOSED PLAN
ELEVATION DETAILS / GENERAL NOTES

FOR CONSTRUCTION

Project No.	2283	Scale	AS INDICATED @ A
Drawn by	ABL	Drawing No.	Rev
Checked by	AR	A101	01

ROLLOUT.

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