

# CONFIDENTIAL

## **ITEM 9**

### **DEVELOPMENT APPLICATION – 090/170/2014/C2 – 333-343 GOODWOOD ROAD, KINGS PARK 5034 (UNLEY PARK)**

**Economic Development & Planning  
Grant Croft – 16 December 2014  
Community Direction 3 – Natural and Built  
Environment**

#### **Community Goal 3.1**

**Ensure that Urban Development and Infrastructure meet the changing needs of the community whilst maintaining the City's heritage, amenity and character.**

DEVELOPMENT PROPOSAL:	Carry out alterations including alterations to existing facade and additional signage
DEVELOPMENT PLAN:	30 January 2014
ZONE:	Local Centre
APPLICANT:	Studio Nine Architects
APPLICATION TYPE:	Merit
PUBLIC NOTIFICATION:	Category 2
REPRESENTATIONS RECEIVED:	NONE
DAP'S CONSIDERATION IS REQUIRED DUE TO:	ERD Court Appeal – Amended Plans

### **PLANNING BACKGROUND**

At its meeting of 19 September 2014, the Development Assessment Panel (DAP) REFUSED the abovementioned development application for the applicant to *carry out alterations including alterations to existing façade, construct blade wall with associated advertising*. Minutes from that meeting are detailed below:

*That Development Application 090/170/2014/C2 at 333-343 Goodwood Road, Kings Park SA 5034 is at variance with the provisions of the Development Plan and should be REFUSED Planning Consent for the following reasons:*

- *The subject site already has an existing free standing illuminated sign in the south-western corner which projects the same imagery / advertising as what is proposed on the new advertising hoarding (blade wall);*

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### **Development Application – 090/170/2014/C2 – 333-343 Goodwood Road, Kings Park 5034 (Unley Park) - Continued**

- *The proposed advertising hoarding (blade wall) and associated advertising extends above the silhouette of the building which conflicts with both Council Wide PDC 247(d) and 248;*
- *The proposed advertising hoarding (blade wall) and associated advertising conflicts with Council Wide PDC 249, 251 and 253 as it is not considered compatible with the scale of existing advertising / signage on both the existing site and nearby buildings and spaces.*

The applicant has since appealed the decision through the Environment, Resource and Development Court (ERD). Amended plans responding to several of the concerns raised above have since been provided to Council for consideration.

## **DISCUSSION**

In an attempt to resolve the key concern regarding the blade wall advertising hoarding the applicant has amended the plans to illustrate a reduced height of this wall from 7.5m to 5.2m.

The reduced height of the advertising hoarding is now considered to have regard to the relevant provisions of Councils Outdoor Advertisement Policy in the following manner:

- PDC 244 – The reduced height of the advertising hoarding is considered simple in form and does not dominate or obscure other advertisements or result in visual clutter;
- PDC 247 (d) – the reduced height of the advertising hoarding now sits below the silhouette of the building;
- PDC 249 & 253 – the reduced height of the advertising hoarding is consistent with other signage in the immediate locality, most notably the service station on the north-western side of Goodwood Road.

## **CONCLUSION**

The reduced height of the proposed advertising hoarding is now considered appropriate having regard to the relevant provisions of Councils Outdoor Advertising Policy.

Administration considers the amended application warrants support and a recommendation has been prepared on this basis and if agreed it will be conveyed to the Environment Resources and Development Court. Should the Panel not wish to accept the amended application an alternative recommendation has been provided below.

**Item 9**

**Development Application – 090/170/2014/C2 – 333-343 Goodwood Road, Kings Park 5034 (Unley Park) - Continued**

**RECOMMENDATION**

MOVED:

SECONDED:

- A. That the report be received; and
- B. That the Environment, Resource and Development Court be advised that the City of Unley Development Assessment Panel concedes the appeal for development application 090/170/2014/C2 at 333-343 Goodwood Road, Kings Park SA 5034, based on the amended plans, subject to the following conditions:
1. The Development herein approved shall be undertaken in accordance with all plans, drawings, specifications and other documents submitted to Council and forming part of the relevant Development Application except where varied by conditions set out below (if any) and the development shall be undertaken to the satisfaction of Council.

**NOTES PERTAINING TO PLANNING CONSENT:**

- That any damage to the road reserve, including road, footpaths, public infrastructure, kerb and guttering, street trees and the like shall be repaired by Council at full cost to the **applicant**.
- That any necessary alterations to existing public infrastructure (stobie poles, lighting, traffic signs and the like) shall be carried out in accordance with any requirements and to the satisfaction of the relevant service providers.
- It is recommended that as the applicant is undertaking work on or near the boundary, the applicant should ensure that the boundaries are clearly defined, by a Licensed Surveyor, prior to the commencement of any building work.
- The applicant is reminded of the requirements of the Fences Act 1975. Should the proposed works require the removal, alteration or repair of an existing boundary fence or the erection of a new boundary fence, a 'Notice of Intention' must be served to adjoining owners. Please contact the Legal Services Commission for further advice on 8463 3555 or refer to their web site at [www.lsc.sa.gov.au](http://www.lsc.sa.gov.au).

OR

- C. That the report be received; and
- D. That the Environment Resources and Development Court be advised that the City of Unley Development Assessment Panel reaffirms its decision of 19 September 2014 as the amended plans provided do not adequately address the grounds for refusal.

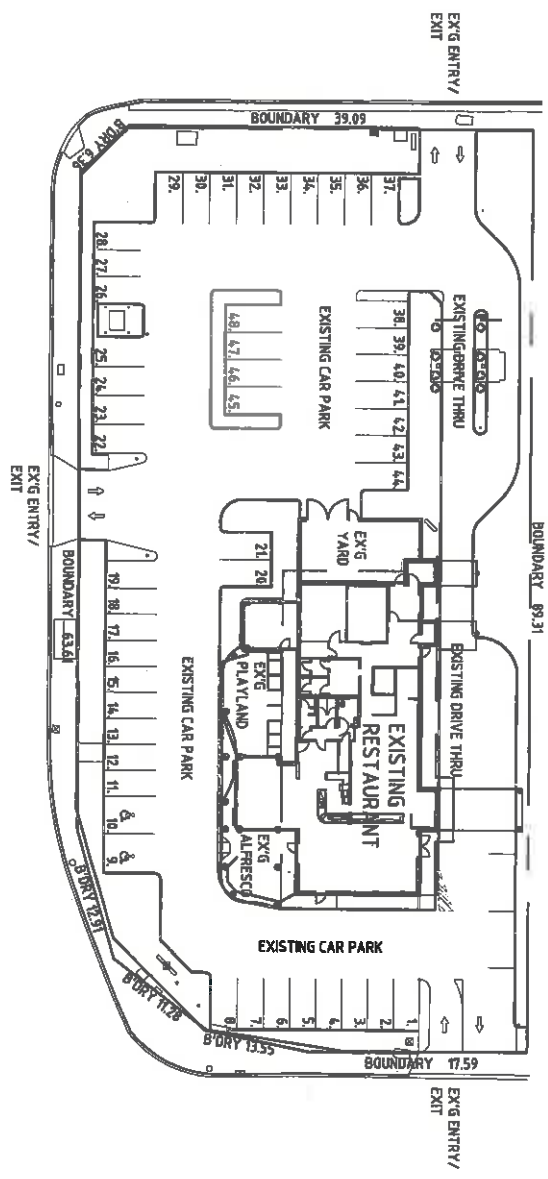
List of Attachments		Supplied By:
A	Application Documents	Applicant
B	19 September 2014 DAP Report & Attachments	Administratiron

A

LAWSON AVE

GOODWOOD ROAD

CROSS ROAD



NUMBER OF EXISTING CAR PARKS	48
SITE AREA	3767 M2
EXISTING RESTAURANT BUILDING AREA	443 M2

EXISTING OVERALL SITE PLAN

SCALE 1:500

ISSUE/AMENDMENT	DATE	INT	NOTES
PRELIMINARY ISSUE	16/03/2014	MHB	1. DO NOT SCALE THIS DRAWING.
DESIGNED FOR PLANNING APPROVAL	13/08/2010	MHB	2. THE DRAWING SHOWS DESIGN INTENT ONLY. ALL DIMENSIONS TO BE CHECKED ON SITE. CONTRACTOR SHALL NOT BE RESPONSIBLE FOR CONSTRUCTION/MANUFACTURING BY CONSTRUCTION/MANUFACTURER.
			3. THIS IS A COMPUTER GENERATED DRAWING. DO NOT REPRODUCE BY HAND.
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PROJECT CONSULTANT ARCHITECTURAL

BUILDING OPTIONS



3 King William Street, Level 10, 5007 Adelaide  
 T: +61 8 8133 3193 F: +61 8 8133 7493  
 www.mhbarchitectural.com.au

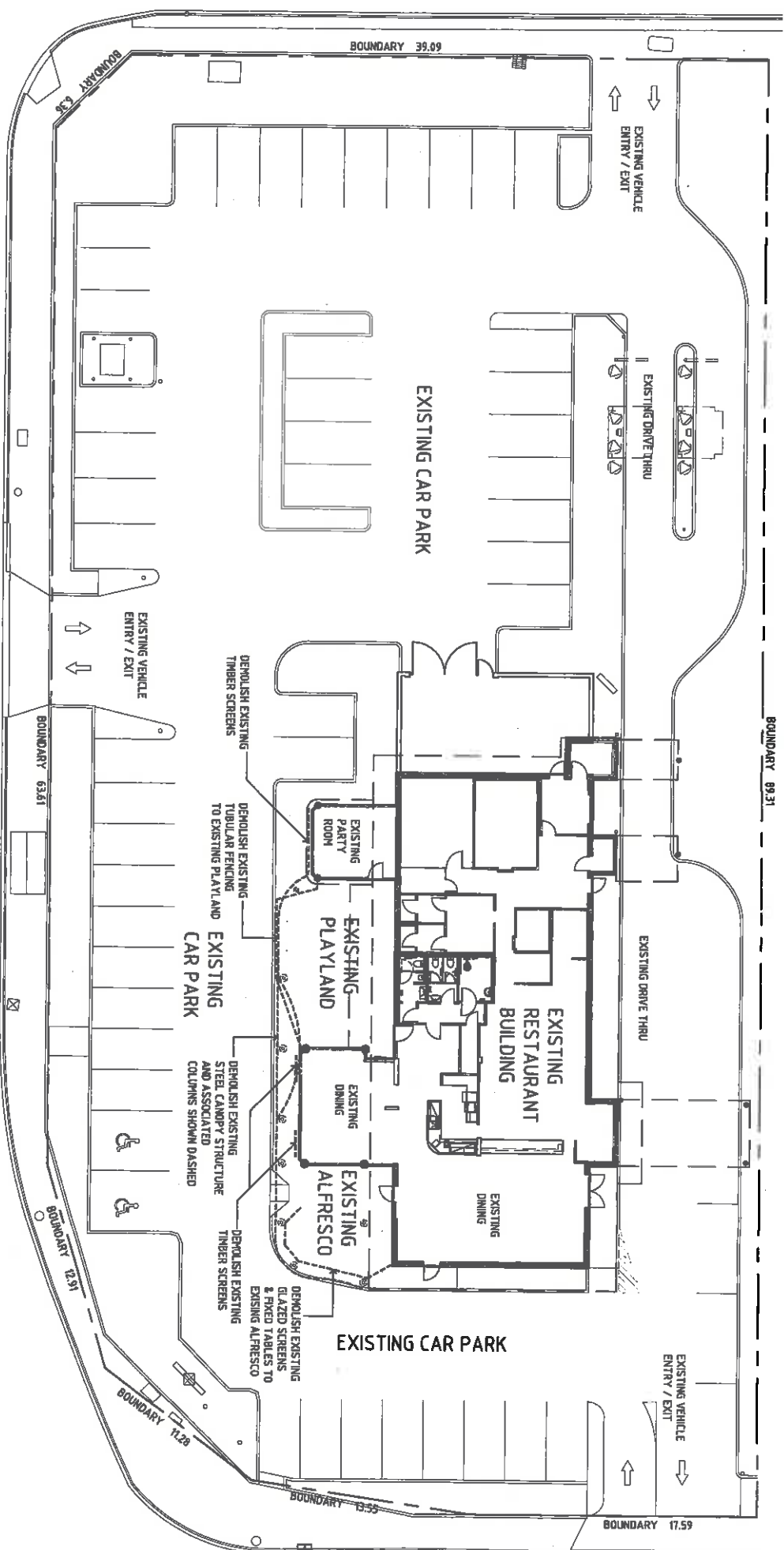
PROJECT: MCDONALD'S RESTAURANT REFURBISHMENT  
 333-343 GOODWOOD ROAD  
 KINGS PARK SA 5096

TITLE: EXISTING OVERALL SITE PLAN

DRAWN: JC  
 CHECKED SCALE: 1:500  
 DWG. NO.: DA01

STATUS: FOR REVIEW  
 SERIES: REMODEL  
 REF: 01  
 UNCHECKED MASTER DRAWING  
 PROJECT SPECIFIC DRAWING  
 © 2013 McDonald's

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**SITE DEMOLITION PLAN**  
SCALE 1:250

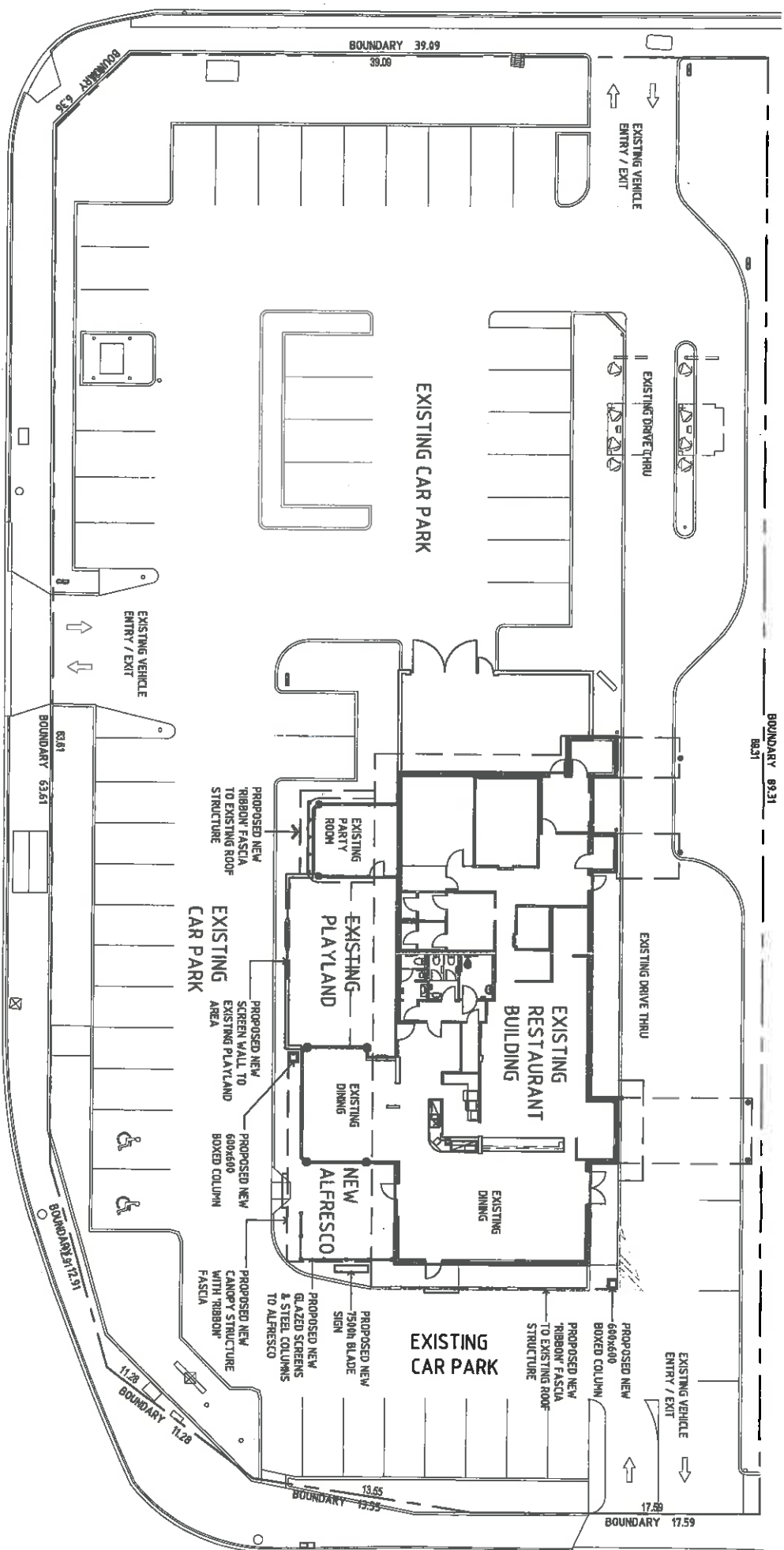
**GOODWOOD ROAD**

ISSUE/AMENDMENT	DATE	INT	NOTES
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PROJECT CONSULTANT ARCHITECTURAL	BUILDING OPTIONS
<p>Studio Nine 9 Blyth Street, Kent Town SA 5187 Australia 1-4511 1123 2000 F-41 8088 7183 M studio@studio-nine.com.au</p>	<p>McDonald's Australia Limited 3333-3433 GOODWOOD ROAD KINGS PARK SA 5036</p>
<p>STATUS: FOR REVIEW</p> <p>REF:  NRCPI REGISTERED MASTER DRAWING PROJECT SPECIFIC DRAWING © 2023 McDonald's</p>	<p>PROJECT: MCDONALD'S RESTAURANT REFURBISHMENT</p> <p>TITLE: SITE DEMOLITION PLAN</p> <p>DRAWN: [ ] CHECKED: [ ] DWG. NO. DA02</p>

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**PROPOSED SITE PLAN**  
SCALE 1:250

REVISION	DATE	INT	NOTES
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2	06.03.2014	101	2. THE DRAWING SHOWS DESIGN INTENT ONLY. PRIOR TO CONSTRUCTION OF PRODUCTION, CONSULT WITH ARCHITECT FOR ANY CHANGES TO BE CONFIRMED.
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5	06.03.2014	101	5. ALL DIMENSIONS ARE IN MILL.

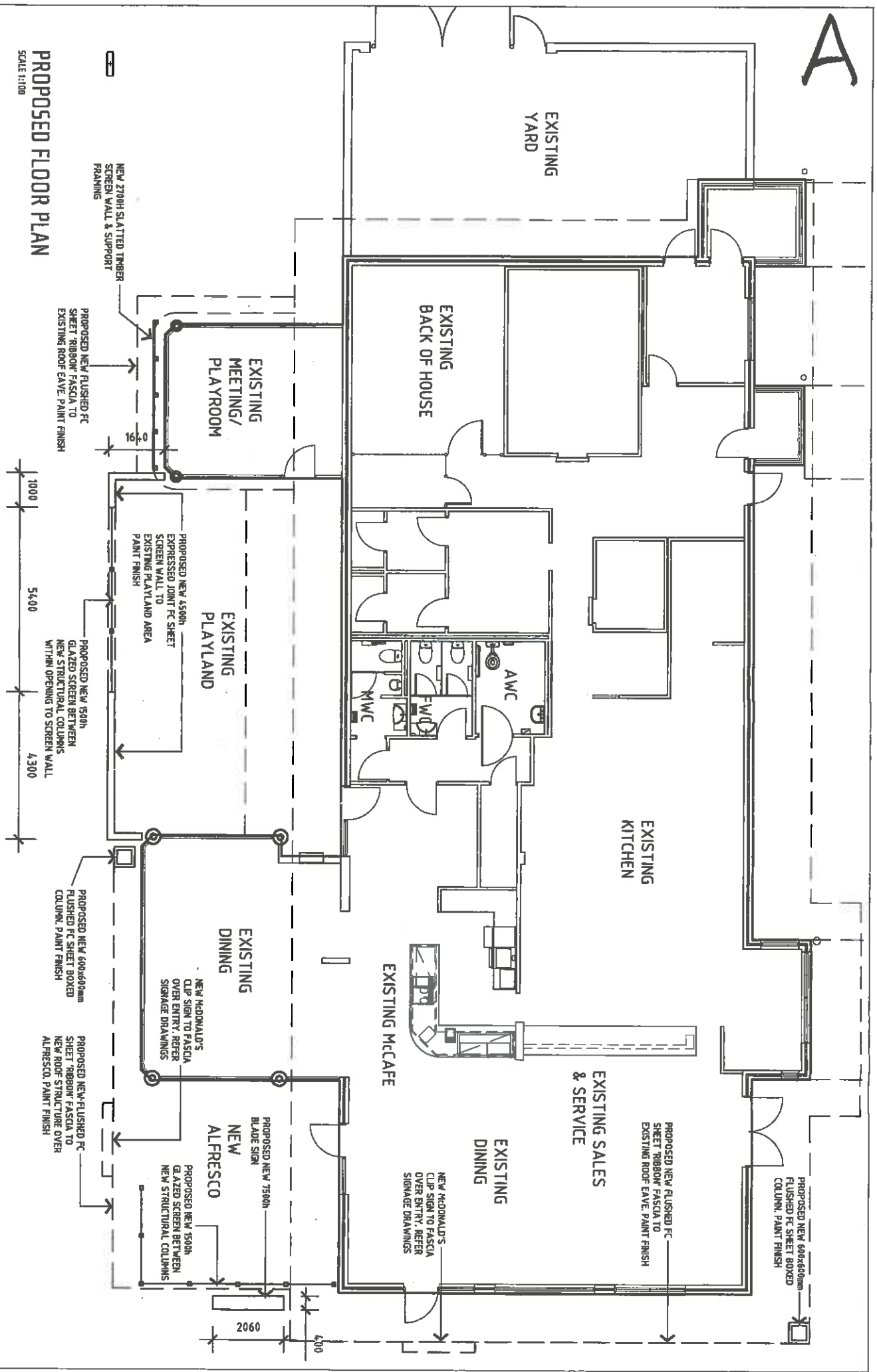
  

PROJECT CONSULTANT ARCHITECTURAL	BUILDING OPTIONS
 3 Bay Wilton Street East, Level 01, 5197 Murrayfield Maitland, Victoria 3122 Tel: 03 9333 1111 Fax: 03 9333 7888	 3 Bay Wilton Street East, Level 01, 5197 Murrayfield Maitland, Victoria 3122 Tel: 03 9333 1111 Fax: 03 9333 7888
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PROJECT:	MADDONALDS RESTAURANT REFRUBISHMENT
TITLE:	PROPOSED SITE PLAN
DATE:	06.03.2014
SCALE:	1:250
DWG. NO.:	DA03
REV.:	NEW

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**PROPOSED FLOOR PLAN**  
SCALE 1:100

ISSUE/AMENDMENT	DATE	INT	NOTES
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2. STUDY FOR PLANNING APPROVAL	15.04.2014	NB	2. THE DRAWING SHOWS DESIGN INTENT ONLY. ALL DIMENSIONS TO BE CHECKED ON SITE. ALL DIMENSIONS TO BE CHECKED ON SITE. ALL DIMENSIONS TO BE CHECKED ON SITE. ALL DIMENSIONS TO BE CHECKED ON SITE.
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PROJECT CONSULTANT ARCHITECTURAL  
*Studio Nine*  
5 King William Street Kent Town SA 5007 Australia  
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**BUILDING OPTIONS**

**McDonald's**  
McDonald's Australia Pty Ltd  
1000 Moorabbin Drive  
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Tel: 03 9594 1000  
Fax: 03 9594 1001  
www.mcdonalds.com.au

**NECA**  
NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION  
1000 Moorabbin Drive  
Moorabbin VIC 3170  
Tel: 03 9594 1000  
Fax: 03 9594 1001  
www.neca.com.au

**PROJECT:**  
MCDONALD'S RESTAURANT REFRUBISHMENT  
333-343 GOODWOOD ROAD  
KINGS PARK SA 5096

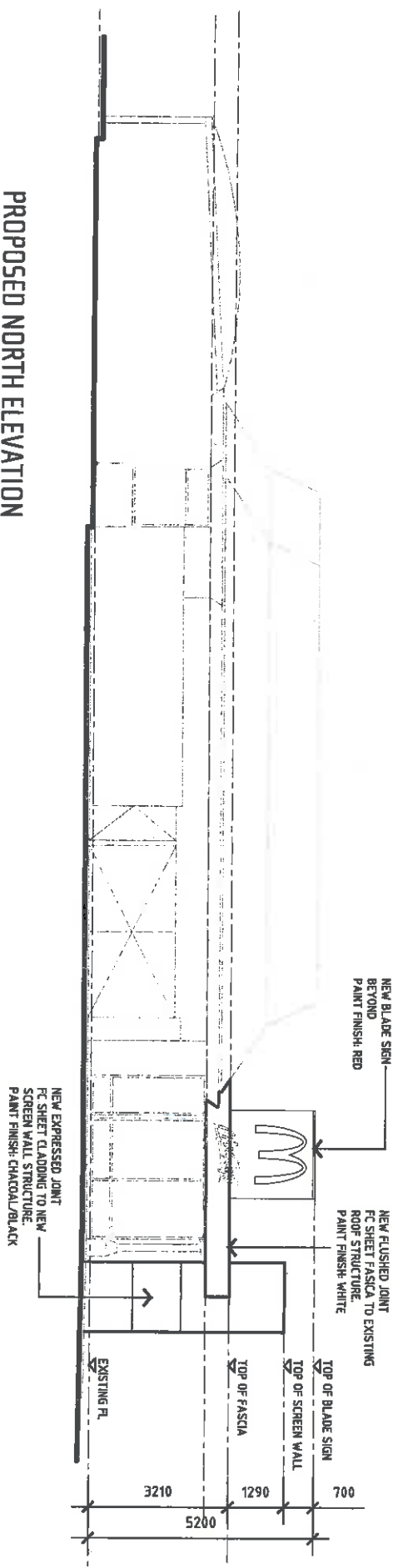
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**REV.:** [Table with revision details]

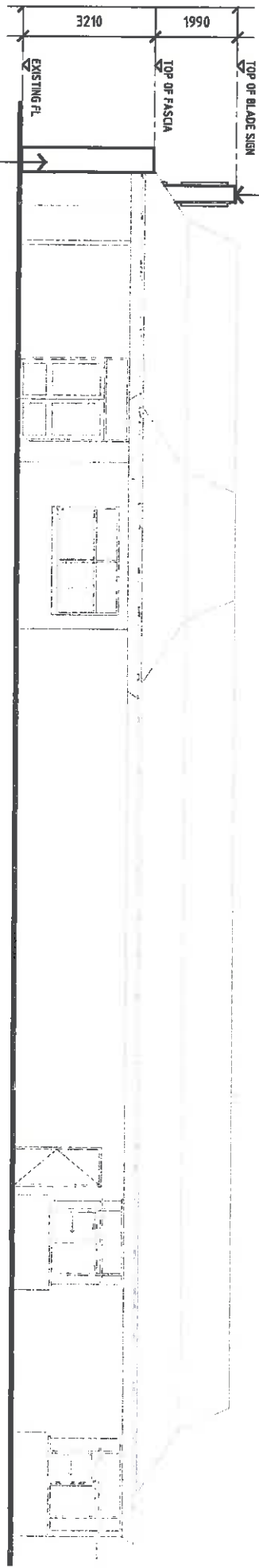
A

**PROPOSED NORTH ELEVATION**  
SCALE 1:100



NEW FLUSHED JOINT  
FC SHEET BOXED COLUMN.  
PAINT FINISH- WHITE

**PROPOSED EAST ELEVATION**  
SCALE 1:100

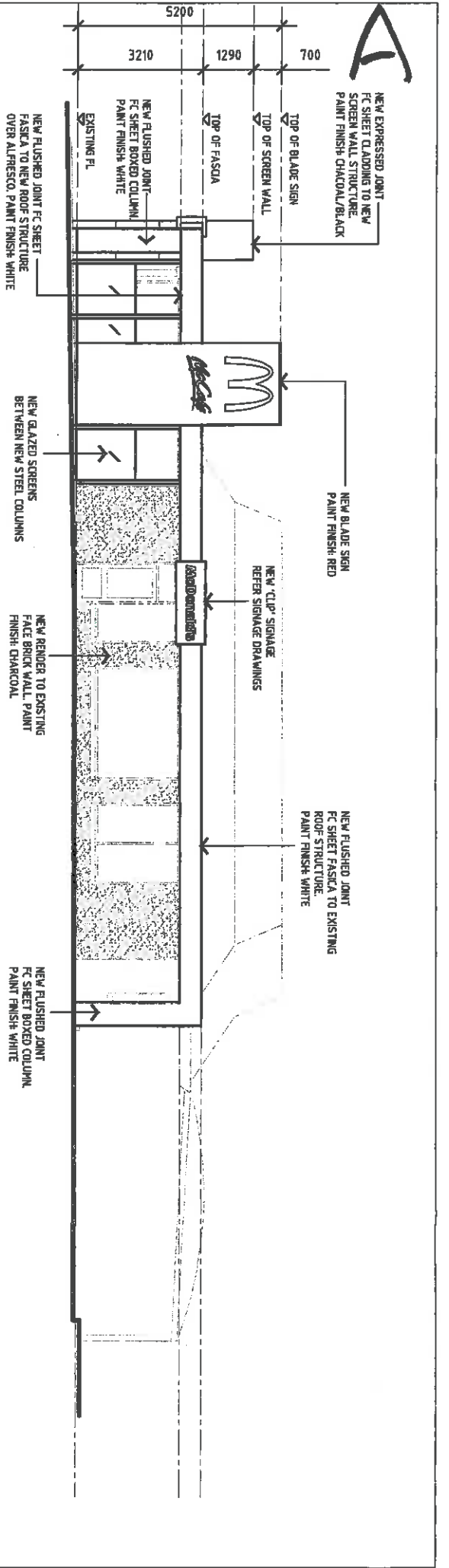


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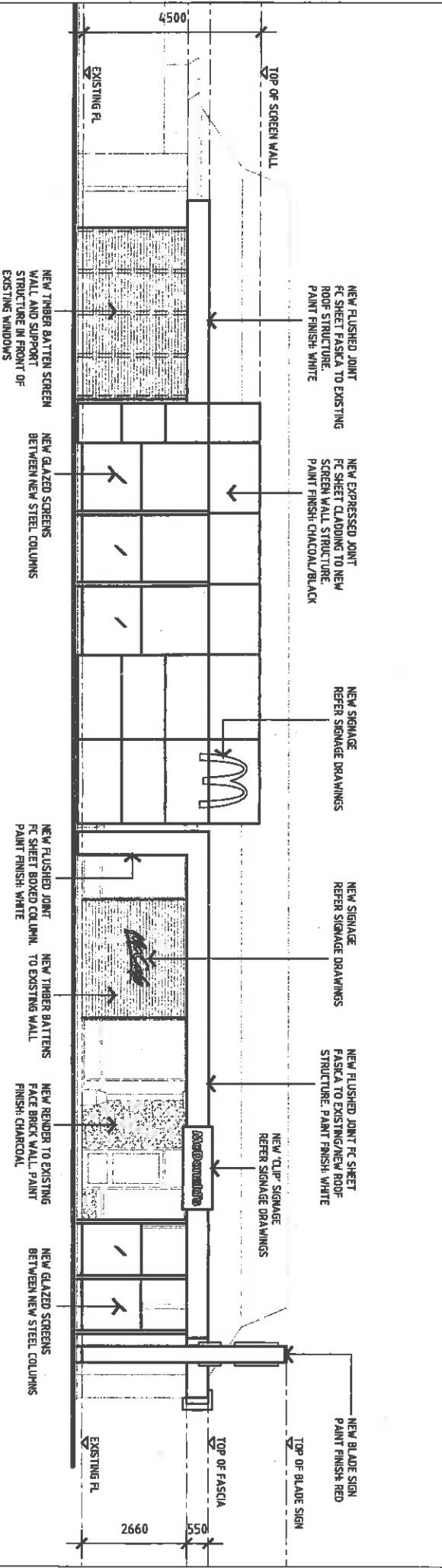
PROJECT CONSULTANT ARCHITECTURAL	BUILDING OPTIONS	PROJECT:
3 King William Street, Level Three, M3387 Australia Tel: 613 933 3933, Fax: 613 933 3933 M3387Australia.com.au		MCDONALD'S RESTAURANT REFURBISHMENT 333-343 GOODWOOD ROAD KINGS PARK SA 5036
		TITLE: PROPOSED ELEVATIONS SHEET 1
		DRAWN: [ ] CHECKED: [ ] SCALE: [ ] DWG. NO. [ ]
		REV: [ ]





**PROPOSED SOUTH ELEVATION**

SCALE 1:100



**PROPOSED WEST ELEVATION**

SCALE 1:100

ISSUE/AMENDMENT	DATE	INT.	NOTES
1. PREPARED FOR PERMANENT APPROVAL	06/03/2014	MJG	1. DO NOT SCALE THIS DRAWING.
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PROJECT CONSULTANT ARCHITECTURAL	BUILDING OPTIONS	PROJECT
 9 Bag Walk Street (over Town) St 1387, Adelaide T 461 8 8132 3999 F 461 8 8133 7493 <a href="http://www.projectconsultant.com.au">www.projectconsultant.com.au</a>	 M DESIGN ARCHITECTS 211 GARDNER STREET, ADELAIDE SA 5000 T 08 8333 6666 <a href="http://www.mdesign.com.au">www.mdesign.com.au</a>	MEDONALD'S RESTAURANT RECURBISHMENT 393-395 GARDNER ROAD KINGS PARK SA 5006 TITLE: PROPOSED ELEVATIONS SHEET 2 DRAWN: [ ] CHECKED SCALE: [ ] DWG. NO: [ ] REV: [ ]



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**DEVELOPMENT APPLICATION – 090/170/2014/C2 – 333-343 GOODWOOD ROAD, KINGS PARK 5034 (UNLEY PARK)**

**Economic Development & Planning  
Grant Croft – 16 September 2014**

**Community Direction 3 – Natural and Built Environment**

**Community Goal 3.1**

**Ensure that Urban Development and Infrastructure meet the changing needs of the community whilst maintaining the City's heritage, amenity and character.**

DEVELOPMENT PROPOSAL:	Carry out alterations including alterations to existing façade, construct blade wall with associated advertising.
DEVELOPMENT PLAN:	30 January 2014
ZONE:	Local Centres Zone
APPLICANT:	Studio Nine Architects
APPLICATION TYPE:	Merit
PUBLIC NOTIFICATION:	Category 2
REPRESENTATIONS RECEIVED:	NONE
DAP'S CONSIDERATION IS REQUIRED DUE TO:	Recommendation for refusal

**PLANNING BACKGROUND**

Planning Consent 090/466/2000 was approved by Council on 27 July 2000 allowing for a *pole mounted illuminated sign 8.0m high - 'McDonalds Drive-Thru'*.

**PROPOSAL**

The applicant seeks to carry out alterations to the existing takeaway food premise with alterations to the southern (Cross Road) and western (Goodwood Road) facades, including the installation of a blade wall sign.

**Site Description**

The subject site is located on the north-eastern corner of Goodwood and Cross Road. Currently located on the subject site is a single storey building, which comprises a takeaway food premise with associated car-parking and signage.

Existing signage on the subject site includes an illuminated pylon sign in the south-western corner of the site, three (3) banner signs (no approvals exist), several free

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**Development Application – 090/170/2014/C2 – 333-343 Goodwood Road, Kings Park 5034 (Unley Park) - Continued**

standing directional signs and menu boards associated with the drive-in as well as further signage affixed to the exterior of the building.

**Figure 1: Locality Map for 333-343 Goodwood Road, Kings Park**



 Subject Site      Locality

**PROCESSING**

**Referrals**

**Statutory Referrals**

No statutory (external) referrals required.

**Non-Statutory Referrals (Internal Council Referrals)**

No internal referrals required.

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### Development Application – 090/170/2014/C2 – 333-343 Goodwood Road, Kings Park 5034 (Unley Park) - Continued

B

#### Public Notification

Category 2 notification was undertaken in accordance with Table Un/8 as the subject site is located within 60m of a residential zone. No representations were received during the ten (10) business day notification period.

#### DEVELOPMENT PLAN ASSESSMENT

##### Quantitative Assessment

	Blade Sign	Wall 'M' Sign	'McCafe' Wall Sign	Entry 'Clip' Sign
Location	Southern façade (also faces north).	Western façade	Western façade	Southern and western façade
Width	2.0m	1.371m	1.435m	2.1m
Height	7.5m	1.20m	0.61m	0.75m
Advertisement Area	15.0sqm x 2 sides	1.64sqm	0.87sqm	1.57sqm x 2

##### Qualitative Assessment

Detailed assessment is provided below in respect of:

- Alterations to Building Façade;
- Outdoor Advertisements.

#### **Zone Objectives and Descriptions**

##### **Local Centres Zone**

*Objective 1: Accommodation of shopping and community facilities serving the day-to-day needs of the local community at a scale appropriate to the local area.*

##### **Principles of Development Control**

*2. Development should not exceed two storeys in height.*

##### **Alterations to Building Façade**

The proposed development seeks to carry out alterations and additions to the existing building. Works comprise re-cladding the southern and western facades of the existing building with various external finishes ranging from new expressed joint FC sheeting, timber batons and rendering of existing brickwork.

These works are considered reasonable and do not detrimentally impact adjacent properties, in-particular the residential properties to the east (side).

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**Outdoor Advertisements**

For the purpose of this assessment the term advertising hoarding references the 'blade wall' which measures 7.5m in height. The *Development Act 1993* defines an advertising hoarding as a structure for the display of an advertisement or advertisements. In the case between *Peregrine Corporation P/L v City of Tea Tree Gully* {2009} SAERDC 6 the Environment, Resource and Development Court found that "an advertising hoarding has been held to include a 5.4m x 3m wide (blade wall) attached to an existing building for the purposed of displaying illuminated and other advertisements".

**Objective 63:** *An urban environment not disfigured by advertisements.*

**Objective 64:** *Advertisements in retail, commercial and industrial urban areas, and centre zones, designed to enhance the appearance of those areas.*

The proposed advertising hoarding is considered to add to the substantial amount of signage currently located on the subject site. The design, size and scale is such that is not considered to enhance the appearance of both the subject site / building or the immediate urban environment.

**244** *Advertisements should be simple in form and provide for instant recognition and should not dominate or obscure other advertisements or result in visual clutter.*

Whilst the proposed advertising hoarding (blade wall) is simple in form and provides for instant recognition of the business it is seeking to advertise with the colour of the wall and associated imagery consistent with the branding of the business, it is considered dominate and excessive, resulting in visual clutter with the subject site already comprising substantial levels of advertising.

**247** *Advertisements should not be erected upon:*

- (a) public footways, verandah posts or public utility poles located on public footways;*
- (b) a vehicle carriageway, dividing strip or traffic island;*
- (c) a vehicle adapted and exhibited primarily as an advertisement;*
- (d) a building so as to extend above the silhouette of the building; and*
- (e) residential land unless erected to fulfil a statutory requirement associated with the residential use of the land.*

**248** *Advertisements not complying with Column 2 of the section of Table Un/1 relating to Advertisements should, however, comply with the relevant conditions specified in Column 3 of that section of Table Un/1.*

Advertisement above the silhouette of a building	0	(a) No advertisement to project above the silhouette of the building to which it is affixed.
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The proposed advertising hoarding does not satisfy provision 247(d) or 248 which state that advertisements should not extend above the silhouette of the building. The

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### Development Application – 090/170/2014/C2 – 333-343 Goodwood Road, Kings Park 5034 (Unley Park) - Continued



proposed advertising hoarding (blade wall) extends above the silhouette of the existing building by 2.3m.

It was determined in the case between *Peregrine Corporation P/L v City of Tea Tree Gully* {2009} SAERDC 6 that “*signage that protrudes above a built form element of a building is considered to be a poor urban design outcome*”. This is also considered to be the case with regards to the proposed advertising hoarding.

Reducing the height of the advertising hoarding in line with the height of the existing building would ensure it is more in keeping with the scale of the building and signage within the locality and would be an acceptable outcome.

**249** *The location, siting, size, shape and materials of construction, of advertisements should be:*

*(a) consistent with the desired character of areas or zones as described by their objectives;*

*(b) consistent with the predominant character of the urban or rural landscape; or*

*(c) in harmony with any building or site of historic significance or heritage value in the locality.*

**251** *Advertisements should not impair the amenity of areas, zones, or localities, in which they are situated by creating, or adding to, clutter, visual disorder and the untidiness of buildings and spaces.*

**253** *The scale of advertisements should be compatible with the buildings on which they are situated and with nearby buildings and spaces.*

Signage associated with surrounding commercial / retail properties located on opposing corners of Goodwood Road and Cross Road are as follows:

- The subject site has a free standing illuminated pylon sign measuring up to 8.0m in height and several other 2.3m high illuminated entry and directional signs and un-authorized banner signs;
- The BP service station located on the north-western corner comprises three (3) illuminated pylon signs with two (2) measuring 3.0m in height and the other 6.0m in height;
- ‘Big W’ and ‘Woolworths’ on the south-western corner comprises one (1) freestanding pylon sign measuring 5-6m in height and another large freestanding illuminated sign well in excess of any other signage in the immediate locality;
- The ‘AMF’ and ‘Goodlife’ Health Club site on the south-eastern corner comprises one (1) integrated free standing illuminated pylon sign measuring approximately 6.0m in height.

Having regard to the above, the proposed advertising hoarding is not considered to satisfy Council Wide Principles of Development Control 249-253 for the following reasons:

- The location, siting and size of the advertising hoarding is not considered to be consistent with the predominant character of the urban landscape;
- The advertising hoarding is considered to add to the visual clutter of advertising / signage on the subject site;

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### **Development Application – 090/170/2014/C2 – 333-343 Goodwood Road, Kings Park 5034 (Unley Park) - Continued**

B

- The scale of the advertising hoarding is not considered compatible with the existing building, as it extends 2.3m above the silhouette of building.

Therefore having regard to the above, the advertising hoarding (blade wall) component of the application and associated advertising is not considered to satisfy the relevant Council Wide provisions relating to outdoor advertising, and is excessive and unwarranted given the context in which it sits and the amount of existing signage on site including an illuminated free standing pylon sign.

### **CONCLUSION**

In summary, the application is finely balanced, with the development application proposing several elements which are considered to be consistent with the relevant provisions and objectives of the Development Plan, including the following:

- The works to the southern and western facades is considered reasonable and does not increase total seating numbers or alter the way in which the building and / or site is currently being used;
- The replacement of existing imagery on existing free standing signs throughout the subject site is considered appropriate;
- The addition of new signage affixed to the southern and western facades is considered in keeping with the existing situation and not considered excessive.

The proposed development does however propose a 7.5m high advertising hoarding (blade wall) and associated advertising which is considered to make several departures from the Development Plan, including the following:

- The subject site already comprises an existing free standing illuminated sign in the south-western corner which projects the same imagery / advertising as what is proposed on the new advertising hoarding (blade wall);
- The proposed advertising hoarding (blade wall) extends above the silhouette of the building which conflicts with both Council Wide PDC 247(d) and 248;
- The proposed advertising hoarding (blade wall) conflicts with Council Wide PDC 249, 251 and 253 as it is not considered compatible with the scale of existing advertising / signage on both the existing site and nearby buildings and spaces.

The application is therefore recommended for REFUSAL.

**Item 8**

**Development Application – 090/170/2014/C2 – 333-343 Goodwood Road, Kings Park 5034 (Unley Park) - Continued**



**RECOMMENDATION**

**MOVED:**

**SECONDED:**

That Development Application 090/170/2014/C2 at 333-343 Goodwood Road, Kings Park SA 5034 is at variance with the provisions of the Development Plan and should be REFUSED Planning Consent for the following reasons:

- The subject site already has an existing free standing illuminated sign in the south-western corner which projects the same imagery / advertising as what is proposed on the new advertising hoarding (blade wall);
- The proposed advertising hoarding (blade wall) and associated advertising extends above the silhouette of the building which conflicts with both Council Wide PDC 247(d) and 248;
- The proposed advertising hoarding (blade wall) and associated advertising conflicts with Council Wide PDC 249, 251 and 253 as it is not considered compatible with the scale of existing advertising / signage on both the existing site and nearby buildings and spaces.

<b>List of Attachments</b>		<b>Supplied By:</b>
<b>A</b>	<a href="#">Application Documents</a>	Applicant



12<sup>th</sup> May 2014

Ref:6196Cncllet

The Chief Executive Officer  
City of Unley  
PO Box 1  
Unley, SA 5061

155 Flinders Road, Plym  
4821 - 7/16e - 07 24  
300 Flinders Road  
5021 - 1/16 SA 5055  
1/16 Flinders Road  
5021 - 1/16 SA 5055  
1/16 Flinders Road  
5021 - 1/16 SA 5055  
1/16 Flinders Road  
5021 - 1/16 SA 5055

Attention Mr. Grant Croft

Re: **MC DONALDS REDEVELOPMENT CORNER GOODWOOD AND CROSS ROADS,  
BLACK FOREST**

McDonalds have sought my advice in relation to your correspondence of 2<sup>nd</sup> May, addressed to Studio Nine Architects, in which you express concern at the height of the blade sign forming part of the redevelopment of the store at the above address.

The subject land is located in the Local Centre zone.

An advertisement is a complying development in the zone subject to meeting the standards contained in Table Un/1.

There are 2 conditions which may pertain to the complying status of the development at hand;

- 1 Advertisements affixed to a wall, in which case the advertisement must not to be painted directly onto a wall other than a front or parapet wall, or;
- 2 Advertisement above the silhouette of a building where no advertisement (is) to project above the silhouette of the building to which it is affixed.

In *Peregrine Corporation P/L v City of Tea Tree Gully & Anor*, the ERD Court had occasion to consider a blade wall sign.

The Court found in the first instance that the blade wall was to be considered as an advertising hoarding. Advertising Hoarding is defined in the Development Regulations as;

**advertising hoarding** means a structure for the display of an advertisement or advertisements.

The Court also turned its mind as to whether a blade wall was a structure and thus formed part of a building and found that ... "The blade wall is a "structure" either attached to or forming part of another "structure (i.e. the existing building).

The blade wall thus forms part of the building.

Principle 2 for the zone seeks to limit development to not more than 2 storeys. At 7.5m in height, the blade wall is equivalent to the height of a 2 storey building and as such is not at odds with the height of buildings expected in the zone.

There are other definitions pertaining to advertising and advertisements in the Act and Regulations; viz,

**advertisement** means an advertisement or sign that is visible from a street, road or public place or by passengers carried on any form of public transport;

The Development Regulations define an "advertising display" as follows:

**"advertising display"** means an advertisement depicted on an advertising area on  
 (a) a free standing structure on land; or  
 (b) a structure attached to a building; or  
 (c) a structure similar to a building on land; or  
 (d) any surface of a building or structure;"

To the extent that it is relevant the McDonalds logo on the blade sign is an advertisement. It does not protrude above the top of the blade wall.

Moreover, the advertisement area, including any background colour is 5m<sup>2</sup> each side of the blade or 10m<sup>2</sup> in total. Other signage affixed to the walls of the building including their reasonable background amounts to 15.61m<sup>2</sup>, made up of;

South elevation 6.57m<sup>2</sup> including the advertisement on the blade sign;

West elevation 3.68m<sup>2</sup>.

North elevation 5m<sup>2</sup>.

In the Local Centre zone, the complying development standards limit the maximum area of an advertisement to front wall to a base area of 3m<sup>2</sup> plus an additional 0.25m<sup>2</sup> for each metre of road frontage.

It is noted that the complying development standard refer to the building frontage, which in this instance I take to be Goodwood Road which is the principal address of the site and the location of the entry to the building. The Goodwood Road frontage of the land is 94.16m (including corner cut offs) providing an additional complying advertisement area of 23.54m<sup>2</sup> or 26.54m<sup>2</sup> in total, or some 10m<sup>2</sup> above what is now proposed for the whole of the building.

Given that the complying development standards are generally considered to be conservative, the level of advertising now proposed on site is well below might otherwise be accommodated on the building alone.

I have already addressed the scale of the blade wall by reference to zone principle 2. It is germane to also consider that the site is a substantial one comprising 6 allotments with an area of 3821m<sup>2</sup>, with three road frontages. The attributes of the site are such that the blade sign is;

- Located well away from adjoining residential property boundaries;
- Well separated from the freestanding sign on the corner of Goodwood and Cross Roads, this avoiding sign 'clutter';
- Well separated from signage on other commercial sites located on each of the 4 quadrants of the intersection;

- More restrained that the level of signage on the On The Run site on the western side of Goodwood Road;
- Is sufficiently located off to the side of Goodwood Road so that it does not intrude into the primary vision along the road.
- When viewed from the northern section of Goodwood Road (north of the Cross Road intersection) is seen against a backdrop of tree canopies.

As the site occupies 6 sites, it is notable that if each of these sites were developed individually, the property could be subject to separate 6 freestanding signs and associated wall signage that would give rise to clutter.

The proposed signage is well designed and professionally constructed, with a limited range of colours and a restrained message which only occupies a relatively small part of the structure, in my view cannot be described as a highly visible or discordant element in a locality characterised by a miscellany of signage, relatively high night time illumination from the street lights; quite apart from any lighting on adjoining commercial properties, high traffic volumes, and Council signage which is actually strung across the road at a very high level

Having regard to all of the above, I consider that;

- 1) the proposed advertising hoarding, while relatively tall, has a simple design which would not adversely affect the existing character and amenity of the locality;
- (2) the height of the advertising hoarding achieves an appropriate relationship with other signage structures in the locality;
- (3) the restrained nature of the lettering and corporate logo appearing on the hoarding, occupying as they do a relatively modest proportion of the total surface area of the building, minimise the sign's contribution to advertising clutter in the locality;
- (4) the siting of the sign in the peripheral vision of motorists passing through the locality and its separation for adjoining sites; and
- (5) the setting in which the subject sign is proposed features several signs of a similar or greater height, and at least one with a similar if not greater surface area, suggesting that the proposal will not sit uncomfortably in its setting.
- (6) the signage on the site in total is restrained, and well within the limits imposed in the Development Plan for advertising of a complying nature.

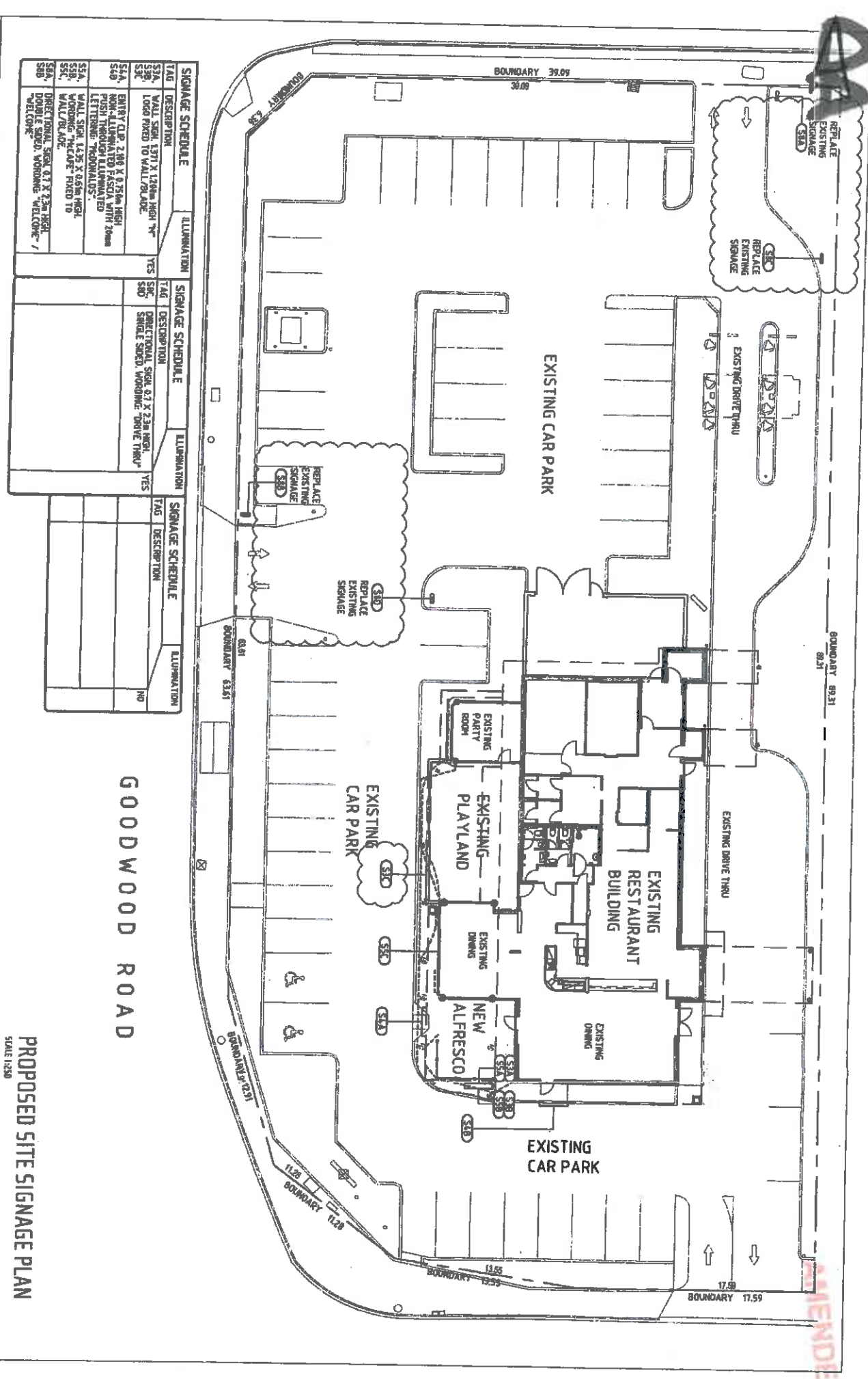
all justify approval of the advertising hoarding and associated signage.

Please do not hesitate to contact me in the event that you have any questions.

Yours sincerely



David Hutchison BA PIA CPP  
Access Planning (SA) Pty, Ltd.



TAG	DESCRIPTION	ILLUMINATION
S37A	WALL SIGN 1371 X 1100mm HIGH "T"	YES
S38	LOGO FIXED TO WALL/BUDGE	YES
S3C		
S4A	ENTRY GIP 2.0M X 0.75M HIGH	
S4B	NON-ILLUMINATED PUSH BUTTON WITH 200mm LETTERING "WELCOME"	
S5A	WALL SIGN 1435 X 0.61M HIGH	
S5B	WORDING "WELCOME" FIXED TO WALL/BUDGE	
S5C		
S5A	DIRECTIONAL SIGN 0.7 X 2.3M HIGH	
S5B	DOUBLE SLOD WORDING "WELCOME" / "WELCOME"	

TAG	DESCRIPTION	ILLUMINATION
S37A	DIRECTIONAL SIGN 0.7 X 2.3M HIGH	YES
S38	SINGLE SLOD WORDING "DRIVE THRU"	YES

TAG	DESCRIPTION	ILLUMINATION
		NO

GOODWOOD ROAD

**PROPOSED SITE SIGNAGE PLAN**  
SCALE 1:250

**PROJECT INFORMATION**

PROJECT CONSULTANT ARCHITECTURE: [Logo]

DATE: [ ]

SCALE: 1:250

**PROJECT DESCRIPTION**

PROPOSED RESTAURANT REFURBISHMENT  
533-543 GOODWOOD ROAD  
KINGS PARK, SA 5035

**CLIENT**

DAVY

**DESIGNER**

DAVY

**DATE**

12/2019

**SCALE**

1:250

**PROJECT NO.**

DAV7

**REVISIONS**

NO.	DATE	DESCRIPTION
01		FOR REVIEW

**STATUS**

FOR REVIEW

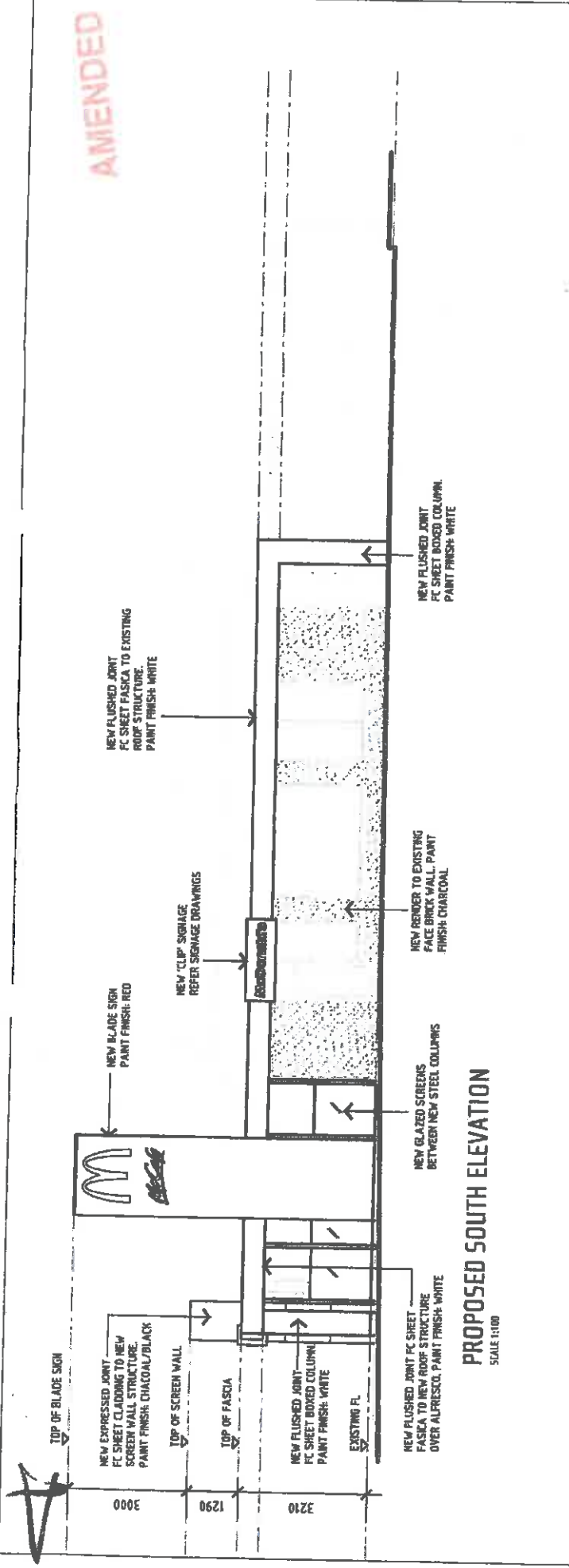
**REVISIONS**

01

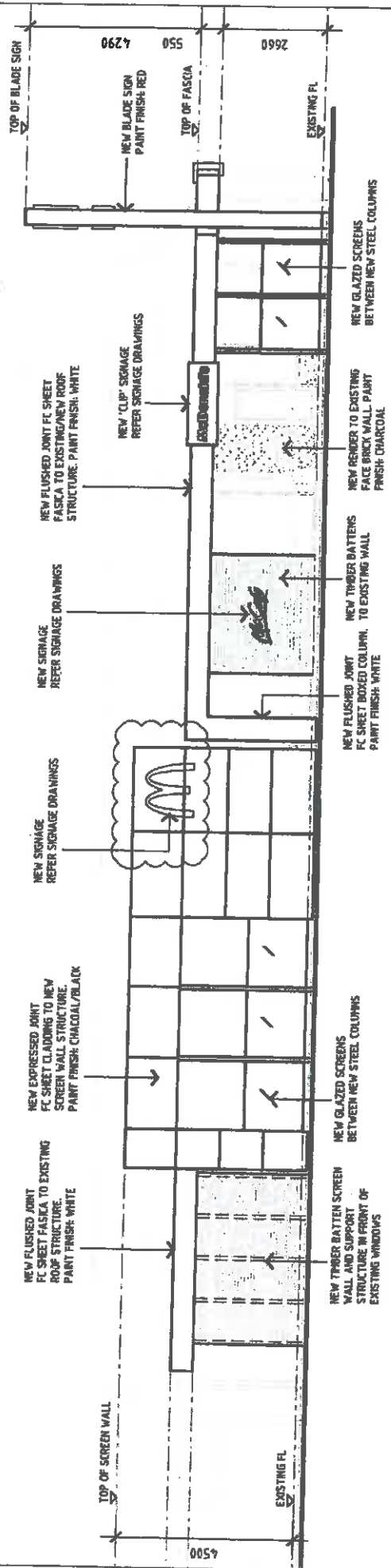
**PROJECT NO.**

DAV7

AMENDED



PROPOSED SOUTH ELEVATION  
SCALE 1:100



PROPOSED WEST ELEVATION  
SCALE 1:100

ISSUE	APPROVEMENT	DATE	INT.	NOTES
1	PRELIMINARY SHEET	14/03/2014	ME	1. DO NOT SCALE THIS DRAWING
2	REVISIONS	15/03/2014	ME	2. THE DRAWING IS THE PROPERTY OF NDCG CONSULTANTS AND SHOULD NOT BE REPRODUCED OR COPIED IN ANY MANNER WITHOUT THE WRITTEN PERMISSION OF NDCG CONSULTANTS
3	FOR REVIEW	16/03/2014	ME	3. ALL DIMENSIONS AND COORDINATES ON THIS DRAWING ARE TO FACE UNLESS OTHERWISE SPECIFIED
4	FOR REVIEW	17/03/2014	ME	4. INCLUDE DIMENSIONS TO BE USED FOR CONSTRUCTION AND COORDINATES ON ALL TRADES TO BE USED FOR CONSTRUCTION
5	FOR REVIEW	18/03/2014	ME	5. ALL DIMENSIONS AND COORDINATES ON THIS DRAWING ARE TO FACE UNLESS OTHERWISE SPECIFIED
6	FOR REVIEW	19/03/2014	ME	6. ALL DIMENSIONS ARE IN METERS

PROJECT	MCDONALD'S RESTAURANT REFINISHMENT		
ADDRESS	333-343 GOODWOOD ROAD		
TITLE	PROPOSED ELEVATIONS SHEET 2		
DESIGNED BY	ME	CHECKED BY	ME
DRAWN BY	ME	SCALE	AS SHOWN
DATE	14/03/2014	PROJECT NO.	14006

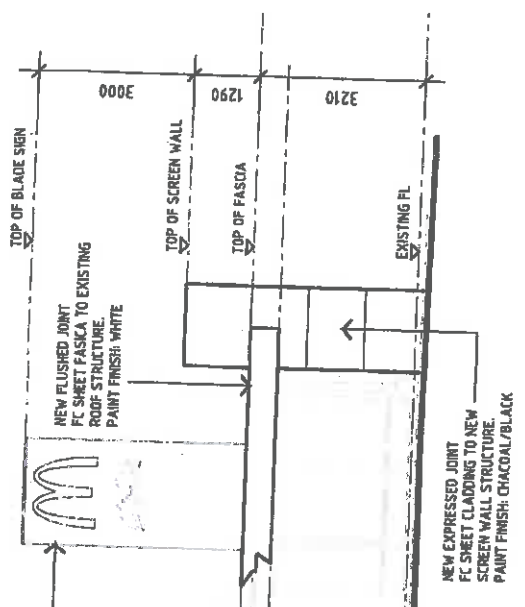
  

PROJECT CONSULTANT	PROJECT NO.	DATE
NDCG CONSULTANTS	14006	14/03/2014

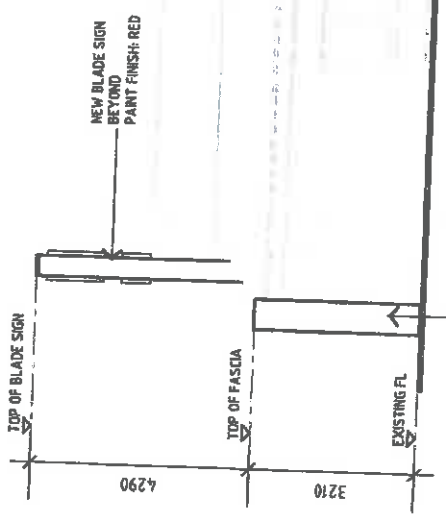
  

PROJECT	PROJECT NO.	DATE
MCDONALD'S RESTAURANT REFINISHMENT	14006	14/03/2014

A



**PROPOSED NORTH ELEVATION**  
SCALE 1:100



**PROPOSED EAST ELEVATION**  
SCALE 1:100

City of Unley

17 MAR 2015

Received

ISSUE/AMENDMENT	DATE	INT	NOTES
PRELIMINARY ISSUE	15/03/2014	MB	1 DO NOT SCALE THIS DRAWING
ISSUED FOR TENDER APPROVAL	15/03/2014	MB	2 THE DRAWING SHOWS DESIGN INTENT ONLY. PRIOR TO CONSTRUCTION, ALL DIMENSIONS AND CONDITIONS ON SITE SHALL BE VERIFIED BY THE ARCHITECT. THESE COMPRISE OF ANY VARIATIONS TO THE DRAWING. DO NOT SCALE THIS DRAWING.
			3 THE SCALE OF THIS DRAWING IS AS SHOWN. DO NOT SCALE THIS DRAWING.
			4 THESE DIMENSIONS ARE IN MILLIMETRES. DIMENSIONS ARE NOT CLEAR.
			5 ALL DIMENSIONS AND CONDITIONS ON SITE SHALL BE VERIFIED BY THE ARCHITECT. THESE COMPRISE OF ANY VARIATIONS TO THE DRAWING. DO NOT SCALE THIS DRAWING.
			6 ALL DIMENSIONS ARE IN MILLIMETRES.

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 P 9400 0454 W 9400 0454



PROJECT MASTER DRAWING  
 UNPROCESSED DRAWING  
 PROJECT SPECIFIC DRAWING  
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PROJECT: MCDONALD'S RESTAURANT REBUILDING PROJECT  
 333-343 GOODWOOD ROAD  
 KINGS PARK SA 5036  
 TITLE: PROPOSED ELEVATIONS SET  
 DRAWN: [ ] CHECKED: [ ] SCALE: [ ]  
 DATE: [ ]

