

Application for a Planning Permit

If you need help to complete this form, read MORE INFORMATION at the end of this form.

⚠ Any material submitted with this application, including plans and personal information, will be made available for public viewing, including electronically, and copies may be made for interested parties for the purpose of enabling consideration and review as part of a planning process under the Planning and Environment Act 1987. If you have any questions, please contact Council planning department.

⚠ Questions marked with an asterisk (*) must be completed.

⚠ If the space provided on the form is insufficient, attach a separate sheet

i Click for further information.

**CITY OF MARIBYRNONG
ADVERTISED PLAN**

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The Land **i**

Address of the land. Complete the Street Address and one of the Formal Land Descriptions.

Street Address *

| | | |
|------------------------------|-------------|------------------------|
| Unit No: | St. No.: 31 | St. Name: Raleigh Road |
| Suburb/Locality: MARIBYRNONG | | Post Code: 3032 |

Formal Land Description *

Complete either A or B.

⚠ This information can be found on the certificate of title

If this application relates to more than one address, attach a separate sheet setting out any additional property details.

| | | | | |
|-------------------------------|--|---|---|--------------|
| A Lot No.: 1 | <input checked="" type="radio"/> Lodged Plan | <input checked="" type="radio"/> Title Plan | <input type="radio"/> Plan of Subdivision | No.: 084231U |
| OR | | | | |
| B Crown Allotment No.: | Section No.: | | | |
| Parish/Township Name: | | | | |

The Proposal

⚠ You must give full details of your proposal and attach the information required to assess the application. Insufficient or unclear information will delay your application

i For what use, development or other matter do you require a permit? *

Display and erection of electronic signage

i Provide additional information about the proposal, including: plans and elevations; any information required by the planning scheme, requested by Council or outlined in a Council planning permit checklist; and if required, a description of the likely effect of the proposal.

i Estimated cost of any development for which the permit is required *

| | |
|------|---|
| 0.00 | ⚠ You may be required to verify this estimate. Insert '0' if no development is proposed. |
|------|---|

If the application is for land within **metropolitan Melbourne** (as defined in section 3 of the Planning and Environment Act 1987) and the estimated cost of the development exceeds \$1.093 million (adjusted annually by CPI) the Metropolitan Planning Levy must be paid to the State Revenue Office and a current levy certificate **must** be submitted with the application.
Visit www.sro.vic.gov.au for information.

Existing Conditions i

Describe how the land is used and developed now *

For example, vacant, three dwellings, medical centre with two practitioners, licensed restaurant with 80 seats, grazing.

Service Station

 Provide a plan of the existing conditions. Photos are also helpful.

Title Information i

Encumbrances on title *

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Does the proposal breach, in any way, an encumbrance on title such as a restrictive covenant, section 173 agreement or other obligation such as an easement or building envelope?

- Yes (If 'yes' contact Council for advice on how to proceed before continuing with this application.)
- No
- Not applicable (no such encumbrance applies).

 Provide a full, current copy of the title for each individual parcel of land forming the subject site. The title includes: the covering 'register search statement', the title diagram and the associated title documents, known as 'instruments', for example, restrictive covenants.

Applicant and Owner Details i

Provide details of the applicant and the owner of the land.

Applicant *

The person who wants the permit.

Name:

| | | |
|---|--------------------|--|
| Title: NA | First Name: Daniel | Surname: |
| Organisation (if applicable): Jolt Charge Pty Ltd | | |
| Postal Address: | | If it is a P.O. Box, enter the details here: |
| Unit No: L 24 | St. No: 300 | St. Name: Barangaroo Avenue |
| Title: NA | State: NSW | Postcode: 2000 |

Please provide at least one contact phone number *

Contact information for applicant OR contact person below

| | |
|-----------------|--------------------------------|
| Business phone: | Email: slionakis@mecone.com.au |
| Mobile phone: | Fax: |

Where the preferred contact person for the application is different from the applicant, provide the details of that person.

Contact person's details*

Name: Same as applicant

| | | |
|--------------------------------------|--------------------|--|
| Title: | First Name: Steven | Surname: Lionakis |
| Organisation (if applicable): Mecone | | |
| Postal Address: | | If it is a P.O. Box, enter the details here: |
| Unit No: L 5 | St. No: 447 | St. No: 447 |
| Suburb/Locality: MELBOURNE | State: VIC | Postcode: 3000 |

Owner *

The person or organisation who owns the land

Where the owner is different from the applicant, provide the details of that person or organisation.

Name: Same as applicant

| | | |
|----------------------------------|---|--|
| Title: MR | First Name: Andrew | Surname: Costa |
| Organisation (if applicable): | | |
| Postal Address: | | If it is a P.O. Box, enter the details here: |
| Unit No: | St. No: 57 | St. No: Narong Road |
| Suburb/Locality: CAULFIELD NORTH | State: VIC | Postcode: 3161 |
| Postcode: 3161 | Date : 13 08 2024 day / month / year | |

Declaration

This form must be signed by the applicant *

 Remember it is against the law to provide false or misleading information, which could result in a heavy fine and cancellation of the permit.

I declare that I am the applicant; and that all the information in this application is true and correct; and the owner (if not myself) has been notified of the permit application.

Signature:

Daniel Tait

Date:

day / month / year

Need help with the Application?

General information about the planning process is available at planning.vic.gov.au

Contact Council's planning department to discuss the specific requirements for his application and obtain a planning permit checklist. Insufficient or unclear information may delay your application

Has there been a pre-application meeting with a council planning officer

No Yes

If 'Yes', with whom?:

Date:

day / month / year

Checklist

Have you:

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Filled in the form completely?

Paid or included the application fee?

 Most applications require a fee to be paid. Contact Council to determine the appropriate fee.

 Provided all necessary supporting information and documents?

A full, current copy of title information for each individual parcel of land forming the subject site

A plan of existing conditions.

Plans showing the layout and details of the proposal.

Any information required by the planning scheme, requested by council or outlined in a council planning permit checklist.

If required, a description of the likely effect of the proposal (for example, traffic, noise, environmental impacts)

If applicable, a current Metropolitan Planning Levy certificate (a levy certificate expires 90 days after the day on which it is issued by the State Revenue Office and then cannot be used). Failure to comply means the application is void

Completed the relevant council planning permit checklist?

Signed the declaration?

Lodgement

Lodge the completed and signed form, the fee and all documents with:

Maribyrnong City Council
PO Box 58
Footscray VIC 3011
Cnr Napier and Hyde Streets
Footscray VIC 3011

Contact information:

Phone: (03) 9688 0200

Email: email@maribyrnong.vic.gov.au

DX: 81112

Deliver application in person, by post or by electronic lodgement.

MORE INFORMATION

The Land

Planning permits relate to the use and development of the land. It is important that accurate, clear and concise details of the land are provided with the application.

How is land identified

Land is commonly identified by a street address, but sometimes this alone does not provide an accurate identification of the relevant parcel of land relating to an application. Make sure you also provide the formal land description - the lot and plan number or the crown, section and parish/township details (as applicable) for the subject site. This information is shown on the title.

See **Example 1**.

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The Proposal

Why is it important to describe the proposal correctly?

The application requires a description of what you want to do with the land. You must describe how the land will be used or developed as a result of the proposal. It is important that you understand the reasons why you need a permit in order to suitably describe the proposal. By providing an accurate description of the proposal, you will avoid unnecessary delays associated with amending the description at a later date.

 Planning schemes use specific definitions for different types of use and development. Contact the Council planning office at an early stage in preparing your application to ensure that you use the appropriate terminology and provide the required details.

How do planning schemes affect proposals?

A planning scheme sets out policies and requirements for the use, development and protection of land. There is a planning scheme for every municipality in Victoria. Development of land includes the construction of a building, carrying out works, subdividing land or buildings and displaying signs.

Proposals must comply with the planning scheme provisions in accordance with Clause 61.05 of the planning scheme. Provisions may relate to the State Planning Policy Framework, the Local Planning Policy Framework, zones, overlays, particular and general provisions. You can access the planning scheme by either contacting Council's planning department or by visiting Planning Schemes Online at planning-schemes.delwp.vic.gov.au

 You can obtain a planning certificate to establish planning scheme details about your property. A planning certificate identifies the zones and overlays that apply to the land, but it does not identify all of the provisions of the planning scheme that may be relevant to your application. Planning certificates for land in metropolitan areas and most rural areas can be obtained by visiting www.landata.vic.gov.au. Contact your local Council to obtain a planning certificate in Central Goldfields, Corangamite, Macedon Ranges and Greater Geelong. You can also use the free Planning Property Report to obtain the same information.

See **Example 2**.

Estimated cost of development

In most instances an application fee will be required. This fee must be paid when you lodge the application. The fee is set down by government regulations.

To help Council calculate the application fee, you must provide an accurate cost estimate of the proposed development. This cost does not include the costs of development that you could undertake without a permit or that are separate from the permit process. Development costs should be calculated at a normal industry rate for the type of construction you propose.

Council may ask you to justify your cost estimates. Costs are required solely to allow Council to calculate the permit application fee. Fees are exempt from GST.

 Costs for different types of development can be obtained from specialist publications such as Cordell Housing: Building Cost Guide or Rawlinsons: Australian Construction Handbook

 Contact the Council to determine the appropriate fee. Go to planning.vic.gov.au to view a summary of fees in the Planning and Environment (Fees) Regulations.

Metropolitan Planning Levy refer Division 5A of Part 4 of the Planning and Environment Act 1987 (the Act). A planning permit application under section 47 or 96A of the Act for a development of land in metropolitan Melbourne as defined in section 3 of the Act may be a leviable application. If the cost of the development exceeds the threshold of \$1 million (adjusted annually by consumer price index) a levy certificate must be obtained from the State Revenue Office after payment of the levy. A valid levy certificate must be submitted to the responsible planning authority (usually council) with a leviable planning permit application. Refer to the State Revenue Office website at www.sro.vic.gov.au for more information. A leviable application submitted without a levy certificate is void

Existing Conditions

How should land be described?

You need to describe, in general terms, the way the land is used now, including the activities, buildings, structures and works that exist (e.g. single dwelling, 24 dwellings in a three-storey building, medical centre with three practitioners and 8 car parking spaces, vacant building, vacant land, grazing land, bush block)

Please attach to your application a plan of the existing conditions of the land. Check with the local Council for the quantity, scale and level of detail required. It is also helpful to include photographs of the existing conditions.

See **Example 3**.

Title Information

What is an encumbrance?

An encumbrance is a formal obligation on the land, with the most common type being a mortgage. Other common examples of encumbrances include:

- **Restrictive Covenants:** A restrictive covenant is a written agreement between owners of land restricting the use or development of the land for the benefit of others, (eg. a limit of one dwelling or limits on types of building materials to be used).
- **Section 173 Agreements:** A section 173 agreement is a contract between an owner of the land and the Council which sets out limitations on the use or development of the land.
- **Easements:** An easement gives rights to other parties to use the land or provide for services or access on, under or above the surface of the land.
- **Building Envelopes:** A building envelope defines the development boundaries for the land.
- signed the declaration on the last page of the application form

Aside from mortgages, the above encumbrances can potentially limit or even prevent certain types of proposals.

What documents should I check to find encumbrances

Encumbrances are identified on the title (register search statement) under the header encumbrances, caveats and notices. The actual details of an encumbrance are usually provided in a separate document (instrument) associated with the title. Sometimes encumbrances are also marked on the title diagram or plan, such as easements or building envelopes.

What about caveats and notices?

A caveat is a record of a claim from a party to an interest in the land. Caveats are not normally relevant to planning applications as they typically relate to a purchaser, mortgagee or chargee claim, but can sometimes include claims to a covenant or easement on the land. These types of caveats may affect your proposal.

Other less common types of obligations may also be specified on title in the form of notices. These may have an effect on your proposal, such as a notice that the building on the land is listed on the Heritage Register.

What happens if the proposal contravenes an encumbrance on title?

Encumbrances may affect or limit your proposal or prevent it from proceeding. Section 61(4) of the *Planning and Environment Act 1987* for example, prevents a Council from granting a permit if it would result in a breach of a registered restrictive covenant. If the proposal contravenes any encumbrance, contact the Council for advice on how to proceed.

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

VOLUME 09519 FOLIO 285

Security no : 124117386579V
Produced 13/08/2024 10:23 AM

LAND DESCRIPTION

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Lot 1 on Title Plan 084231U (formerly known as part of Lot 1 on Plan of Subdivision 046569).
PARENT TITLE Volume 03848 Folio 552
Created by instrument K249239 03/02/1983

REGISTERED PROPRIETOR

Estate Fee Simple
TENANTS IN COMMON
As to 1 of a total of 4 equal undivided shares
Sole Proprietor
 ANDREW COSTA of 57 NARONG RD CAULFIELD NORTH 3161
As to 1 of a total of 4 equal undivided shares
Sole Proprietor
 DIMITRA COSTA of 57 NARONG RD CAULFIELD NORTH 3161
As to 1 of a total of 4 equal undivided shares
Sole Proprietor
 CHRIS COSTA of 57 NARONG RD CAULFIELD NORTH 3161
As to 1 of a total of 4 equal undivided shares
Sole Proprietor
 YIANNA COSTA of 57 NARONG RD CAULFIELD NORTH 3161
 V548153V 24/07/1998

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 TP084231U 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: 31 RALEIGH ROAD MARIBYRNONG VIC 3032

DOCUMENT END

Imaged Document Cover Sheet

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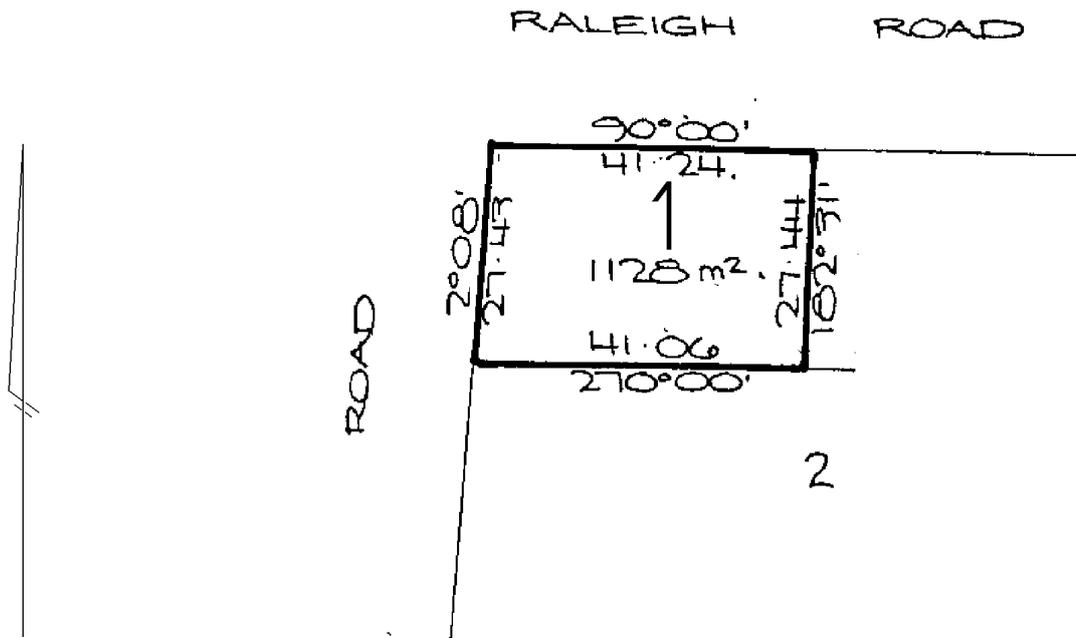
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| | | | |
|------------|--|-----------|-----------|
| TITLE PLAN | | EDITION 1 | TP 84231U |
|------------|--|-----------|-----------|

| | |
|--|--|
| <p>Location of Land</p> <p>Parish: CUT-PAW-PAW Township: Section: 21 Crown Allotment: 4 (PT) Crown Portion:</p> <div style="border: 2px solid red; padding: 5px; text-align: center; color: red; font-weight: bold; margin: 10px 0;"> CITY OF MARIBYRNONG ADVERTISED PLAN </div> <p>Last Plan Reference: LP 46569 Derived From: VOL 9519 FOL 285 Depth Limitation: NIL</p> | <p>Notations</p> <p>ANY REFERENCE TO MAP IN THE TEXT MEANS THE DIAGRAM SHOWN ON THIS TITLE PLAN</p> |
|--|--|

| | |
|--|---|
| <p>Description of Land / Easement Information</p> | <p>THIS PLAN HAS BEEN PREPARED FOR THE LAND REGISTRY, LAND VICTORIA, FOR TITLE DIAGRAM PURPOSES AS PART OF THE LAND TITLES AUTOMATION PROJECT</p> <p>COMPILED: 26/07/1999 VERIFIED: A.D.</p> |
|--|---|



| 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 = LOT 1 (PT) ON LP 46569 |

CITY OF MARIBYRNONG
ADVERTISED PLAN



31-35 Raleigh Road Maribyrnong

PREPARED FOR
JOLT CHARGE PTY LTD
AUGUST 2024
MECONE.COM.AU

Mecone acknowledges the Traditional Custodians of the land on where this project is undertaken and across the Mecone offices that this report is prepared, paying respect to the Elders past and present. We recognise the ongoing connection of Aboriginal and Torres Strait Islander peoples to land, waters, and culture.

Project Director

Steven Lionakis

Contributors

Kayley Dixon

| REVISION | REVISION DATE | STATUS | AUTHORISED: NAME & SIGNATURE |
|----------|---------------|-----------------------|---|
| 1 | 13/08/2024 | Application Lodgement | Steven Lionakis  |

* This document is for discussion purposes only unless signed and dated by the persons identified. This document has been reviewed by the Project Director.

Contact

Level 5, 4447 Collins Street
Melbourne VIC 3000

melbourne@mecone.com.au
mecone.com.au

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1 Introduction

This report has been prepared by Mecone on behalf of *JOLT Charge Pty Ltd* accompanying a planning permit application to the City of Maribyrnong. The proposal seeks approval for the installation of an electronic advertising signage that is associated with an Electric Vehicle (EV) charging station within the existing service station at 31-35 Raleigh Road, Maribyrnong.

The digital (electronic) signage forms an integral part of the proposed EV charging station solution. The advertising display provides the necessary revenue/funding required to deliver, operate and maintain the EV charging infrastructure, ensuring a sustainable service to nearby residents, workers and visitors with long term viability. The digital signage also enhances the visibility of the charging station, acting as wayfinding for drivers looking for the charger and addressing barriers to EV adoption, such as range anxiety.

The EV charging station will be publicly available and provide free seven (7) kilowatt hours (kWh) per person per day, equating to 45kms of range for a typical EV, exceeding the average daily car use in Victoria. The charging station is located within an existing service station and no works will be occurring in the public realm.

A planning permit is not required for the charging station as it is exempted under Clause 62.02-2.

This report undertakes an assessment of the proposed electronic sign regarding the relevant matters for consideration under the Maribyrnong Planning Scheme. The proposed electronic advertising signage has carefully considered the location, surrounding vegetation and designed to address Raleigh Road. The siting, scale and design of the signage has regard to the character and amenities of the area, providing improved sustainability and economic outcomes with minimal impacts to any adjoining properties.

This report should be read in conjunction with the following plans and reports:

- Application Plans prepared by One Mile Grid.
- Technical Specifications Drawings prepared by One Mile Grid.



Figure 1 Example of proposed signage at different location (Source: JOLT)



1.1 Background

Electric car markets are seeing exponential growth across Australia, most likely due to the rise in fuel prices in recent years. Further in 2023, 8.4% of all new cars sold in Australia are electric vehicles representing an 120.5% increase in previous years and by 2030 it is expected that 50% of all new cars will be electric.

The coverage of publicly available EV charging stations in and around Melbourne is currently limited compared to other states in Victoria. As ownership of EVs increases, the need for owners to charge their vehicles as part of a journey or whilst parked will grow. There is therefore a strong demand in providing publicly available EV charging infrastructure across Victoria with greater visibility.

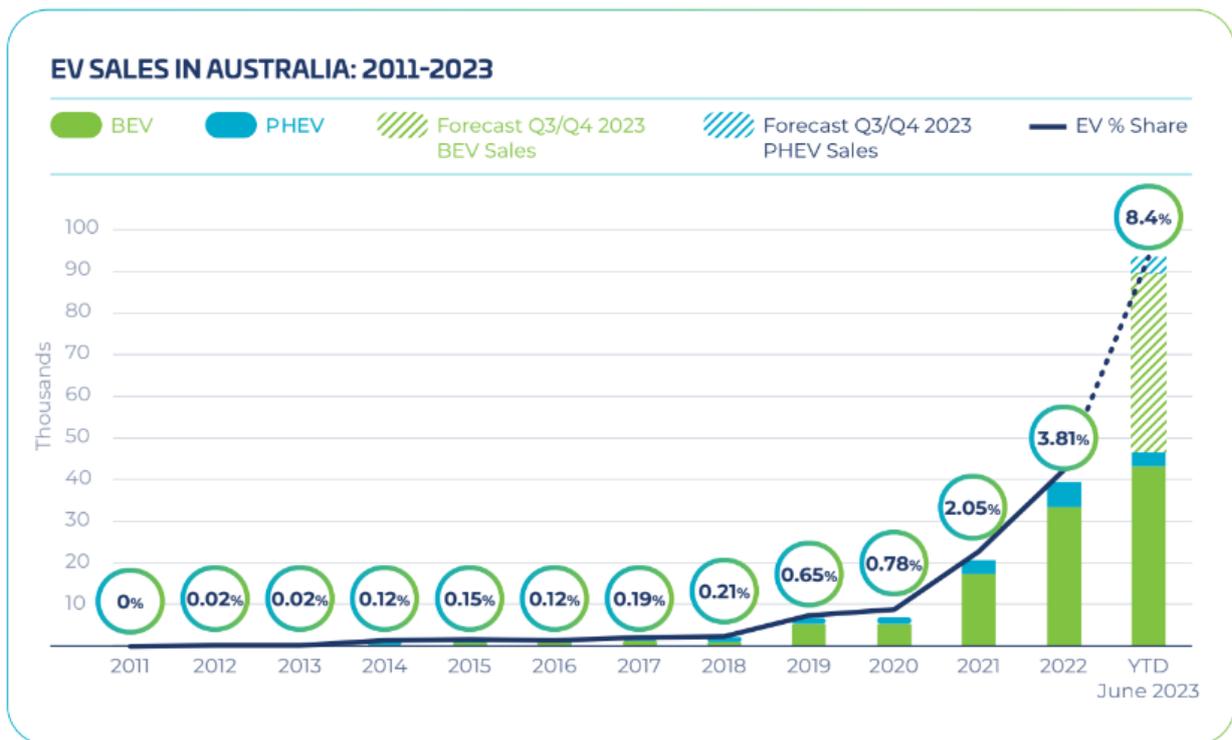


Figure 2 EV Sales in Australia (Source – Electric Vehicle Council – July 2023)

The benefits of EVs in terms of reduced usage of fossil fuels and low or zero emissions travel are well-established. The resulting benefit to air quality, for the environment and health – particularly in congested areas and road corridors is a significant positive aspect of the growing shift toward EVs.

It is noted that on-road transport accounts for 20% of emissions in the City of Maribyrnong and Council's own 'Climate Emergency Action Plan 2021-2025' and 'Climate Emergency Strategy 2020-2025' seeks to reduce greenhouse emissions to net zero by 2030 and outlines support to transition to lower emissions transport options including updating and implementing a new Electric Vehicle Charging Policy.

In addition to the sustainability benefits, each JOLT EV charging station gives 7kWh of free charging per user, per day, providing significant value to the community.



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Figure 3 Existing installed electronic signage – Manukau, NZ (Source: JOLT)



Figure 4 Existing installed EV charging station – Manukau, NZ (Source: JOLT)





Figure 5 Convenient way to access the charger via QR Code (Source: JOLT)

2 Site and Neighbourhood Description

Subject Site

The subject site is formally known as 31-35 Raleigh Road, Maribyrnong (Lot 1 TP84231) which comprises a service station. The site is in a General Residential Zone, is located on the southern side of Raleigh Road and is proximate to Highpoint Shopping Centre. The service station has minimal vegetation, has a large expanse of hard standing area and is within the Land Subject to Inundation Overlay.

Surrounding Area

The surrounding area consists of a mixture of uses, including service stations, residential, community uses and Burton Crescent Reserve. The site is approximately 650m from Highpoint Shopping Centre which is a key activity centre for the City of Maribyrnong.

The site directly to the north and west both contain service stations, and the nearest residential use is approximately 20m to the north.

The General Residential Zone runs along Raleigh Road and terminates at Highpoint Activity Centre. Raleigh Road carries high amounts of traffic and has a tramline running along the inner lane in each direction. There are no similar electronic signs within the vicinity of the site (see Appendix A for photos).

Raleigh Road has a road reservation width of approximately 20m which comprising two lanes of traffic in each direction, one lane tramway in each direction and a footpath on either side. There are no significant street trees in the immediate vicinity of the site. The adjoining property to the south is Burton Crescent Reserve and the site is approximately 80m from the Maribyrnong River.



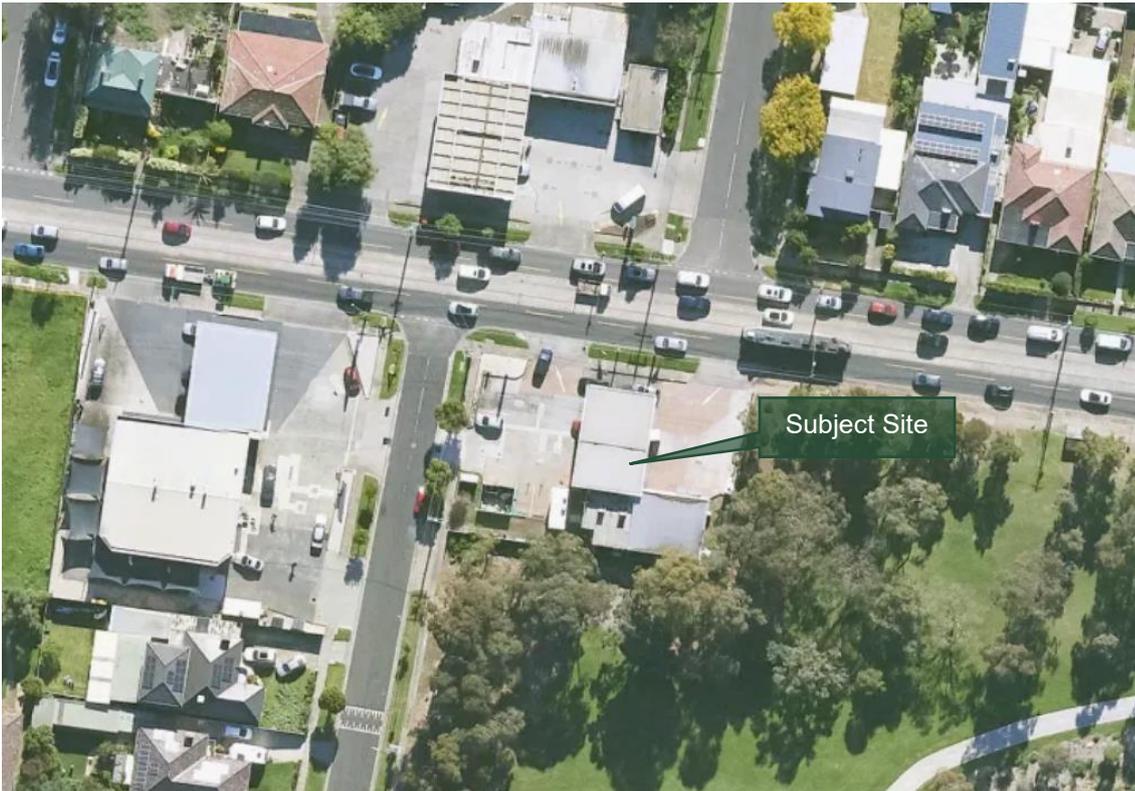


Figure 6 Subject Site (Source: MetroMap)



Figure 7 Broader aerial (Source: MetroMap)



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Figure 8 Location of interest along Raleigh Road (August 2024)



3 Proposal

The proposal involves the construction of an EV charging station with associated electronic signage, as summarised below:

- The proposal is a split-system EV charging station. The split-system consists of an EV charger within the carpark and a freestanding electronic advertising board with digital screens on both sides.
- Re-purposing one of the existing car spaces into an EV charging station and parking will only be for EV charging (Note – this does not result in a loss of onsite parking).
- The EV charging station provides 25kW DC of fast charging.
- The EV charging station is located within the service station car park with the electronic signage located 38m from the EV charging station and approximately 5m from Raleigh Road (north of site).
- No vegetation will be impacted by the EV charging station.
- The EV charging station has overall dimensions of 1161 x 2650 x 470mm, incorporating two LCD screens (signage) on each site.
- The signage is defined as ‘Electronic Sign’ in accordance with Clause 73.02 of the Maribyrnong Planning Scheme.
- To mitigate inundation risk the height of the kerbed traffic island that the electronic sign will go on will be 150-200mm higher than standard traffic island.
- A total advertising area of each screen is 1.49sqm (2.98sqm).
- The advertising area displays a range of advertising images including commercial and community images and promotes JOLT services for the EV charging station. See Appendix B for photos with examples of the advertising that may be shown on the proposed electronic signage.

We also note that Jolt has entered into a licence agreement with the service station operator to occupy the car space and provide an EV charging station.

Electric Signage Panel

The separate electronic sign consist of two panels on each side with an LCD screen. The purpose of these electronic signage panels is as follows:

- Displays the location of EV charging stations serving as a navigational tool to assist EV drivers in identifying charging stations.
- Provide real-time information on charging station availability and other relevant details including up-to-date information for a seamless charging experience.
- Provide necessary funding required to deliver the publicly available EV charging infrastructure. The reliable funding source from the third-party advertisements will ensure JOLT can provide a reliable EV charging network with no cost to Council.
- Raising awareness for all drivers that the EV parking spots are only for charging EVs.

The electronic signage panels are 75 inches in their diagonal dimension (1650mm x 928mm). The display area is reduced by a masked border on each side. The physical dimensions of the EV charging stations are outlined



in Figure 10 and 11 below. Assessment of the signage dimensions will be provided further in the report. For further details, refer to the technical specifications and plans.

The electronic signage panels will display each static image on the respective LCD screens and the dwell time will be pre-set to 30 seconds (lesser dwell times can be approved based on expert advice) to conform with local requirements and per the Outdoor Media Association (OMA) Digital Signage Policy 2023.

In relation to luminance, the LCD screens are calibrated to auto-adjust brightness according to surrounding light levels. There are no luminance regulations in Victoria during daytime (including direct sun on face of signage), dawn/dusk except a veiling luminance of no more than 200cd/m² at night. The JOLT charging station will meet this requirement.

EV Charging Station

The proposal involves a 25kW DC EV charging station with retractable tethered CCS2 and CHAdeMO charging cables, designed to be compatible with all Australian delivered vehicles. The EV charging station will be publicly available with real-time monitoring charging status and record of previous charging sessions available via a mobile application.

For the purpose of this report, a planning permit is only required to erect and display an electronic sign and not for the EV charging station in accordance with Clause 62.02-2 which states the following:

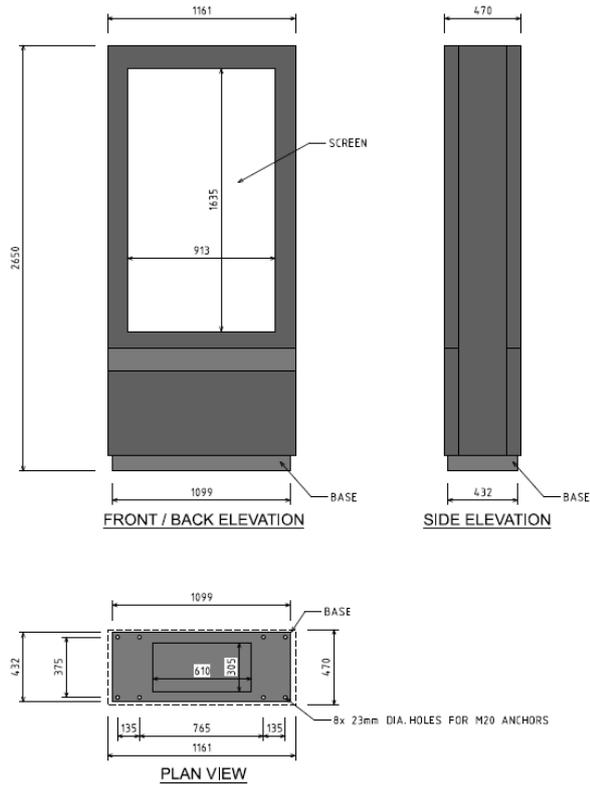
“Any requirement in this scheme relating to the construction of a building or the construction or carrying out of works, other than a requirement in the Public Conservation and Resource Zone, does not apply to:

- *An electric vehicle charging station.”*



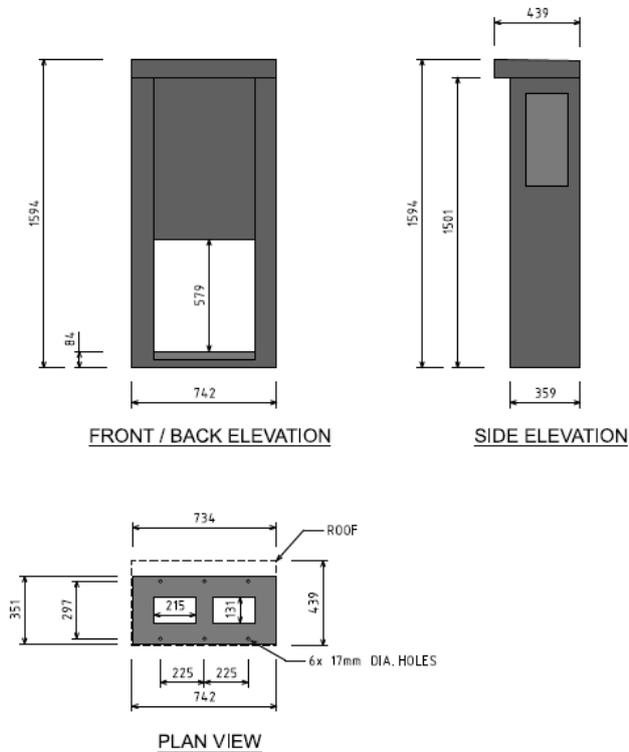
Figure 9 Artist impression of the proposed EV station placement in relation to the site (Source: OMG)

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FREE STANDING DISPLAY SCREEN (INDICATIVE ONLY)

Figure 10 Specifications of the freestanding display screen (Source: OMG)



CHARGING PODIUM (INDICATIVE ONLY)

Figure 11 Specifications of charging podium (Source: OMG)



4 Planning Policy Framework

4.1 Zoning

The subject site is located within the **General Residential Zone – Schedule 1 (GRZ1)**.

The purpose of the General Residential Zone (GRZ1) is:

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To encourage development that respects the neighbourhood character of the area.*
- *To encourage a diversity of housing types and housing growth particularly in locations offering good access to services and transport.*
- *To allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs in appropriate locations.*

Pursuant to Clause 62.02-2, a permit is not required for buildings and works relating to an electric vehicle charging station.

Clause 37.02-5 (Signs) identifies all signs within the General Residential Zone as Category 3 (High Amenity Areas). A permit is required to erect electronic signage associated with the EV charging station with a display area of no more than 3sqm. This proposal is in accordance with Clause 52.05 (Signs).

4.2 Overlay

A portion of the site is located within the **Significant Landscape Overlay – Schedule 2**. No vegetation will be removed or destroyed as part of this proposal so therefore a permit is not required under this overlay. The subject site is also free of any vegetation.

The site is located within the **Design and Development Overlay – Schedule 1**. There are no sign requirements in the schedule and therefore a permit is not required under this overlay. We also note that the proposed works for the sign meet the exemption at Clause 2.0 as the works are within a residential zone and are less than 6m in height.

The entire site is located with the **Land Subject to Inundation Overlay**. The purpose of this overlay is to *ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, responds to the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity*. There are no sign requirements in this overlay so therefore a permit is not required under this overlay. However, the proposal has taken this into account the constraints of the overlay and provided a 150-200mm freeboard to the sign.

The site is located with the **Development Contributions Plan Overlay – Schedule 2**, however proposed signage will not be subject to a development contribution.

4.3 Planning Policy Framework

The following clauses of the Planning Policy Framework (PPF) contained within the Maribyrnong Planning Scheme are relevant to this application:

Activity Centres (Clause 11.03-1S)



This policy seeks to support the role and function of activity centres that improves the social, economic and environmental performance and amenity of activity centres.

Floodplain Management (Clause 13.03-1S)

This policy seeks to assist the protection of life, property and community infrastructure from flood hazard, including coastal inundation, riverine and overland flows.

Relevant strategies include:

- Avoid intensifying the impact of flooding through inappropriately use and development.
- Plan for the cumulative impacts of use and development on flood behaviour.

Urban Design (Clause 15.01-1S)

This policy encourages signs to minimise detrimental impacts on amenity, natural and built environment, and the safety and efficiency of roads.

Sustainable and Safe Transport (Clause 18.01-3S)

This policy seeks to plan and develop transport system that maximises the efficient use of resources including infrastructure, land, services and energy, to adapt to climate change impacts.

Roads (Clause 18.02-4S)

This policy seeks to design public car parks to incorporate electric charging facilities to support the use of low emission vehicles.

Infrastructure Design and Provision (Clause 19.03-2S)

This policy is to integrate timely and efficient infrastructure that meets the needs of the community.

4.4 Local Planning Policy Framework

The following clauses of the Local Planning Policy Framework are relevant to this application:

Vision (Clause 21.03)

This clause provides the vision for the desired future for Maribyrnong by 2030, which identifies several goals and strategies to achieving this vision. The key vision for the City of Maribyrnong is:

“A diverse, vibrant and proud city focused on people-based places, environmentally sustainable practices and opportunities to enhance community health and wellbeing through education, response services and participation in community life.”

Clause 21.03 identifies the site to be proximate to Highpoint Principal Activity Centre and Central Activities District, as shown in Figure 12 below.



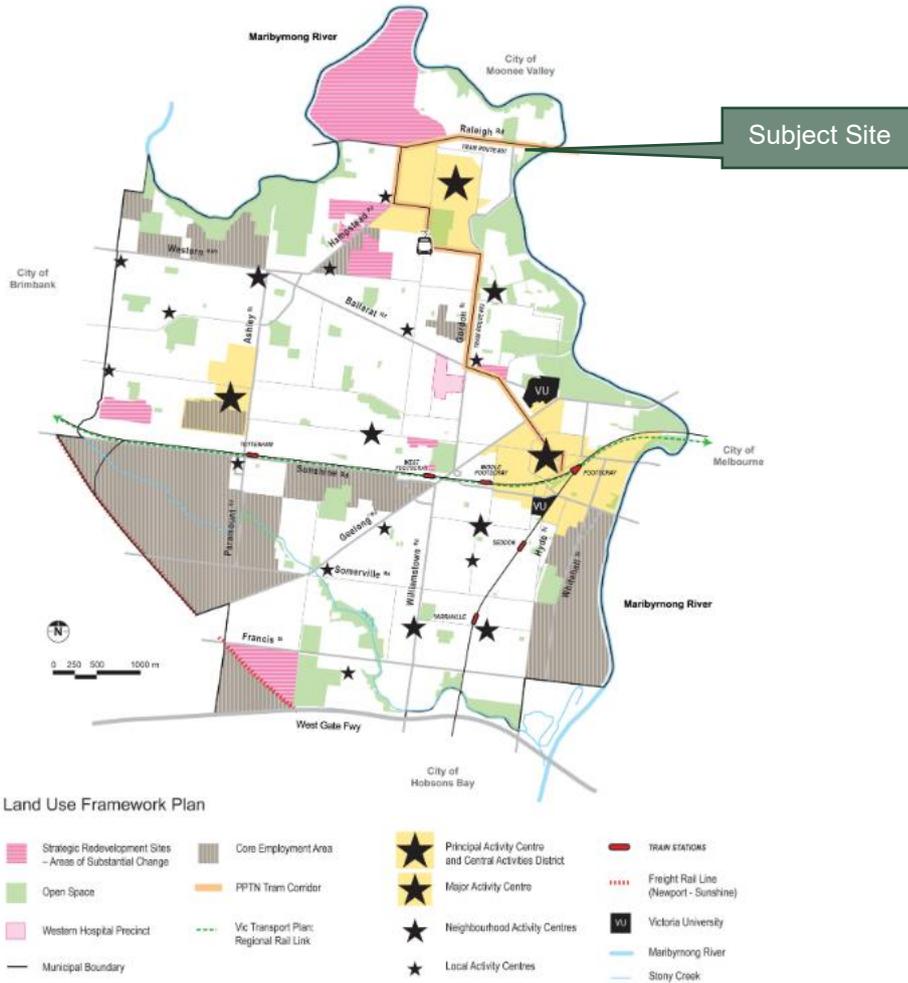


Figure 12 Subject site proximate to Principal Activity Centre (Source: Clause 21.03)

Flood Prone Area (21.05-3)

This policy seeks to ensure that appropriate development occurs in flood prone areas.

4.5 Particular Provisions

Signs (Clause 52.05)

This clause applies to all signage and its purpose is:

- 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.



The site is within a Category 3 (High Amenity Area) and pursuant to Clause 52.05-13, a planning permit is required to erect and display an electronic sign. The display area of the electronic sign must not exceed 3sqm. We note that the signs do not exceed 3sqm.

The decision guidelines of Clause 52.05-8 apply and assessment against these guidelines will follow.

Pursuant to Clause 52.05-3, *an application to construct or put up for display an animated or electronic sign within 60m of a freeway or arterial road declared under the Road Management Act 2004 must be referred in accordance with section 55 of the Act to the referral authority in Clause 66.03 or a schedule to that clause.*

The proposed signage will be located approximately 5m south of Raleigh Road (TRZ2 – arterial road) and therefore the application will need to be referred to the Department of Transport under Clause 52.05-3. We do note that the electronic signage and associated EV charging station are located entirely within the title boundaries of 31-35 Raleigh Road, Maribyrnong.

4.6 General Provisions

Buildings and Works Exemption (Clause 62.02)

Pursuant to Clause 62.02-2, it states the following:

“Any requirement in this scheme relating to the construction of a building or the construction or carrying out of works, other than a requirement in the Public Conservation and Resource Zone, does not apply to:

- *An electric vehicle charging station.”*

As the proposal is for an electronic signage associated with the EV charging station, a permit is exempt under this clause.

Decision Guidelines (Clause 65)

The purpose of this clause is to establish a basis for the responsible authority to decide whether the proposal will provide acceptable outcomes in terms of the decision guidelines of this clause.

Integrated Decision Making (Clause 71.02-3)

Planning and responsible authorities should endeavour to integrate the range of planning policies relevant to the issues to be determined and balance conflicting objectives in favour of net community benefit and sustainable development for the benefit of present and of human life over all other policy considerations.

4.7 Reference Documents

Maribyrnong Climate Emergency Action Plan 2021-2025

The Climate Emergency Action Plan provides various implementation strategies and actions to reach net zero emissions by 2030. This plan provides a number of actions and of relevance to this planning application is the following:

- *Review and update relevant transport infrastructure design standards and construction methodologies to ensure they prioritise zero emissions transport outcomes.*
- *Update and implement a new Electric Vehicle Charging Policy.*

The proposal responds to this plan as follows:

- The proposal provides an improved outcome for sustainable driving practices, encouraging individuals to move toward more sustainable means of individual transport.



- The proposed signage will not detract from the natural environment as it is located within an existing service station, with several other service stations within the vicinity and is located on a main arterial road.
- The signage will conform to the digital advertising regulations in Victoria, ensuring it will not detract from the amenity of the surrounding area.
- By locating the signage within an existing car park, it allows for EV charging infrastructure to be incorporated without requiring additional land or significant modifications to the public realm. This optimal land use therefore minimises any impacts on the public realm.
- The signage and EV charger is located within an existing service station, which provides convenient access to EV users as it allows them to charge their vehicles while parked. This accessibility encourages EV adoption by providing a practical solution for charging during routine activities (i.e. running errands, shopping).

We note that there are limited opportunities with the public realm to provide EV charging stations within proximity of the site. This site is an ideal candidate to provide EV charging in line with this plan given it encompasses an existing service station with no landscaping and results in minimal impacts to residential properties to the north or the surrounding context.

Electric Vehicle Charging Infrastructure Policy

We note that Council recently adopted (July 2024) an Electric vehicle Charging Infrastructure Policy (the Policy) which aim to:

- Encourage and facilitate the coordinated roll-out of a variety of EV charging infrastructure across Maribyrnong ensuring convenient access to public EV charging options for all residents and visitors.
- Inform local residents, businesses and investors about Council's role and how to seek further guidance.
- Facilitate consistent and timely response to community and stakeholder enquires.

The Policy further encourages that installation of EV charging infrastructure at existing commercial/industrial premises for private and public use.

As discussed the proposed signage is integral to the rollout of fast charging station on this site as it provides the required revenue and ongoing funding for JOLT to provide free DC fast charging (limited) to the community of Maribyrnong.

We also note that the proposed signage associated with a charging unit and being contained within the existing service station is consistent with the land use term for 'Service Station'. This use is defined as '*Land used to sell motor vehicle fuel from bowsers or **charge electric vehicles.***'

The proposed signage associated with the charging station meetings the policy aspirations of the Maribyrnong Climate Emergency Action Plan and the Electric Vehicle Charging Infrastructure policy.



5 Planning Assessment

5.1 Strategic Planning Policy

State and Local Planning policies of the Maribyrnong Planning Scheme includes numerous policies and clauses relating to the appropriateness of. As this proposal seeks approval for the display of electronic signage in association with an EV charging station, the proposal responds to the policy directions as follows:

- Provision of low scale signage with a maximum structure height of 2.65m that will not detract from the significant surrounding streetscape character. The sign will be on a 150-200mm higher than standard traffic island.
- The signage is well setback from surrounding trees at Burton reserve to avoid visual clutter, while maintaining public realm amenity with no obstruction to pedestrian movement.
- Signage will conform to the Victorian's digital advertising regulations, ensuring dwell time, animation, luminance and content will respect the public realm character.
- The signage is small in scale and will be setback from the pedestrian path, Raleigh Road and is entirely within a private lot. .
- The sign will mitigate inundation risk the height of the kerbed traffic island that the electronic sign will go on will be 150-200mm higher than standard traffic island.
- Located within an existing service station, proximate to Highpoint Activity Centre. This in turn promotes loyalty for the businesses around the area and improves the vitality of the activity centre, while contributing to the local economy of Maribyrnong.
- The area currently experiences high traffic in the locality and this site is an ideal location to allow local community to charge their EVs.
- Encourages investment of sustainable transport infrastructure (i.e. EV charging station) within the municipality to curb greenhouse gas emissions.
- The City of Maribyrnong has minimal EV charging stations across the municipality, particularly within the Highpoint Activity Centre (as seen in Figure 13 below). Currently there are only two fast chargers in Maribyrnong (Raleigh Road, Footscray).



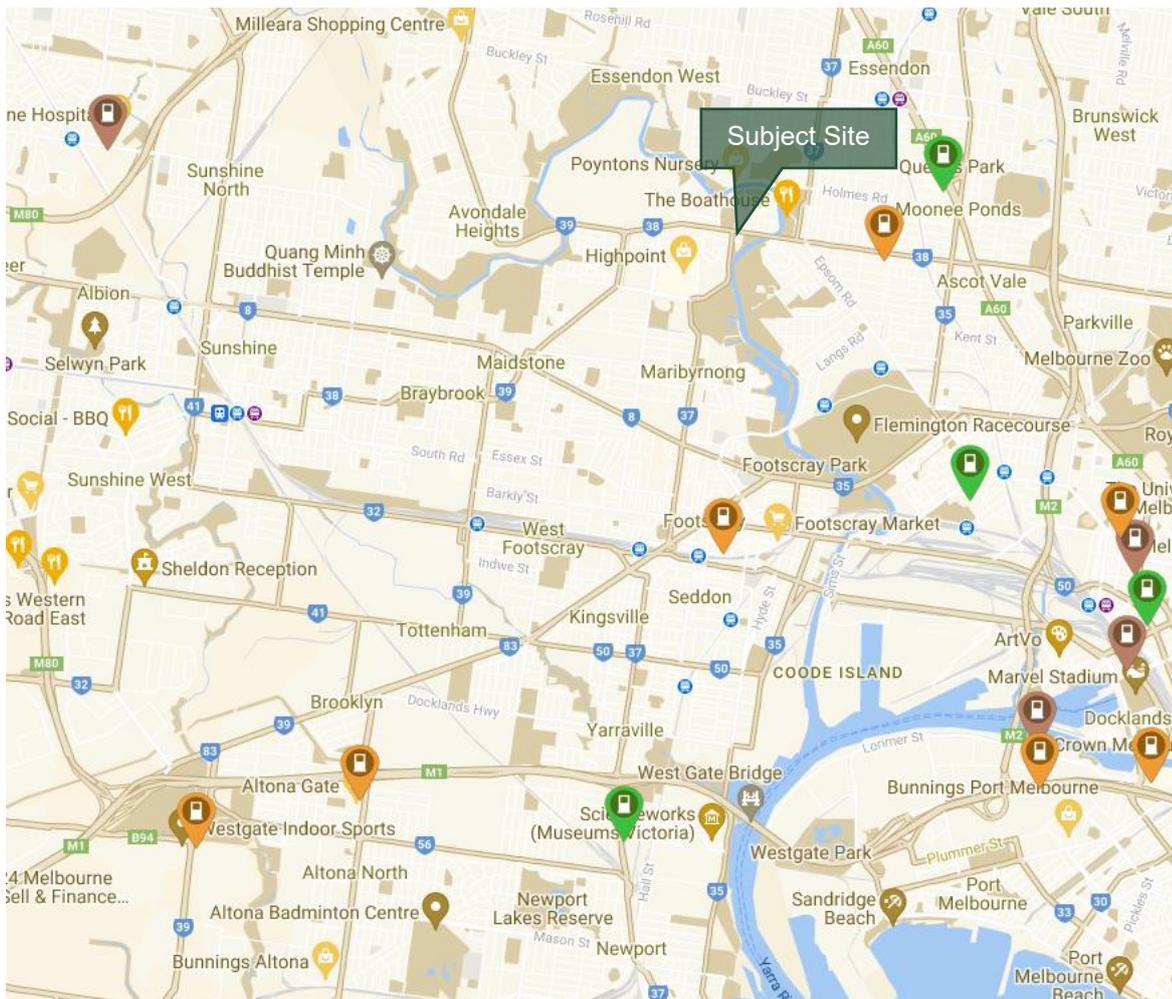


Figure 13 EV charging station locations in Maribyrnong (Source: PlugShare)

5.2 Signs (Clause 52.05)

The signage is within Category 3 and is identified as an 'electronic sign' under Clause 73.02. An electronic sign is a section 2 sign and must not exceed a display area of 3sqm. A permit is required for signage under Clause 52.05-13.

The proposed signage responds to the decision guidelines of Clause 52.05 as follows:

- The display area does not exceed 3sqm.
- The proposed signage is small in scale (3sqm) and will not dominate the streetscape. The signage does not protrude above any buildings or landscape.
- The proposed signage will not impede on the vistas and views of the surrounding landscapes.
- The signage has been setback from nearby street trees, minimising any visual clutter.
- The sign is associated with an electric vehicle charging station and will positively contribute to the commercial area and provide net community benefit.

- The signage is setback from the street and will not be confused with any other street signage and furthermore there is limited signage along Raleigh Road.
- The proposed signage will not result in any amenity impacts.
- The sign is setback approximately 38 metres from the existing pylon sign on the site to avoid visual clutter.
- No vegetation will be impacted by the construction and display of this electronic signage.
- Although the signage abuts the TRZ2, the total display area is only 3sqm with appropriate luminance levels. This ensures it will not be reflective to drivers passing by, which maintains traffic safety.
- The signage will have a dwell time of 30 seconds with no animation proposed, ensuring safety of pedestrians and vehicles are protected.
- Appropriate glare and illuminance levels will be maintained to ensure amenity of the public and surrounding area is maintained. Any luminance emit from the signage will create a safer environment, particularly night time.
- The LCD screens will have a default black display when the signage is turned off or malfunctions. This ensures it will not emit bright light that will distract drivers along Raleigh Road.
- The signage will not incorporate flickering/flashing lights and animation that will distract drivers, ensuring road safety is maintained at all times.
- The sign and structure will be located along the nature strip but will not impact the pedestrian environment.
- The proposed placement of the sign will also not impact traffic movements to and from the site as demonstrated by the swept path analysis.

The abovementioned ensures the EV charging station signage will have minimal impacts relating to visual and landscape character, illumination and amenity of the locality.

5.3 Site Suitability

The proposed site location is suitable for the following reasons:

- The proposal EV charging station is as-of-right in accordance with Clause 62.02-2.
- A service station is defined in the scheme as *“land used to sell motor vehicle fuel from bowsers or charge electric vehicles.”* The EV charging station is situated in an existing car park for a service station and hence makes this a suitable site to provide EV charging with associated signage. A parking space will be repurposed to improve the amenity and services offerings in the area with the provision of an EV charging station. The proposal does not result in a loss of a carparking space.
- The proposal involves a 25kW DC EV charging station providing 7kWh of free charging per user (45km range) and is located within a major arterial road and within an Section2 use (Service Station).
- JOLT is providing the infrastructure at no cost to Council or the surrounding businesses and as such the signage is require to provide the required funding and revenue for this installation to occur.
- The site abuts Raleigh Road (an arterial road) and is proximate to Highpoint Major Activity Centre, which attracts high vehicular and foot traffic in the area. This makes the EV charging station easily identifiable, allowing EV owners to locate the EV charging infrastructure. Furthermore, such high traffic area is an ideal location to increase public awareness of the EV charging station, while providing the



necessary funding to support the delivery of EV infrastructure across the municipality and wider Victoria.

- In addition, the location of EV charging station within the car park supports the inclusivity of electric vehicles within the diverse community. This further encourages the public to opt for more sustainable driving options. We also note that about 2.9% of registered vehicles within Maribyrnong are electric.
- Based on the above, the proposal will not generate any adverse impacts on the natural and built environment, social or economic impacts within the locality.

5.4 Public Interest

The proposal is in the public interest, improving accessibility to publicly available EV charging infrastructure across the Maribyrnong municipality. The proposal responds to the increasing demand of EV vehicles in recent years, supporting the community's transition to all-electric vehicles. This allows easy access when commuting for EV owners, EVs including up to 7kWh or about 15 minutes of free charging per day. Additionally, the proposal provides opportunities for EV owners who do not have off street parking and/or access to charging facilities at home.

Publicly accessible EV charging stations encourage individuals to choose electric vehicles by alleviating concerns about charging infrastructure availability. This in turn promotes a shift toward sustainable and low-emission transportation options.

A recent survey by JOLT in the United Kingdom found that 77% of respondents agreed that JOLT directly benefitted local communities, including:

- JOLT customers are supporting local businesses by spending in shops whilst charging.
- Residents benefit from free and low-cost public charging.
- JOLT chargers provide an income to local authorities from day one to support essential front-line services.
- Community messaging including vital health, safety and community engagement information.

The proposed signage therefore responds positively to Maribyrnong's strong commitment to climate change mitigation and adaptation. By utilising existing carpark to incorporate the EV charging station, the proposal has responded to one of the key strategies within the *Climate Emergency Action Plan 2021-2025* and the Electric Vehicle Charging Infrastructure policy. This ensures that the public space is effectively used, while not resulting in any visual clutter or amenity impacts on the locality or impacts to the public realm.

Notwithstanding, the signage is considered a subtle addition to the existing service station. The signage will be low-scale and will integrate seamlessly into the streetscape, ensuring surrounding views and vistas are protected.



6 Conclusion

This report is prepared by Mecone on behalf of *JOLT Charge Pty Ltd* in respect of a planning application for the installation of electronic signage in association with an EV charging station to service an existing service station at 31-35 Raleigh Road, Maribyrnong.

This proposal responds to the intentions of the Federal and State Governments' commitment to action on climate change and the growing market of EV owners, noting the increasing need for owners to charge their vehicles as part of their journey. The proposal will also assist Council in meeting its commitment to climate change and net zero emissions by 2040.

The environmental and health benefits associated with low to zero emissions travel are well-established. This leaves a positive impact, particularly to the environment and health of people with an improved air quality especially in congested areas and major road corridors.

Overall, the proposal is generally consistent with the relevant statutory framework, and the proposed signage is in the public interest. This application therefore warrants support given its consistency with planning policies and strategic documents.



Appendices

APPENDIX A

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Site Photos

**CITY OF MARIBYRNONG
ADVERTISED PLAN**



Figure 14 Location of interest (August 2024)



Figure 15 Location of interest (August 2024)





Figure 16 Location of proposed EV charging station in existing car space (August 2024)



Figure 17 View of site looking west (August 2024)





Figure 18 Raleigh Road looking west (August 2024)



Figure 19 7/11 Service Station north of Raleigh Road (August 2024)





Figure 20 Metro Service Station west of subject site (August 2024)



Figure 21 Signage along Raleigh Road looking west (August 2024)



Figure 22 Signage along Raleigh Road looking east (August 2024)

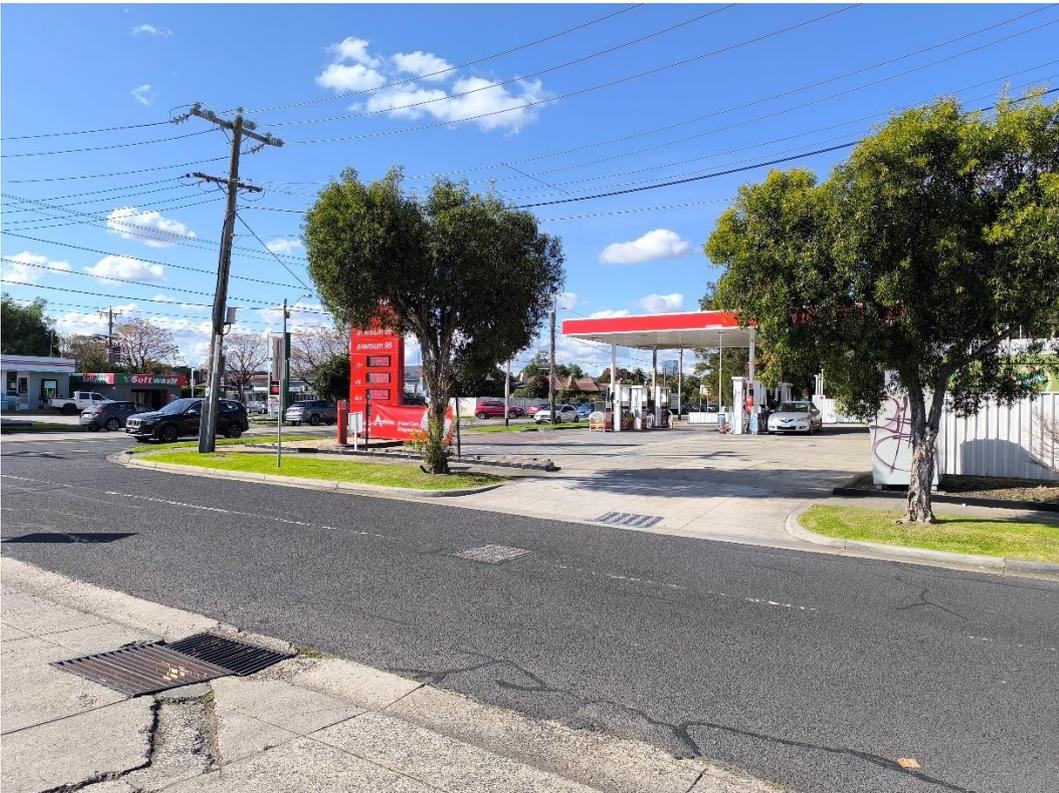


Figure 23 Subject site (August 2024)



Advertising Photos

**CITY OF MARIBYRNONG
ADVERTISED PLAN**



Figure 24 RSL Australia Advertising (Source: JOLT)



Figure 25 JOLT Advertising (Source: JOLT)



**CITY OF MARIBYRNONG
ADVERTISED PLAN**



Figure 26 Polestar Advertising (Source: JOLT)

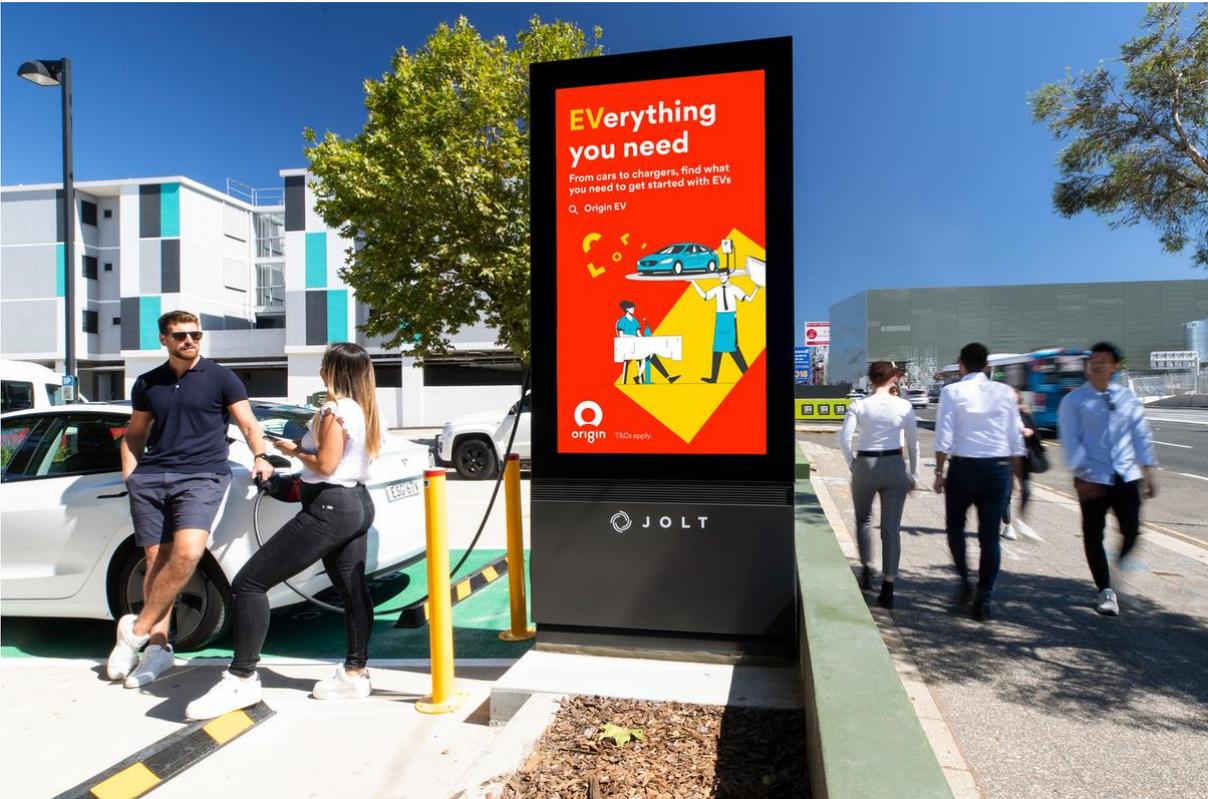


Figure 27 Origin Advertising (Source: JOLT)



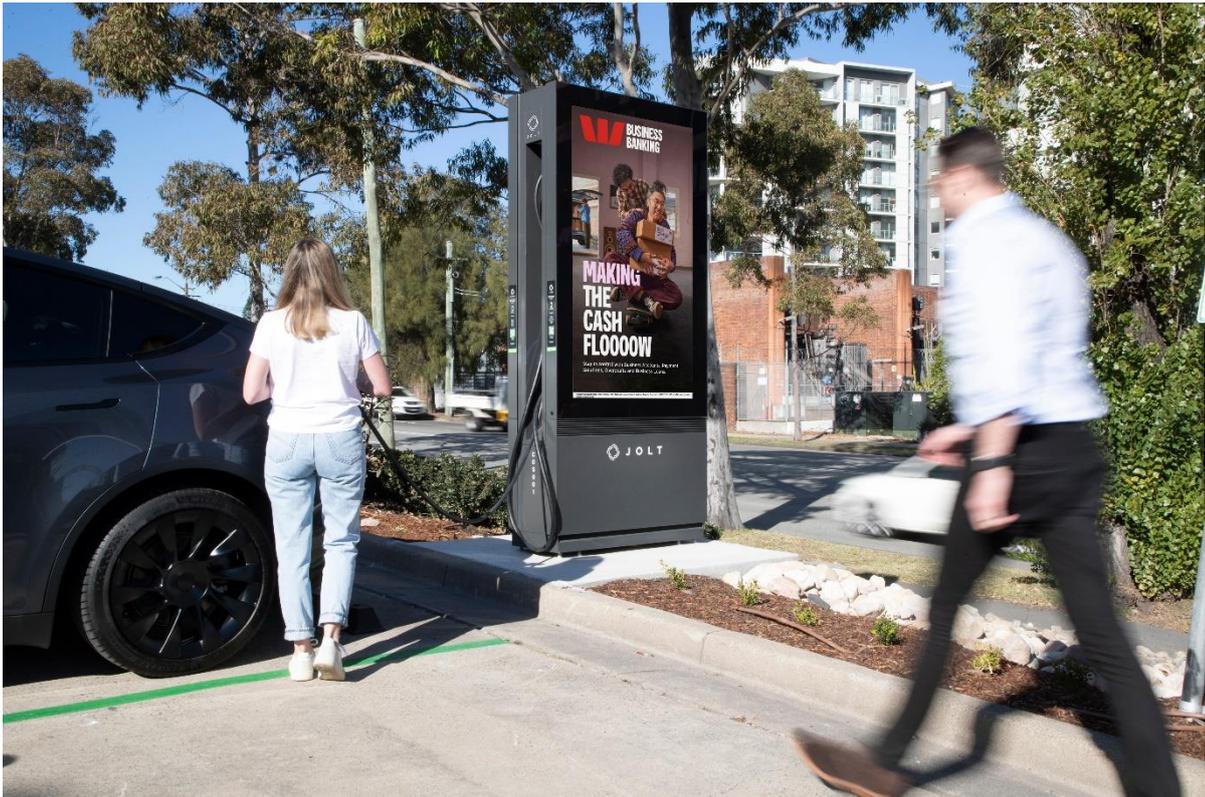


Figure 28 Westpac Advertising (Source: JOLT)

**CITY OF MARIBYRNONG
ADVERTISED PLAN**