



3 December 2018

**Council Agenda - 7 February 2019 - Agenda Item 8.1**  
**Attachment 2 - Plans to be Endorsed - 80A-88 Charles Street, Launceston**

Planning Department  
City of Launceston  
PO Box 396  
Launceston TAS 7250

*via online lodgement*

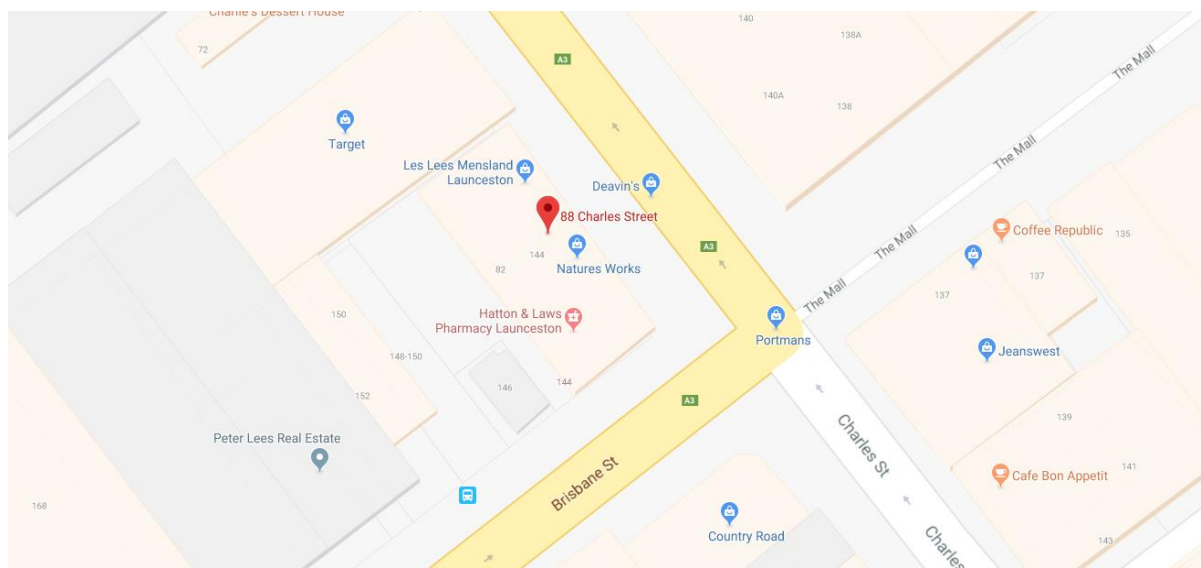
To whom it may concern,

**RE: PLANNING PERMIT APPLICATION FOR SHOPFRONT WORKS AND SIGNAGE AT 88 CHARLES STREET, LAUNCESTON, TAS, 7250**

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

- Certificate of Title;
- Plans and Elevations Package.

The proposed works include new shopfront works and advertising signage to an existing commercial tenancy at 88 Charles Street Launceston to facilitate the new incoming retail tenant Michael Hill. The subject tenancy is a ground floor tenancy with a corner frontage to Charles Street and Brisbane Street as indicated below in Figure 1 and 2 respectively. The tenancy has previously been operated as a Priceline Pharmacy. The surrounding land uses consist of predominately commercial and retail premises in the surrounding CBD precinct.



**Figure 1: Subject Site**



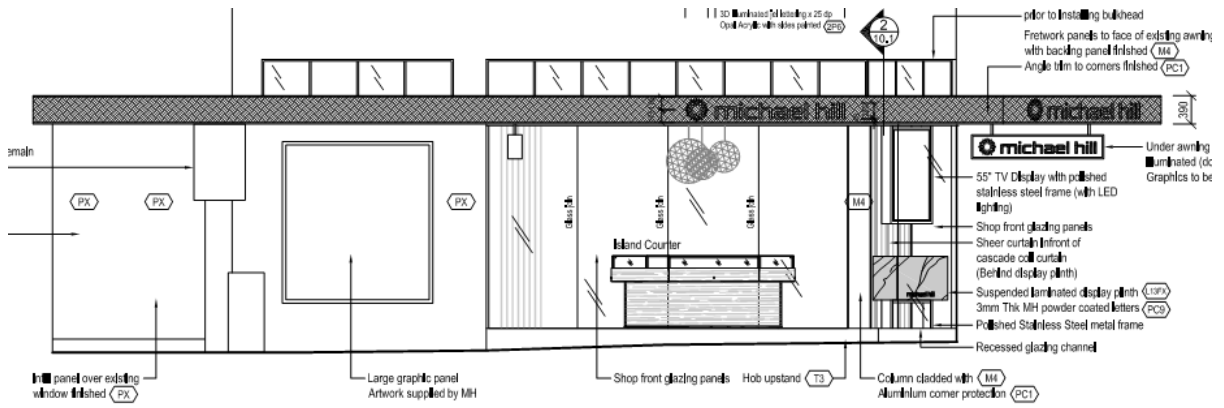
**Figure 2: Existing Ground Floor Facade**

The proposed works are summarised as follows:

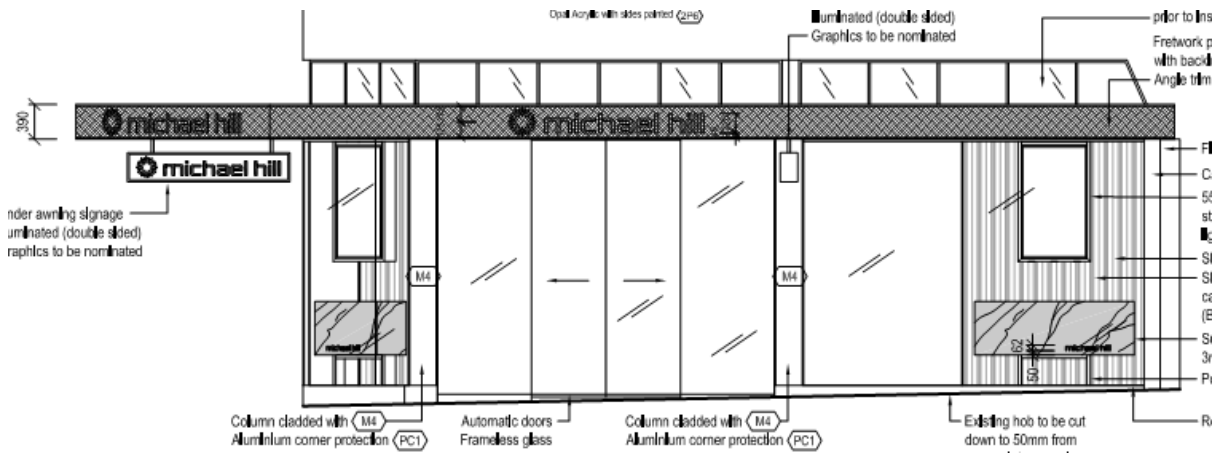
- Retain existing upper façade and awning;
- Glazing and nib wall under glazing to be replaced with new glazing and new auto doors for new shopfront design;
- New cladding to existing awning fascia for new branding;
- New cladding/finishes to shopfront;
- Existing under awning signage to be refaced with new graphics;
- Illuminated lettering to awning fascia signage;
- Large graphic panel to existing window (currently not an active window);
- Infill panel to existing window (currently not an active window);
- 2 x new 55" TV displays within joinery cabinets to display rotating static images (approx. 10 second dwell time with a slow change and no flickering/jumping or moving content).

Please refer to the attached plans package to see the extent of the proposed works and signage.





**Figure 3: Proposed Shopfront**



**Figure 4: Proposed Shopfront**



**Figure 5: Proposed Shopfront Perspective**

The subject site is zoned as Central Business under the Launceston Interim Planning Scheme 2015. The objectives of the Central Business zone are as follows:

- To provide for business, civic and cultural, community, food, hotel, professional, retail and tourist functions within a major centre serving the region or sub-region.
- To enhance the role of Launceston's central city area by encouraging intensive development of the central business district as the major retail, commercial and entertainment centre and the principal activity centre within the Northern Tasmania region.
- To create:
  - activity at pedestrian levels, with active road frontages offering interest and engagement to shoppers; and
  - appropriate provision for car parking, pedestrian access and traffic circulation.
- To encourage a diversity of residential developments, including shop-top housing and tourist accommodation, which support the functions of the central business district.

It is seen that the continued investment in the site and tenancy agrees directly with the intent of the zone through adding to the vibrant mixed use of the area. The proposal continues to facilitate a high end retail tenancy within the zoning and provides a high level of pedestrian activity at ground level through a modern designed shopfront with high levels of clear glazing.

The proposed signage complies with the purpose of the Signs Code as the signage has been developed to complement the architectural design of the building and to avoid visual clutter. In line with the standards set under the planning scheme, the proposed signage considers the local significance of the site within the precinct, the compatibility of the signs with the commercial streetscape and the cumulative impact of signage on visual clutter. The awning fascia signage is minimal in nature, and does not project above or below the awning.

The proposed digital displays will not cause a distraction for drivers or pedestrians as they will only be displaying static images with limited illumination levels. They are setback an appropriate distance from the shopfront glazing and still allow views into and out of the premises to promote an activate frontage in the key pedestrian precinct.

In line with the planning scheme objectives, the proposal contributes to the vibrancy, investment and high quality design of the area while balancing the mix of commercial interests. Ultimately the proposed works should be looked upon favourably as part of facilitating a new incoming tenant into a key site within the CBD precinct.

If there are any issues with any of the information provided, or for further discussion, please do not hesitate to contact the undersigned.

Kind regards,



**James Connolly** *BURbanEnvPlan, GCHM, MPIA*  
Town Planner  
Platinum Planning Solutions

**M:** 0439 514 025

**E:** james@platinumplanning.com.au

**A:** PO Box 603, Upper Coomera, QLD, 4209



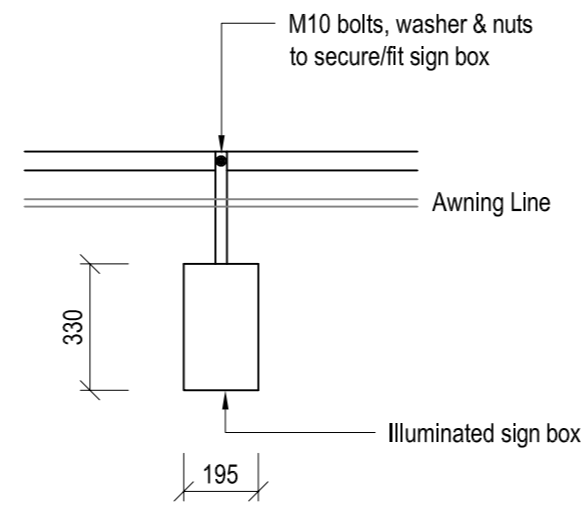
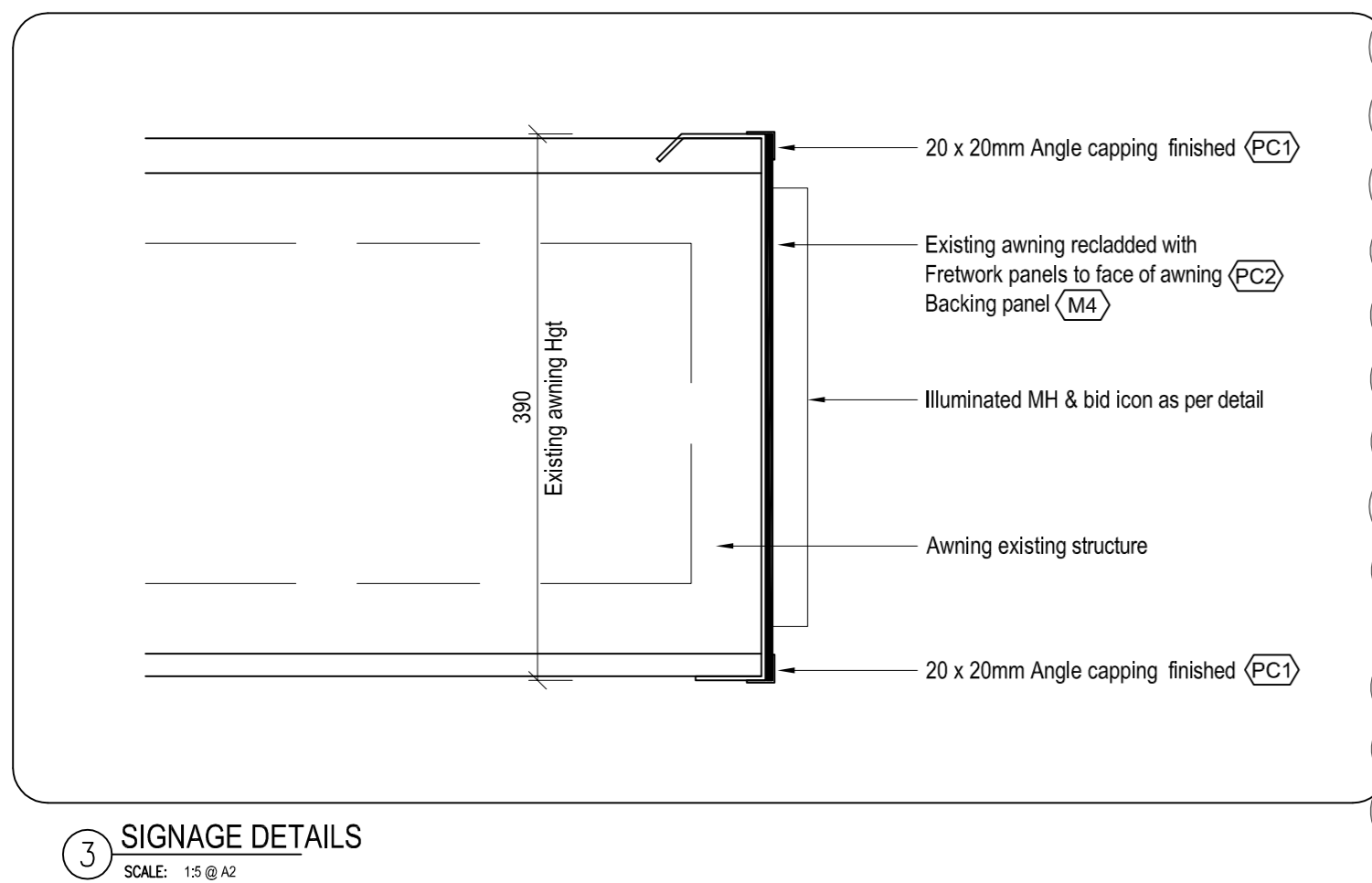
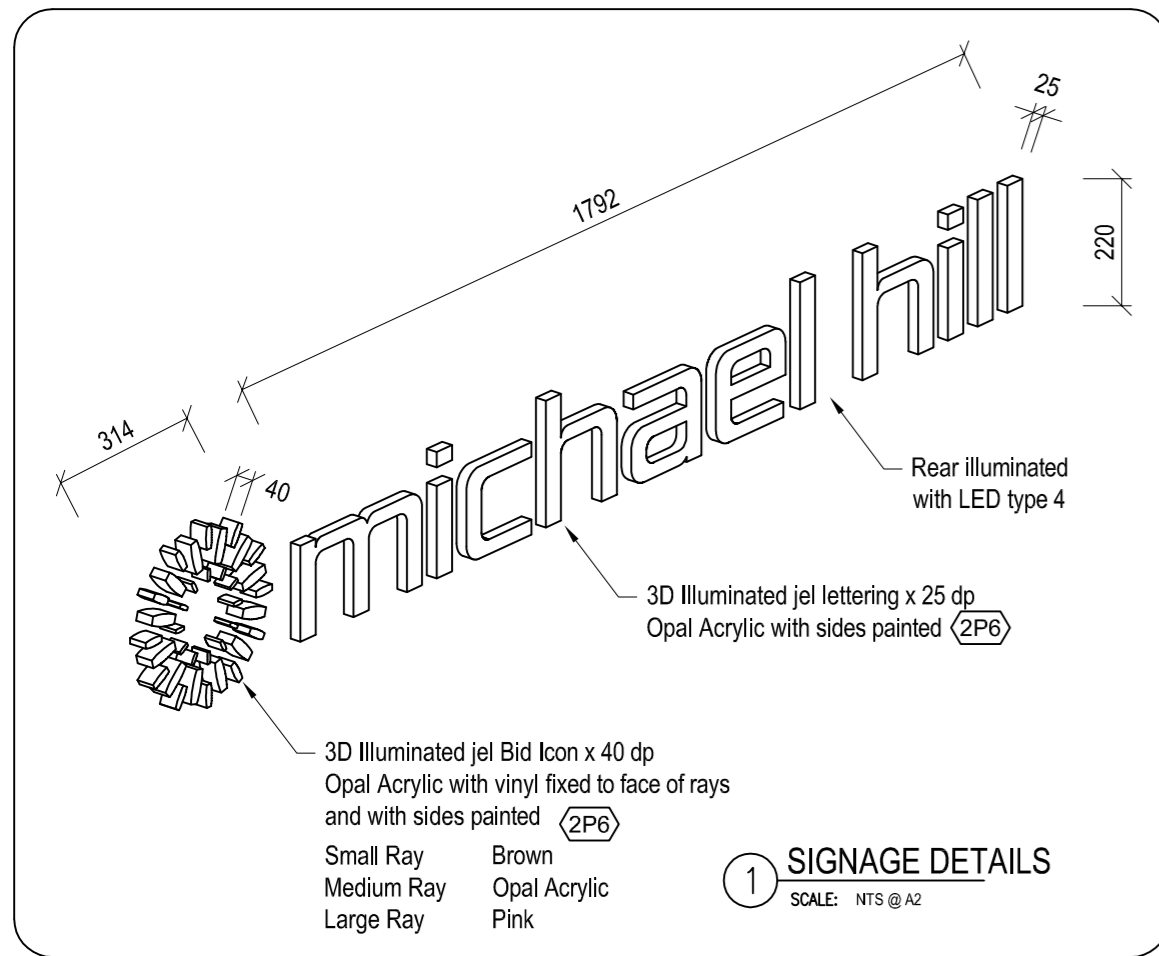
PRELIMINARY

**PLANNING EXHIBITED DOCUMENTS**  
 Ref. No: DA 0698/2018  
 Date advertised: 22/12/2018  
 Planning Administration

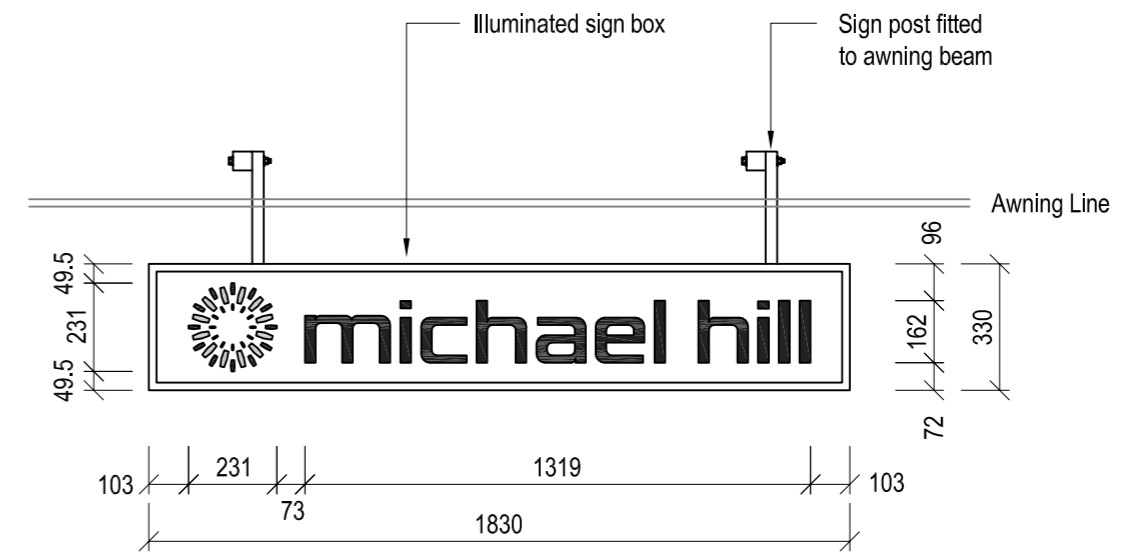
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DRAWING APPROVAL BY michael hill

Name: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Signed: \_\_\_\_\_



**ELEVATION**  
 SCALE: 1:20 @ A2



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 SCALE: 1:20 @ A2

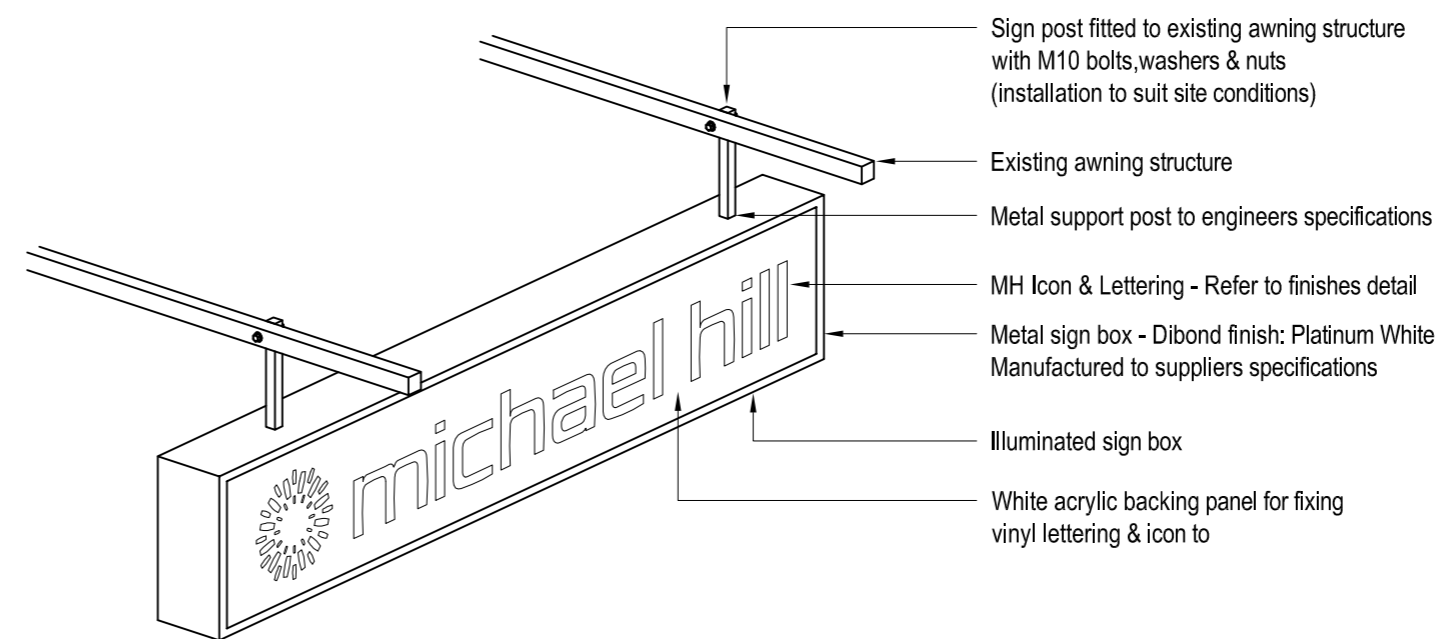


**PAINT FINISHES**

	PMS 7437c
	PMS 405c @ 50%
	PMS 405c

Note: All paint finishes to face ONLY to be Satin Polyurethane

**2 PERSPECTIVE**  
 SCALE: NTS



**WOODLAND SHOPFITTING**

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 Email: admin@woodlandshopfitting.com.au

CLIENT  
 MICHAEL HILL

PROJECT  
 CNR BRISBANE & CHARLES ST,  
 LAUNCESTON TAS 7250

DRAWING TITLE  
 AWNING SIGNAGE DETAILS

DATE  
 13/11/18

REVISION  
 B

SHEET  
 3.1

DRAWN BY  
 RN

JOB NO.  
 20584

SCALE  
 AS SHOWN @ A2

FILE LOCATION  
 W/2018/MH/LAUNCESTON/DRAFTING

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 admin@woodlandshopfitting.com.au