

MELBOURNE PLANNING SCHEME

Incorporated Document

**Advertising Signs - Mercedes-Benz,
135-149 KingsWay, Southbank**

**This document is an incorporated document in the Melbourne Planning Scheme
pursuant to Section 6(2)(j) of the Planning and Environment Act 1987**

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Incorporated Document**

‘Advertising Signs - Mercedes-Benz, 135-149 KingsWay, Southbank’

INTRODUCTION:

This document is an incorporated document in the schedule to Clause 81 of the Melbourne Planning Scheme and gives effect to a specific site control for the purpose of Clause 52.03 of the Scheme.

The land identified in the document may be developed and used in accordance with the specific controls contained in the document. The specific controls may exclude other controls in the Scheme.

If there is any inconsistency between the specific controls and the general provisions of the Scheme, the specific controls will prevail.

ADDRESS OF THE LAND:

Mercedes- Benz, 135-149 Kings Way, Southbank.

APPLICATION OF PLANNING SCHEME PROVISIONS

The following Clauses of the Melbourne Planning Scheme do not apply to the land identified in this Incorporated Document, unless specifically provided for in this Incorporated Document:

- Clause 32.04 Mixed Use Zone
- Clause 36.04 Road Zone Category 1
- Clause 43.02 Design and Development Overlay - Schedule 5
- Clause 43.02 Design and Development Overlay - Schedule 18
- Clause 43.02 Design and Development Overlay - Schedule 27
- Clause 44.04 Land Subject to Inundation Overlay
- Clause 45.07 City Link Project Overlay
- Clause 52.05 Advertising Signs
- Clause 52.29 Land adjacent to a Road Zone, Category 1 or a Public Acquisition Overlay for a Category 1 road

THIS DOCUMENT ALLOWS:

The use and development of the land for the purpose of advertising signage generally in accordance with the following ‘Incorporated Plans’:

Mercedes-Benz

Mercedes Benz Roof Star	SN01	19/7/04
Mercedes Benz Pylon	SN02	19/7/04
Mercedes Benz Name Panel	SN03,SN04,SN05 & SN06	19/7/04

Mercedes Benz Wall Mounted Star Modules	SN07 & SN08	19/7/04
Mercedes Benz Low Panel Pylon	SN09	19/7/04
Mercedes Benz Directional Signs	521,522,523&524	19/7/04
Smart Fascia Sign	SN11	19/7/04
Smart Pylon	SN12	19/7/04
Flag Poles	SN13	19/7/04

The Incorporated Plans form part of this document.

THE FOLLOWING CONDITIONS APPLY TO THIS DOCUMENT:

Mercedes Benz

1. Prior to the commencement of construction or carrying out works for an advertising sign the following modifications to development plans must be submitted to and be to the satisfaction of the responsible authority. When approved, the plans will be endorsed and will then form part of the Incorporated Document. The plans must be drawn to scale with dimensions and three copies must be provided. The plans must provide the following information:
 - a) the dimensions of the Mercedes Benz name panel sign -SN04;
 - b) the Mercedes Benz low panel sign – SN09 to be integrated with the design of the dealership entrance access point
2. The use and development must be carried out generally in accordance with the incorporated plans endorsed by the Minister for Planning or such modified plans which may be substituted with the consent of the Responsible Authority.
3. The location and details of signs on the endorsed plans must not be altered without the written consent of the Responsible Authority.
4. The rotation speed of the Mercedes Benz Roof Star sign - SN01 must be limited to a maximum of one revolution per minute.
5. With the exception of SN01, the signage hereby approved must be static, unless otherwise agreed in writing by the responsible authority.
6. The signage hereby approved must not be reflective, animated or contain any flashing light, unless other agreed in writing by the Responsible Authority
7. With the exception of SN09, the signage hereby approved, including any appurtenances such as lighting, must be erected within the property line and must not obstruct a driver's line of sight at a corner or bend, or between roads at a junction or any point of egress.
8. The lighting of the signs must be appropriately baffled to ensure that there is no spillage of light onto the roadway.

9. This incorporated document will expire fifteen (15) years after the approval date or otherwise to the satisfaction of the responsible authority which may extend the period if a request is made in writing before the approval expires or within three months afterwards.

END OF DOCUMENT