

**1. INTRODUCTION**

As part of Council's aim to develop community and family oriented commercial areas this Policy seeks to protect and facilitate the comfort of pedestrians through providing controls for the display of goods, the external appearance of buildings and design and location of advertising associated with Restricted Premises which may be sensitive to the surrounding public environment.

**2. AIM AND OBJECTIVES**

The objectives of this Policy is to:

- a) Control the display of materials, products and advertising of a potentially offensive nature associated with Restricted Premises.
- b) Protect the amenity of pedestrians and the surrounding public environment and especially adjoining residential areas.
- c) Assist the Council as a basis for making decisions in respect to applications for planning approval for Restricted Premises.

**3. POLICY**

- a) Where applications for planning approval for Restricted Premises are submitted the following provisions will be taken into consideration:
  - i. Materials, products and advertising of a sexual nature are not to be displayed within the window display area and shall not be visible from outside the building;
  - ii. Concealed/screened areas restricting viewing from entrances and windows into the premises are required to be provided behind window display areas and entrances;
  - iii. Signage, including the name of the Premises shall not be or include advertising or images of a sexual nature;
  - iv. The scale of the proposed use, including the potential impact of opening hours on the amenity of surrounding land uses;
  - v. Particular attention to be given to the visual amenity of surrounding properties. Restricted Premises shall only be permitted where it can be demonstrated that the external appearance of the Restricted Premises will not be out of character or harmony with the locality in which it is situated;
  - vi. Should planning approval be granted, any approval for the use of Restricted Premises shall be limited to the applicant only. Furthermore, the use of the premises as restricted Premises by any other person, or the use of the premises for any other purpose, will require a new application for planning approval to be approved by the Council; and
  - vii. In determining any applications for planning consent the Council will have regard to the Town Planning Scheme, Council's Policies and any other relevant document or legislation.
- b) All applications for Restricted Premises will be subject to advertising in accordance with the Town Planning Scheme and Council's Policies.